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2023

INSOMNIA  **EGYPT**
EGYPT'S BIGGEST GAMING FESTIVAL

**Gamers,
Assemble!**

POST SHOW REPORT

2023

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INSOMNIA  **EGYPT** | **Gamers,
Assemble!**
EGYPT'S BIGGEST GAMING FESTIVAL

Insomnia is a gaming festival that originated in the UK and has been running for two decades and 70 editions, making it the largest of its kind in the country. In 2018, BME brought Insomnia to Egypt for the first time, making it the first and largest gaming event of its kind in the region.

Insomnia Egypt 2023 marked the fourth edition of Egypt's Biggest Gaming Festival and was held from February 16th to 18th at EIEC. The event was yet another success story for BME, featuring top games, renowned hardware manufacturers, indie developers, and local retailers who showcased a range of products and content over the course of three days. This year's edition boasted the largest prize pool of any gaming festival in Egypt, with a total of EGP 1,650,000+, as well as the largest Cosplay Competition Prize pool on the entire African continent.



BME is a comprehensive brand experience agency that specializes in creating amazing experiences that connect businesses with their consumers. Our solutions are designed to leverage our industry expertise, consumer insight, and executional excellence, providing end-to-end services to ensure the success of your project.

As experts, leaders, and fans of the gaming segment, we are well-equipped to create engaging experiences for your brand. Whether fully digital or in-person, we pride ourselves on connecting you to your target audience through innovative ideas, campaigns, and platforms that drive growth and engagement. At BME, we strive to deliver exceptional experiences that leave a lasting impression on your customers and create long-term success for your business.



INSOMNIA EGYPT FACTS AND FIGURES



15+
ZONES



10,000M²
EXHIBITION HALL



3
DAYS



68+
PARTICIPATING
COMPANIES

22,000+
ATTENDEES



PRIZE POOL
EGP 1,650,000+

FIRST TIME IN EGYPT
WORLD COSPLAY SUMMIT
PRE-QUALIFIERS



14+ MEDIA
PARTNERS

17 ESPORTS
TOURNAMENTS

THE BIGGEST
COSPLAY
COMPETITION
PRIZE POOL IN AFRICA



CONNECTING GAMING TO MUSIC



With music being an essential part of the gaming experience, BME, the organizers of the event, released the official anthem for Insomnia Egypt 2023 titled "GG", short for Good Game.

"GG" is an upbeat and fun song that celebrates the diverse personalities and experiences of the gaming community in Egypt. The lyrics are inspired by gaming culture and slang, incorporating terms like "GG" (good game) and "noob" to create a playful and relatable tone. The track features catchy beats, lively rhythms, and a blend of rap and singing, with both Abo El-Anwar and Ahmed Santa delivering confident and energetic performances.

In the accompanying music video, various gamers of all ages and backgrounds are featured, including console and PC players, mobile and arcade enthusiasts, highlighting the inclusive nature of the gaming.

FACTS AND FIGURES

#2 TRENDING IN EGYPT

1.5M+ VIEWS ON ALL PLATFORMS

500K+ STREAMS ON MUSIC PLATFORMS

50+ INTERNET CELEBRITIES CAMEO



ABO EL-ANWAR, AHMED SANTA AND AFROTO AT INSOMNIA EGYPT 2023

Insomnia Egypt, the largest gaming festival in Egypt, hosted a special meet and greet event featuring three of the country's most renowned rappers: Abo El-Anwar, Ahmed Santa, and Afroto. Fans were given the opportunity to meet and interact with the artists, making for an unforgettable experience.

The meet and greet was held in a designated area within the festival grounds, allowing fans to get up close and personal with the rappers. Attendees could take photos with the artists, chat with them, and even get autographs.

Abo El-Anwar, Ahmed Santa, and Afroto were all in high spirits, taking the time to engage with their fans and express their appreciation for their support. The rappers also shared insights into their creative process and experiences in the music industry.

