

Get in

THE GAME!

Glacier puts you directly in front of your audience with customized app-based and digital console campaigns.



YOUR BRAND IN THEIR MIND

The gaming industry is huge, and you know what? It's only getting bigger.

Glacier uses a cutting-edge approach to campaign creation and management. We custom build strategies and tactics that guarantee your brand and your message gets noticed by youth.

The audience reach in the gaming category is over 230 million!

PC Gamers (38% Women/66% Men)

Console Gamers (35% Women/65% Men)

Mobile-Only Gamers (74% Women/25% Men)



YOUR AUDIENCE IS WAITING

74% of North American homes engage in gaming regularly

38% of US gamers surveyed were aged 18-34

Even gender split (46% female, 54% male)

GLACIER'S GAME-WINNING STRATEGY

Our specialized experience is your advantage. Through countless campaigns for educational institutions and youth organizations, we've developed insights and tactics that work, plain and simple.

Device targeting: Leverage your audience's preferred free-to-play mobile apps, gaming consoles, and computers.

Geofencing: Control which communities and which regions see what ad.

Customized approach: We take your content and customize a campaign that enables you to speak directly to YOUR target audience.

Platform and performance: We know what type of content performs best and where. We make recommendations and work to optimize for peak performance on mobile gaming apps, Twitch, gaming consoles, connected television, video, and more.

Reporting and insights: Live campaign dashboards that show real-time results.



The future of YOUTH ADVERTISING

Glacier is informing and inspiring the next generation.

By combining innovative thinking, broad capabilities, and undeniable passion, we're able to engage youth in a personal and impactful way. This allows us to help create an open dialogue between you and your audience.

From there, you can share with them the important messaging that will potentially shape their lives and also the future as a whole.



GAMING IS GROWING

16% increase in time spent on
gaming sites | Source: www.gameindustry.biz

84% of youth (15-22 yrs) own
a specific gaming console

150,000,000+ monthly mobile
gamers in the USA

Gaming apps deliver *3x more*
website traffic than traditional banners

GLACIER GETS RESULTS—IT'S PROVEN

“

I had the privilege of working with Glacier on our 2020 Admissions Marketing Campaign. Over the course of 10 weeks Glacier executed a flawless campaign. During that period of time, our project manager and digital strategist made real-time analysis decisions to ensure that creative testing recommendations resulted in goal achievement that was four-fold of what we contractually agreed upon.

The team at Glacier was always accessible, highly professional and provided ongoing Zoom and Intelligence reporting for Executive Management. Though the campaign is over, we are still working admissions leads.”

- UWC-USA

GLACIER GIVES YOU THE ADVANTAGE

Research matters: Industries and audiences are always shifting. We invest in the collection and analysis of critical data relating to youth behaviour socially and digitally. Whether it's at home, at school, or online, we know how to connect them to your cause.

Keep measuring: Nothing is ever set in stone. Assessments are constant with a Glacier campaign, which allows us to pivot and update strategies as needed.

Driven by data: Every platform, every game, every development—we do our research to make sure we understand who is playing what and where.

Expansive: To get results, you have to go beyond traditional thinking. We offer you a multi-channel, integrated approach based on best practices.

TAKE ADVANTAGE OF THIS ENORMOUS MARKETING OPPORTUNITY.

Glacier can help you connect directly and personally with an ever-growing audience:



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