



STREAM
HATCHET

INFLUENCER MARKETING FOR BRANDS

Executive Guide

About Stream Hatchet's Influencer Brands Report

Stream Hatchet's Influencer Marketing for Brands Report is a full guide to how brands are working with influencers in 2025! **Want to be among the first to hear about future reports? Subscribe to our newsletter today!**

Stream Hatchet works with a consortium of industry-leading analysts and business leaders to understand key trends related to the impact of live-streaming audiences on gaming creators, esports, and the broader video games industry.

A NOTE FROM EDUARD MONTSERRAT (CEO)



"We hope you enjoy our Influencer Marketing for Brands Report. We are eager to continue offering market-leading insights, and are thankful for our partners' continued support and guidance in framing this unique data set for those working in the video game and live-streaming industries."

How to Use the Influencer Brands Report

This report is built for brands of all levels of expertise with influencer marketing. **Brands just dipping their toe into the field** should read from beginning to end.

For readers more comfortable with influencer marketing, feel free to jump to whichever sections grab your attention via the [Contents Page](#).

Throughout the report, you can **click on any underlined text or prominent images to find out more about the topic being discussed**. You can also check out the [Further Reading](#) section for more reading materials.

Please feel free to share individual pages from this report within your team or via socials - **we do ask, however, that you provide a link to this report when sharing**.

Need some quick tips? Jump to our [Key Takeaways!](#)



Contents

The History of Brands & Influencers	4	Innovations in Campaigns	20
Game Audience Demographics	5	UGC Experiences	21
Pros of Reaching Gamers & Streamers	6	Going IRL with AR	22
What Gamers Want from Brands	7	Community Server Sponsorships	23
Example Game Demographics		Useful Tools for Activations	24
League of Legends	8	Planning & Strategy	25
Call of Duty: Warzone	9	Creator Onboarding	26
Minecraft	10	Creator Management	27
Case Studies: Brand Activations	11	Reports & Insights	28
Apparel & Ambassadors w/ New Balance	12		
Food & Drink & Live Events w/ Burger King	14	Key Takeaways	29
Tech & Creator Programs w/ HyperX & OMEN	16	About Us	30
Esports Sponsorships w/ FaZe Clan	18	Further Reading	31



The History of Brands & Influencers

Brands partnering with influencers goes back to the early days of blogs and YouTube. Recommendations from these creators gained people's trust, as they had the wisdom of individuals embedded in specific niches. As platforms like Instagram, Twitch, and TikTok grew, these one-off brand collaborations turned into full-on marketing campaigns. Today, influencer partnerships are a cornerstone of digital strategy.



In 2010, Old Spice launched "The Man Your Man Could Smell Like," which, while TV-led, exploded when YouTubers and creators remixed and responded, pushing the brand to embrace creator-driven engagement.



In 2012, Frito-Lay's Doritos Crash the Super Bowl campaign encouraged fans and amateur creators to make ads for a chance to air during the Super Bowl, blending user-generated content with mainstream advertising.



In 2014, beauty YouTuber Ingrid Nilsen (MissGlamorazzi) became CoverGirl's "Glambassador". CoverGirl was one of the first beauty brands to formalise a partnership with a YouTube creator, sparking a trend among major brands.

Gaming and Live Streaming Audience Demographics



Bobby Baird: Director of Influencer Marketing

“Gaming talent has broken into pop culture: We've reached a point where it's likely that more Gen-Z/Gen-Alpha audiences can name popular streamers than pro athletes. If you're trying to reach these fans you need to activate where they're engaged.”

Reaching Gamers & Streamers

Gaming offers a wealth of content for streamers to draw upon; it's no wonder, then, that gaming and streaming go hand-in-hand. Here are just a few reasons to partner with gaming and streaming creators:

- **High Engagement:** Viewers interact via chat and watch for hours at a time, extending brand exposure.
- **Targeted Niches:** Different games and creators attract distinct demographics, making it easier for brands to match campaigns to specific interests or age groups (more on this in a moment!)
- **Global Reach:** Platforms like Twitch, YouTube, and Kick provide instant access to worldwide audiences, especially younger audiences who spend less time on mediums with traditional ads.
- **Interactive Opportunities:** Live activations, branded in-stream events, or giveaways can make audiences part of the campaign in real time, boosting memorability and conversion.

And best of all? Gaming creators are **EVERYWHERE**: Not just on UGC platforms and streaming platforms, but spreading their content to Instagram, TikTok, and Reddit.



What Gamers Want From Brands...



75%

believe brands need
to find innovative ways
to market themselves
and their products



40%

like online advertising
(e.g. social media,
apps, websites)



33%

seek experiences
that make great
content on social media



57% actively watch
streaming

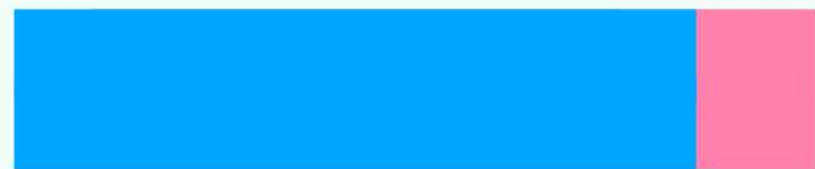
Thanks to data from... **YouGov**

But what
demographics
do different games/genres
attract on streaming? Let's see...

Demographics

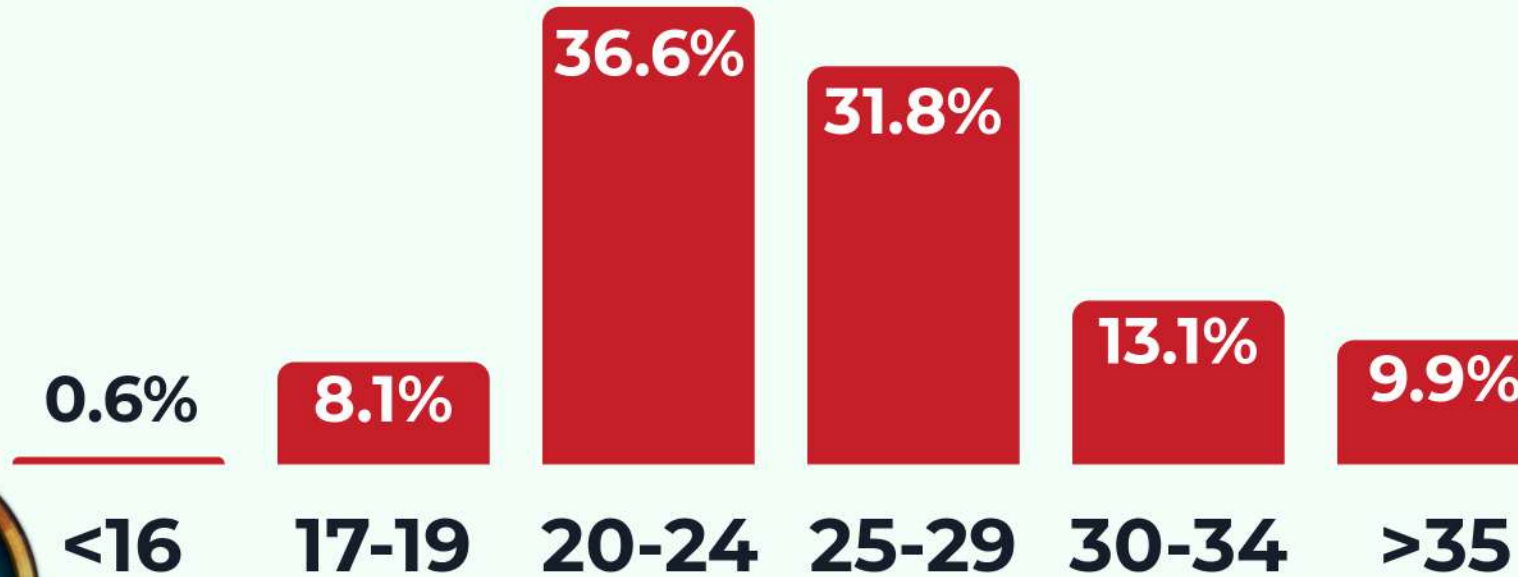
*Averaged across the
Top 100 Streamers
with available
demographic data

