

## TWITCH'S INFLUENCE ON ADVERTISING

### Business adaptation in streaming

A INFLUÊNCIA DA TWITCH NA PUBLICIDADE: adaptação empresarial no streaming

LA INFLUENCIA DE TWITCH EN LA PUBLICIDAD: adaptación empresarial en streaming

#### Maria Amiden dos Santos

Undergraduate student of Social Communication, majoring in Advertising and Publicity, at the Federal University of Mato Grosso.  
[mariaamidendossantos@gmail.com](mailto:mariaamidendossantos@gmail.com).



0009-0003-8984-3281

#### Cristóvão Domingos de Almeida

PhD in Communication and Information, MA in Education and BA in Social Communication – Public Relations. Lecture in the Advertising and Publicity in Contemporary Culture Studies at the Federal University of Mato Grosso.  
[cristovaoalmeida@ufmt.br](mailto:cristovaoalmeida@ufmt.br).



0000-0002-6044-4557

Mailing address: Av. Fernando Côrrea da Costa, 2367, Boa Esperança, 78.060-900, Cuiabá-MT, Brazil.

Received: 04/01/2024

Accepted: 09/01/2024

Published: 11/30/2024

#### ABSTRACT:

With the emergence of new platforms and the advance of the internet, advertising has had to adapt to reach audiences effectively. The Twitch platform stood out in this context, allowing live broadcasts and interaction with the public. Itaú launched Player's Bank (2022), demonstrating a solid marketing strategy aimed at the gamer audience, and adapted to the characteristics of this market, using influencers and appropriate language to win over audiences. Using netnography, we categorized three important points for effective campaigns: credibility, strategy, and results. We found that it is important to recognize the impact of technological advances on advertising production, in order to understand the change in consumer behavior.

**KEYWORDS:** Social medias; Advertising; Influencer marketing; Consumer behavior.

## Introduction

With the emergence of the internet and the advancement of its mechanisms and applications, advertising has changed to take advantage of the new platforms. Increasingly, we see how advertising adapts to the media in which it is inserted, to make it more effective with a given audience. With this in mind, we brought in the Twitch platform to analyze its influence on new advertisements and how they are adapting to fit into the digital environment.

To put the Twitch platform into context, we need to understand what it is and how it works. It is a streaming platform, where individuals make lives and interact with the public who are watching simultaneously, the means of income for these streamers<sup>1</sup> is through the platform itself, which considers them to be partners, and in order to become one, there are criteria set by the platform itself.

Twitch's own definition of its partners is "creators who broadcast a variety of content, whether it's games, music, talk shows, art or anything else you can think of" and through this they achieve monetization, which is divided into three elements as shown in the table below.

---

<sup>1</sup> Streamers: the individual who broadcast live.

**Table 1** - Monetization Twitch Partners

Monetization through:	Definition of operation:
Channel subscriptions and emotes.	Subscriptions from viewers to the streamer's channel, subscription options include Group 1, Group 2, Group 3, and the free Prime Gaming subscription.
Bits.	These are virtual goods that viewers can buy to interact with the live stream.
Ads.	Partners earn part of the income generated by any ad played on their channels and can determine the length and frequency of the ads.  Source: Twitch.tv

Source: Twitch.tv

What matters here are the ads and how they work on the platform, so each partner receives information on how many small ads they should play every hour when they are broadcasting, called a goal, and if they reach it they will receive bonus ad revenue in payment, for example if the goal is 120 seconds per hour, they can choose to play 4 30-second ads or 1 120-second ad.

There are several influencers in this medium, public figures that many young people are inspired by and use as an example, and Twitch enables a more accessible and faster relationship between influencer and viewer, which makes these figures seen as very important. Knowing this, brands look to these public figures to reach audiences they are interested in, which in another medium would be difficult to reach, and as the audience for this medium is different from others, such as television, they produce specific advertising for the platform.

This is the case of Itaú bank, which operates in the financial sector and is known by a large portion of the Brazilian population. However, we know that for a bank it's essential to keep and attract customers, which is why Itaú Bank has been adapting to the needs of the new generations, so it has bet on a new technological area full of young people to attract future customers, giving rise to the Player's Bank or PB.

Player's Bank is a digital account from the Itaú bank, which promises to be free and without fees, as well as providing other benefits, such as unlimited Pix<sup>2</sup> and

<sup>2</sup> Pix: is the Brazilian instant payment. The payment method created by the Central Bank in which funds are transferred between accounts in a few seconds, at any time or day.

discounts on purchases in partner stores, the bank's main focus is gamers, so it uses various factors to give it a more youthful feel.

