**How Brands Can Engage With Gamers**

Wunderman Thompson Canada's Ari Elkouby explores how brands are entering the world of online gaming to engage audiences, such as Hellmann's Canada tapping into the "gaming for good" trend to raise money for nonprofit Second Harvest via "Animal Crossing." Elkouby writes, "Understanding the role your brand plays in the world is the first step in finding a way to naturally integrate it into the ever-expanding universe of online gaming."

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[***https://musebycl.io/gaming/its-game-bringing-your-brand-virtual-play***](https://musebycl.io/gaming/its-game-bringing-your-brand-virtual-play)

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