The meet and greet was a tremendous success, with fans eagerly lining up to meet the three rappers and express their admiration. The event was a testament to the power of music in bringing people together and added an extra layer of excitement to the already thrilling festival experience.



SANTA



AFROTO



ABO EL ANWAR



SHABABCO PARTNERSHIP



Just a week after Insomnia Egypt Gaming Festival closed its doors, BME held a Mini Insomnia Egypt activity at Shababco, a local venue for creators and events in Egypt. The event was focused on gaming, virtual reality, and other interactive entertainment experiences, showcasing the latest trends and technologies in the industry. Attendees had the opportunity to participate in tournaments, try out new games and experiences, and connect with other gamers and enthusiasts. With the spacious capacity of Shababco, the event accommodated a significant number of participants and created a lively and dynamic atmosphere.

The event was a huge success, with attendees thoroughly enjoying the gaming and entertainment experiences provided by Insomnia Egypt. The activities included gaming competitions, virtual reality simulations, and interactive showcases, providing a fantastic opportunity for people to connect and share their passion for gaming and entertainment.

Overall, Insomnia Egypt's activity at Shababco was a great way to bring people together and celebrate the creativity and passion of gaming and fashion communities in Egypt. The success of the event demonstrates Insomnia Egypt's commitment and dedication to providing high-quality gaming and fashion experiences to its customers.



2023 ZONES

MAIN STAGE

At Insomnia Egypt 2023, the main stage was home to one of the largest cosplay competitions and the finals of the esports tournaments. The stage was a breathtaking spectacle that exhibited the remarkable talent and devotion of gamers and cosplayers from across the globe.



WE ZONE

The gaming zone of Telecom Egypt was equipped with the latest gaming consoles and high-performance computers to provide players with unparalleled gaming experiences. Whether you prefer fast-paced first-person shooters or immersive open-world adventures, the gaming zone had everything to offer.





MAGIC PLANET ARCADE ZONE

The Magic Planet zone at Insomnia Egypt was an entertaining destination within the event that provided a variety of indoor rides, games, and activities suitable for attendees of all ages.



ESPORTS ZONE

Insomnia Egypt's esports tournaments attracted the world's top gamers and their devoted fans. With captivating viewing experiences and thrilling side events, the tournaments offered an interactive platform for players to demonstrate their expertise and compete for the grand prize.



ADRENALINE

Laser tag at Insomnia Egypt was a thrilling activity that took place in a high-tech arena, featuring fast-paced battles using laser guns and sensors. The game encouraged teamwork and communication, making it a fun and engaging activity for gamers of all ages.



VR ZONE

Insomnia Egypt 2023 offered an immersive gaming experience on all levels, featuring the latest games and trends in the virtual reality gaming industry for gamers to enjoy.



FOOD COURT POWERED BY TRUX

Insomnia Egypt offered attendees the chance to take a break and indulge in delicious food and drinks from a variety of featured restaurants, providing a relaxing experience.





SPOTIFY ZONE

Spotify's area at Insomnia Egypt offered a unique and interactive experience for music lovers, showcasing the latest features and innovations on the popular music streaming platform. Attendees could explore new playlists, discover new artists and genres, and most importantly, dance!





COSPLAY 2023

In 2018, Insomnia Egypt Gaming Festival embarked on a mission to nurture and enable the cosplay community and its talents, ushering in a new era of cosplay in Egypt. The festival's main goal has always been to push the limits of Egyptian cosplayers' talents to their fullest potential and enable them to compete on an international level.

In 2023, after three successful competitions, Insomnia Egypt extended an invitation to international cosplayers to register for its cosplay competition, with the aim of hosting a truly international-level competition in Egypt, with a total prize pool of EGP 265,000.

This year, Insomnia Egypt partnered with the World Cosplay Summit. For the first time since the inception of WCS 20 years ago, Egyptian cosplayers were allowed to join and represent their country on a global stage. The World Cosplay Summit Qualifications were held on Saturday, 18th February 2023, at Insomnia Egypt. A team of two Egyptian cosplayers was selected to represent Egypt at the World Cosplay Summit in Japan in August 2023. Insomnia Egypt is proud to have contributed to the growth and development of the cosplay community in Egypt and is committed to supporting the talent and creativity of cosplayers across the region.





