

Press Release

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## Transforming Brand Engagement: The Impact of Immersive In-Play Ads on the Expanding Gaming Industry

The number of gamers is projected to reach 3.320 billion by the end of 2024. This remarkable growth enables brands to reach a large audience through immersive In-Play ads, such as LEGO in MiniCraft Village.

By the end of 2024, the global gaming community is expected to reach an impressive 3.320 billion players. This surge in the number of gamers presents a significant opportunity for brands to engage with a vast and diverse audience through innovative marketing strategies. One such strategy gaining popularity is the use of immersive in-game advertisements, or In-Play advertising as we call it.

For instance, LEGO has effectively utilized this approach by advertising its brand within the popular game MiniCraft Village via Adverty's platform. In-Play advertising not only enhances the gaming experience for players but also seamlessly blends the brand's elements into the game's environment, creating a unique and engaging form of advertising.

This method allows brands to connect with gamers in a way that is both interactive and unobtrusive, potentially increasing brand loyalty and customer engagement. As the gaming industry continues to grow, with new technologies and platforms emerging, brands have an unprecedented opportunity to innovate and captivate audiences through creative and immersive advertising campaigns. Whether through in-game events, branded content, or interactive experiences, the potential for reaching and influencing gamers is vast, making it an essential channel for marketing in the digital age.

**For further information, please contact:**

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### About Adverty

*Adverty, the leading in-game ad platform, delivers spectacular In-Play™ ads to connect brands and people through its revolutionary and multi-patented technology built for VR/AR and mobile games. The platform offers programmatic video and display ad inventory at scale and allows content creators to monetise the complete experience with unobtrusive, easy-to-integrate, immersive ads.*

*Founded in 2016, Adverty has offices in Stockholm, London, Istanbul and Lviv and enables new gaming revenue streams for developers and empowers advertisers to reach uniquely engaged audiences. More information at [www.adverty.com](http://www.adverty.com).*

## Image Attachments

[Adverty Lego Minicraftvillage](#)

## Attachments

[Transforming Brand Engagement: The Impact of Immersive In-Play Ads on the Expanding Gaming Industry](#)