

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

Get ready to ignite your brand's impact during the holiday season! Black Friday, Cyber Monday, Christmas, and New Year all see people playing more. As your audience gathers to unwind and connect, join the celebration and make your mark!



## WHAT YOU GET WITH ANZU

1

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

3

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

2

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

4

Measure your campaign with advanced reporting

## WHY ANZU?<sup>1</sup>

Last Year:



49%

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



## SimCity BuildIt

**194%**

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



## Cooking Fever

**141%**

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



## Monster Squad Rush

**105%**

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 TN<sup>2</sup> during the 2023 holiday season, we offer three easy ways to reach your audience this festive season in their favorite games.

 **5M GLOBAL DAILY ACTIVE USERS**

 **23 NOVEMBER - 1 JANUARY**



2. Source: Insider Intelligence, 2023



## 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.



## CUSTOM INTEGRATIONS

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

Contact your Anzu representative for campaign and pricing details.

[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-GAME ADS DELIVER  
RESULTS FOR GLOBAL  
TOY BRAND

**+8%**  
PURCHASE INTENT

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.

GET IN TOUCH