Gender



♂ 85.1% ♀ 14.9%

Age



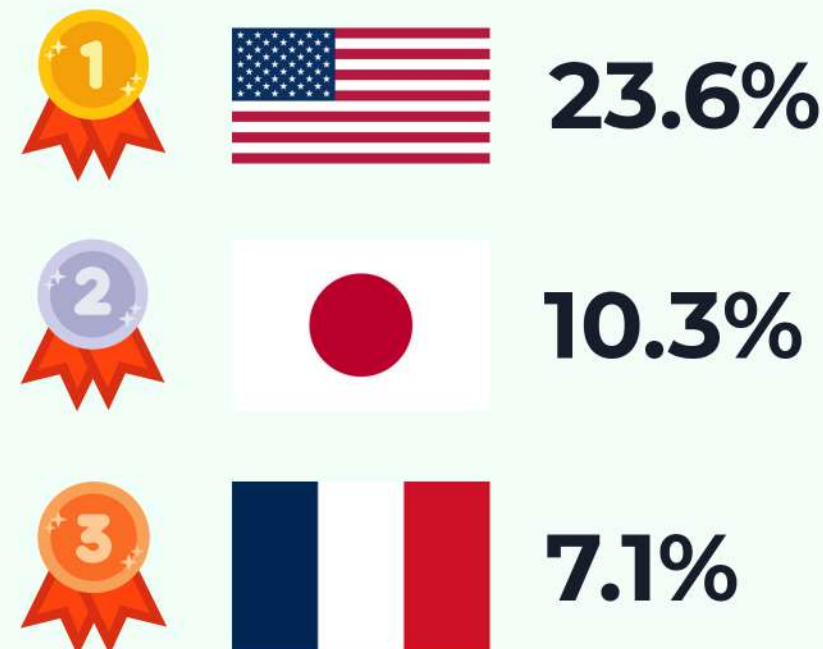
Engagement Rate

12.6%

Viewer Return Rate

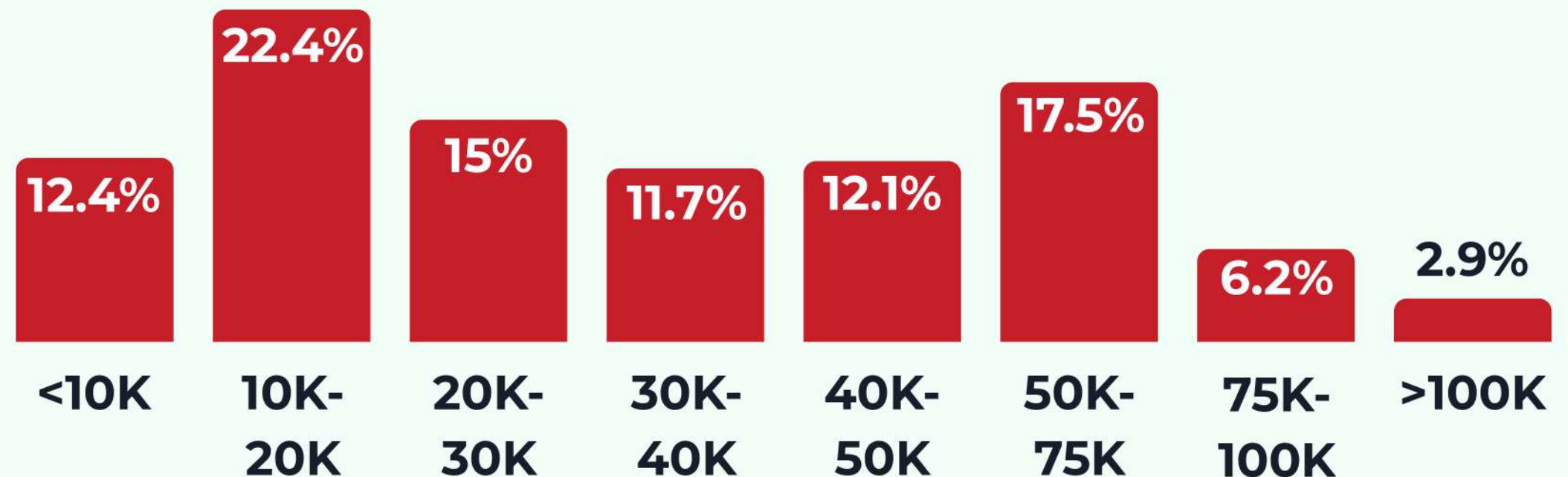
34.8%

Country



Income

** Annual, in USD

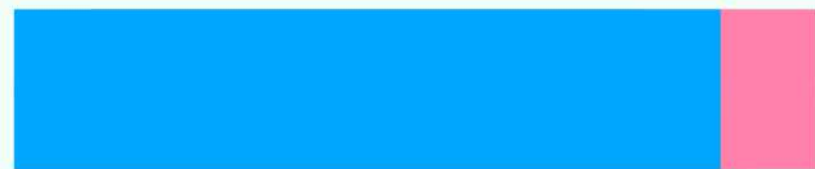


CALL OF DUTY WARZONE

Demographics

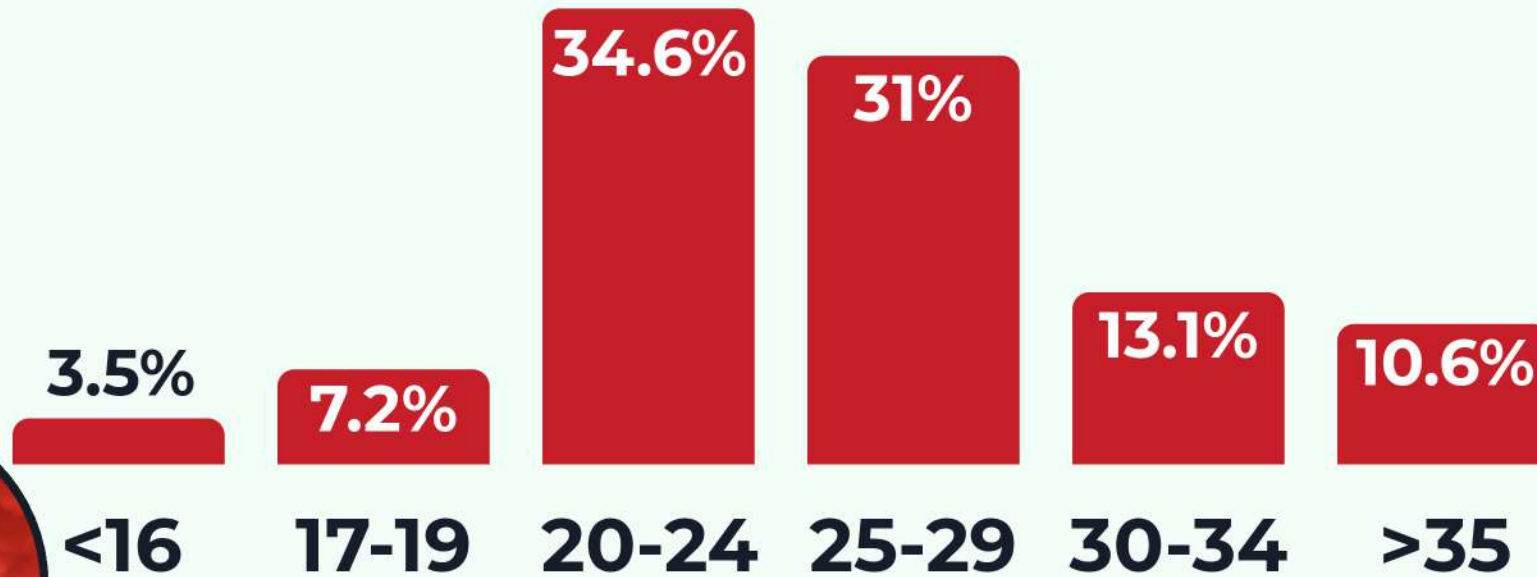
