ota .network

ESPORTS

ESPORTSERVICE

ABOUT OTA ESPORTS

OTA Esports is the first Marketing Agency in Vietnam with the aim to utilize esports as a marketing service, to bring millions of esports audience to commercial brands.

Missions:

- Educate potential Esports market.
- Bring diversify activation with visualize - tracking-able - long-tail campaign to Brands Esports Service through Technology tool.
- Unite the strength of Esports stakeholders according to the partnership model.

OTA Esports





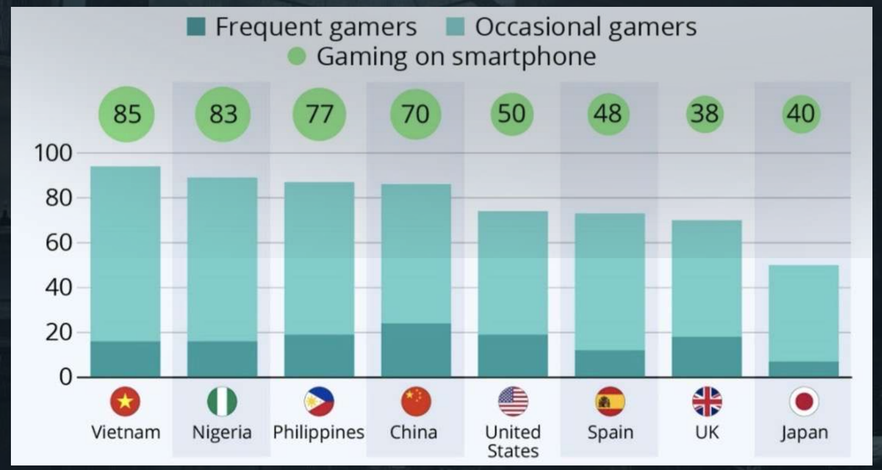
OTA Esports



“We recognize that brands need to find ways of advertising which are organic and authentic in nature in order to appeal to their new customer, especially young millennials and Gen Z’ers. Esports give this to them.”

WHY CHOOSING ESPORTS FOR YOUR CAMPAIGN?

Vietnam is one of the game markets with the strongest potential for growth in Asia



Vietnam is also the country with the highest percentage of adults playing games in the world in 2020

Source: We are social 2021 & Statista's Market Research

10M

The sales of Vietnam's online games in 2020, an increase of 16% compared to 2019

50M

The number of Vietnam's game players in 2020, with an equal gender ratio of 51% Male, 49% Female

92%

Vietnamese have played games on at least one device

80%

Gamers said that they have spent more time on engaging with eSports content during the social distancing period

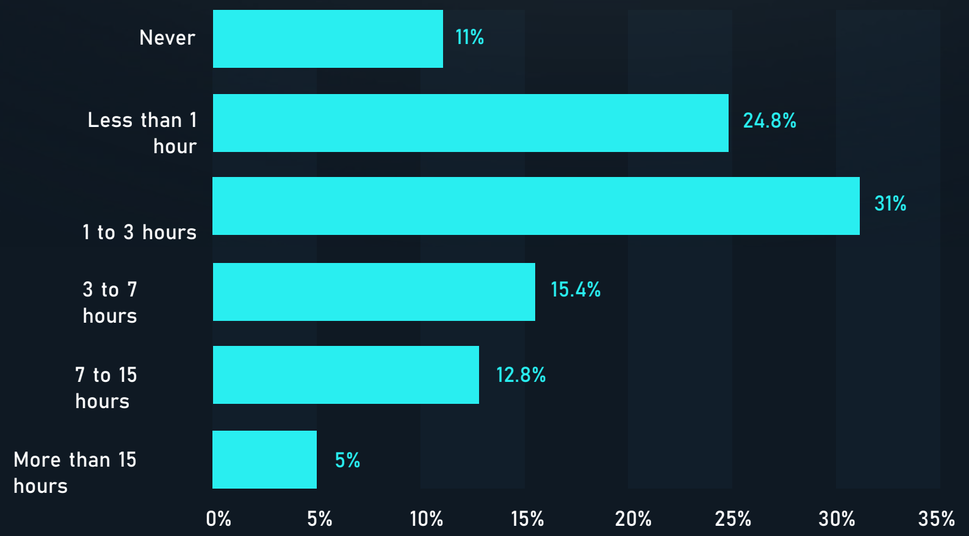
The Gaming community has received professional investment and development

The growth of the online gaming market in general, particularly eSports, has given Vietnam the opportunity to become the "host country" for various international eSports tournaments with millions of global spectators, namely:

- Mid Season Invitational 2019
- Arena of Valor World Cup
- 2019 Survival Arena
- The arena of Fame

And most recently, eSports has been approved by the Executive Committee of the 31st SEA Games Federation (SEAGF) as an official sport at the 31st SEA Games to be held in Hanoi at the end of this year.

