



THE LURE OF THE ADVERGAME

Advergaming is the use of interactive gaming technology to deliver embedded advertising messages to consumers. Advergaming incorporates branding directly into the gaming environment.

With an advergame, you lure the consumer in to interact with your brand, so they can find out on their own that they appreciate and value your brand ideas.

The average game player is age 33

BENEFIT TO YOUR BRAND

A well-designed game can generate interaction and involvement with your brand. A game is one more way to make your brand more top of mind to consumers.

The development costs of a made to order game are relatively inexpensive when compared to other marketing vehicles such as print, television adverts or billboards.

Furthermore, the data that can be collected from consumers who engage with your brand through gaming is invaluable. Data collected includes: Demographic, personal details such as age, and purchase preferences. Further market research can be conducted and new market segments realized based on this information.

Marketing is a contest for consumer attention. This year, the average consumer will see or hear 1 million marketing messages - that's almost 3,000 per day. Advergaming cuts through the clutter and reaches people on a friendlier level.

WHAT DO WE ALREADY KNOW

Millions are already playing.

Statistics for developed countries with higher uses of broadband internet reveal that the heaviest periods for game playing are 11.00 AM to 2.00 PM, demonstrating that game play for office workers, during this "me" time is important. There is also another spike in people playing games online from 7.00-9.00 PM after all household duties such as washing up and putting the kids to bed have been attended to.

"games" is one of the top 10 search terms in most search engines like Google and Yahoo.

What does that tell you?

Everybody likes playing games... no matter what age, no matter what gender, or nationality.

Why do Volkswagen, Les Mills and Financial Times have internet games?

Games attract people to their sites, and therefore to their product or service.

HOW DO CONSUMERS GET YOUR GAME

The game sits on a standalone website or is integrated to your present corporate website. It can be played online or downloaded from a website. Either way, it's a surefire way to generate web site traffic and return visits. If the game is intensely playable, it will have a strong pass along rate. By consumers passing along your game, which in essence is your message, they are endorsing your brand. A recent survey conducted by Media Age found that 75% of people were most comfortable making a purchase based on a friend's recommendation.

This is where Zodal comes in, making sure that the game we create not only speaks your brand message but that it is original and enjoyable – worthy of being passed along.

This new model of including a game into your marketing mix is more permission based, than the traditional mass marketing, which is push based and interruptive. Consider the 30 second ad that interrupts your favorite TV show, a telemarketer that interrupts your evening relaxation time or a print ad that breaks up a news feature your reading.

Advergaming reach a specific audience, raise awareness about your brand, and are a lot less intrusive. A more technological savvy consumer who is tired of being pushed marketing messages, will actually enjoy interacting with your game and in turn becomes a loyal customer.

TYPES OF ADVERGAMES

There are mainly three types of advergaming (Chen And Ringel, 2001) for a company to choose from. Each has its benefits and the one you choose really depends on the type of message you are looking to get across. For any type of advergame to be a success the content of the game and theme of play must relate in a logical manner to reinforce the brand image.

Associative AdvergAMES support brand awareness through lifestyle association.

Example 1

Sport energy drink company *Energy Fizz* require a game to help align them with physically active people aged 25-35 who enjoy outdoor weekend pursuits. *Energy Fizz's* associative game is based on a bike race through different outdoor terrains. The bike racing game is a logical environment and an appealing game theme for the target market of physically active people. Logo placement around the track on pit stop area banners and even on the consumer's in-game jersey reflects a natural placement of the *Energy Fizz* brand. This associative game is placing the product top of mind for the consumer's next outdoor adventure.

Illustrative AdvergAMES prominently feature the product itself in game play. The product is central to the action of the game. If the product is incidental to game play, the brand will not be reinforced as much.

Example 2

Radio station *MIXFM* want to promote their new morning disc jockey DJ Rick, while growing their listener database. In this example, the product is DJ Rick, so it is critical to make him central to the game. The game is a series of adventures through the cities where *MIXFM* is broadcast, trying to get DJ Rick to the radio station on time. The DJ fights villains by throwing music CDs at them. Each time a consumer plays the game, they enter their details to go into a draw. Winners are announced regularly on *MIXFM's* morning radio show. *MIXFM* has engaged listeners, grown their database and has targeted user information to help with their future marketing efforts.

