# Advergames

**Definition:** Advergaming is a new advertising media that is being used by many companies to brand and market their products. The word origin is a blend of advertising and game. This means that they will make some type of game to get customers or any money. The most effective one of these is the McDonalds Monopoly.

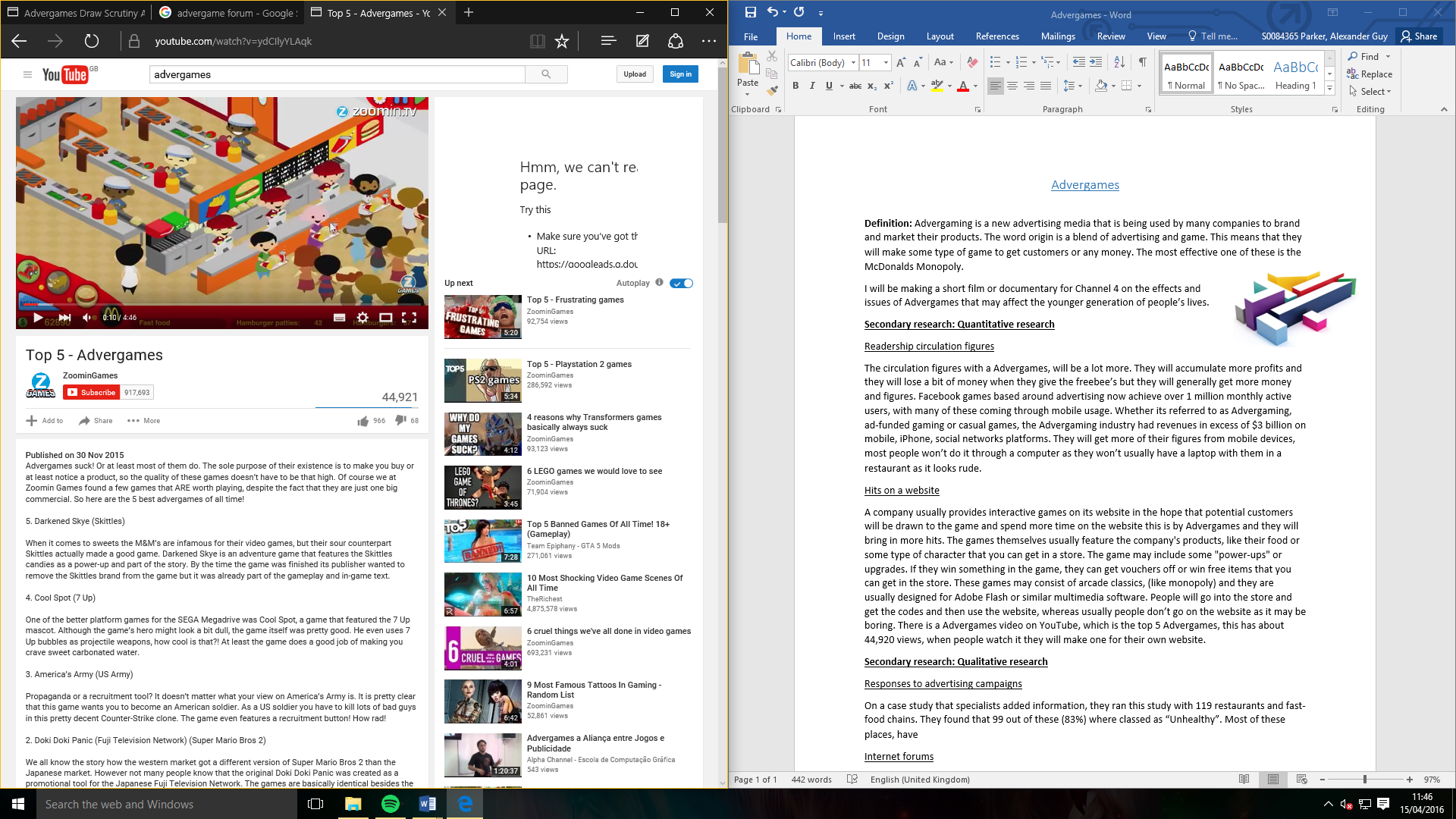
I will be making a short film or documentary for Channel 4 on the effects and issues of Advergames that may affect the younger generation of people’s lives.