2023 TOURNAMENTS

Insomnia Egypt featured over 20 tournaments for gaming enthusiasts to compete in, with an impressive total prize pool of EGP 1,380,000+. Participants had the opportunity to showcase their skills in a variety of games, with the chance to win significant rewards and recognition. The range of tournaments ensured that there was something for everyone, regardless of skill level or preference, making it an exciting and inclusive event for all attendees.

TOURNAMENT	PRIZE POOL
LEAGUE OF LEGENDS (5 VS 5)	250,000 EGP
VALORANT (5 VS 5)	250,000 EGP
OVERWATCH 2 (5 VS 5)	50,000 EGP
RAINBOW SIX SIEGE (5 VS 5)	50,000 EGP
LEAGUE OF LEGENDS	90,000 EGP
VALORANT	90,000 EGP
FIFA	90,000 EGP
FORTNITE	90,000 EGP
WARZONE	90,000 EGP
STREET FIGHTER	30,000 EGP
APEX LEGENDS	30,000 EGP
BRAWLHALLA	30,000 EGP
TEKKEN 7	30,000 EGP
MORTAL KOMBAT 11	30,000 EGP
CLASH ROYALE	30,000 EGP
ROCKET LEAGUE	30,000 EGP
CALL OF DUTY MOBILE	30,000 EGP
OVERWATCH 2	30,000 EGP
MINECRAFT (1VS1)	30,000 EGP
TEAMFIGHT TACTICS	30,000 EGP



2023 STARS



Local and international YouTubers, TikTokers, and other influencers from various platforms were present throughout the three days to host tournaments and engage with fans!



3alawy



Ahmed Ibrahim



Ahmed Nagdy



Ba7 Ba7



Beedopa



Beshr



Bugza



Captain Gm3a



Chaymaa



CoolSystem



EG Diva



Eyad Elmogy



Fabienne



Godfather



Habiba Mahmoud



Hagar Ray



Alpha Gaming



Hesham Watany



Hossam Tassyek



Jinix



Karamany



Khaled Hossam



Kobato



Laila



LeOniDeS



Luigi



Ahmed Magdy



Maro



Marwan Serry



Matchgamed



Moha



Mohab Shady



Momo Gamer



Morgan



Muhra Medhat



Nada El Ghandour



Nmla



Nsoo7y



Omar El Mounayri



Omar Khaled



Pola Samwel



Rana Agrama



Rated



Reem Nabil



Run non Run



Salma Abdella



Scripto



Shad El 7abl



Shadowza



Sho3eeb



Wassema



Xweebmaster



Zaina Ashraf



Zainhom



DEMOGRAPHICS

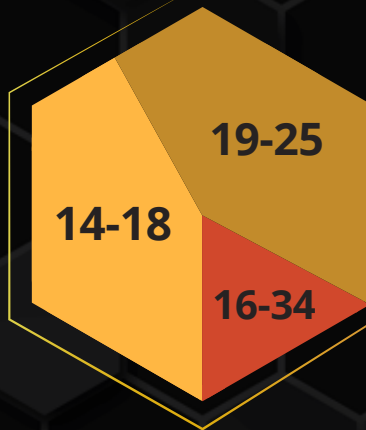


10%
Female



90%
Male

GENDER



AGE GROUPS

- 41%
- 42%
- 17%



94%
Attendance
Satisfaction



91%
Would Come To
The Next Edition
of Insomnia Egypt



91%
Said There Was
a Great Variety
of Games and
Activities



40%
Bought Games and
Products From Vendors
and Retailers During
The Event





ATTENDEE TESTIMONIALS

Was a blast to attend Insomnia Egypt Gaming Festival this year and seeing all the INCREDIBLY amazing cosplays. Truly proud of all competitors and casual cosplayers that attended, and I hope to see more of you all again very soon.



