



GET READY FOR A REVOLUTION

- »» Do you ever feel that your brand is missing out on the next big thing?
- »» Are you tired of generic ads that don't resonate with your customers?
- »» Do you crave a gaming experience that's more immersive and engaging?
- »» Look no further; **HEDRA** is here to transform your world!





Unleash the Power of In-Game Advertising

Massive Scale | Data-Powered Audience Buying | Brand-Safe Environments

Dynamic & Natural | Audience Attention | 24 / 7 / 365



3.2B+

Gamers worldwide



79%

Of US adults play games regularly or semi-regularly



3+

Average daily sessions per user



7.1hrs

Average playing time per week



9x

More attention than standard display benchmarks



500,000

Unique Users playing over 12,000,000 sessions in Football based games per month in the UK



What is In-Game Advertising?

Have you ever imagined a world where advertising seamlessly integrates with your gaming and sports experiences? It's not just a dream - it's the future, and it's happening right now.

Your brand becomes an organic part of the gaming environment, seamlessly integrated into the storyline, catching the attention of a demographic that's notoriously hard to reach through traditional means.

Bidstack is the leading in-game advertising and video game monetisation platform and their sophisticated tech natively renders dynamic advertising into areas of the gaming experience where players would expect to engage with brands.

Through Bidstack's native in-game tech, your brand can gain unrivalled access to reach Gen Z, Gen X, Millennial and core sports fans across Bidstack's portfolio of premium console, PC and mobile games.



Platform
Desktop, Mobile, VR

Targeting

Capabilities	Age [^] , Gender [^] , Geo
Region	Global

In-Game Creative

In-Game Creative Size	300x250, 728x90, 970x250, 900x150
Creative Guidelines	Solid background colour with one line of legible text. No CTAs or buttons. Animation allowed ±

*All data subject to change | ± Animated creative is unavailable for Dirt 5, Dirt Rally 2.0, GRID, Touchgrind BMX 2, SuperTrucks Offroad | [^] Age and Gender is unavailable for Soccer Cup 2021, BEJJ Brazilian Jiu Jitsu, Dirt 5, Dirt Rally 2.0, GRID, Touchgrind BMX 2



Virtual Campaigns

- Costs tailored directly to effectiveness
- Potential for millions of games/exposures p/month
- Targeted to demographics/locations for maximum effectiveness
- Creatives tailored to a specific audience
- Youthful, high-spending userbase
- Progressive, and innovative new marketing tool



Real World Campaigns

- Historic organizations with loyal, local fans
- The only way to be part of one-off unique moments
- Finite amount of fixtures/exposures per season
- Untargeted viewing audience
- Aging demographic



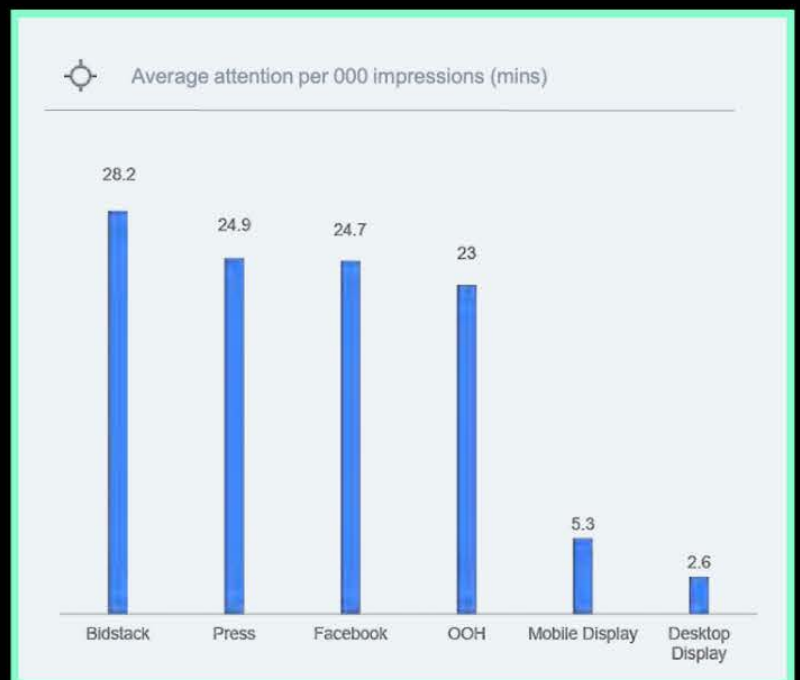


Providing The Data You Need

Reporting is the backbone of a successful in-game advertising campaign. Platforms such as Bidstack provide detailed and meaningful data to ensure brands fully understand the ROI of their campaign.

- Impressions and unique users
- Viewability
- Avg Session Length
- Time In View
- Avg Viewability Per Impression

Most industry standard impression pixels including Google, Sizmek, Flashtalking, Nielsen and ComScore can be utilised along with data on unique users, in-game data, viewability and time exposure.



The IAB approved definition of an impression is for the whole logo to be seen for at least one second with the 'sweet-spot' being two seconds. Often in-game advertising achieve well above and beyond this number per impression.



In Game - Football Manager 2024



Betting/Alcohol/Crypto
allowed subject to approval



Age Gating Capabilities to
over 18's



Case Study

Bidstack ran an in-game advertising campaign for Kindred displaying their Unibet ads in Football Manager 2023. Kindred were looking to increase awareness and drive uplifts in the Unibet brand perception.



15,003,154

Total impressions delivered



7,497,785

Matches played



29,061,242 secs

Total time in view of ads

Equivalent to 336 days



62,949

Unique users reached across the campaign



18-25 Age Range

100% players over 18



75 cities

incl London, Manchester and Glasgow





betsafe 

Case Study

Bidstack ran an in-game advertising campaign for Betsson, testing their Betsafe ad in Football Manager. Betsson was looking to increase awareness and drive uplifts in brand perception.

The Betsafe in-game ad generated higher levels of attention than standard desktop advertising formats according to Lumen research



76% of the sample noticed the ads

Compared to 47% average for desktop advertising formats



1220 seconds of attention per 000 impressions

Compared to 392 average for desktop advertising formats



1.6 seconds of time spent with attention

Compared to 0.8 seconds average for desktop advertising formats



26% still viewing at 2 seconds

Compared to 4% average for desktop advertising formats



betsafe 

Football Manager 2023 In Game





Let's talk.....

1

Drop me a line for further information

2

Schedule a short, free discovery call and let's discuss how this product can service your needs.

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