Nearly 65% of Gamers in Vietnam spend more than 1 hour each week on watching game streaming



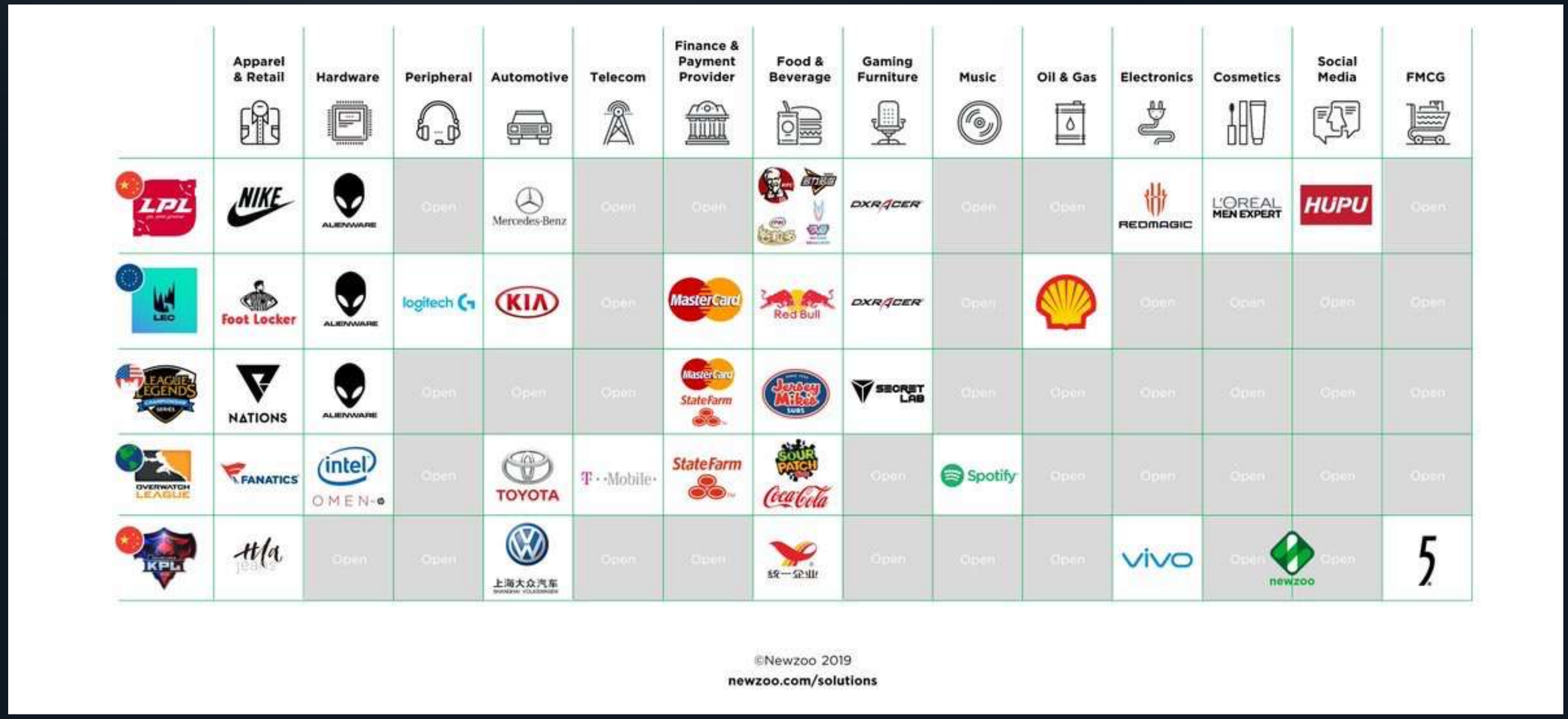
Weekly average time spent watching other people play games online among gamers in Vietnam as of January 2021

Source: Statista

According to a report from SocialLift, the resonance index of Game Streamers even outperforms other Influencer groups including Celebrity.

Each of their Facebook fanpage post has an ideal organic reach varying between 100,000 to 400,000 audience with a target audience ranging from working adults to Gen Z.

More and more brands come to Esports to reach a new generation of audience



OUR STRENGTHS



Wide gaming creators network

We directly manage more than 500 Creators in Vietnam Gaming Market, therefore having the ability and experiences to run campaigns with hundreds of Creators of Facebook Gaming throughout Southeast Asia



Efficient & Optimal

We provide campaign consulting & implementation with a full service ecosystem, as well as diverse and exclusive packages that optimize the results. We provide an exact analysis and advice on the optimal solution for each brand



Exclusive Services

As the exclusive partner of Facebook Gaming in Vietnam, we offer unique services such as Active Service Ads, Instream Banner Ads.