It was like a dream come true for me to be in Egypt! People are super nice, it was super heart warming. Cosplay community here is insanely amazing and skillful. It was completely an honor for me to be the judge together with Kayo Kmaker and Skyrenori for both Insomnia cosplay contest, as well as WCS Egypt preliminary.



Thank you Insomnia Egypt for being so kind and welcoming! Thanks to BME for your hospitality I really felt like home! I am honoured to witness so much love and passion for cosplay from the cosplayers, the Egyptian community is very welcoming and loving which made me lost for words at how much gratitude I have for you all. I am leaving Egypt with memories that I'll treasure forever. Until next time!





CLIENTS' FEEDBACK



we

WE, Egypt's Ultimate Gaming Network, take great pride to be the enablers of Insomnia Egypt, for the third time in a row. In partnership with BME, our strategic gaming partner, We are delighted to have played a significant role in pushing the boundaries of the gaming industry in Egypt, through a few notable gaming and esports projects, including the CFS Invitational Egypt 2019, Insomnia Egypt (3 Editions), SafeMode (5 Editions), TEAM RA'AD, and Superdome. We extend our appreciation to the team that made Insomnia Egypt possible, and we look forward to further elevating the industry standards together.

KHALED KASSEM - WE - MARKETING COMMUNICATIONS MANAGER.



Spotify®

It has been a pleasure partnering with the Insomnia team on our first partnership together. this year. The synergies between us are a perfect match especially in our objectives of delivering a unique & extraordinary experience for the gaming community in Egypt. I believe that united passion and energy delivered a very successful partnership. Looking forward to more in the future.

NICOLE AOUN - SPOTIFY - CONSUMER MARKETING MANAGER, MENA.



telda

The amount of work and support we received from Insomnia's team was incredible! We have definitely worked with the right partner.

MINA SHAKHLOUL - TELDA - MARKETING MANAGER.



Kellogg's

It was wonderful and exceeded our expectations. Our objective, upon entering the event, was to effectively engage with Pringles' target demographic within the gaming community. I am pleased to report that not only was our objective successfully achieved, but it was also surpassed beyond initial expectations.

FARRAH OMAR - KELLOGG'S - BRAND MANAGER





PARTICIPATING COMPANIES

1. ADRENALINE
2. AGLANTECH
3. ALX
4. AMAZON PRIME GAMING
5. ARABIATA
6. ASTORE
7. AWE
8. BAZINGA TOYS
9. BENQ
10. BME STORE
11. BANK ARAB
12. BUY OR BYE
13. CIRCLE K
14. CILANTRO
15. COOLER MASTER
16. DERGHAM STUDIOS
17. DI TRI
18. DREAM 2000
19. E ATHELETES
20. ECC
21. EGYPT FOODS
22. ELBADR GROUP
23. FITNOT
24. FREE EMBER
25. FRUPOPS
26. GAME HERMITS
27. GAMERS COLONY
28. GOOD FRANCE
29. GRACIAS
30. HARDEE'S
31. HYDRA TEAM
32. IBS
33. ILLUSIONAIRE
34. I STATION
35. KATAFLAM
36. LENOVO
37. MAGIC PLANET
38. MOISHI
39. NEW GAME
40. NIANTIC
41. NILCO
42. ONE FOR ALL
43. ODELAY ENTERTAINMENT
44. OZIRION STUDIO
45. OSN PLUS
46. PLACEBO
47. PIZZA STATION
48. PRINGLES
49. PSHYCORAVENS
50. RABBIT STORE
51. RED BULL HATRICK
52. RED DRAGON
53. REVOLT
54. SELECT
55. SIGMA
56. SPOTIFY
57. SUMMONER TALE
58. TELDA
59. THE HUGO
60. TRAPPED
61. UBR VR
62. VALU
63. VGATE
64. WE
65. WIMPY
66. WRNGZ
67. YAJULU STUDIO
68. ZUMRA





MARKETING

Through a combination of traditional and online marketing tactics, we forged partnerships with relevant organisations and influencers to maximise awareness during our 2024 campaign.

