LEVEL UP YOUR HO-HO-HOLIDAY ADS FOR THE FESTIVE SEASON

Last Year:



WHAT YOU GET WITH ANZU

Get ready to ignite your brand's impact

Monday, Christmas, and New Year all see

people playing more. As your audience

celebration and make your mark!

gathers to unwind and connect, join the

during the holiday season! Black Friday, Cyber

Reach vast audiences across all mobile, PC, and the metaverse

3

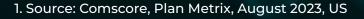
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Connect with players by using display, video, and custom ad formats

Appear in premium, brand-safe games, across a range of genres

Measure your campaign with advanced reporting





2



WHY ANZU?





increase in playing sessions on Christmas Eve, and a 39% increase in players



47%

increase in playing sessions on New Year's Eve, and a 40% increase in players



33%

increase in playing sessions on Christmas Day, and a 28% increase in players



7%

increase in players on **Black Friday**, with a 5% increase in playing sessions

GAMES THAT INDEX HIGHLY FOR SHOPPERS*



Giant Rush!

95%

more likely to have visited a shopping mall in the past month





Cooking Fever

|4|%

more likely to say they're a spender rather than a saver







SimCity BuildIt

194%

more likely to be the first amongst friends to try/buy new things (shopping early adopter)



Monster Squad Rush



more likely to advise/influence others on online shopping

ANZU GIFTS YOU THREE SIMPLE OPTIONS TO GO IN-GAME

With retail spending estimated to rise 4.5% to \$1.3 TN² during the 2023 holiday season, we offer three easy ways to reach your audience this festive season in their favorite games.

SM GLOBAL DAILY ACTIVE USERS

23 NOVEMBER - 1 JANUARY



GAME TAKEOVERS

Gain 100% SOV in any game during the festive season to reach specific audience segments like retail shoppers or parents.



IN-GAME ADS

Bring your brand's holiday display and video ads in-game with our non-intrusive ad placements that complement gameplay.

Contact your Anzu representative for campaign and pricing details.





CUSTOM INTEGRATIONS

Integrate your brand into popular games with unique customizable features surrounding the entire game.

GET IN TOUCH

SUCCESS STORIES: AMERICAN EAGLE AND A LEADING TOY BRAND

Anzu has helped many brands successfully reach audiences during the festive season.



AMERICAN EAGLE'S CUSTOM WINTER VILLAGE IN LIVETOPIA

5.7M MINI GAMES PLAYED



In 2022, American Eagle launched a custom activation in Livetopia, one of Roblox's most popular experiences.

The Winter Village encouraged players to take part in mini-games, to win tokens for money-off purchases made on the brand's website. In November 2022, Anzu ran two in-game ad campaigns for a global toy brand, using display and video ad formats.

Both benefited from high attention rates (1.5x and 1.6x the Lumen average), translating to a 7% and 8% point increase in purchase intent.

Please reach out to your Anzu representative to check the campaign and pricing details.



IN-GAME ADS DELIVER RESULTS FOR GLOBAL TOY BRAND

+8% PURCHASE INTENT