We are Esports Expert

With 10 years of experience in the Gaming and Esports industry, as a member of VIRESA Vietnam Esports Association, we have experience in performing many services and major tournaments with top brands.

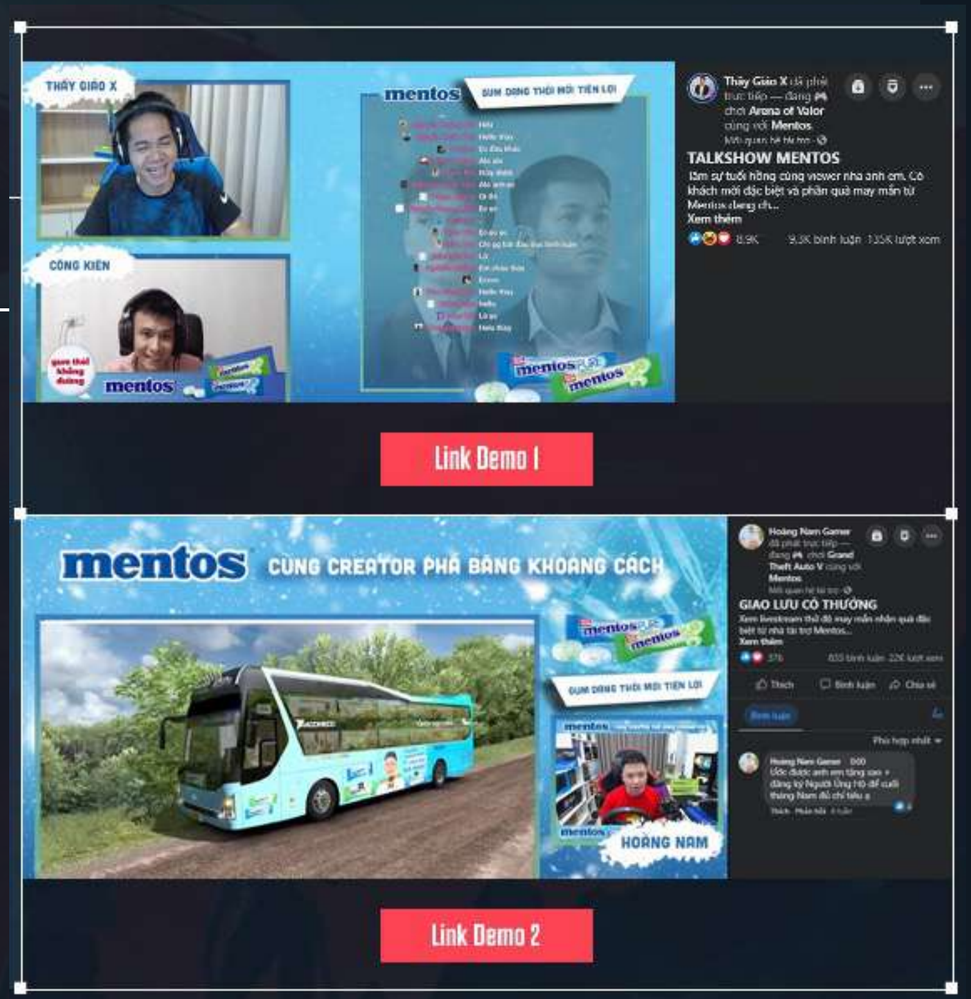
OUR SERVICES

01. Esports Campaign for Brands

We recognize that brands need to find ways of advertising which are organic and authentic in nature in order to appeal to their new customer, especially young millennials and Gen Z’ers. Esports give this to them.

What we do:

- Consult Brands to approach esports campaign: methods, audience insight, game to choose, KOL and participants..
- Innovative with our exclusive solution, such as: 3D stadium, AR tracking, instream banner ads, interactive minigame templates..
- Media coverage and social gaming network.



OUR SERVICES

White Label Service

- Customize Esport tournament under Brand Name
- Consult the full procession from planning the event till to measuring the result.



Side Event Sponsorship

- Minigame Template on livestream: give away, audit, lucky games..
- Organize minigames on social media: Fanpage, Facebook Group, Personal Facebook, etc. to boost interaction with target customers



Tournament sponsorship

Sponsor for the system of OTA esports tournament, include:

- OTA Facebook Gaming Premier League (monthly)
- Super Star Cup (June and Dec)
- OTA Community Tourney



OUR SERVICES

02. Gaming Influencer Booking





With the advantage of having strong industry insights and a network of over 350 creators, we provide consulting services & deploy a comprehensive, diversified & exclusive Esports campaign for Brand.