*Averaged across the
Top 100 Streamers
with available
demographic data

Gender



♂ 87.6% ♀ 12.4%

Age



Engagement Rate

15.8%

Viewer Return Rate

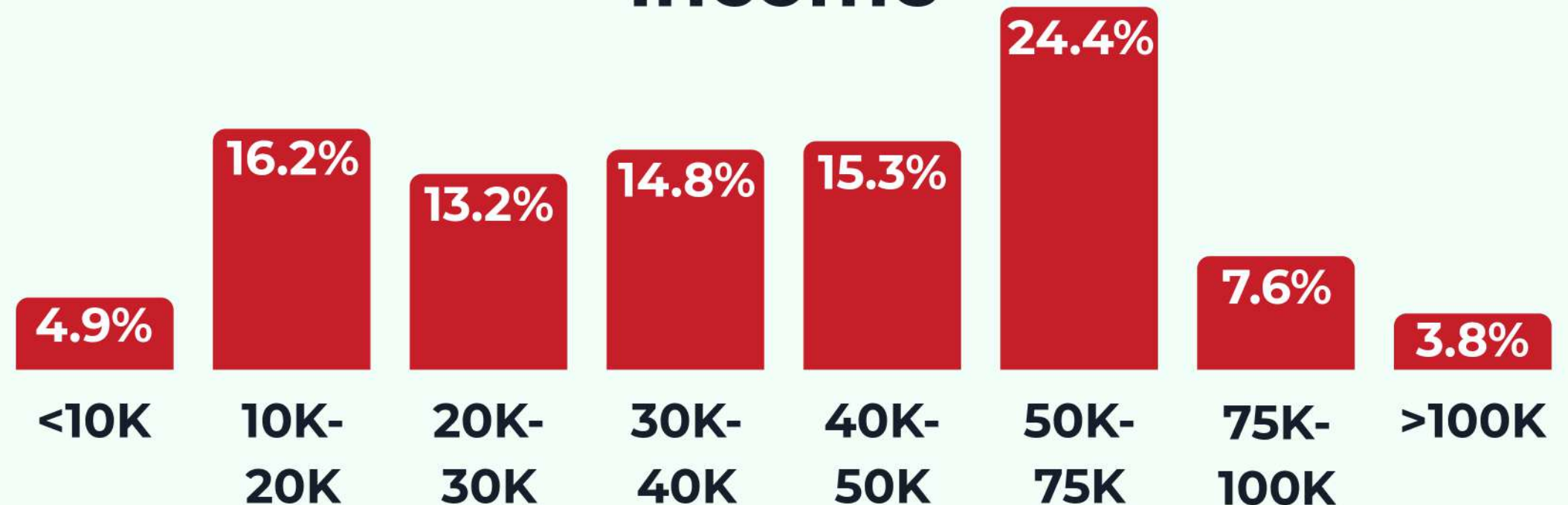
23.9%

Country



Income

** Annual, in USD



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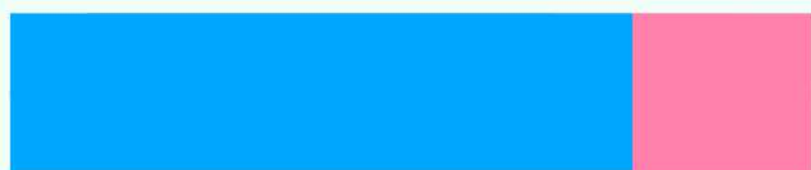




