

# Development and Economic Justification of a Project to Create and Promote a Brand

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## Abstract

This study is devoted to the creation and launch of a new brand in the eSports market based on the Fonbet betting company. The work examines the features of brand launch and challenges in the Russian eSports industry. Research methods include market and competitor analysis, identification of target audience needs and preferences, branding strategy development, and economic feasibility study. The results demonstrate the project's potential, estimated revenues, and risks, confirming the viability of launching the Fonbet Warriors brand.

**Keywords:** brand, eSports, branding strategies, betting company

**Introduction** Market competition requires not only a high-quality product but also a strong brand. Developing and promoting a new brand involves market and competitor analysis, identifying target audience needs, setting project goals and objectives, developing a branding strategy, and conducting an economic feasibility study. The purpose of this paper is to examine the brand development process and justify the project's economic viability.

## Materials and Methods

A brand is a unique name, sign, symbol, or design that identifies products or services, creates recognition, loyalty, and reputation. Key brand characteristics include uniqueness, value, recognizability, alignment with company values, consumer loyalty, reputation, and innovation.

## Research methods used:

- Market and competitor analysis

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- Target audience needs assessment
- Branding strategy development
- Economic feasibility analysis

## Results

**Market and Audience Analysis:** The global eSports market is growing rapidly: from 2019 to 2024, the market is expected to grow from \$958 million to \$1,618 million (+69%). The Russian market is projected to grow from \$29 million to \$58 million (+100%). The audience is primarily young (18–35 years), socially active, and interested in computer games and eSports.

### Competition:

Russian and European eSports markets have high entry barriers but are relatively easy to exit. Success depends on strong management, team performance, and sponsorship. Example: Team Spirit, winners of TI10 and PGL Arlington Major 2022.

**Brand Strategy:** Target audience: men aged 18–25, interested in eSports and gaming. Brand: Fonbet Warriors. Strategy includes:

- Social media presence and YouTube blog
- Merchandise (capsule clothing collections)
- Participation in major international tournaments

### Economic Justification:

- Players and slots: \$100,000 per player, \$50,000 per slot
  - Equipment: ~1.5 million RUB
  - Staff salaries: ~2.5 million RUB/year
  - Tournament preparation: ~3 million RUB/year
  - Marketing and advertising: ~2.5 million RUB/year
- Total first-year costs: ~15.5 million RUB. Ongoing annual costs: ~5.5 million RUB. Potential revenues from prizes, sponsorship, and merchandise may exceed expenses.

## Discussion

A major problem in Russian eSports is underinvestment. The proposed project allows:

- Increased Fonbet brand awareness
- Attraction of new customers
- Development of the eSports industry and a paying audience

Economic analysis confirms project profitability if the team performs well in international tournaments.

## Conclusion

The creation of the Fonbet Warriors brand has high potential: the target audience was identified, a branding strategy developed, and an economic feasibility study conducted. The project may become profitable within 2–3 years and serve as a model for similar eSports projects.

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