



Redefining Possibilities in Gaming with Brand Influence and IP.



About us

SCCG NextGen is the Talent Agency vertical of SCCG, designed to meet the evolving needs of our partners and the broader gaming industry. Our approach is rooted in a deep understanding of the gaming landscape, allowing us to craft strategic solutions that resonate with both global and local audiences.



Why Us:

SCCG NextGen is committed to advancing acquisition and engagement strategies by integrating a diverse portfolio of talent, IP, and brands into the real money gaming industry. We go beyond traditional metrics, offering a playbook and implementation program designed to grow our partners' brands and businesses. Our focus is on delivering measurable business impact through strategic partnerships, innovative content, and sustainable game development.

Capabilities



1. Strategic Partnerships:

We develop and nurture partnerships that bring together key stakeholders across the gaming ecosystem, including studios, brands, creators, and influencers.

These partnerships are crafted to align with our partners' business goals, ensuring that every collaboration enhances brand visibility, engagement, and market position.

3. Game Development and Brand Growth:



Tailored Game Design: We collaborate with leading studios to develop a broad range of game types, each tailored to meet market demand and aligned with brand strategies. By leveraging influencers and IP, we create games that not only entertain but also grow brand presence.

Influencer Integration: Integrating influencers into game development and promotion, ensuring that the games resonate with targeted audiences and drive engagement.

Commercial Models: Establish appropriate commercial terms, whether through revenue sharing, sponsorship, or other models, to maximize value for all parties involved.

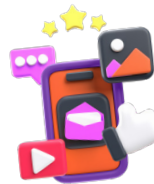
4. Performance Tracking and Analytics:

Data-Driven Insights: We empower our partners with comprehensive analytics and performance tracking, enabling data-driven decision-making and continuous optimization of campaigns.



2. Intellectual Property and Brand Enhancement:

Celebrity-Branded Games: We specialize in developing games that leverage celebrity IP, creating unique and engaging experiences that enhance brand visibility and drive player engagement.



Incentive Structures: We design and implement tailored incentive programs that are seamlessly integrated into the gaming experience, fostering player loyalty and driving long-term engagement.

Content Development: Our content strategy is informed by industry insights and tailored to meet the specific needs of our partners, ensuring that every piece of content contributes to achieving business objectives.

5. Influential Voices and Curated Experiences:

Influencer Collaboration: We work with both globally recognized and locally influential voices to amplify brand messages and drive authentic engagement.

Experiential Marketing: Our approach to experiential marketing spans both digital and physical environments, creating memorable experiences that resonate with target audiences and reinforce brand loyalty.



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