Demographics

*Averaged across the
Top 100 Streamers
with available
demographic data

Gender



♂ 76.7% ♀ 23.3%

Age



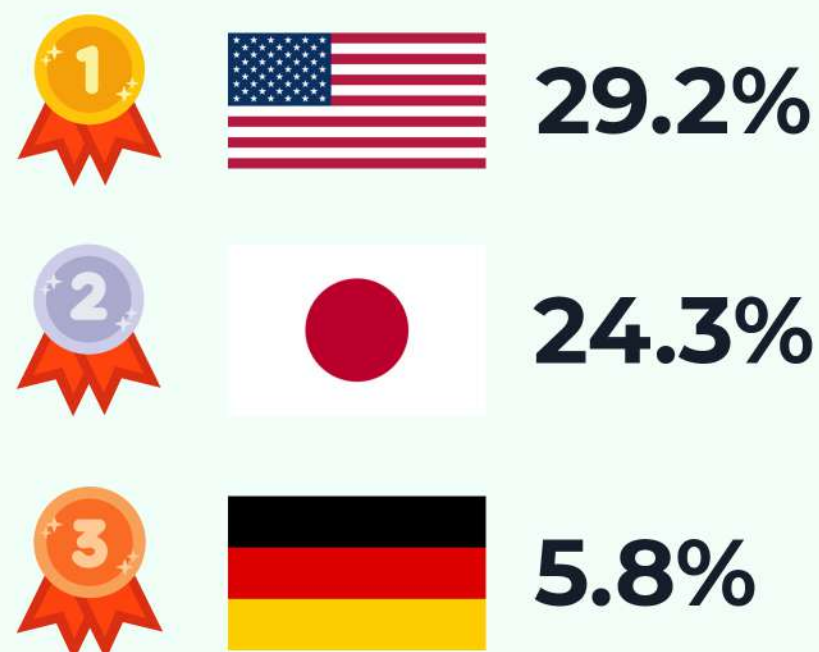
Engagement Rate

13.4%

Viewer Return Rate

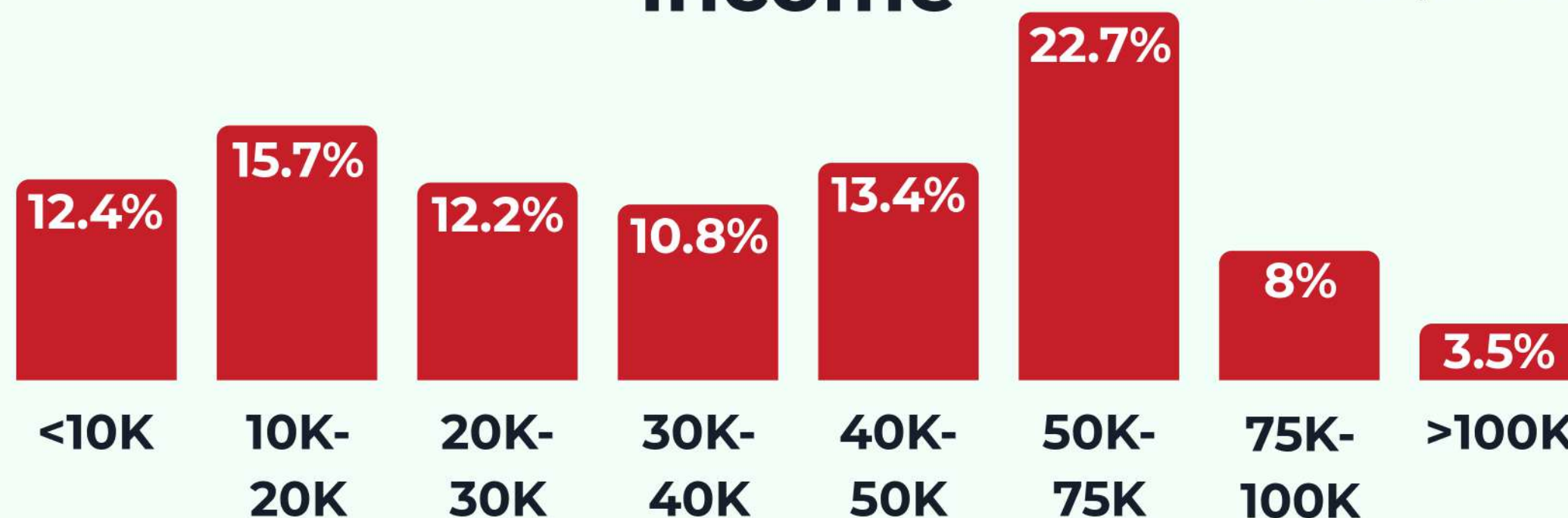
28.8%

Country



Income

** Annual, in USD





Brand Activation Case Studies





Apparel Brands w/ Gaming Ambassadors



Apparel Brands depend on cultural relevance to remain fashionable. To achieve this, many brands partner with creators that excite and motivate their communities. They trust the expertise of these “ambassadors” in understanding their community’s voice and organically integrating branding with their style.

New Balance has partnered with athletes for many years, but in 2025 they saw the potential of reaching the gaming community. To this end, they’ve partnered with their first two gaming ambassadors: Sydeon and SV2



Sydeon has broader content interests like fashion and cosplay. New Balance wants to appeal to communities where gaming culture and personal expression intersect, beyond “hardcore” gamers.



SV2 is known for content around EA SPORTS FC, often turning digital ideas into IRL challenges. As an athlete and a gamer, SV2 is a perfect first entry into the gaming space for New Balance.

Sydeon

Total Reach (Followers)
1.3M



Sydeon's NB Announcement

265K views

**NEW BALANCE
ANNOUNCES SYDEON AS
GAMING AMBASSADOR**

SWIPE FOR MORE

Official NB Announcement

139K impressions



SV2

Total Reach (Followers)
6.6M



SV2's NB Announcement

235K views



Official NB Announcement

973K views





Food & Drink Brands w/ Live Events



Market forces constantly pressure food & drink brands to update their image to stay fresh. Being the go-to option among a new generation is essential, and that requires highly specific promotions for different audiences around the globe.

Take Burger King's "Grand King" event: During the promotion, a series of meals themed after Spanish content creators were sold: Lola Lolita, CeciArmy, RoRo, and DjMaRiiO. Tying the creators' personalities to the burgers on offer subtly associated Burger King with self-expression.



Purchasing a meal supports that streamer in the lead-up to the IRL event, encouraging fans to take part in friendly competition (and, of course, driving sales for Burger King!)

But the best bonus? The top buyers get to participate alongside their favourite creator at the final event!



<u>Streamers</u> <u>Announced</u> (Views)	13M	DjMaRiiO's Stream (HW)	21K
--	------------	---	------------



Creator	<u>DjMaRiiO</u>	<u>RoRo</u>	<u>Lola Lolita</u>	<u>Ceciarmy</u>
Total Reach (Followers)	27.3M	15M	13.8M	13.9M
Announcement Insta Post (Impressions)	580K	7.3M	2.5M	1.2M





Tech Brands w/ Creator Programs



You might be wondering how brands connect with creators in the first place!

In some cases, brands will build a standing roster of creators who they can reach out to whenever they launch a new product or feature; a particularly common need for tech brands.

That's when they reach out to services like Sideqik who can build communities from scratch. HyperX and OMEN asked Sideqik to build and manage a portal where creators can sign up to be their brand partner.

S

Sideqik's experts provide:

- Landing Pages
- Creator Hub Integration
- Application Funnel & Vetting
- Reactivation Campaigns

Miranda Chhour: NA Gaming Programs Lead at HyperX & HP OMEN

"Working with the Sideqik team has been the best agency experience I've had... They're proactive, timely, and take initiative without needing to be asked, which has made managing our brand's creator program seamless."



JOIN THE HYPERX AND OMEN CREATOR PROGRAM!

