



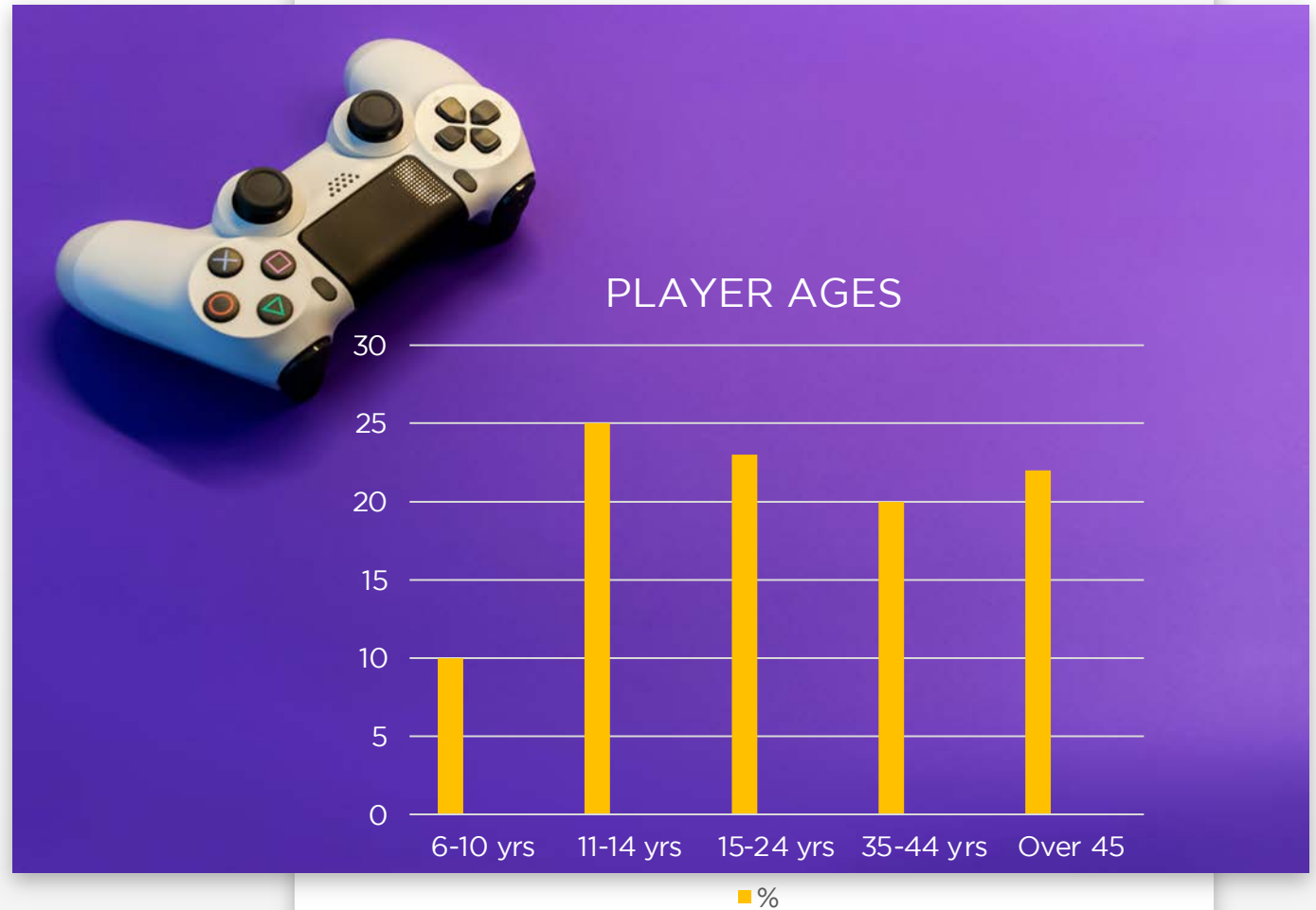
## WHY GAMING?

- 36 MILLION PEOPLE GAME IN THE UK
- OVER 50% of the population
- 50% Male vs Female Split



## WHY GAMING?

- Not just one demographic
- It's entertainment for all



## WHY GAMING?

### MARVEL'S BIG ONE

- \$300M to make a film
- Return \$2.8Bn
- 8 times return

### UBISOFT'S BIG ONE

- AAA game cost \$75M
- Return \$2.2Bn
- 37 times return



**MARVEL** STUDIOS

  
**UBISOFT**







## HOW DO YOU PICK A WINNER?

- Starting points
- Established franchise
- New game buzz
- Evergreen play
- Demographic certainty
- Hardware





## THE BIG FRANCHISES

- Assassins Creed
- Call Of Duty
- Halo
- God Of War
- The Elder Scrolls
- Grand Theft Auto





## NEW GAME BUZZ

- Microsoft has agreed a \$7.5 billion deal to buy Bethesda's parent company, ZeniMax Media.
- Starfield, "the highly anticipated, new space epic currently in development by Bethesda Game Studios" was one of the main reasons.





Some games keep giving

- League of Legends
- Overwatch
- World of Warcraft
- Candy Crush
- Pac Man
- Atari





## DEMOGRAPHIC CERTAINTY

If they are talking about it  
at school.....

- Minecraft
- Fortnite
- Among Us
- Fall Guys



**MINECRAFT**

**FORTNITE**

@MONG US

**FALL  
GUYS**  
-ULTIMATE KNOCKOUT-

## HARDWARE

### THE BIG 3

- Sony
- Microsoft
- Nintendo





## PC GAMING

- Forgotten area
- Generic opportunity
- “I could be gaining levels now.”



## THE FUTURE

Everyone's talking about it

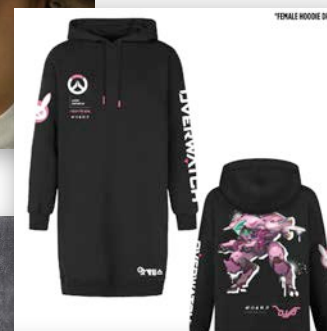
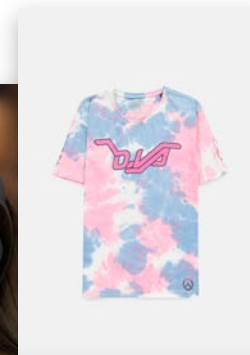
- E-sports
- Something's going to happen
- Teams
- Leagues
- Games





## THE FEMALE GAMER

- Play it wouldn't wear it to a club
- At home
- T shirts from men's
- Or fashion for real



## THEMED COLLECTION POWER HERO ITEM

- Make a noise
- With the right story
- Publishers want to play too







WE ARE  
DIFUZED

CREATIVE REBELS.

WE UNDERSTAND THE BRANDS AND THEIR FANS.

WE CREATE REAL LIFESTYLE COLLECTIONS.

WE DELIVER.



DIFUZED



## 360° COLLECTION APPROACH

We develop product with innovation so the collection tells the story.

Every detail is important to ensure the retailer buys the collection concept.







## MAKING LIFESTYLE STATEMENTS

Because that is what the  
consumer wants to wear



NARUTO  
SHIPPUDEN

×  
DIFUZED



Bershka



DIFUZED



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