## **Post-digital consumers and their evolution**

In his book "Marketing and Communication in the Post-Digital Era: The Rules Have Changed", Walter Longo describes how it is necessary to adapt to consumers. Longo (2014) states that with the increasingly rapid changes in the globalized world making the life cycles of products, fashions and behaviors short and replaceable at an accelerated pace, long-term survival requires powers of adaptation, using his analogy, it's like Charles Darwin's theory of evolution, the small changes are what allow the continuity of the species.

Another interesting point presented in the book is its demonstration of how revolution happens when society adopts new behaviors inspired by new tools. The 2005 images of the election of Pope Benedict XVI and the election of Pope Francis in 2013 are put side by side, and the difference in society's behavior is visible. Technological evolution itself has changed habits, we see a society that is much more focused on its devices than what is actually happening in front of it, it's as if its presence is only made if it registers with its cell phone, events are seen from screens. Longo also points out that in the post-digital era, the network society creates a new type of intelligence, called extelligence, which is defined as all the human cultural capital around us, available and accessible whenever we want and at the touch of a button.

In the book Digital Marketing: An Analysis of Market 3.0 by Achilles and Ney, we see how marketing thinking is adapting to changes in consumer behavior and habits. As the authors state, a new mental model of consumption emerges, the stimulus that generates the desire is received, then the individual researches the experiences of other consumers, which results in their decision making, even before going to the establishment to make their purchase, we can also state that the consumer no longer has the need to physically go to an establishment to make the purchase, the technologies allow the accessibility of any product just a click away, this idea dialogues with Longo when he points out the society of the post-digital era.

In addition, Achilles and Ney point out how technology has impacted the reach of communication, we have a greater amount of information, due to cyberculture, where people not only consume, but also produce information. We see that the relationship

between brands and consumers is changing, and society is connected in the digital environment, using it to decide on the purchase of products/services.

Digital marketing is the strategic part of the company that consists of using marketing tools by digital means. It aims to build customer loyalty [...] thus improving the company-customer relationship in a dynamic way (Ferreira Junior, 2015, p. 64).

However, the authors of the book "Marketing 3.0: the forces that are defining the new human-centered marketing" state that, "Whenever there are changes in the macroeconomic environment, consumer behavior changes, which causes marketing to change" (Kotler, 2012, p. 13). These changes in the consumer make it necessary to adapt advertising to become more effective.

The same book puts the evolution of marketing into three phases, starting with Marketing 1.0, centered on the product, the aim being to standardize and gain in scale, to reduce production costs as much as possible, remembering that this occurred in the industrial age. Marketing 2.0, on the other hand, is consumer-centric, with a focus on information technology, and values are defined by consumers, forcing marketing to segment and develop a product focused on the specific target market. Finally, Marketing 3.0, centered on values, consumers are looking for solutions to their desires to make the world a better place. They are looking for companies that address social, economic and environmental justice in their mission, vision and values. It's clear that these three phases don't necessarily go hand in hand at the moment, but their combination allows for greater effectiveness with the consumer.

Furthermore, as marketing and technology have evolved, consumer behavior and attitudes have also changed, requiring more collaborative, cultural and spiritual approaches in order to satisfy consumers concerns about society. In addition, consumers have become more participative and collaborative with companies, gaining a greater power of influence than in other phases, "As social media become increasingly expressive, consumers will increasingly be able to influence other consumers with their opinions and experiences" (Kotler, 2012, p. 27).

The 4 P's of marketing are already known to support the production of the product: "develop a product, determine a price, carry out promotion and define the distribution point (place)" (Kotler, 2012, p. 48), but according to the authors, after the Western economy changed due to the oil crisis in 1970, demand became scarce and with product competition, consumers became smarter, so other P's were added to the

originals "people, process, physical evidence, public opinion and political power" (Kotler, 2012, p. 48).

It is clear that "to stimulate demand for products, marketing evolves from a purely tactical level to a more strategic level" (Kotler, 2012, p. 49). We see consumers who are more interested than the product, the influence of some consumers generates a desire in others, so the production of advertising must take these factors into account in order to manage what would be best to have the greatest possible success and loyalty.

## Methodology

To understand Player's Bank's proposal to enter the market and succeed with its target audience, we will use the methodology of netnography, with the instrument of observing and recording advertisements on Twitch.

