



February 2023

Digital Trends Winter - UK

“Accessibility isn’t just a ‘nice to have’, rather, it can significantly increase the potential market of a brand while enhancing its reputation as inclusive and caring. This has particular resonance among Gen Z who are seeking to align with brands that share their values and will avoid those that don’t ...

December 2022

Video Games and Consoles - UK

“There is an opportunity for brands to target the growing number of people gaming more often at home with friends and family as a way of saving money during the cost-of-living crisis. With Sony and Microsoft expected to add adverts to free-to-play games, companies such as food delivery services can ...

November 2022

Esports - UK

“Esports continues to be a male-dominated industry, but scaling back the ‘win at all costs’ mentality could prove an effective way of making the industry more inclusive and getting more women involved in watching gaming content. Women-only tournaments with exhibition matches can provide a better sense of community for women ...

Mobile Gaming - UK

“Major gaming brands are targeting the mobile format for prestige releases and technology manufacturers are pushing new hardware solutions for an optimised mobile gaming experience. Despite a slight slowdown in revenues in the past year, mobile gaming is still an entertainment powerhouse that brands need to prioritise to connect with ...

Social Media: News - UK

“People expect social media platforms to take action to tackle misinformation. Most social media users think it is the responsibility of social media platforms to remove misinformation and to ban those who repeatedly post fake news. Successfully identifying or removing misinformation is easier said than done though, and more platforms ...