Insomnia Egypt was promoted through various channels, including prominent TV shows such as those aired on CBC. Additionally, TV ads on CBC were used to increase awareness of the event.

To increase our reach, various celebrities, YouTubers, TikTokers, and other influencers utilised discount codes and conducted online campaigns to promote **Insomnia Egypt 2023** to their fanbase.

Our media partners provided extensive coverage for Insomnia Egypt through various channels including TV, radio, online articles, social media support, and live coverage. Our partners include prominent names such as CBC, Radio Hits 88.2, Mega FM, Cairo 360, Scoop Empire, FilGoal, Games Mix, FilFan, Akhbarak, Kora Plus, Talent Media, and many more.

Insomnia Egypt 2023 was made possible by the support of WE Telecom, one of Egypt's largest telecom providers. Through their social media channels and various offline marketing activities, WE Telecom helped promote and raise awareness for Insomnia Egypt.

We collaborated with our ticketing partner, Virgin, to expand our reach and influence through in-store branding, online campaigns, activations, ticket giveaways, and more.

We implemented affiliate marketing strategies with all of our sponsors and key partners in the industry.

Our team also conducted extensive social media campaigns, both paid and organic, across multiple platforms including Facebook, Instagram, Twitter, TikTok, and others.

Our team distributed press releases to both local and international newspapers and media outlets to maximise our exposure.





VIRGIN MEGASTORE ACTIVATIONS

Insomnia Egypt is not only limited to hosting massive gaming festivals but also has a strong presence in various retail stores across Egypt. The organizers behind this grand event, BME, have hosted similar activities in partnership with Virgin Megastores all across Cairo.

These activities provide a unique opportunity for gaming enthusiasts to come together and experience the latest games and hardware first-hand. With Insomnia Egypt's expert team on hand to guide attendees through the latest games and equipment, these events have proven to be extremely popular.

In addition to hosting gaming festivals, these retail activations demonstrate Insomnia Egypt's commitment to providing an all-encompassing gaming experience for everyone in Egypt. As the country's largest gaming event, Insomnia Egypt is dedicated to making gaming more accessible and enjoyable for everyone, whether they are hardcore gamers or casual players.



OOH MARKETING

Insomnia Egypt, launched an out-of-home (OOH) campaign to promote its upcoming event. The campaign included billboards, light boxes, and in-store banners strategically placed in high-traffic areas across the country.