Netnography is participant-observational research based in online fieldwork. It uses computer-mediated communications as a source of data to arrive at the ethnographic understanding and representation of a cultural or communal phenomenon (Kozinets, 2010, p. 60).

In this way, netnography is appropriate for studies of communities, cultures and behaviors in digital media, according to Kozinets (2015, p. 10) "culture adapts quickly to technologies and becomes technoculture perhaps because it is always in liquid motion, transforming and transformative." He also states that this more fluid perspective of culture and community helps with the notion of identity and social interaction.

During the observation period, which ran from February to the end of May 2023, the existing advertising campaigns on the Player's Bank platforms were analyzed, with the exception of those carried out before the launch. When choosing the advertisements to be observed, criteria were considered that indicated a change in the form of advertising, as well as the ability to attract the attention of observers.

The three main categories that will be analyzed are: credibility, strategy and results. These categories will help identify the campaigns that best communicate the brand's proposition and have the greatest potential to attract and engage the young target audience.

When analyzing the credibility of the campaigns, it is important to observe whether they convey trust and credibility to viewers. This can be assessed through elements such as partnerships with recognized influencers and the clear presentation of Player's Bank's benefits and resources.

Campaign strategy is also key. It will be observed how the brand uses Twitch's features, such as real-time interaction with viewers, the use of attractive visuals and integration with games and related content. In addition, the consistency and cohesion of the marketing strategy adopted by Player's Bank in the different campaigns observed will be analyzed.

Finally, the results of the campaigns will be considered, that is, the impact they have on the target audience. It will also be important to observe whether the campaigns succeed in attracting and retaining viewers attention, leading them to take an interest in Player's Bank and its services.

When analyzing the characteristics of the campaigns that best communicate the brand's proposal and have the greatest potential for inserting themselves into the youth environment, it is important to consider the language used, the values and interests that are emphasized, as well as the suitability to the Twitch context and the preferences of the target audience.

Based on these analyses, it will be possible to better understand how Player's Bank is positioning itself in the market and which marketing strategies are being most effective in connecting with the young audience.

## **Player's bank marketing in the gamer universe**

### **1.1 Strategies**

Analyzing their strategies, one notices first the use of public figures, these that were contextualized earlier in this article, for people outside this community they may go unnoticed, just as models/actors, who actually have a legion of followers who pay attention to everything they are inserted in. Secondly, there is the jovial language, using the slang of this medium, as well as the hashtags<sup>3</sup> used throughout the campaign, such as the slogans, "The bank that plays together has arrived" and "A different bank made with gamers, for gamers". Another noteworthy point is the use of the Discord<sup>4</sup> application to officially serve Player's Bank customers, and finally, they invest heavily in the e-games<sup>5</sup> universe, both in the stores and in the teams.

It is clear that there was research to understand PB's target audience, both to know what language to use and to decide on the face of this new proposal for Itaú's

---

<sup>3</sup> Hashtags: a term or expression used before the # symbol on social networks, usually to direct the user to a page of posts related to the topic or discussion.

<sup>4</sup> Discord: an application designed to connect friends to play online games.

<sup>5</sup> E-games or e-sports: video game competitions in which players face each other through technological and virtual support.

bank. That said, we will analyze the brand's first campaign, launched on March 28, 2022, which arrived with all its power on social networks, always with #IssoMudaOGame (#ThisChangestheGame), which gave it strength because it was completed on multiplatform, one of the contents that was always repeated, but which sometimes underwent some changes and/or adaptations for the platform it was inserted in, was the advertising video, this one published on the official YouTube channel of Player's Bank Itaú.

Player's Bank invested in influencers and their diversity to star in the campaign, including PlayHard (founder of LOUD<sup>6</sup> and content creator), Coringa (content creator and member of LOUD), Babi (content creator and member of LOUD), Flakes Power (youtuber), Marcos Vinicius (creator of the Taça das Favelas Freefire), MadMary (streamer), giving the campaign a futuristic and youthful feel. In other words, this strong cast manages to bring different perspectives from each of their audiences, giving greater visibility to Itaú's new proposal.

---

<sup>6</sup> LOUD: professional e-sports organization based in Brazil.

