

# Advertising Influence on Non-Game Players

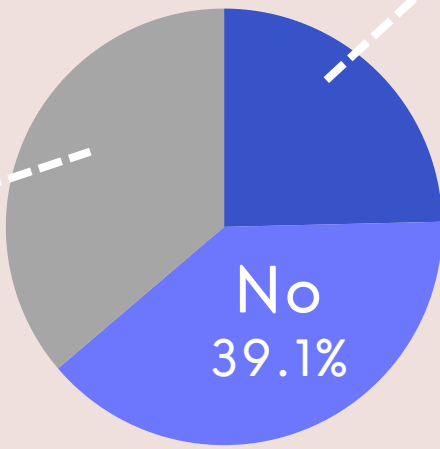
(n=SG:31, VN:16, TH:22)

## Gameplay Experience After Viewing Ads

Have you ever played a game because you saw an advertisement for it?  
(n=69/3 Countries)

36.2%

answered that they don't remember or are unsure.



24.1%

Ads

of non-gamers have played a game after watching an advertisement.



## Top reason for being influenced



Singapore



Vietnam

33.3%

- The game's story or setting seemed interesting.
- The gameplay video shown in the ad looked fun.



Thailand

37.5%

The graphics and visual effects were appealing.

## Most Frequently Used Digital Platforms



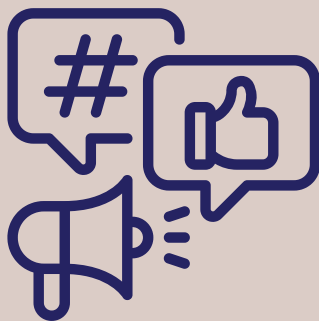
Singapore



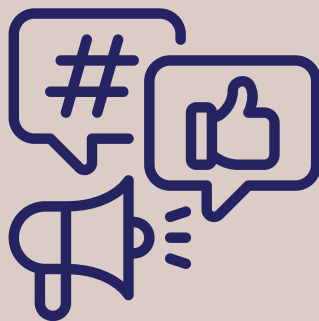
Vietnam



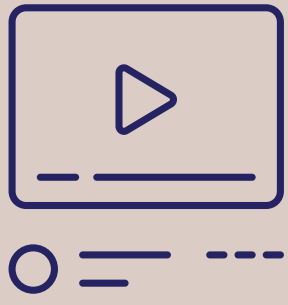
Thailand



Social media



Social media



Video streaming services



## Effective Advertising Approach to Non-players

To non-players in Singapore and Vietnam:  
Leverage social media to run campaigns with story-driven advertising that highlights engaging narratives and gameplay.

To Non-player in Thailand  
Use video streaming platforms for impactful ads with stunning visuals.



For more effective advertising strategies

To create more effective ad strategies, understanding non-players is key. Conduct detailed research to uncover their preferences, behaviors, and motivations. Know them better to connect deeper!