EMPOWER YOUR CONTENT

Welcome to the Creator Program, where your passion meets opportunity. As an affiliate of HyperX and OMEN, you'll have the chance to collaborate with two leading brands in gaming and technology. Whether you're expanding your content, elevating your reach, or earning rewards, this program is designed for creators who inspire.

[JOIN THE PROGRAM](#)[ALREADY A MEMBER?](#)

**236 High-Intent
Applications Submitted**
(a conversion rate of 37%)

**20 Creators Fully
Onboarded**
& making content in 35 days

**100 Bespoke
Seeding Kits**
made & shipped to creators



All Brands w/ Esports Sponsors



Esports teams play on a global stage, showing off their skill, finesse, and camaraderie to an audience composed of devotees and more general esports fans. These are MASSIVE audiences, with peak viewerships in the millions: No wonder, then, that brands want to gain recognition in this space.

Sponsoring a specific esports team offers more than just reach, though. Take FaZe Clan, for example: Their team's interests cross over into fashion, music, and internet culture, meaning even non-gaming brands can find innovative ways to partner with their pros (like co-branded products).

There's also the prestige: FaZe Clan's CS team has been ranked #1 for multi-year stretches, and partnering with them means being associated with success.



Some of
FaZe Clan's
Sponsors...





FaZe Esports Official
Social Channels:
1.4M Followers



Highest Peak Viewership
Tournament This Year:
1.4M Viewers

1.7M

1.1M

637K

570K

398K

EpikWhale

karrigan

rain

NEO

Simp



Top FaZe Esports
Members by Total
Followers Across Socials

New Ways for Brands to Work With Creators



Andi Ding: Business Developer for China

“I think in the future, brands will jump out of the circle and work directly with communities or at least combine all methods: Traditional ads, influencers, communities. Users may get information from various channels, so brands should work on various channels as well to be seen.”

UGC Experiences

Psst! There's far more to discuss here... check out our Further Reading section for more UGC articles

User-Generated Content (UGC) refers to games/platforms where users create their own assets. This is the immediate future of branding in games: Creating fully interactive showcases in-platform with the potential to branch out into VR-style activations in the future (a serious reality for Gen Alpha). Think...



ZONED

Looking to create a UGC experience? Have a chat with the creative team from Zoned agency!

Roblox is getting by far the most attention in this space from brands today. There are currently *400M active users every month*, and the Roblox Developer Conference revealed that over Summer 2025, 1 in 5 game-related TikTok videos were about Roblox. This is a must-connect space for any brand appealing to younger audiences.

Chipotle's "Boorito" Maze



Beetlejuice: Escape the Afterlife



Nike's "NIKELAND" Campus



A range of brands are already creating UGC experiences and partnering with creators to promote them...

Going IRL with AR

AR brings people's favourite virtual worlds into real life, grabbing attention with flashy displays and mind-bending tech. AR builds a bridge into the digital world, uniting people within a shared futuristic experience.



FILTERS: Brands can use AR filters to support a product release or upcoming event. Reach out to your creators to start using the filter and kick off a trend, earning engaged media uptake and satisfying that Gen Z urge to turn marketing into social content.

SEMI-DIGITAL FASHION: Agencies like FFFACE.ME create clothing with scannable QR or NFC tech. Even non-apparel brands can play with this tech for a new-age approach to sponsored merch that'll get creators excited to wear your logo and share it around.



EXPERIENTIAL POP-UPS: Go full-scale with an all-enveloping experience out in public that invites passers-by to participate. Creators can promote the event by hosting a live show or simply dropping by and shouting out the event on their socials.

Why not put your creators into AR? Imagine partnering with someone like VTuber Usada Pekora and having her bunny avatar speak to the audience.

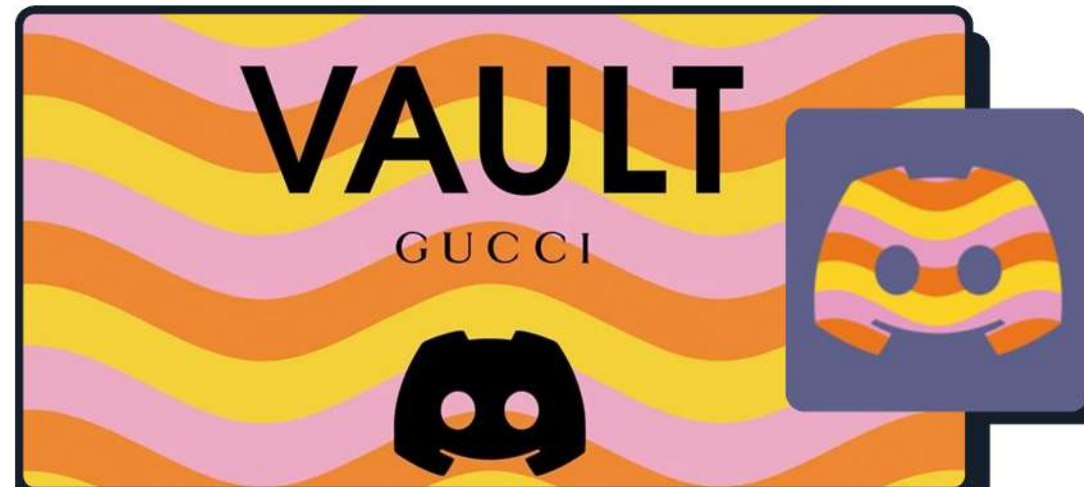


Community Server Sponsorships

Gamers meet outside of the usual social platforms: Role-play servers and Discord servers are grassroots communities with high engagement that are rarely tapped into. Brands can craft genuine connections with players through these servers... However, you'll need in-depth knowledge to fit into these spaces.



The Cidade Alta RP Server in GTA V often plays host to branded locations within its city (like a UGC activation). Brahma Beer is just one example, featuring a custom-made bar for players to visit. Even better, streamers can act out their crazy stories in this promotional space.



Apparel brands have realized the utility of creating their own Discord servers to keep their fans engaged with new announcements and exclusive NFT access. Placing creators in special roles on these servers could further elevate this air of exclusivity.



Some brands have gone further than one-off RP activations: Volkswagen is fully partnered with the Ronalzinho-backed Cidade R10 GTA V server. Players and streamers can engage with in-game versions of Volkswagen's fleet of cars, even using them as getaway cars.

Useful Tools for Brand Activations



Mariana Lopez: Senior Campaign Manager

“I think our biggest asset is data. Understanding audience trends, behaviours, and content performance allows us to give brands the best insights on how to reach the right influencers and audiences and how to activate campaigns that actually drive performance and reach goals.”

Planning & Strategy



Creator Discovery

Understanding a creator's reach, engagement, and sentiment allows you to filter for the best partners. But with Stream Hatchet's platform, you can go even deeper: Explore the types of content creators produce to find an ideal candidate whose voice aligns with your brand identity.