**Image 1** – Instagram Player's Bank<sup>7</sup>

Source: [Instagram.com/playersbank](https://www.instagram.com/playersbank)



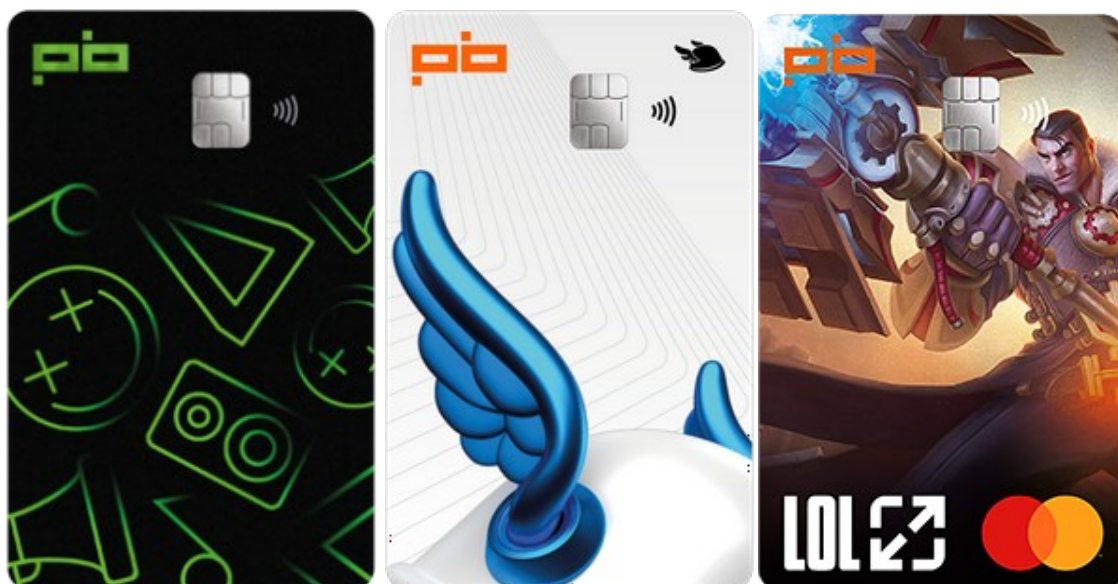
In addition, another Player's Bank strategy is the so-called skins on the cards, in the gaming world, skins is a term used to refer to the appearance of a character or

<sup>7</sup> Translation of the caption on the Instagram post: "Of course they wouldn't be left out! The greatest gamers of Brazil are with us, family!"

object in the game, which allows the player to have a different look from the standard. PB is adding skins to the cards according to the partnerships, which will be explained in more detail in the next topic, leaving the customer to choose the one they prefer. So far there are 9, the standard one which is the original, two from LOUD, one from Tribo and six from League of Legends<sup>8</sup>.

**Image 2** – Player's Bank skins

Source: [playersbank.com.br](http://playersbank.com.br)



<sup>8</sup> League of Legends: an electronic game in which two teams use strategies to destroy each other's bases, the genre is known as multiplayer online battle arena (MOBA).

To describe the benefits of its cards, Player's Bank takes advantage of the language used by gamers in games and inserts it into its explanations. Here are a few phrases to better exemplify this characteristic, starting with, "A bank with a digital account and a free-to-play credit card", "Anyone who is a gamer knows the importance of a good duo<sup>9</sup>", and finally, "Anyone who plays together gives a buff<sup>10</sup> to everyone. [...] Player's Bank followed the call and gave the gamer credit card a boost<sup>11</sup>."

This is how PB manages to tailor its content to a specific audience; people who aren't part of this environment probably won't understand what the message is with these explanations. However, young people may be curious to see a bank using this kind of language, which generates interest and attention for the bank. This same type of language is used in an advertisement published on Player's Bank's TikTok social media, in which the language manages to be even more specific, using definitions of functions/skills that each character performs within the game, being MOBA-style, such as League of Legends, in addition to adding influencers from this community, to say such phrases and add credibility, a point to be discussed next.

We can see the strategies in the language, in the way and format of dealing with young people and this gamer universe, here we see what Kotler said about stimulating demand for products, there is an adaptation based on a study, so that it is not superficial or forced, everything happens very naturally, giving the impression that it is really a bank made by young people for young people.

## **1.2 Credibility**

To further amplify their performance in the gaming world, in October 2022 they partnered with Gaules, the biggest Brazilian streamer. The campaign was an animation narrated by the streamer himself, called "Gaules e Tribo do Itaú" (Gaules and the Itaú Tribe). The tribe is the name the streamer uses to call his fans, and he always repeats the motto "The tribe takes care of the tribe", which demonstrates this sense of community and how strong it is.

### **Image 3 – TRIBO + ITAÚ – Isso Muda O Game**

<sup>9</sup> Duo: The pair who play together.

