

ABOUT THIS STUDY

In this study we explored the impact of various booth elements at Gamescom, focusing on the level of awareness they generated. We measured and analysed the correlation between these elements and the outcomes both before and after the event.

WHAT IS GAMESCOM?

Europe's largest gaming event, held annually in Cologne, Germany, typically in August.

It is known for major announcements, product launches, and a blend of public exhibitions as well as industry networking. With its vast reach and influence, Gamescom plays a key role in shaping trends and innovations in the gaming industry – and beyond!

WHO ATTENDS?

Gamescom attracts a global, diverse audience of developers, publishers, gamers, and industry professionals.

The Gamescom audience values authenticity and inclusivity – e.g. barrier-free experiences are a must. Specially for non-gaming brands it is necessary to create immersive, gaming-oriented and authentic experiences rather than pushing products.



WANNA READ THE WHOLE REPORT?

If you have questions about any of this content, or would like to learn more, please reach out to your GPJ account representative, or directly to:



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THANK YOU!



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