Name	Primary Category	Primary Audience Location	Hours Watched	Peak CCV	Average CCV
1 KaiCenat Twitch EN US 18+	Variety Pro Long Streams Top 50 IRL Top 50 R.E.P.O. Top 50 Non Gaming +2	Just Chatting United States	114M	627k	101k
2 Caedrel Twitch EN GB 18+	Male League of Legends Specialist Active Streamer Long Streams Top 50 League of Legends +4	League of Legends United States	86.4M	288k	44.3k
3 zackrawrr Twitch EN US 18+	Male Variety Pro New Releases Active Streamer Long Streams +5	Just Chatting	65.6M	309k	46.8k
4 LCK YouTube Gaming KR	Active Streamer Simulcaster Top 50 League of Legends Top 50 MOBA	League of Legends United States	64.4M	659k	83.4k
5 加藤純一うん ちゃん kato_junichi0817 Twitch JA JP 18+	Male Variety Pro Active Streamer Long Streams Top 50 VALORANT +6	Just Chatting Japan	62.4M	144k	27.7k



Creator Strategy

You're looking for creators who fit your marketing campaign. But do you need creators that reach yet untapped audiences? Or someone already aligned with your goals, but who can boost your brand's cultural relevance? Stream Hatchet's experts provide guidance on which creators best suit your needs.

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Creator Onboarding



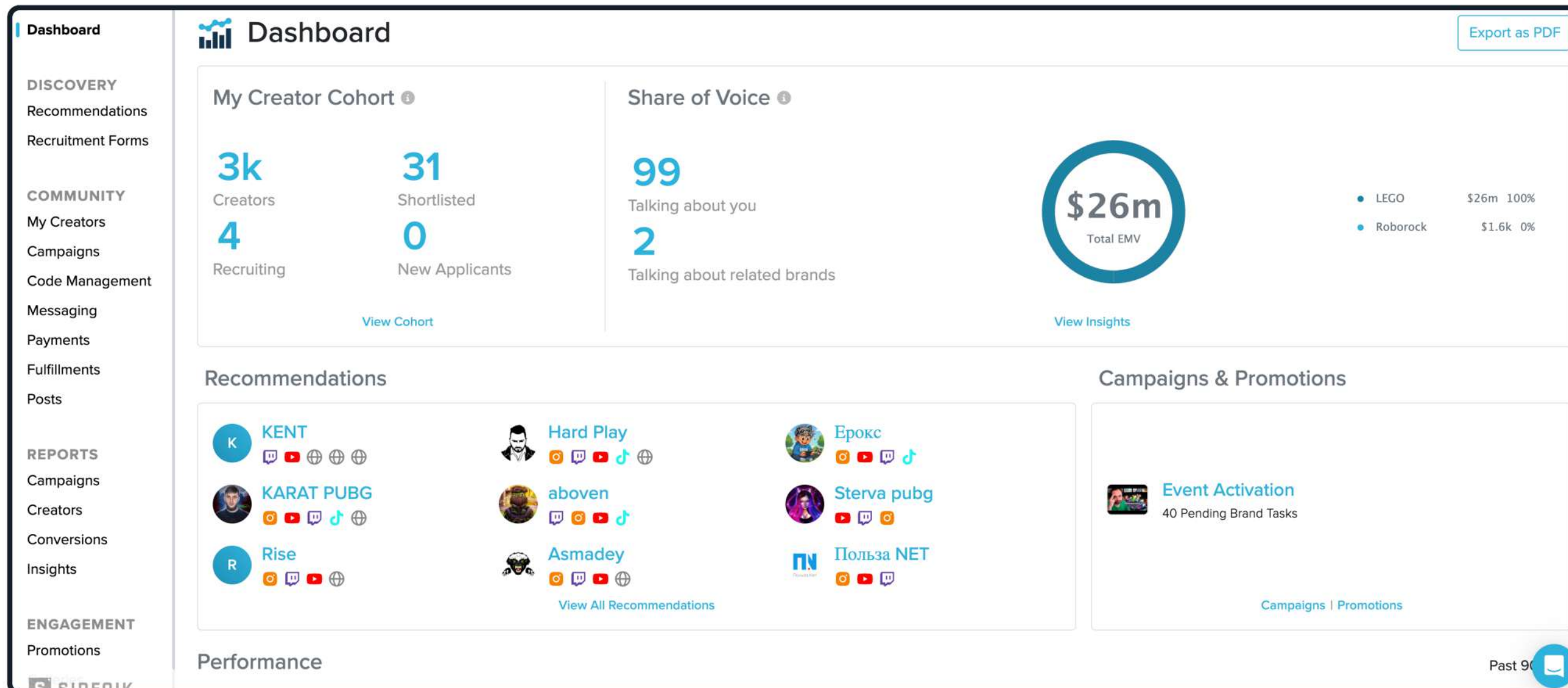
Landing Pages

Landing pages are a space where creators can come to the brand. Instead of having to reach out to each potential partner one-by-one, these landing pages (like Page 17!) sell the brand's offerings. Management teams and previously calibrated filtration systems then select the best partners for your brand.



Creator Hubs

With your dream team assembled, you can use your Creator Hub dashboard to track all of their activities in one place. How many branded posts they've put out, the reach of these posts, and suggestions on new creators found through your landing page that you may want to partner with next.



Creator Management



Now that you've gone to the effort of partnering with all these creators, you need to make sure that everyone is happy with the arrangement and that you're hitting your goals! Stream Hatchet provides complete management of creators, so that you can focus on the results.

Payment Management

Make sure *they're* happy with *you*: Manage all payments in one centralized location and automate the entire process.



Content Approval

Make sure *you're* happy with *them*: Ensure partners are meeting the terms of your agreements with sponsored content.



Within Creator Hubs, you can ensure all your communications are focused into a single channel: Emails, DMs, requests and more.



And, you can track your 3rd party systems like Shopify through the Hub as well!