**Secondary research: Quantitative research**

Readership circulation figures

The circulation figures with a Advergames, will be a lot more. They will accumulate more profits and they will lose a bit of money when they give the freebee’s but they will generally get more money and figures. Facebook games based around advertising now achieve over 1 million monthly active users, with many of these coming through mobile usage. Whether its referred to as Advergaming, ad-funded gaming or casual games, the Advergaming industry had revenues in excess of $3 billion on mobile, iPhone, social networks platforms. They will get more of their figures from mobile devices, most people won’t do it through a computer as they won’t usually have a laptop with them in a restaurant as it looks rude.

Hits on a website

A company usually provides interactive games on its website in the hope that potential customers will be drawn to the game and spend more time on the website this is by Advergames and they will bring in more hits. The games themselves usually feature the company's products, like their food or some type of character that you can get in a store. The game may include some "power-ups" or upgrades. If they win something in the game, they can get vouchers off or win free items that you can get in the store. These games may consist of arcade classics, (like monopoly) and they are usually designed for Adobe Flash or similar multimedia software. People will go into the store and get the codes and then use the website, whereas usually people don’t go on the website as it may be boring. There is a Advergames video on YouTube, which is the top 5 Advergames, this has about 44,920 views, when people watch it they will make one for their own website.

**Secondary research: Qualitative research**

Responses to advertising campaigns

On a case study that specialists added information, they ran this study with 119 restaurants and fast-food chains. They found that 99 out of these (83%) where classed as “Unhealthy”. Most of these places, have advertised them for the age of 12 + as they don’t want their parents to find that they have been playing a game. The research that they found was that, people are more likely to play the game when they are in the shop. Some of these researchers have found that there is a significant expenditure due to the new devices in technology.

This is a link to that case study 🡪 <http://www.mediapost.com/publications/article/119268/advergames-draw-scrutiny-at-ftc-food-forum.html?edition>

Another response to these Advergames, they say that due to these new technologies, they have been finding that you can see the sponsored posts are making people especially the newer people have been clicking on it, they will then start to play the game and then a few minutes later they are hooked to it and they won’t stop. They will then share this to their friends to play. Company websites will also host Advergames for kid, this will engage children for extended periods of time to promote a product. For example, McDonald’s uses smiling cartoon images of their Happy Meals characters to entice kids on to their “Games” site, where children can pick from numerous games, e-books, or videos to watch for hours, they want these children to go home and talk to their friends about the good game they found in the store. In 2009, 1.2 million children aged 6-11 years visited food company sponsored Advergames websites each month. Food companies are also utilizing mobile apps to reach children, especially teens and pre-teens.

<http://www.weighinginblog.org/1/post/2014/12/childs-games-using-advergames-to-change-behaviors.html>

Internet forums

There aren’t a lot of internet forums about Advergames, but there is a lot about the healthy eating and that they are bringing in problems for the children. These are blogs and letters to the world about that subject, so in this case it would be Advergames. There were a few forums which I have previously used in the responses, I found that there were quite a few about 20 views and comments on this site, on the YouTube videos I found that people knew what Advergames where when you started to talk about it. They wanted to see their favourite ones that they have played in the past and enjoyed it, they will also give some links to these and I would say that YouTube is a big type of internet forums. So for this I will say that there is a lot more internet games than you think, there won’t be a lot more internet forums about this as it is a working progress and that isn’t that big of a campaign, once people take interest they will use the Advergames and then they can see the internet forums. They can tell the companies their feedback and they can then get some bug fixes and they can make their games better for their viewers.

**Primary research: Quantitative research**

Questionnaire

This is the questionnaire that I asked 10 people to fill in and to complete, some of the questions I asked didn’t all need to be filled out, it depended on weather it applied to people.

Advergame questionnaire

1. Gender (please tick the box)

O Male

O Female

O Prefer not to say

1. Age (please tick the box)

O 16 – 20

O 21 – 30

O 31 – 40

O 41 +

1. Do you know what an Advergame is? (Please tick your answer)

O Yes

O No

1. Do you ever play advergames? (Please tick your answer)

O Yes

O No

1. If yes, How often? (Please tick your answer)

O Daily

O Weekly

O Once or twice a month

O Less than once a month

1. If you don’t play adver games, why? (Please tick your answer)

O Don’t know what they are

O I find them inirtating and pointless

O Haven’t got the time

O Other

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1. What device do you use mostly to play Advergames? (please tick your answer)

O Smart Phone

O Tablet

O Laptop

O PC

1. Why do you play Advergames?

O To pass the time

O To try and win free items and prizes

O Enjoy playing them just for fun

Other

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Thank you for answering my questions.

