

Esports & Gaming Business Summit Announces Impressive Lineup of Tempest Award Finalists

LAS VEGAS, NV, US, October 5, 2023

/EINPresswire.com/ -- [The Esports & Gaming Business Summit](#) (EBS), known for bridging the gap between brand marketers and the thriving Gen Z audience through gaming and esports, is proud to announce the finalists and Watch List members for the [2023 Tempest Awards](#), recognizing the companies, teams and players driving the competitive gaming industry. The ceremony will be hosted by NBA2KLeague host Christina Granville and will feature popular presenters, including TSM Apex creator GuhRL and Michele Morrow.



In its sixth year, this awards program celebrates excellence and innovation within the esports and gaming industries from the past year, paying tribute to the creators and visionaries who have fueled in dynamic fields including production, marketing, talent and technology in categories ranging from Social Good Initiative to Brand of the Year.

Among this year's entries, judges saw a large increase in brands submitting for the Best Non-Endemic Brand Activation category, challenging the perception that the esports industry is experiencing a decline. Non-endemic companies are increasingly recognizing the gaming space as a valuable platform to engage with a diverse and enthusiastic audience. These trends underscore the industry's potential for innovation and growth, making it a compelling space for both brands and fans.

"The gaming industry is expected to be worth more than \$53 billion by the end of 2023, which is why we're thrilled to shine a light on some of the most exciting work going on right now," said Robbie Caploe, Brand Director and Publisher, Cynopsis Esports & Gaming. "These contributions are vital to a growing business that has massive influence in every aspect of our culture."

Tempest Award winners will be announced at the in-person ceremony on October 23 at the HyperX Arena in Las Vegas, held in conjunction with Cynopsis' Esports & Gaming Business Summit. See a list of finalists below:

2023 Watch List Members:

Joe Jenkins, IMG
Kevin Simon, Ally Financial
Madeline Pound, SuperAwesome
SM Lahti, TSM
Tony Yuan, REV/XP

Best Content Creation Campaign/Initiative:

Twitch Rivals, NFLPA & Gamefam - Streamer Bowl IV ft. Fortnite, Gamefam
ONE Esports x Marriott Bonvoy - Capturing the Hearts and Minds of Esports and Travel Fans, ONE Esports
Call of Duty Warzone 2.0 Streamer Event, NCompass International + Activision
The State Farm Gamerhood Challenge 2023, State Farm
NFL Tuesday Night Gaming, Enthusiast Gaming + The NFL

Best Diversity, Equity and Inclusion Initiative:

The FAMEHERGAME Programme, FIFA
HBCU + College netWORK, McDonald's + Gen.G
Allied Esports
UNO!™ Mobile Wildcard Series, Mattel163
Level Up University, N Compass International + Activision Blizzard King

Best Esports and Gaming Crossover:

Twitch Rivals, NFLPA & Gamefam - Streamer Bowl IV ft. Fortnite, Gamefam
The State Farm Gamerhood Challenge 2023, State Farm
Call of Duty®: NEXT, Activision Publishing
NFL Tuesday Night Gaming, Enthusiast Gaming + The NFL
MFAM Gauntlet at UFC X 2023, The Kinetic Group + UFC

Best Non-Endemic Brand Activation:

The State Farm Gamerhood Challenge 2023, State Farm
P&G Battle of the Paddles, MKTG Sports + Entertainment, Taylor Strategy and Optimum Sports
MFAM Gauntlet at UFC X 2023, The Kinetic Group + UFC
Chipotle Levels Up with the Fighting Gaming Community (FGC), Chipotle

Give Odor the Bird, United Esports

DoorDash: Battle of the Brands Season 2, Wavemaker & OS Studios

Brand of the Year:

The State Farm Gamerhood Challenge 2023, State Farm

Ally Financial

ELEVATED, Presented by Progressive, Progressive Casualty Insurance Company

AT&T

Xfinity, GMR Marketing

For additional information and to see the complete list of finalists, visit the official website at esportsandgamingbusiness.com.

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About Esports & Gaming Business Summit

Cynopsis' Esports & Gaming Business Summit is the premier conference that bridges the gap between marketers and the elusive Gen Z audience, leveraging the power of gaming and esports. This three-day event connects executives and experts from brands, agencies, game publishers, tech providers, teams, leagues, TV, and video platforms, offering unparalleled networking and educational opportunities.

About Cynopsis

Cynopsis Media, a division of Access Intelligence, is the publisher of free trade publications for the television, digital, and esports/gaming industries. Aside from newsletters and special reports, Cynopsis produces a variety of live educational and networking events, virtual events, webinars, and benchmarking awards programs throughout the year.

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