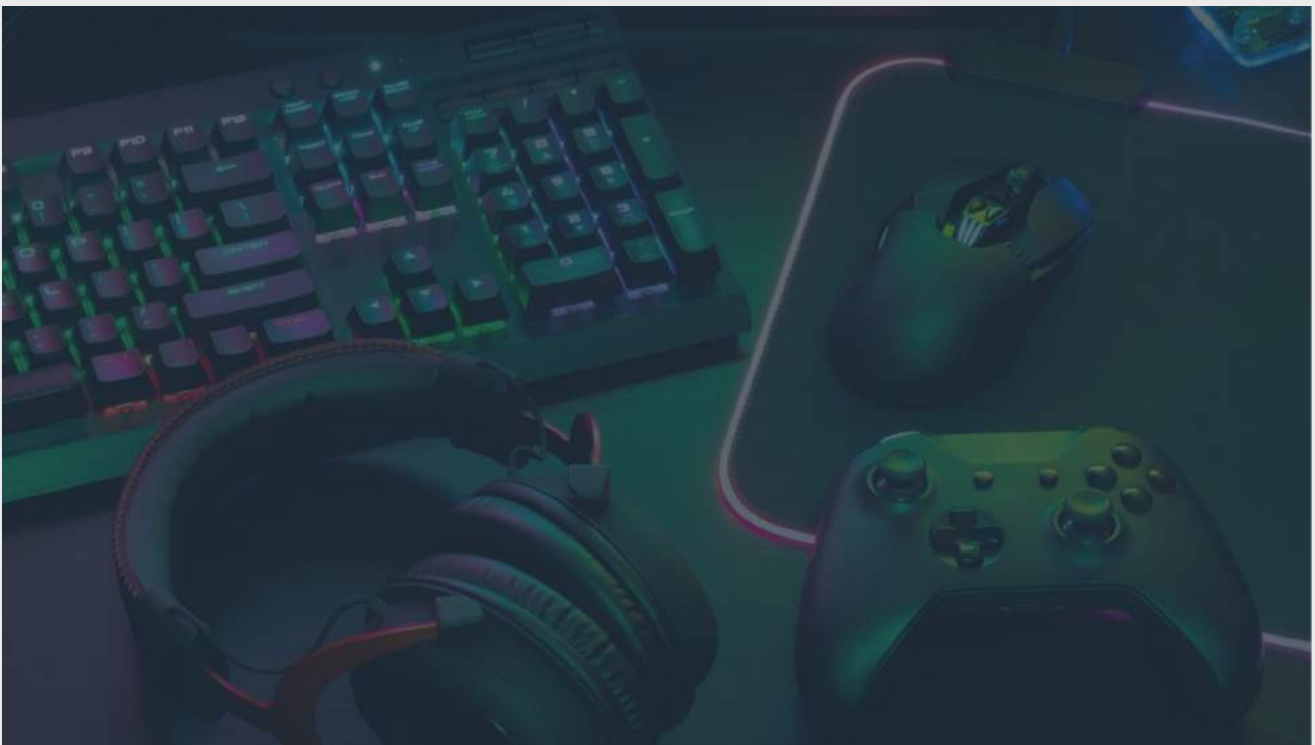
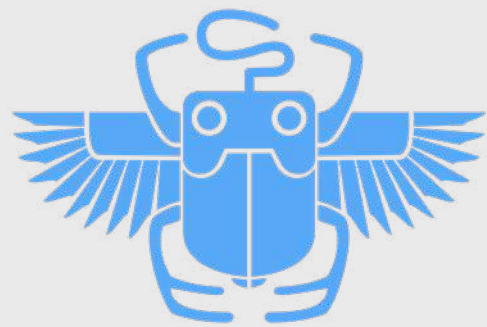




A KEYWORDS STUDIO

Tutorial





**YOU OWN YOUR BRAND.
NOW OWN YOUR AUDIENCE.**





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www.scarabgames.com

INTRODUCING SCARAB GAMES WE'RE YOUR TUTORIAL

It's the largest entertainment medium on Earth.

You haven't thought about it...why?

- ① Gaming has continued to surpass music and video content for customer attention, but brands have lagged behind in taking advantage of this massive opportunity
- ② Now, more than ever, consumers are looking for an escape, and brands and properties that invest in home entertainment and expanding their brand story outside of their core product, have seen massive success.
- ③ Scarab Games creates franchises for Fortune 500 brands to capitalize on the massive audiences and revenues available from console and PC gaming audiences.



www.scarabgames.com

**DON'T ENGAGE THEM FOR 30 SECONDS.
DO IT FOR HOURS.**





THINKING BEYOND YOUR PRODUCTS.

Your brand is so much more than than what you sell.

We've created a distinct roadmap for global companies ready to plant their flag in one of the most promising and fastest-growing platforms in the world.

