



THE IMPORTANCE OF  
**BRANDING** FOR  
GAMING INFLUENCERS

遊戲網紅建立品牌的重要性

**OPENMINDS**™

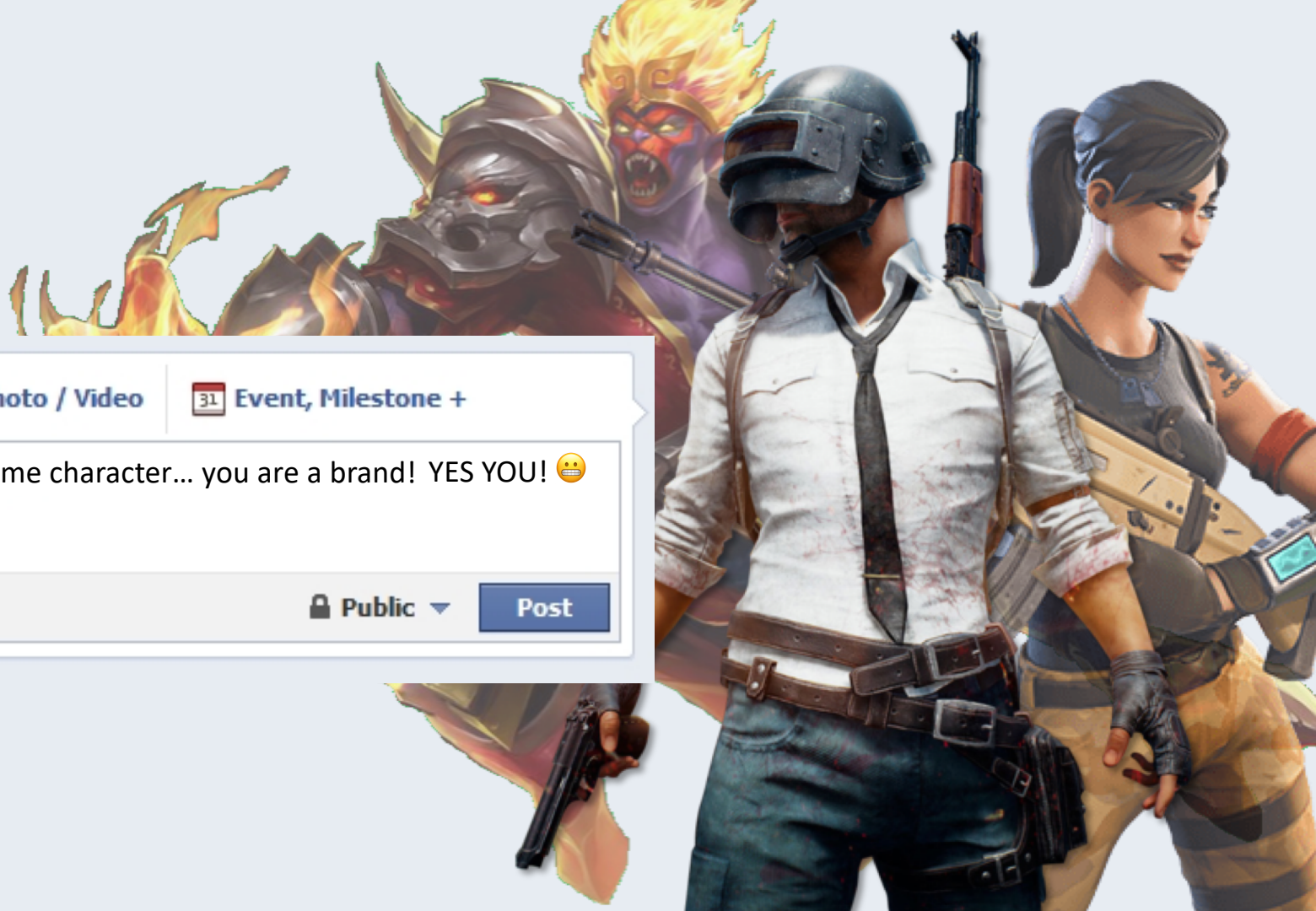
KUALA LUMPUR HONG KONG SINGAPORE

DATA ANALYTICS, DIGITAL MARKETING & TECH DEVELOPMENT

**JAN WONG**

Founder, CEO of OpenMinds  
Forbes 30 Under 30 Asia

 [janwongmy](#)