<sup>10</sup> Buff: a term used when something receives improvements or more power.

<sup>11</sup> Boost: a synonym for buff, also used when something is increased.



Source: [grandesnombresdapropaganda.com.br](http://grandesnombresdapropaganda.com.br)

In addition, we can exemplify and demonstrate the processes that Itaú had to captivate the gamer universe and the preparation to launch PB, with an important fact, which draws our attention in the first campaign, the existence of several members of LOUD in the list of influencers. LOUD is considered one of the largest organizations of digital and e-sports influencers in Brazil, and that's why in 2021 they partnered with Itaú, who was always been attentive to this universe and took the initiative to invest in the new area, which consequently brought more strength to the emergence of Player's Bank.

With this partnership, we realized that there was already a language/visual construct that could fit in with PB's proposal in the future. We can point out some of these, such as the presence of LOUD influencers, who in themselves bring a great deal of public attention, the use of the jovial language that is used in the medium, using a famous internet tool, hashtags, in this case it was #IssoMudaOGame (#ThisChangestheGame), even the music created and used in the advertisement, we can see some of these points in the image below. What we see in these advertisements is the permanence of the color orange, extremely associated with Itaú bank, and even though Player's Bank always gives the idea of being a new bank, this characteristic still remains in its brand, it can be considered as a reminder that it is a reliable brand that has existed for years.

**Image 4** – LOUD + ITAÚ – Isso Muda Game

Source: Loud.gg



It should be noted that, in order to convey greater credibility, advertisements feature public figures who have the power of persuasion and are able to reach a wide audience; most of the time, the public is interested in seeing a figure who makes them feel represented, consequently resulting in desire. In this category, we can see what Kotler said about the need to change approaches, looking for those that will satisfy the consumer's concerns.

Furthermore, as marketing and technology evolve, consumer behaviors and attitudes have also changed, necessitating more collaborative, cultural and spiritual approaches in order to satisfy consumers concerns for society.

### 1.3 Results

It should be added that, the results are in view of this dynamism, which is linked to the look at the moment, the company is dynamic but attentive to innovations, in this way, as Walter Longo states, to survive in the long term it is necessary to adapt, there is also the modification of consumer behavior, now they have the power to influence other consumers through their own opinions and/or experiences.

But what do these ads have to do with Twitch? The Twitch platform has proved to be a strategic channel for running these ads and reaching the target audience efficiently. The dynamic and interactive nature of Twitch, combined with the constant presence of viewers and influencers, provides a unique opportunity for brands to connect directly with their audience. Real-time interaction allows viewers to react instantly to ads, whether through comments, sharing opinions or even active participation during broadcasts.

The presence of streamers also plays a key role in this advertising strategy. By including streamers in the ads, the brand is able to reinforce its image and arouse a desire for participation on the part of viewers. The association of the brand with prominent influencers on the platform creates a sense of identification and closeness, positively influencing consumers perception of the advertised product or service.

The need to adapt advertising strategies according to the environment in which they are inserted reflects a change in consumer behavior and the importance of keeping up with technological trends and innovations. Brands are realizing the importance of investing in the channels and platforms that their target audience uses, such as Twitch, in order to achieve effective results and stand out in a market that is increasingly competitive and influenced by consumer opinion.

## **Final considerations**

Considering all these aspects, we can conclude that the current dynamics of society and the evolution of technology have a significant impact on brands advertising and communication strategies. The analysis of Player's Bank's advertisements allowed us to identify the importance of credibility, strategy and results in the effective execution of campaigns.

In a context where consumers are increasingly demanding and attentive to added value, brands need to adapt and look for innovative ways to connect with their target audience. The example presented in the article illustrates how the brand can insert itself into a different environment and universe, establishing closer and more relevant communication.

However, it is essential to emphasize that this new form of communication is only the beginning of a journey that is constantly evolving. The interconnection of the various means of communication and the search for proximity to the public and/or consumer are ongoing challenges facing brands. The ability to adapt and the search for innovation will be essential to staying relevant and achieving long-term success.

In this constantly changing scenario, it is important for brands to be attentive to changes in consumer behavior, keep up with technological trends and explore new opportunities for interaction. Only in this way can they build lasting relationships and achieve their business objectives.