About our service:

- Overall, synchronous campaign help maximize communication efficiency.
- Cost optimization.
- Optimize resources & execution time.
- Innovative, diversified and exclusive implementation plan.

OUR SERVICES

02. Gaming Influencer Booking



OUR SERVICES

03. Production Service



Venue Event



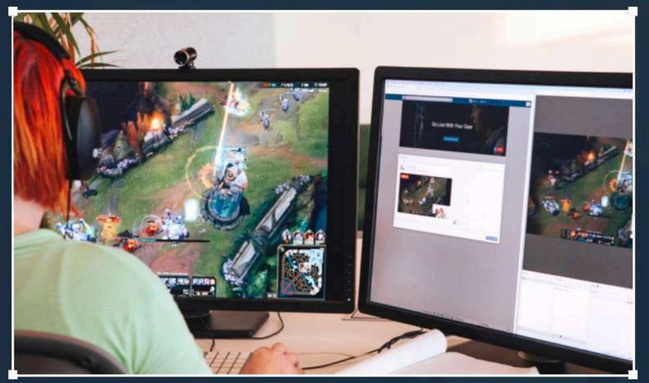
Online Event



Shout caster service



Broadcast



Video Editor



Market Report

OUR PARTNERS



OUR CLIENTS

FACEBOOK GAMING

Background	In Nov 2018, Facebook need to hold a tournament to increase engagement since they launch their Game stream solution.
Objective	Creating a tournament that focus on creators, bringing fun, entertaining and a competitive environment around creators or games that people all love.
Challenge	Need to work with many creators at the same time. The event needs to be organized according to international standards
Solution	Organize a professional tournament dedicated to Age of Empire in Vietnam. The 10 participating teams compete in group stage (round-robin) to select the best 4 teams to get into the Final Stage (Double Elimination). All games are played in 4vs4 random mode.



1,439
Production hours

62,000,000
Reach

95,000
Peek CCV

6
Gaming Media

OUR CLIENTS

SENDO

Service 01: Consulting & Executing Integrated Marketing Communications Campaign with Gaming Creators

Background	In August 2019, Sendo launched the feature SenLive, support for seller interaction and users on its own platform.
Objective	Increase awareness and traffic into SenLive.
Challenge	In the context of the epidemic outbreak, SenLive wants to reach out and increase brand awareness to a group of young customers with dynamic personality, open-minded and knowledgeable about trend on an online platform.
Solution	**1. Community building** To be able to reach a huge number of the target audience, Adsota Agency has chosen to combine the campaign with Facebook Gaming's hottest Streamers like: Ngan Sat Thu (1.1 million followers), Nam Blue (1.8 million followers), Misthy (3.7 million followers),.. **2. Content production** As the first showmatch made on the e-commerce platform, the content strategy for Sendo needs to be implemented more carefully and more widely than normal game livestreams. **3. Optimizing ads** In parallel with implementing the content strategy, Adsota Agency constantly advertised and collected customer data, then analyze the effectiveness to optimize advertising costs and report campaigns accordingly.



OUR CLIENTS

MENTOS

Background

Mentos launched a new gum product and needed to increase brand awareness among young fans who also loved gum products. In addition, the brand wants to create the message "Breaking the Distance" to relate to the characteristics of gum (cool, mouth fragrance).

Objective

- Use streamers to spread the message to young fans who love to play games and open to new things
- Through the streamer's activities spread the message Breaking the Ice Distance
- Take advantage of the livestream to focus on real-time interaction

Challenge

- Other forms of livestream are out-of-date and have a very high interaction drop rate
- There must be a balance between "Gaming Content" vs "Advertising Content" to grab the viewer's attention
- Need to find a breakthrough way to help the brand have a solid foothold in the audience

Solution

- Using an active display advertising form based on the streamer's expression. Streamer just needs to focus or playing the game and creating a climax, the ad will automatically display, thereby balancing between "Gaming content" and "Advertising Content".

-Using livestream overlay helps streamers maintain original content to keep viewers but still create brand recognition effect.

- Come up with an idea for a talkshow based on the message "Breaking the Gap", both to help spread the message and create



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MENTOS

Outcome

Service 02: Active display



Time Display	Watch hour	Brands Mention	
2,200+ impressions of banners	2.3M+ Minutes Watch	1,500+ Brand mentions in the livestream	Link Stream



Total Views	Total Engagement	Total Reach	Total Livestream video	
1.3M	110K	2.5M	13	Link VOD

OTHER ACTIVITIES



Vietnam Qualifier WESG 2018 - Vainglory



Facebook Gaming Creators Cup Viet Nam 2019



Việt Nam Creators Summit 2021



Japan Esports Festival 2021

THANK YOU!

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