EGAMERS' INFLUENCE
IN BRAND ADVERTISING STRATEGIES.
A COMPARATIVE STUDY BETWEEN SPAIN AND KOREA

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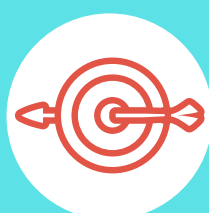and Pedro-Jesús Peña-Hernández

INTRODUCTION

eGames,
a business for advertising. Brands study which are the best ways to approach and adapt to their environment.

eSports
have behind them values that allow **branded content** to be part of that world. They have **strategies** that attract people with those skills.

Advertising strategies
differences between the **Korean gamer** (advanced player reference) and the **Spanish gamer** to analyze their influence on brand and their application to the Spanish public.

METHODOLOGY AND RESULT

Analyzing eGames in Spain and the behavior of the industry and advertising in them.

Playful habits, the viewing of advertisements in games, the purchase of advertised items and advertising in competitions.

- To define the Spanish player's profile and their behavior with respect to advertising and the brands that appear in games and competitions.
- Compare the Spanish player with the Korean player.
- Analyzing which advertising strategies would be most effective for this target audience and possible applications of advertising strategies of brands aimed at this sector of the Spanish public.

Online Questionnaire. Quantitative research

Research eGamers

Korean (293) Spanish (280)

Conventional online advertising does not attract the attention of consumer gamers, but the products endorsed by gamers is effective, because the audience, while watching the games, sees what elements the players use.

CONCLUSIONS

One of the best advertising strategies for video games would be the use of professional eGamers as influencers who use and endorse products and brands.
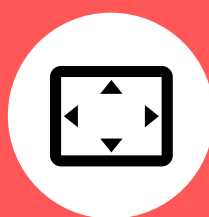
This study is an approach to the reality and the evolution of advertising strategies within the eGames market.

Continuous observation and a deeper research to analyze the effectiveness of advertising and the evolution of players' behavior, as a result of them.

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