

## 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?

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.



This experience study by GPJ analyzes the booth performance at Gamescom 2024, uncovering which elements drive engagement and brand success.

Based on our approach we could identify 5 key drivers for awareness as shown on the right.

# EXECUTIVE SUMMARY

#### **KEY OPPORTUNITIES**

From these results and the experience analysis of our experts we could identify several opportunities for brands at Gamescom, around the following topics:

Experiences along full visitor journey

**Audience-first content** 

(specially for non-gaming brands)

Strategic approach

(Aligning size, openness and elements with objectives)

Impactful, lasting merchandise

## AWARENESS DRIVERS

**01** QUEUING EXPERIENCE

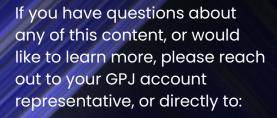
**02** HANDS-ON CROWD

**03** MERCH EXPERIENCE

**04** HANDS-ON COUNT

**05** BOOTH SIZE

### WANNA READ THE WHOLE REPORT?





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## THANK YOU!



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