I am now going to review the first question about the gender, out of these 10 people I found that there was 60% of the audience was male and the rest of the 40% was female, as this is very close I will aim it at all genders but may later decide to do it for the male depending on how I plan it out.

The second question I asked was about the different ages, I found that the majority of people where in the 16- 20 this was ticked by 4 so it is 40%. I also found there was a few people in the 21-30 age, there where 3 of these so this is 30%. There was only one person in the 31-40 range, this means that there aren’t very many people in that age group that I asked, this means that there is a 10%. The last category had 2 people in it, this means that there are still a few people that would be watching it as they are interested in it, this makes it 20%. Therefore, I will make the target audience for people who are aged 16- 30 as this was the biggest categories.

The third question that I asked was if they know what it is, there was a high amount of people that knew what it is, this was 70% amount of people that said yes, and this means the people that said no was 30%. I can be confident that they know what it is, but I will tell the viewers about it in case they don’t. Then they will know about what the show is going to be about.

The next question about if they have ever played one, there has only been one person to play it. Therefore, I can tell that 90% of people don’t play, about what they are like and what you can get out of it. I know that I have asked a lot of teachers and learning support people, so it wont usually be like that.

Another question I asked the audience was if they said yes how often do you play it, from the question I would only get a few bits of feedback as if they knew what they are they don’t really play it all the time. The people who said they do only plays them less than once a month, which means they have played them but not all the time.

The next question is asked was if they said no then why I gave them some questions and a box for other. I found out that most people don’t know what they are and haven’t ever used them, somebody put in the other box that they don’t got to the places where they offer it. I also found that somebody thought they where pointless, and irritating. So from this I can say that a lot of people don’t know where they are and where to find them.

The next question I asked I knew that I wasn’t going to get a lot of answers for as not many people knew what they are, so I doubt they would know what the type of device to use it on, mostly people ignored the question and went to the next one, but their was a answer from a few people that said that they used it on their smartphone, which is nice and handy and it is always with you.

The last question I asked was about what they play them for, I had a few n/a’s as it didn’t apply to them from the previous questions. I had four answers that weren’t these, their was a 50/50 split and 2 people said that they do it to pass the time or to skip time, 2 other people said that they do it to try and win some free items and prizes, mostly no one said that they do it for some fun. This gives me a great example of how they work.

**Primary research: Qualitative research**

Interviews

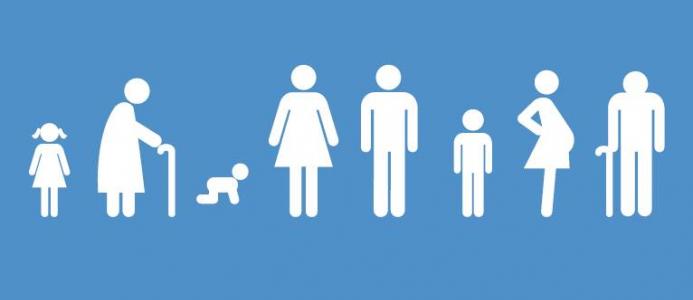
I would plan a visit to a big worldwide company (like McDonalds) I would go for an interview and to ask lots of questions about why they created a Advergame for that company. The interview would be a great thing to include in the channel 4 program, if that we can get filming permission. I will ask them tips on how to create a viral game and what they have done to get there. I can also ask them what type of software they have used in the making of the game. The interview would have lots of questions that they will hopefully answer, if they don’t as they need to have some privacy then I can give them some alternative questions. I can go to a few different companies so that I can get different answers and I can review them and tell the audience the best ones. But if I want to get the right audience I need to say the negatives for it. These interviews are going to be the biggest form of primary research as they give so much more information than online secondary this means you can have a hands on experience. They also provide a real scenario for the viewers, they will hear it better coming from a person with a higher status than a television presenter.

