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## POSSIBILITIES OF ADVERTISING IN GAMES

*Annotation. The main types of advertising in games and other features of their application, and the situation on markets which using games as advertising was considered.*

*Анотація. Описано основні види реклами в іграх, інші особливості їх застосування і ситуація на ринку використання ігор в якості реклами.*

*Аннотация. Описано основные виды рекламы в играх, другие особенности их применения и ситуация на рынке использования игр в качестве рекламы.*

*Key words: advertising, market, in-game advertising, brand, product, brand-games, online games, network services.*

Advertising in games – this is the process of transferring information about the brand through computer games, video games, online games and mobile games.

This tool can achieve to reach a large audience and the have possibility of accuracy targeting.

Contribution to the development and systematization knowledge about advertising games made by some authors such as: Gérald Marolf, Tim Ash, Gabe Zichermann, Joselin Linder and others.

There are two fundamental purposes of the study:

- 1) analysis of using games in advertising;
- 2) the future of this method of advertising;

In now day's world, computer games have become more integrated into the community through the Internet. Games are becoming popular in different segments.

The gaming audience is near 70 million people across the globe. Target audience is players between 16 – 34 years old, 60 % – men, more than half have a college degree and high consumer power. Also, about 80 % of all Internet users regularly play games [1].

The development of in-game advertising was entrusted with great expectations, because in 2007 the data were provided by Research Massive Inc., a subsidiary of Microsoft.

According to a study which made by Massive Inc. (Microsoft subsidiary), advertisers that promote their product by advertising in games could improve:

- Brand awareness by 64 % ;
- Rating of the brand – 37 % ;
- The intention to buy consumer goods – by 41 % ;
- Measure memorability of advertising – 41 % ;

- Rating of advertising – 69 % .

According to research made by Park Associates advertising in game will be at least 969 million dollars at 2012 [2].

There are some basic types of advertising in games such as:

1) in-game advertising (IGA) – introduction of advertising messages in the game environment, storyline and gameplay;

2) levels Branding – Branding bonus game levels;

3) develop the "brand-games" – development of a special game for the brand.

The main form of advertising is used by in-game advertising, which is divided into two subspecies:

Static in-game advertising

The first examples of in-game advertising were static, or unchanging, consisting of virtual billboards or in-game product placements. Similar to product placement in the film industry, static IGAs cannot be changed after they are programmed directly into the game (unless it's completely online). However, unlike product placement in traditional media, IGA allows gamers to interact with the virtual product. A number of games utilize billboard-like advertisements or product placement to create a realistic gaming environment. Similarly, many games employ brand-name products such as guns and cars as in-game status symbols [3].

Dynamic in-game advertising

Increasing Internet connectivity and bandwidth has increased the use of dynamic IGA, which allows the game manufacturer or its advertisement vendor to deliver advertisements remotely, update advertisements after the game is launched, and target advertisements based on time or geography. This approach combines the customization of web banners with the functionality of traditional billboards and posters as most in-game advertisements do not link to a website outside the game. Dynamic IGAs allow the game manufacturer or its advertisement delivery service to track advertisements in real time and capture viewing data such as screen time, type of advertisement, and viewing angle. This information may be used to improve future advertisement campaigns and to correct copy problems or make a current advertisement more appealing to players [4].

Dynamic advertising campaigns allow IGA to be part of a time-sensitive advertisement campaign because they do not need to be designed months or years before the game is finished. Dynamic advertisements can be purchased after a game is released to the general public are featured in a developer determined in-game location.

The main direction of development of advertising in games is a systematic association in-game advertising and gaming network services [5].

At this moment in gaming network services about 100 million users worldwide. Only PlayStation Network (the gaming network service from Sony) has growth more than 20 million people per year. The use of network services makes it relatively easy to determine the target audience. In the process of registration indicates the place of residence, age, sex. From the list of favorite games can learn the preferences of a player and make it about the psychological portrait. This will allow the development of advertising is almost individually for each potential consumer [6].

In conclusion it should be said that advertising in games is a rather effective way to reach brand awareness and advertising memorability. In Europe and in the U.S., this method is widely used by a number of famous companies such as Nike, Dell, AT&T, Nivea, Sony, Universal, Pioneer etc.

This is mainly due to a huge audience of potential customer, for example US alone represents a formidable market with American male population in the age bracket of 18 – 35 years spend 35 million hours on gaming activity.

As a result the existence of different deployment options in game advertising allows companies to choose the most appropriate for them based on their economic potential and the target group. So spending in the global market for in-game advertising (IGA) is forecasted to reach over US \$2.67 billion by the year 2017, as organizations increasingly recognize the media as an economical and highly effective means of reaching out consumers.

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