

REACH YOUTH ON GAMING APPS & PLATFORMS

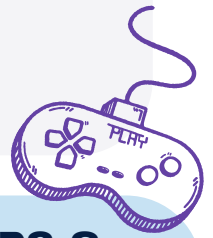
It's undeniable that Gen Z are gamers. **Glacier helps you place ads on gaming apps & platforms** in order to get your message where youth are spending their time



GEN Z LOVES TO GAME!

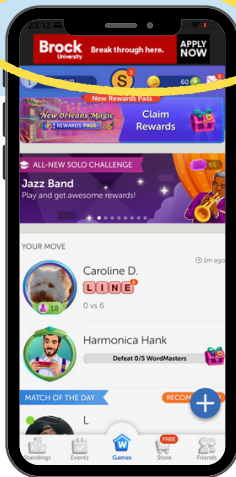
According to Deloitte's research:

- **87%** of Gen Z said they play video games on devices such as smartphones, gaming consoles, or computers at least weekly
- Gen Z teen males game for an average of **12 hours per week**, and Gen Z teen females game for **9 hours per week**
- In fact, Gen Z have labeled gaming as their favorite activity

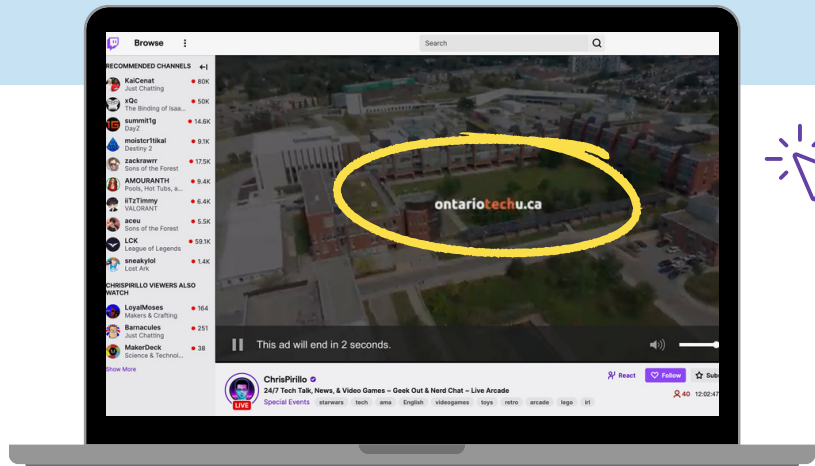


WHAT DO WE MEAN BY PLACING ADS ON GAMING APPS & PLATFORMS?

In the advertising industry, gaming is seen as a placement, meaning a set of places to put your ads. With gaming placements, this could mean having ads in mobile gaming apps or video game streaming platforms such as Twitch.



Brock University's ad on a mobile game



Ontario Tech's ad streamed on Twitch

AMPLIFY YOUR DIGITAL CAMPAIGN BY ADDING GAMING AS A PLACEMENT

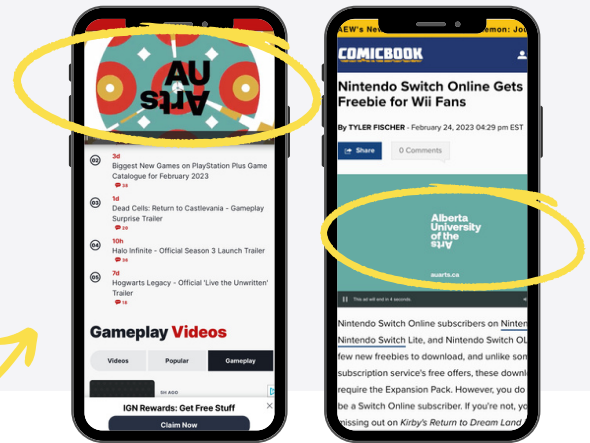
If you are running a brand awareness or website traffic campaign, adding gaming as a placement is a great way to reach Gen Z and enhance your campaign

Glacier's clients have seen success with gaming placements!

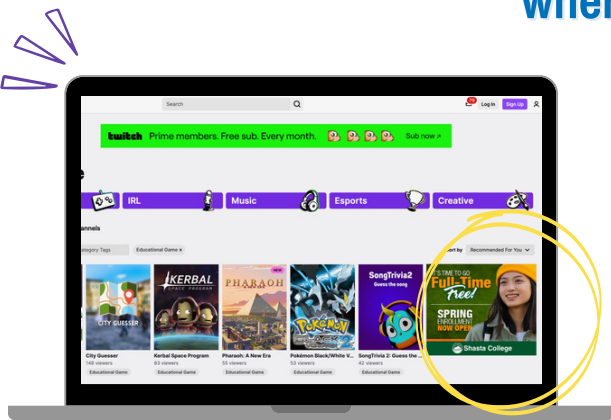
CASE STUDY: Alberta University of the Arts (AUArts)

We ran a digital campaign with AUArts that included gaming placements and saw the following results:

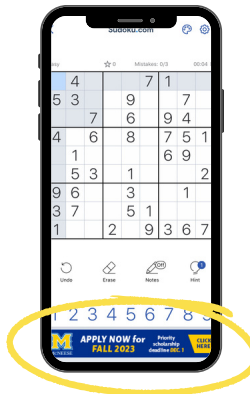
- Click-Through Rate (CTR) was 5x higher than average display campaigns with static banners
- Generated over 7,200 additional website visits
- Video completion rate was more than double on a digital campaign without gaming placements



Glacier focuses on delivering messages to youths on platforms where they spend time



Shasta College's ad displayed on the homepage of Twitch



McNeese State University's ad on a mobile game

If you want to get your message in front of Gen Z, it's important to make sure you are placing ads where Gen Z are spending their time.

Glacier are leaders at staying on top of Gen Z trends and we carefully monitor what placements are successful in engaging youth.



Interested in finding out more?

We'd love to chat! Visit weareglacier.org and book a call with our team to learn more about gaming placements and how we can help you