**Why DoorDash Believes Gaming Partnerships Deliver**

DoorDash is working to boost delivery orders among Gen Z and millennial customers by tapping into the gaming community with efforts such as its two-day Battle of the Snacks on Twitch and NBA 2K League presenting partnership. "[W]e strive to find ways to authentically engage with new audiences by meeting them where they are, and the connection between gaming and food felt like a natural fit for us," said Katie Daire, DoorDash's senior director of consumer marketing.

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[*https://www.adweek.com/brand-marketing/doordash-gaming-twitch-esports-reach-gen-z-millennials/*](https://www.adweek.com/brand-marketing/doordash-gaming-twitch-esports-reach-gen-z-millennials/)

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