**Marketers Hit Play On Video Game Ads**

Video games are the main social outlet for 40% of millennials and people in Generation Z, Deloitte reports, and AARP notes that 45% of those 50 or older play at least once a month. Marketers like Circle K, Apple and Coca-Cola are tapping into the gaming environment with tie-in content, sponsorships and in-game ads.

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[*https://corp.smartbrief.com/original/2023/08/engaging-customers-through-video-game?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=9A6B83EA-211A-4D95-9BF3-DEC352898000&utm\_content=38D93F98-A265-4C08-92CD-680152A1ED50&utm\_source=brief*](https://corp.smartbrief.com/original/2023/08/engaging-customers-through-video-game?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=9A6B83EA-211A-4D95-9BF3-DEC352898000&utm_content=38D93F98-A265-4C08-92CD-680152A1ED50&utm_source=brief)

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[*https://news-cdn.softpedia.com/images/news2/Activision-Suspicious-about-In-Game-Advertising-2.jpg*](https://news-cdn.softpedia.com/images/news2/Activision-Suspicious-about-In-Game-Advertising-2.jpg)