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VIDEO GAMES AND CYBERSPORTS AS TOOLS FOR MARKETING AND BRAND PROMOTION

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Abstract. Digitalization is actively developing not only in the working environment, but also in the leisure and entertainment industry. The main purpose of this article is to consider video games and eSports sites as a marketing tool, that is, the possibility of promoting goods and services. The relevance of the study is due to the need to attract the consumers' attention, to be in trend, in the face of changing consumer's behavior patterns. The main brand promotion methods using video games and eSports tournaments are analyzed. Further, the authors conducted a sociological survey to analyze the above methods effectiveness. A total of 93 people aged 17 to 57 were surveyed to find out which video game and esports ads are most likely to make a purchase. The results of the survey showed that advertising on streaming sites is more preferable than direct advertising, as respondents have more trust in opinion leaders, who are streamers, video bloggers and professional players. In addition, the article analyzes the Swiss company Logitech positive experience in using video games and eSports as marketing and brand promotion tools.

Keywords: video games; eSports; streaming sites; content; integration; advertising; influencers.

JEL codes: M31; M37.

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