

MARKETING

## 5WPR launches esports division as brand interest grows

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*Louis Vuitton is the first luxury brand to have an esports sponsorship. Image credit: Riot Games*

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By STAFF REPORTS

New York-based agency 5W Public Relations is responding to the rapid growth of esports with the introduction of a dedicated division.

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5WPR, whose clients include Jetsmarter and the Westminster Kennel Club, will offer corporate, consumer, digital media and entertainment strategies for its esports division. Esports are expected to reach \$1 billion in revenues in the near future, and the industry has already attracted luxury sponsorships.

"Esports is a huge global phenomenon, and we see tremendous opportunity to build brands within the esports sector," said Ronn Torossian, CEO of 5WPR, in a statement. "From traditional media to digital media, all aspects of esports public relations and marketing are opportunities on which we expect to thrive."

### Gaming potential

The public relations firm announced it is already working with several e-gaming clients. As an independently-owned agency, 5WPR has managed brands across several industries, including entertainment, sports, technology and travel.

5WPR plans to leverage its expertise in media relations, influencer relations, product launches and new market expansion campaigns through its esports division.



*5WPR CEO Ronn Torossian. Image credit: 5WPR*

Esports, which primarily takes the form of organized, multiplayer video game tournaments, is a multimillion dollar industry.

French fashion house Louis Vuitton recently embarked on a multichannel partnership with game developer Riot Games, as luxury brands begin to take note of the vast opportunity within the esports industry.

The Louis Vuitton and Riot collaboration begins with this month's League of Legends World Championship, with the fashion label creating a traveling trophy case for the esports tournament. Although luxury brands have been leveraging gaming for increased fan engagement, the esports market has been mostly untapped ([see story](#)).

"We see the esports market as a very fast growing industry, and our newly created esports team will offer a unique value to clients within this emerging industry," Mr. Torossian said.

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