

Iconic Influencer Award London

Individual Excellence Award

Iconic Gaming Influencer

OVERVIEW

The Iconic Gaming Influencer award recognizes individuals who have made a significant impact on the gaming community through their digital platforms. These influencers are known for streaming gameplay, reviewing games, providing tips and tutorials, participating in gaming challenges, and building communities around gaming culture. Whether focusing on casual mobile gaming, competitive esports, or storytelling-driven narrative games, they use platforms like Twitch, YouTube, and social media to entertain and engage their audience. Their content inspires fans, influences gaming trends, and fosters a positive and inclusive gaming community, making them influential figures in the ever-evolving world of gaming.

ELIGIBILITY

- Active Gaming Content Creation: The influencer must consistently produce gaming-related content, including live streams, gameplay videos, tutorials, reviews, and gaming commentary.
- Gaming-Focused: ..

QUALITATIVE CRITERIA

- Authenticity and Personality: The influencer's authenticity and ability to connect with their audience through a unique, engaging personality that stands out in the gaming community.
- Passion for Gaming: A clear passion for gaming that resonates with their audience, showcased in their enthusiasm and ..

JUDGING CRITERIA

- Content Quality and Entertainment Value: How entertaining and high-quality the gaming content is, including gameplays, live streams, tutorials, and in-depth reviews.
- Audience Engagement: The degree of interaction with followers through live chats, responses, polls, or user-generated content like fan art or game ideas.
- Gaming Knowledge and Expertise: The influencer's depth of understanding of gaming mechanics, strategies, and trends within the gaming community.
- Impact on Gaming Trends: The influence the influencer has in shaping gaming culture, including popularizing games, challenges, or new ways of interacting with games.
- Brand Collaborations and Sponsorships: The quality and number of collaborations with game developers, brands, or gaming platforms, ..

METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none">• Followers/Subscribers Count: The influencer's reach across platforms like Twitch, YouTube, Instagram, and Twitter, indicating the size and influence of their gaming

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