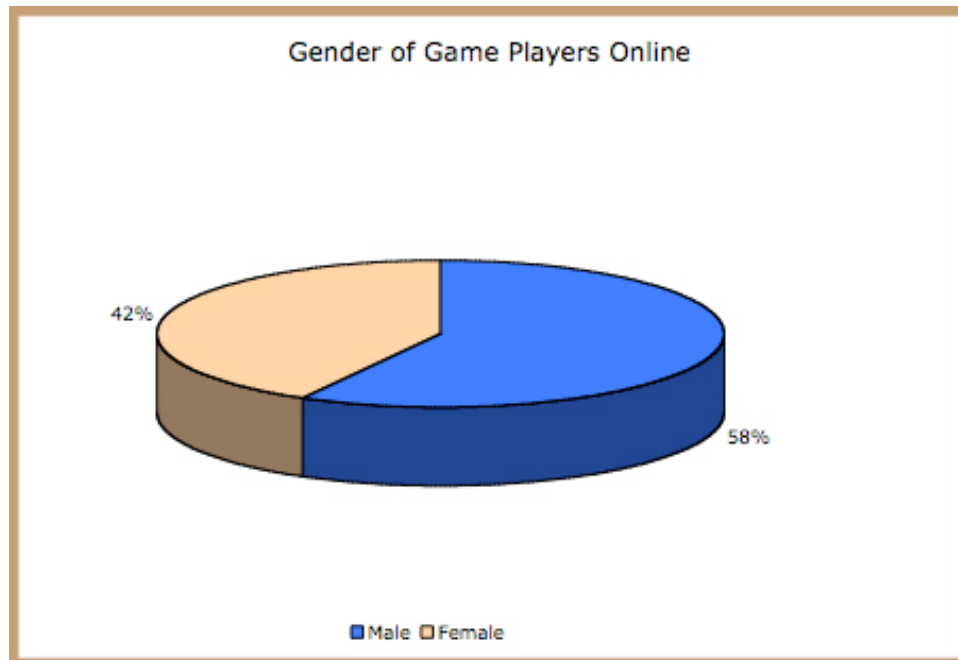
Demonstrative AdvergAMES are fully interactive, allowing the consumer to experience the product within the virtual confines of the gaming world

Example 3

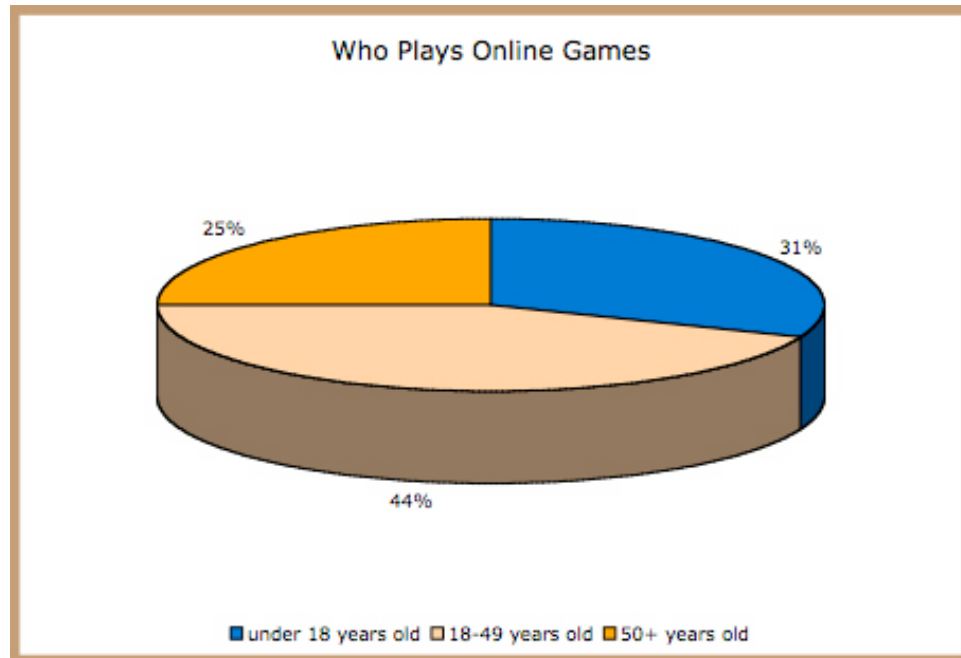
A car manufacturing company is working in collaboration with *Drive Fancy* car dealership to produce an engaging marketing campaign to excite consumers about its new funky line of convertible cars. A demonstrative game allows consumers to build their ideal car by picking the paint and interior colors, the engine size and other detailing. As a further add-on, the consumer's exact car specifications would then be emailed to *Drive Fancy* in exchange for a free test-drive or printed out and brought in to the dealership. Either way, the consumer gets a feel for the car, while the manufacturer is generating qualified leads for its *Drive Fancy* dealership.

FACTS

- According to a Jupiter Media Metrix survey, 86% of internet users passed viral messages onto another person. 49% passed them on to more than three people.
- The average time spent in an adverggame is 7 to 30 minutes – far beyond the time spent looking at a magazine advert.
- Games are a low cost marketing spend compared to traditional channels like radio and TV.
- Recent research from the Conference Board, NFO and Forrester reveals that 67% of males under 35 are online gamers with 62% of females in the same age category also following suit.
- Fifty percent of gamers are regularly involved in creative activities, such as painting, writing, or playing an instrument. In addition, adult gamers exhibit a high level of interest in current events, with 94% following news and current events, and 78% reporting that they vote in most of the elections for which they are eligible.



- Sixty-nine percent of American heads of households play computer and video games.



The Average game player is age 33

ABOUT ZODAL

Zodal specializes in the design of visually compelling digital content across devices through the use of innovative technologies and sound usability. Based next to New Brighton Beach, in Christchurch, New Zealand, ZoDAL is uniquely positioned to create a wide range of applications & games that take advantage of the new wave of advanced mobile multimedia handsets hitting the global market. Zodal is New Zealand's leading Flash Lite development house.

Zodal
PO Box 18581
Christchurch
8641
65 Lonsdale Street,
New Brighton
Christchurch
8043

info@zodal.co.nz
www.zodal.co.nz