① Long Engagement

Gamers are willing and able to spend hundreds of hours with a game they love. A few logos on it are the least of their concerns, and the brand affinity gained can't be compared with much else.

② Think Beyond your Products

Your brand is more than simply a collection of products.. Your fans know this and are open to interacting with more tonalities and greater nuance from their favorite companies.

③ Recurring Revenue

One quality game can bring years of ongoing revenue; not only that, when one game is a hit, fans clamor for the sequel. Add merchandise and downloadable content, and a lucrative new income source is born.

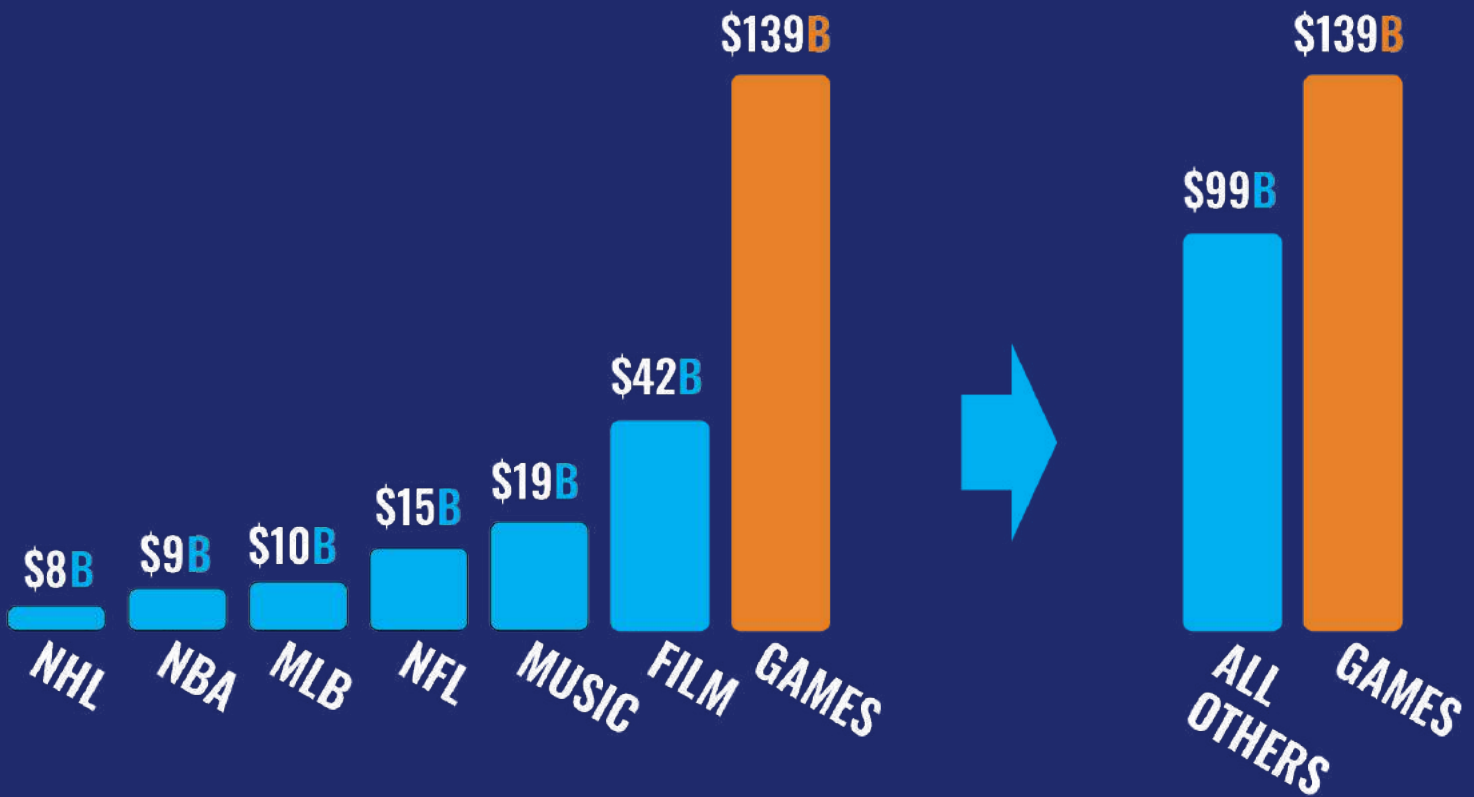
④ A springboard to so much more

Gaming is often the first of many lucrative entertainment properties for the brand trailblazers that have done it. Once an audience has been established, the sky's the limit in terms of entering other entertainment avenues



MARKET POTENTIAL.

GAMING IS BIGGER THAN ALL OTHER
ENTERTIANMENT INDUSTRES *COMBINED*.



SOURCES: [Statista](#)
[MordorIntelligence](#)



OUR PROCESS

5 Simple Steps to Build Your Franchise





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START YOUR MARKETING SIDE QUEST.



A KEYWORDS STUDIO



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