Status

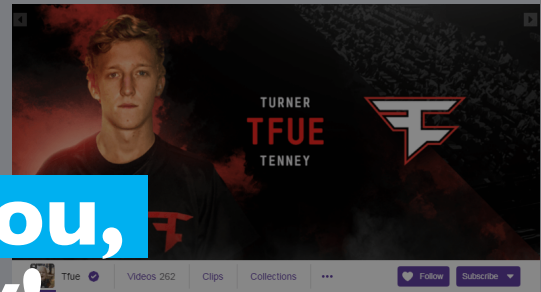
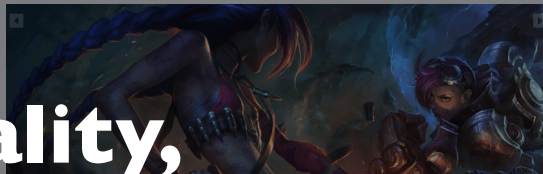
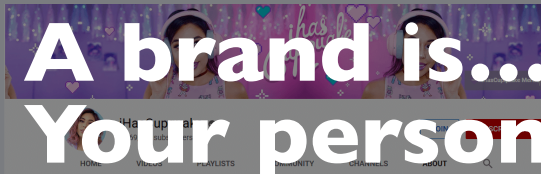
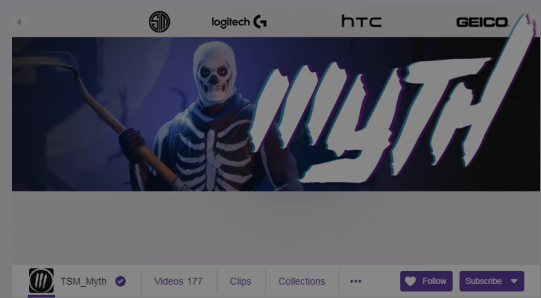
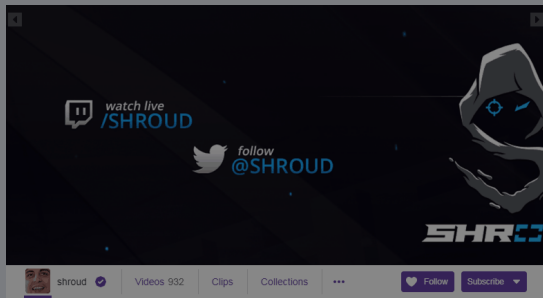
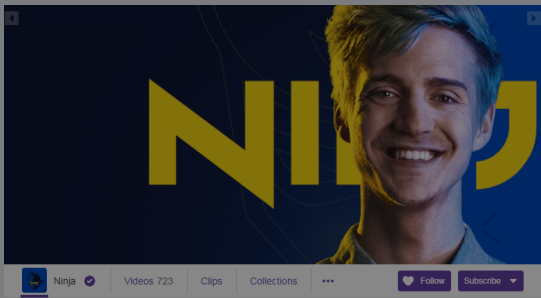
Photo / Video

