ACTIVISION BLIZZARD MEDIA

GAMING AUDIENCES ARE BACK-TO-SCHOOL POWER SHOPPERS

Here's What Brands Should Know

Gamers are not only playing—they're discovering, purchasing, and influencing back-to-school retail across physical and digital channels. Here's how to reach them.

WHO ARE THEY?

1 PLAYERS ARE ACTIVELY SHOPPING FOR BACK-TO-SCHOOL

50% of the **U.S. gaming audience** shopped for back-to-school in 2024

59% of **King players**, shopped for back-to-school in 2024

King players are **1.18x** more likely than players overall to be **active back-to-school shoppers**

2 MANY PLAYERS ARE ALSO PARENTS

62% of **U.S. players** are parents

72% of **King players** are parents, making them critical household decision-makers

HOW MUCH DO THEY WANT TO SPEND?

3 BUDGETS ARE STRONG—AND OFTEN EXCEEDED

61% of the gaming audience plan to spend $300+ on back-to-school shopping

41% plan to spend over $450

4/10 King players spent more than they budgeted in 2024, signaling high intent and flexibility in spending.

51% of King players also **struggle to find discounts**—highlighting a messaging opportunity around savings.

4 PRICE IS A KEY FACTOR

85% of players say **discounts and sales** influence where they shop

69% of King players say **finding affordable prices** is a top challenge

The gaming audience comes to the back-to-school season ready to spend, but their strong price sensitivity means messaging around deals and value will be critical for capturing their attention.

WHERE AND WHEN DO THEY BUY?

5 PLAYERS SHOP IN-STORE AND ONLINE

85% of players shopped **in-store** for back-to-school in 2024

91% of **King players** did the same

King players over-index across all of these locations, especially in discount and department stores

67% of players shopped **online**

69% of King Players shopped **online**

6 MOBILE IS A MAJOR CHANNEL

HALF of **King players** shop via smartphones or tablets

This aligns with gamers' broader digital behaviors and underscores the need for mobile-first creative

7 PLAYERS START EARLY

The gaming audience are omnichannel shoppers who start early and span both physical and digital storefronts—especially mobile. Early, mobile-first campaigns that account for both online and in-store touchpoints will be best positioned to reach them.

54% of the gaming audience began shopping in **July or earlier**

57% of **King players** start by July

9 in 10 of gamers were shopping **by August**

Back-to-school campaigns must start early to align with players' peak shopping period.

WHY DO THEY BUY?

8 SUMMER SALES DRIVE ACTION

46% of the U.S. gaming audience took advantage of **summer sales** in 2024

King players: **74%** leveraged **summer sales**; **52%** shopped **Amazon Prime Day** deals

52% of weekly gamers play across **two or more platforms**, making cross-platform ad strategies essential for back-to-school campaigns.

SOURCE: (Activision Blizzard Media Simultaneous Media Usage Study) vs. Voices, Oct. - Nov. 2024 (Base: US Adults 18+)

9 THEY'RE RECEPTIVE TO ADS—ESPECIALLY WHEN THEY'RE REWARDED

28% of King players say **online ads influence** their back-to-school purchases

46% appreciate being offered a reward for watching an ad

Game players are highly receptive to **timely promotions** and **rewarded ad formats**—especially when tailored to their platform of choice. With 52% of weekly gamers **playing across mobile, console, and PC,** cross-platform campaigns that adapt to how players engage are key to influencing their purchase decisions.

ACTIVISION BLIZZARD MEDIA

Activision Blizzard Media Ltd is the gateway for brands to the leading interactive entertainment company with hundreds of millions of monthly active users around the world. Our legendary portfolio includes iconic mobile game franchises such as Candy Crush™, esports like the Call of Duty League™, the Overwatch League™ and some of the top PC and console gaming franchises such as Call of Duty®, World of Warcraft®, and StarCraft®. The idea is simple: great game experiences offer great marketing experiences.

Learn more at:
www.ActivisionBlizzardMedia.com

Source: Activision Blizzard Media Back-to-School Shopper Survey via Toluna Insights, September 2024 (Base: US/UK Adults 18+)