



# Loaded<sup>®</sup>

Let us show you some of  
our best work.





# The data proves us right. Period.

To brands, publishers, and influencers alike, we are the creative thinkers and doers responsible for ensuring gamers gets it. Because, listen, we get it. It's hard to keep up with ever-changing pace of technology and its impact on gaming, and it's hard to know what will work and what won't.

That's why we're not your traditional agency. We are doers with data with daring ideas. And when we're not fancying our decks with alliteration, our work here at Loaded speaks for itself as you'll see if you read on.

## INFLUENCERS







B R A N D



L O A D E D

# Audio- Technica



A U D I O - T E C H N I C A



# We knew which influencers were the perfect fit.

Advertising in gaming is riddled with stereotypical vernacular and lens flares only J.J. Abrams would appreciate. When Audio-Technica came to us with the desire to do a commercial for their new gaming headset, we worked with gaming celebrities Summit1G and TimtheTatman, two influencers we knew could do the job authentically and comedically.

B R A N D



A U D I O - T E C H N I C A







B R A N D



LOADED

AUDIO-TECHNICA

# And so we wrote the script.

No, really...we did. We were tired of seeing gaming celebrities put into scenes and content that embarrassed -- or did an injustice to -- the reason why people watched these influencers in the first place. So, we wrote the script and storyboarded the commercials and oversaw their production in order to join in on Audio-Technica's media strategy; a move that would propel the new headset into backorders on its first day on internet shelves around the globe.



GoldGlove/LIRIK



Summit1G



INFLUENCER



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# SheriffEli

—

SHERIFFELI





# We have the resources to grow talent.

Sheriff Eli first appeared on the scene after popular gaming star Lirik was roleplaying in Grand Theft Auto V on Twitch during a normal weekday. It was immediately apparent to us that Eli had the potential to rock the gaming world with his golden voice, improvised acting, and unique personality. We collaborated on a new internet brand for his character, helped equip him with the latest hardware, and provided him with real-time NOSCOPE™ data insights to ensure viewership was as high as possible on day one.

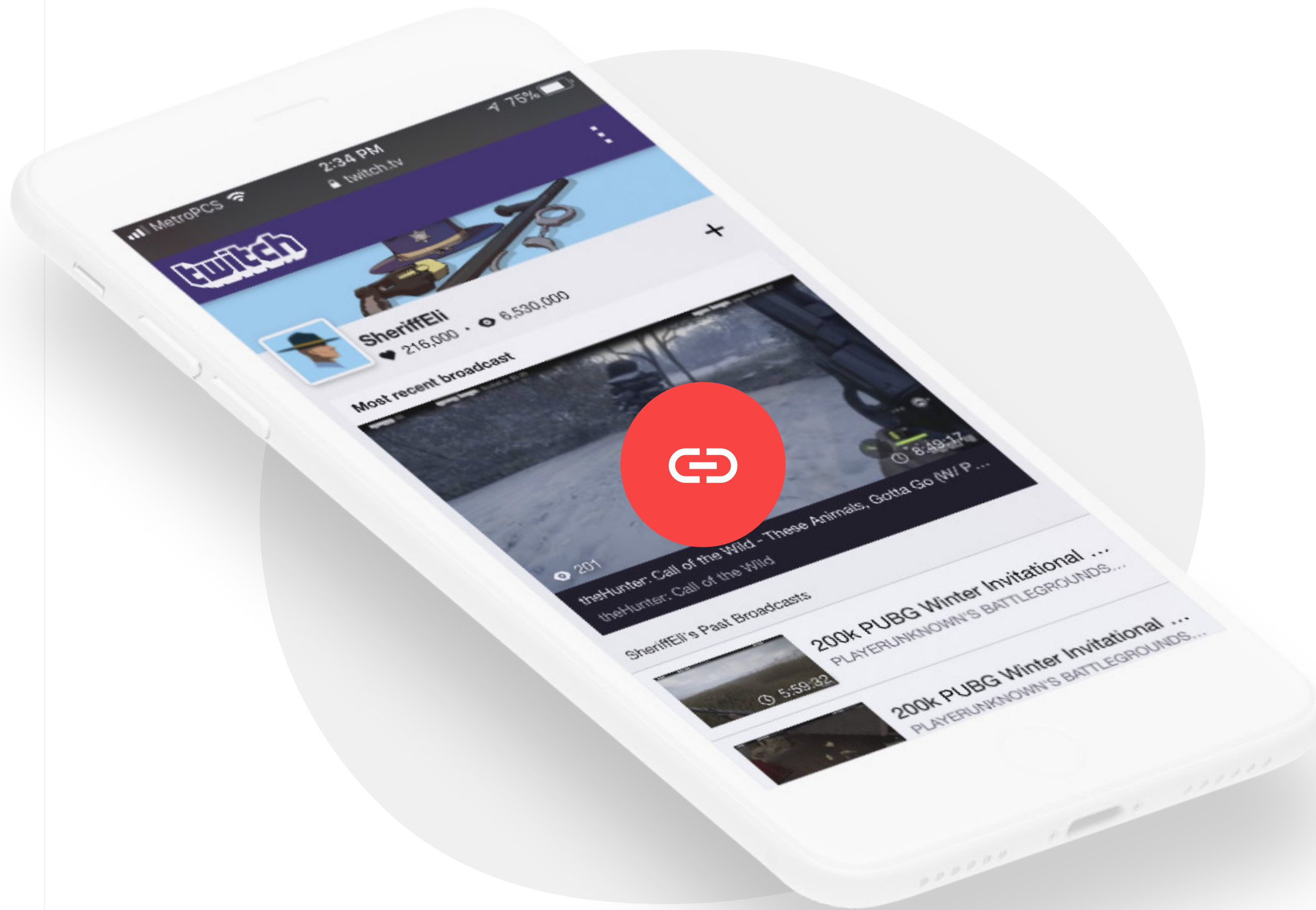




I N F L U E N C E R



L O A D E D



# We broke all viewership records.

Before he went live on his first broadcast on Twitch, Loaded paired him with new hardware and apparel sponsorships and helped seed his story to Rolling Stone. When his debut arrived, his stream became the most viewed first-day broadcast ever on the Twitch platform; a record still not beat to this day.

**RollingStone**

S H E R I F F E L I





INFLUENCER



From 0 to 100M  
minutes watched  
in under 30 days.

99.4M Min. Watched

LOADED

SHERIFFELLI

99.4M

Minutes Watched

2.1M

Unique Viewers

97.8K

New Followers



# Let's do this together.

Brandon Freytag

CEO

[brandon@loaded.gg](mailto:brandon@loaded.gg)

Erin Little

Influencer & Developer Relations

[erin@loaded.gg](mailto:erin@loaded.gg)

Mat Manning

Sales Executive

[mat@loaded.gg](mailto:mat@loaded.gg)