31 Event, Milestone +

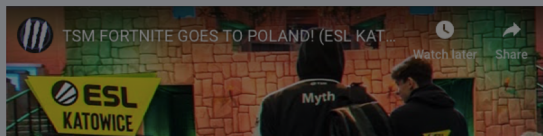
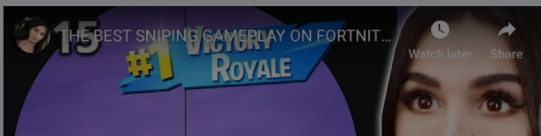
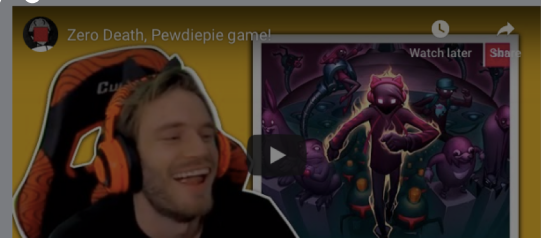
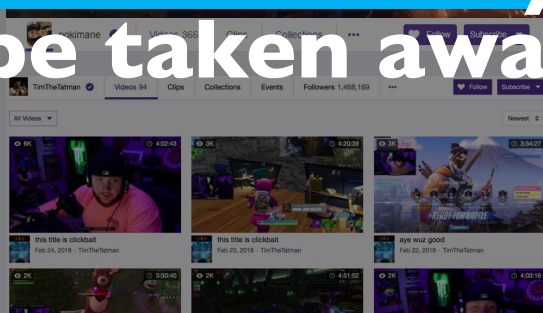
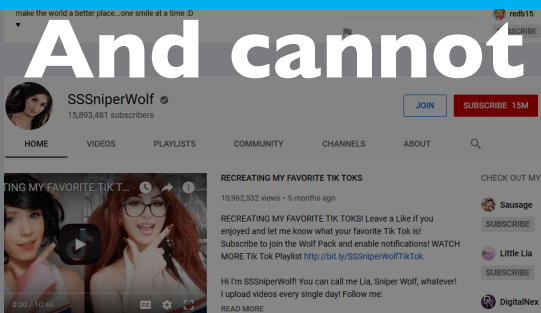
It's not just your game character... you are a brand! YES YOU! 😊

Public

Post



**A brand is...  
Your personality,  
How someone identifies you,  
And cannot be taken away!**





SO, YOU MAY ASK  
**WHY SHOULD I CARE?**

REASON #1:

**THERE ARE SO  
MANY OF YOU**

**WHAT IS THE REASON FOR  
SOMEONE TO FOLLOW YOU?**



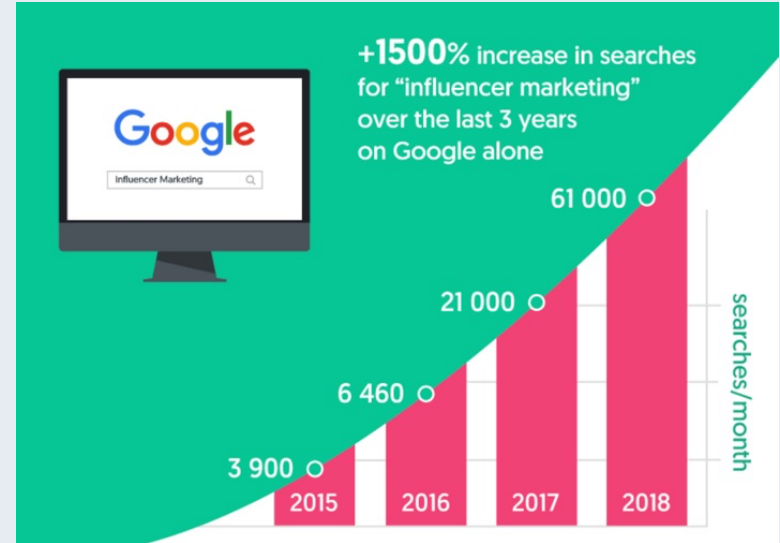
REASON #2:

# PLATFORMS WILL CHANGE

WHO ARE YOU WHEN TWITCH,  
YOUTUBE & FACEBOOK GOES AWAY?



REASON #3:  
**DEMAND IS SET  
TO INCREASE**  
COMPANIES ARE TURNING TO  
INFLUENCERS.





**“ARE YOU DIFFERENT  
AND DISCOVERABLE?”**





# THAT'S IT!


Status | Photo / Video | 31 Event, Milestone +

QUESTIONS? I WILL BE MORE THAN HAPPY TO STAY IN TOUCH 🙌

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