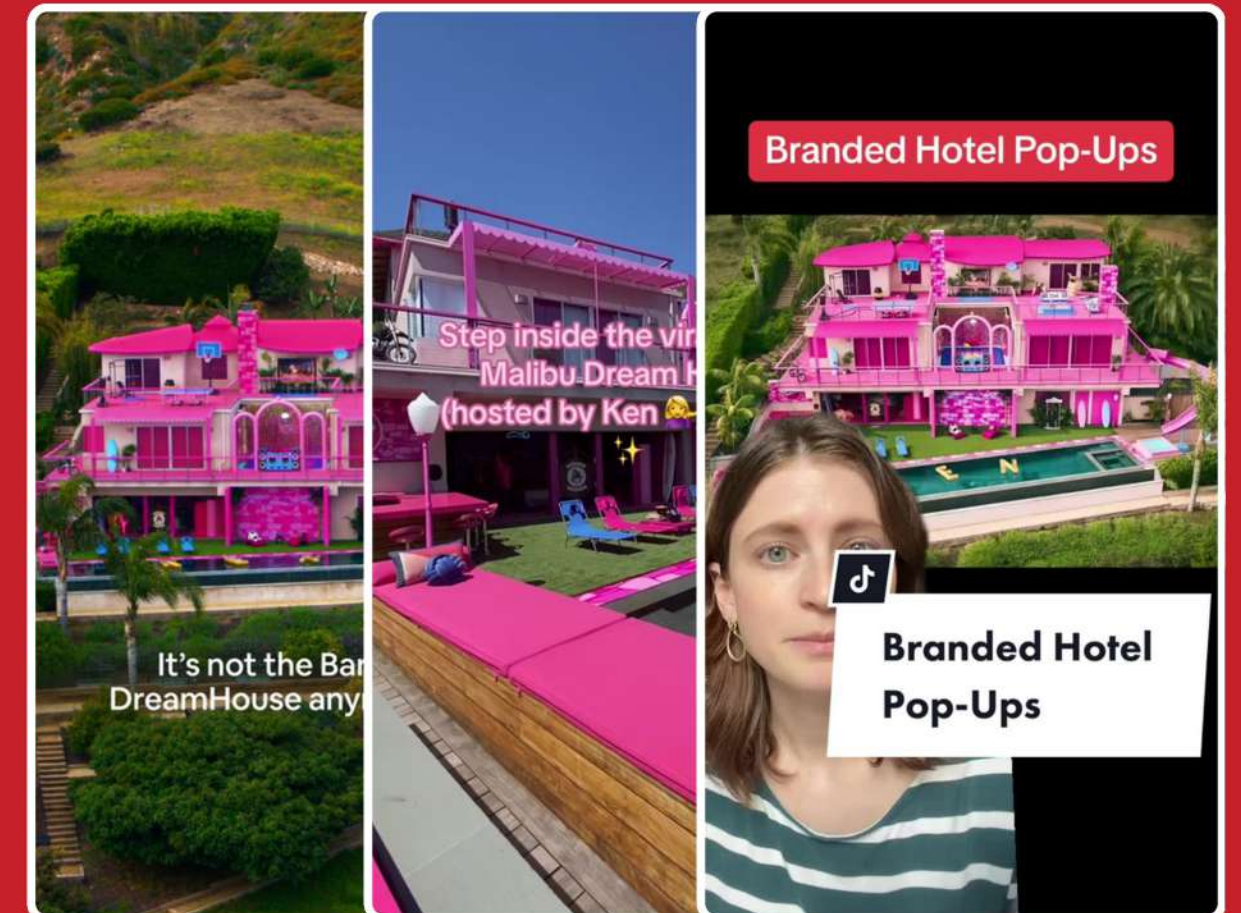


Reports & Insights

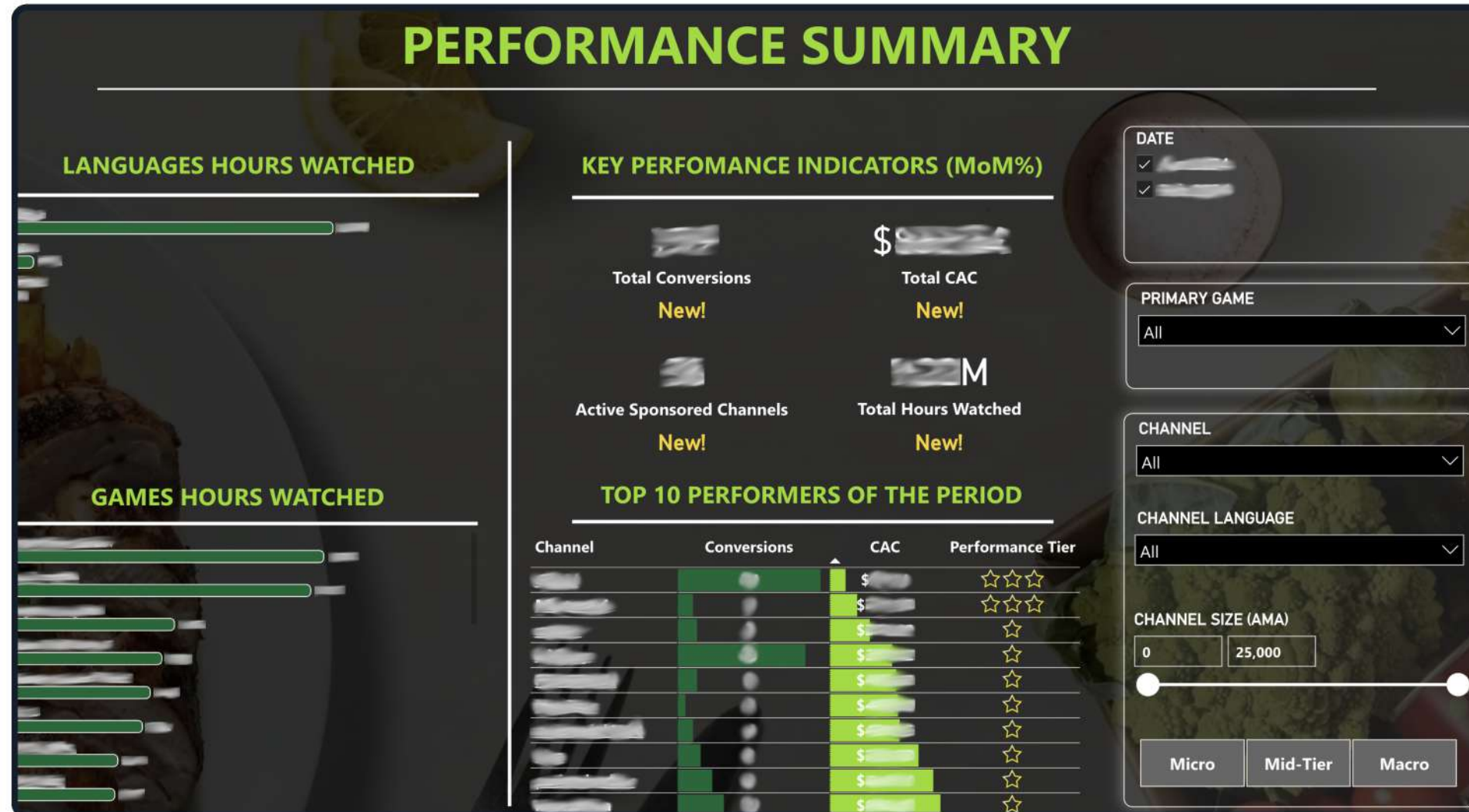


UGC Libraries

Your activations will spread like wildfire across social media, generating lots of earned media for your brand! Keep track of the reach of this earned media via a curated library of UGC based around your latest campaign.



The Barbie's Malibu Dreamhouse campaign between Mattel and AirBnB was so splashy that it inspired creators to organically share content.



