

# Marketers Turn to Mobile Games to Drive Brand Safe Advertising

Many gaming apps provide rich environments with zero user-generated content, which is considerably safer for discerning brands.

- Josh Gaynor, VP of Marketing, Bulgari

Advertisers are also beginning to understand that mobile gamers are not just male teenagers.

- Kate Wolff, SVP, Client Services, RQ (Pizza Hut, Mini Cooper & Samsung)

Games are also interactive. I know that for 15 minutes while people are playing a game, I have their undivided attention to insert my brand in there.

- Cameron Kelly, Director of Strategy, United Entertainment Group (North Face & Adobe)

\$70B

Mobile: More than Half of The Total Game Revenue\*

59%

Of Female Gamers Play 10+ Times a Week\*\*



\*Newzoo's 2018 Global Games Market Report. \*\*2017 Shopify data