## References

- Conheça o Programa de Parceiro Twitch. (s.d.). *Twitch*. Available from <https://www.twitch.tv/p/pt-br/partners/>.
- Drubsky, L. (2019). Entenda o que é hashtag (#) para que elas servem e como utilizá-las. *Rock Content*. Available from <https://rockcontent.com/br/blog/o-que-e-hashtag/>.
- Ferreira Junior, A. B., & Azevedo, N. Q. D. (2015). *Marketing digital: uma análise do mercado*. Curitiba: InterSaberes.
- Galvão, A. (2021). Glossário Gamer: Aprenda os principais termos, gírias e siglas deste universo. *GamerBlast*. Available from <https://www.gameblast.com.br/2021/10/especial-glossario-gamer-termos-gurias-siglas-termos-vocabulario.html>.
- Gaules e Tribo no Itaú: #IssoMudaOGame. (2022). *Youtube*. Available from [https://www.youtube.com/watch?v=sDKwuasy\\_1o](https://www.youtube.com/watch?v=sDKwuasy_1o).
- Gigante dos games: Loud lança parceria com Itaú. (2021). *Loud*. Available from <https://loud.gg/posts/itau-loud>.
- Itaú fecha parceria com maior streamer brasileiro do mundo. (2022). *Grandes Nomes da Propaganda*. Available from <https://grandesnomesdapropaganda.com.br/mercado-digital/itau-fecha-parceria-com-maior-streamer-brasileiro-do-mundo/>.
- Itaú | Loud + Itaú - Isso muda o Game. (2021). *Youtube*. Available from [https://www.youtube.com/watch?v=Z4Bpy\\_Msato](https://www.youtube.com/watch?v=Z4Bpy_Msato).
- Kotler, P., Kartajaya, H., & Setiawan, I. (2012). *Marketing 3.0: as forças que estão definindo o novo marketing centrado no ser humano*. Rio de Janeiro: Elsevier.
- Kozinets, R. V. (2010). *Netnography: doing ethnographic research online*. Los Angeles: SAGE.
- Kozinets, R. V. (2015). *Netnography: Redefined*. Los Angeles: SAGE.
- Longo, W. (2014). *Marketing e comunicação na era pós-digital: as regras mudaram*. São Paulo: HSM do Brasil.
- Player's Bank. (s.d.). *Instagram*. Available from <https://www.instagram.com/playersbank/>.
- Player's Bank. (s.d.). *Player's bank*. Available from <https://playersbank.com.br>.
- Player's Bank. (2022). *TikTok*. Available from <https://vm.tiktok.com/ZM2BFUcCp/>.
- Perguntas frequentes sobre oferta de anúncios. (s.d.) *Twitch*. Available from [https://help.twitch.tv/s/article/ad-offer-faq?language=pt\\_BR](https://help.twitch.tv/s/article/ad-offer-faq?language=pt_BR).
- Player's Bank o banco que joga junto. (2022). *Youtube*. Available from <https://www.youtube.com/watch?v=ifkTfPbl38E>.

**RESUMO:**

Com o surgimento de novas plataformas e o avanço da internet, a publicidade precisou se adaptar para alcançar o público de forma efetiva. A plataforma Twitch se destacou nesse contexto permitindo transmissões ao vivo e interação com o público. O Itaú lançou o Player's Bank (2022), demonstrou uma estratégia de marketing sólida, direcionada ao público gamer, e se adaptou às características desse mercado, utilizando influenciadores e linguagem adequada para conquistar os públicos. Utilizando da netnografia categorizamos em três pontos importantes para a efetividade das campanhas, credibilidade, estratégia e resultados. Constata-se que é importante reconhecer o impacto dos avanços tecnológicos nas produções de publicidades, com intuito de entender a mudança de comportamento dos consumidores.

**PALAVRAS-CHAVE:**

Rede social;  
Publicidade; Marketing de influência;  
Comportamento do consumidor.

**RESUMEN:**

Con la aparición de nuevas plataformas y el avance de internet, la publicidad tuvo que adaptarse para llegar al público de manera efectiva. La plataforma Twitch se destacó en este contexto, permitiendo transmisiones en vivo e interacción con el público. Itaú lanzó Player's Bank (2022), demostró una estrategia de marketing sólida, dirigida a la audiencia gamer y adaptada a las características de este mercado, utilizando influencers y un lenguaje apropiado para conquistar audiencias. Usando netnografía, la categorizamos en tres puntos importantes para la efectividad de las campañas: credibilidad, estrategia y resultados. Parece que es importante reconocer el impacto de los avances tecnológicos en la producción publicitaria, para comprender el cambio en el comportamiento del consumidor.

**PALABRAS CLAVE:**

Red social;  
Publicidad; Marketing de influencers;  
Comportamiento del consumidor.