Activation Summaries

Summary reports take all the basic metrics of sponsored content (reach, engagement, sentiment) and centralize them. Stream Hatchet's advanced reporting dives further into the numbers for insights that brands can use to better understand their campaign and optimize for the next one.

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Key Takeaways



Rick Malambri: Director of Creative Partnerships

“The best breakthrough campaigns are those bridging lifestyle content with gaming culture... Gamers are now not just tech geeks, but professional athletes, musicians, celebrities, and people from all walks of life. The most compelling marketing captures this diversity authentically, showcasing how gaming integrates into various lifestyles rather than existing in isolation.”



Justin Smith: Chief Commercial Officer

“There are thousands of ads being served to us daily... The best way to stand out is to be part of the content. Working with creators allows brands to fit into content seamlessly rather than disrupting.”



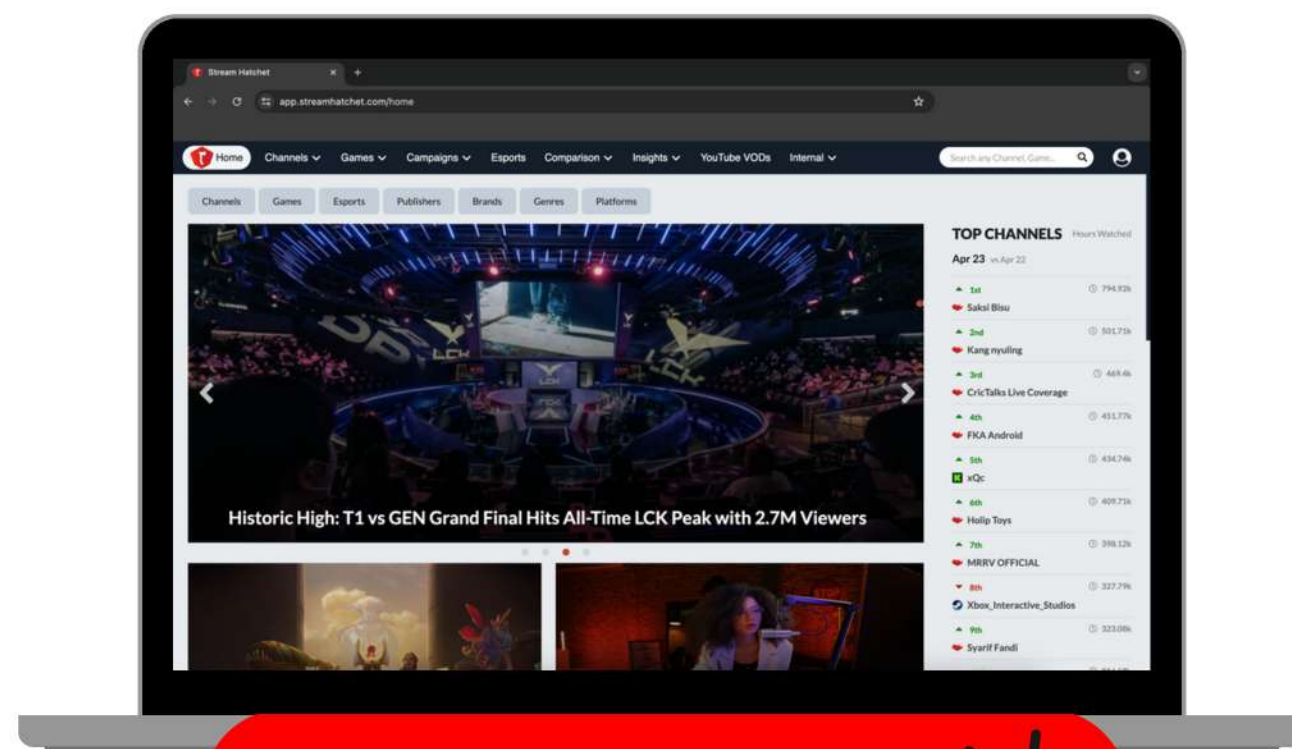
Brett Zallek: Senior Sales Executive

“With such a fragmented media ecosystem, influencers are one of the few constants whose audiences remain loyal and interested in the brands that support their favorite creators.”

About Stream Hatchet



Stream Hatchet provides data from the top video game streaming sites via a robust business intelligence platform. We power insightful, informed decisions leading to innovation and growth through the aggregation of dynamic, granular data. To learn more, visit www.streamhatchet.com.



GET A DEMO & TRIAL



STAY IN TOUCH

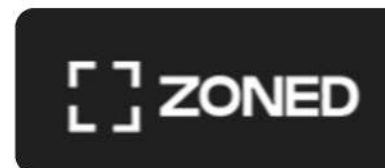
About Parent & Partners



GameSquare's (NASDAQ:GAME) mission is to revolutionize the way brands and game publishers connect with hard-to-reach Gen Z, Gen Alpha, and Millennial audiences. Our next generation media, entertainment, and technology capabilities drive compelling outcomes for creators and maximize our brand partners' return on investment. Through our purpose-built platform, we provide award winning marketing and creative services, offer leading data and analytics solutions, and amplify awareness through FaZe Clan Esports, one of the most prominent and influential gaming organizations in the world. With one of the largest gaming media networks in North America, as verified by Comscore, we are reshaping the landscape of digital media and entertainment. To learn more, visit www.gamesquare.com.



Sideqik will soon be merging with Stream Hatchet into one unified environment! Stay tuned for updates.



YouGov

Further Reading

Reports & eBooks

[Your Influencer Marketing Guide](#) | [Yearly Live Streaming Trends 2024](#) | [Save Point: 2024 Live Streaming Trends](#)

Live Streaming Basics:

[Live Streaming Basics: A Comprehensive Introduction](#)
[A Comprehensive Guide to Every Live-Streaming Platform](#)
[The Streaming Stats Behind Influencer Marketing](#)
[Countering Viewbotting on Live Streaming](#)
[Holiday and Q5 Viewership in 2024](#)

Major Platform Introductions:

[Twitch Basics: A Beginner's Guide to the Most Popular Live-Streaming Platform](#)
[YouTube Gaming Basics: A Beginner's Guide](#)
[Kick Basics: A Beginner's Guide for Live Streaming](#)
[SOOP Korea and Chzzk: After Twitch's Shutdown](#)
[Twitch's Plans for 2025: Monetization & Community](#)

Influencer Marketing:

[Creative Influencer Marketing Examples](#)
[Non-Endemic Brand Campaigns](#)
[Influencer Marketing to Gen Z](#)
[Celebrity Sponsorships for Gaming Audiences](#)
[Attracting Sponsors to Your Streaming Events](#)
[Stream Hatchet's AI Influencer Discovery Program](#)
[Cryptocurrency Hype on Live Streaming](#)

UGC with Roblox:

[Roblox and Live Streaming: Combining Interactive and Non-interactive Marketing](#)
[The Link Between Roblox Streamers and Roblox Players](#)
[Roblox Doubles Monthly Viewership: Dress To Impress](#)