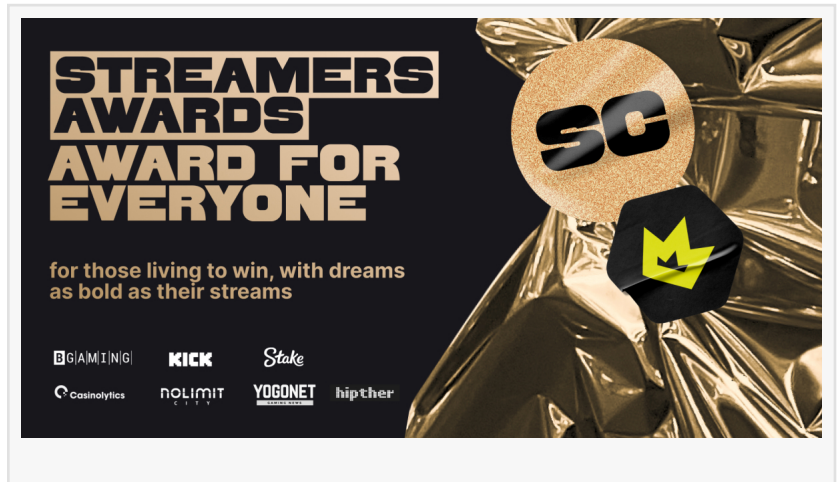


# Scatters Club Streamers Awards 2025: How PR and Marketing Turned It Into an iGaming Phenomenon

WARSAW, MASOVIAN, POLAND, March 17, 2025 /EINPresswire.com/ -- On February 27, 2025, the [Scatters Club Streamers Awards](#) celebrated its second annual edition, setting new industry benchmarks and reaffirming its status as the premier recognition platform for iGaming streamers. With record-breaking engagement, an expanded voting system, and a six-month-long promotional campaign, the event demonstrated unprecedented growth.



- 15 winners across key categories
- 2,000+ stream views
- 3,730 total award submissions
- 50 streamers shortlisted
- 61-member production team
- 10x more media coverage than in 2024

## A Smarter, Fairer Award System

To address past concerns over transparency and vote manipulation, the awards underwent a structural overhaul:

Clearer category definitions, ensuring fairer nominations.

- Enhanced verification protocols to detect duplicate or artificial votes.
- Balanced scoring methodology: 70% jury, 30% audience voting, creating an equilibrium between expert evaluation and community participation.
- Reduced social media bias, allowing nominees to be judged on content quality rather than follower count.

These changes resulted in a more competitive and credible awards process, where winners were recognized for their talent, consistency, and impact rather than solely their fanbase size.

### Engagement Beyond the Awards

This year's edition, presented under an "Award FOR Everyone" slogan, introduced new initiatives to deepen audience participation and expand opportunities for streamers:

- Professional stream watcher position – A newly created paid role awarded to Mauro Ciara, demonstrating the potential for gaming-related careers.
- "Dreams Come True" contest – A campaign that received a significant number of essay submissions, with seven selected participants receiving direct support to launch their streaming careers.
- Enhanced viewer engagement – Fans actively participated in the event through interactive voting, live discussions, and on-stream decision-making.

### A Six-Month PR & Marketing Strategy

A sustained promotional campaign ensured consistent engagement leading up to the event:

- New storytelling angles introduced every two weeks to maintain interest.
  - Evolving branding with refreshed visuals and creative assets.
  - Phased media rollout, including exclusive interviews, behind-the-scenes content, and collaborations with industry leaders.
  - Authentic narratives, focusing on real success stories rather than traditional advertisements.
- This approach drove 100+ organic applications from individuals seeking to contribute beyond nominations.

### A High-Production Live Event

The February 27 Gala featured a multi-location setup, providing a dynamic and engaging experience:

- Two filming areas, one dedicated to winner interviews and another for live audience interaction.
- Live engagement elements, including Wheel of Fortune and Live Bingo, offering real-time rewards.
- A viral moment, as one contestant's four-win streak became a highlight of the evening.

### What's Next?

Building on this year's success, Scatters Club Streamers Awards is set to return in 2026, introducing refined categories, deeper audience integration, and new participation opportunities for both streamers and fans.

Team Collaboration: the [Scatters Club team](#) and [Mara Studio](#).

Scatters Club

Scatters Club

+48 516 418 206

[email us here](#)

Visit us on social media:

[X](#)

[Instagram](#)

[YouTube](#)

[Other](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/794709575>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.