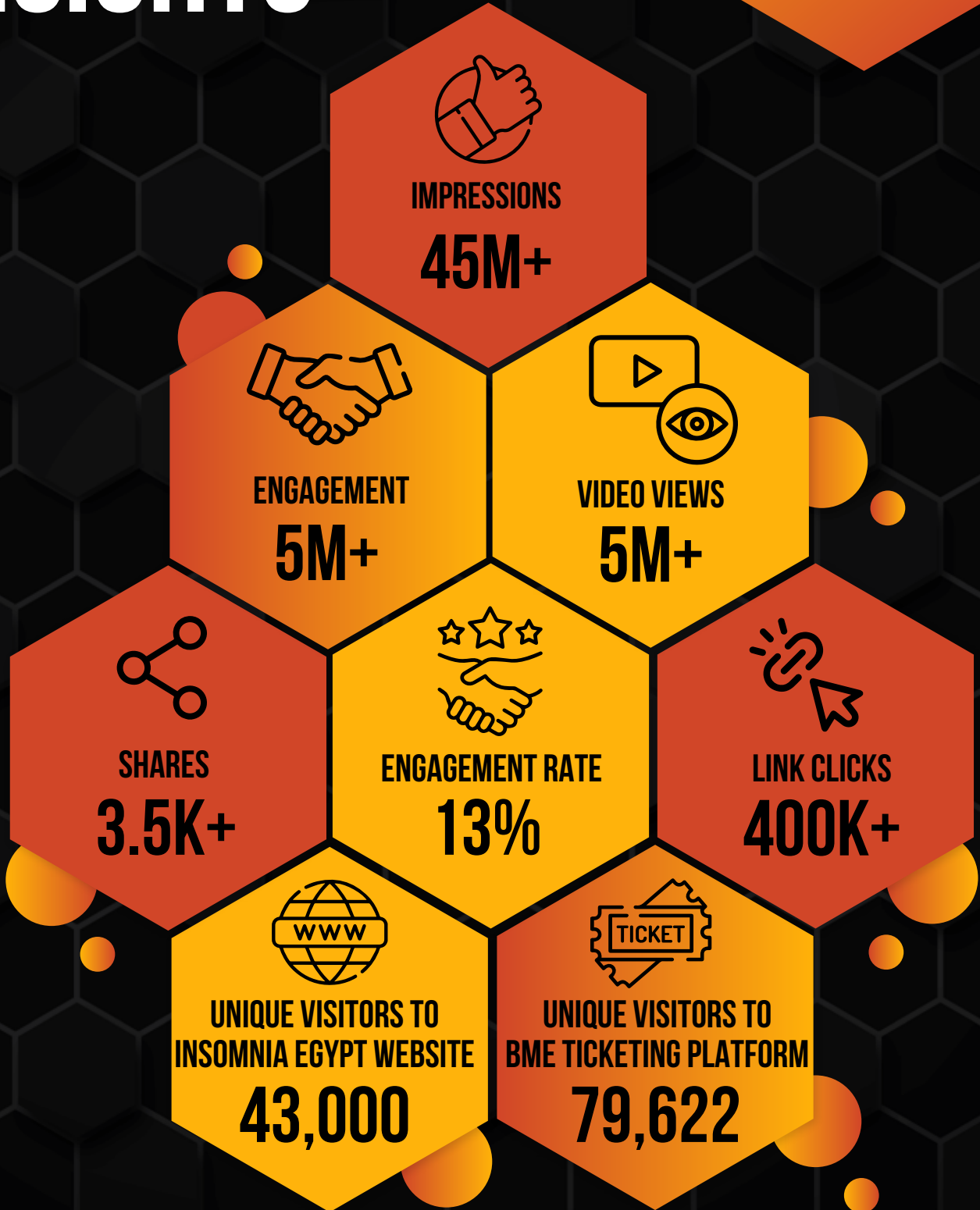
The billboards, which featured eye-catching visuals from popular games, were placed in prominent locations such as major highways, busy intersections, and popular malls. The light boxes, which also displayed stunning visuals of games, were placed in areas with high pedestrian traffic, such as busy streets and transportation hubs.

In addition to the billboards and light boxes, Insomnia Egypt also used in-store banners to promote the event. These banners were displayed in various retail stores across the country, such as Circle K and Virgin Megastore. The banners, which were strategically placed near gaming sections and checkout counters, showcased the event's dates, times, and activities.

Overall, the OOH campaign was a huge success, generating significant buzz and excitement for the upcoming event. The campaign effectively reached a wide audience of gaming enthusiasts, ensuring that the Insomnia Egypt gaming festival remained the most talked-about and highly-anticipated event in the country's gaming community.



SOCIAL MEDIA INSIGHTS



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OFFICIAL MEDIA PARTNERS



www.kalamalqahira.com

www.cairogossip.com





ROAD TO INSOMNIA 2023

The RTI initiative aimed to increase competition in the online gaming community and generate excitement for the upcoming Insomnia Egypt 2023 festival.

Through the RTI 2023 campaign, we ensured that all types of gamers, including professional gamers, casual gamers, streamers, and those seeking fun, had multiple options for activities to join, watch, and participate in, further fueling their enthusiasm for Insomnia Egypt 2023. Notably, several top teams and players, such as 3b3al, RA'AD, Geekay, Anubis, and Triple esports, qualified for the LAN finals at Insomnia Egypt this year.





@INSOMNIAEGYPT



STAY TUNED
FOR THE NEXT EDITION OF

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THANK YOU FOR
YOUR SUPPORT IN
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