

HAS THE TIME FINALLY COME TO SAY GOODBYE TO MASS MARKETING IN GAMES?

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One of the lovely things about the online world is that it's easier than ever to find content that truly resonates with you. That's why my Instagram Explore is 90% videos of black cats and knitting, and sometimes, someone knitting with a black cat sat on them...

While some may disparagingly call it an echo chamber (and they may have a point), the truth is that the algorithms behind our online communities really do control what we see and often, what we buy. This hyper-personalisation has been redefining markets for some time, and the games industry is no exception.



Earlier this month, Circana released new data showing that most players (about 63%) only buy one or two games a year. And as we move into 2026, we all know which games (or perhaps game) those are likely to be. This audience represents a huge portion of people who engage with games very minimally.

So, what does that say about the remaining 37%? And what does it mean for comms?

Realistically, this leaves a smaller but far more influential group that ultimately drives the market's success. They're the true "power users", and based on this new data, could be the difference between a hit and a flop.

Unfortunately, this group doesn't have the same passion for every game being made! So, it's a mistake to paint them all with the same brush, or to assume they live in the same communities, or even speak and behave the same way.

By doing so, brands risk hedging their bets with a vague, bland vision of a gamer who simply doesn't exist anymore. It's all too easy to fall into assumptions based purely on one profile.

But not all FPS games are built the same. Not all RPGs appeal to all RPG fans. In fact, the audience for your game might not be 37% of all players. It might not even be 20%; it might be 1% or even less.

While that might seem daunting, the data suggests this could be the beginning of a new era of video game marketing. One where fewer, but higher-quality, communications take priority. In other words, if you want to effectively reach your players and sell your game, the time for mass comms is over.

As an industry, we need to move beyond bland storytelling built on basic data like platforms, genres, and top-line demographics. Much like our algorithms, marketers must embrace true hyper-personalisation too, crafting content informed by behavioral, attitudinal, and transactional insights that uncover why players love a game and how they choose to play.

Tactically, this touches everything, from how we shape our messaging and product positioning to choosing the right creators and press partners.

Data is only half of the story. To really succeed, you also need the right people on your team, people who are genuinely part of the communities you want to reach. Yes, this may be a small audience to target. But when you get it right, the potential for conversion is far, far higher.



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