Focus groups

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=0ahUKEwjAor2_6anMAhUBAsAKHajQCKsQjRwIBw&url=http://graduateschool.blogs.lincoln.ac.uk/tag/focus-group/&psig=AFQjCNGA_Zzmon6GsS1v9Cm3IfCGIod9Tw&ust=1461674902809967)Focus groups are another great way of targeting different audience members. I would have a focus group with two groups, one group would be teenagers so that I can see what they will want to see in the show, the other group would be people of all ages. This means that I can get the views of people with different age, ethnicity and different genders. I will then use both of these groups information to get the best experience for all types of people, but I will mainly target the earlier teens so that they will learn and know about that in the future. These focus will be me or the questioner asking questions about what they know about Advergames and weather it will be good and full of enough content this will be specific to know as we down want to bore them so they lose its interests. This programme is telling people about something that they will not know what it is. I will have a camera to record the focus groups reactions to Advergames and then get an analyser to see what they like the most and what their eyes go to first. I can see the reaction of the navigation and their reaction to the layout. I will then ask them whether they were interested in the product being advertised and whether they were interested in the company itself at all, or if it is the game they like. The study will also aim to address a consumer’s thoughts about the game advertising and Advergames. The users will be asked about how they feel about games that are developed just to advertise a product or a service and they will also be asked about games that are developed. The question aims to find out whether the user is less likely or more likely to play the two types of games. This can see if the users will still prefer a normal game, or this addictive game. This will try to find if that people think that there are too many games around, I think that there Is, because you can go anywhere and you will be on games and online, I can find out their own individual gameplay experience in terms of complexity, character movement and control, enemy combat and the clarity of the game instructions.

**Audience research**

Age and gender

The age and gender for Advergames will be mainly people that are under 18 but they need a person who is above 18 to get the free items, most of the time the age doesn’t count too much but this can sometimes make people feel as if they are having problems. Advergames can be a concern to parents as they feel as if they are changing their children’s preferences, they are having too much fun and absorbing the content for older people. That is why some Advergames will have a age restriction and will ask for a date of birth to clarify that they are a certain age. The gender will mainly be male, as girls don’t do gaming when they are out when eating. The boys will look for anyway of being entertained when they are out and about, especially if they are bored. I have also found that people when they have had their own children they won’t play the games as they are too busy with that child to play the game as they will be feeding them and trying to stop them from crying. Some people will want to play it when they are in the shop, store, restraint but have no phone and then they will forget about it when they get back this means that they will lose out. I have found out that about 67 percent of people will lie about their age so they can the free items, until they are that minimum age and then they won’t really bother about it and don’t have to lie about their age. It is mainly until aged 16 or 18 that the minimum age will be.

Occupation

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=0ahUKEwiKytGgo6zMAhUDD8AKHQpgDzYQjRwIBw&url=http://www.dreamstime.com/photos-images/occupation.html&bvm=bv.120551593,d.ZGg&psig=AFQjCNGHEacogGbhndneCeeyiVQYsO6faQ&ust=1461758870037284)The occupation is a big mystery as you can be in any job to get the gifts, for example you would find more people who sit at a desk all day will use more Advergames as they are at a computer or some type of device for a while, whereas a builder has a limited amount of computer problems and may struggle to play it. People who are in the eructation industry like teachers won’t go and use advergames, as they will be busy either marking peoples work or either getting the next lesson plan up to date and getting things ready. Also people in the medical industry like doctors and dentists won’t have time to go as they have very busy medical shifts. The only people that will mainly have the chance to do so will be either builders, plasterers, etc and also students. The most amount of people that will use Advergames is students as they have quite a bit of time outside of their lessons to go into shops and restaurants and they will use Advergames to reduce time that they have.

**Preferences**

Buying patterns

[](http://www.eccireland.ie/wp-content/uploads/2013/06/Buying-goods-and-services.jpg)The buying patterns with people who play Advergames, are different as the company is try to sell it to people it is literally in the title Adver which is Advert and they are getting people to buy things. They will give you some offers and some coupons to get you into the shop and buy their items they have on offer, If I owned a shop and wanted some customers I would get a Advergame promoting the items in the store. They will give free items away but they know that they can get some more customers overall. Each company will assess what they can sell and see overall what there is too give away but still make some type of a profit. Like when you win at McDonalds by getting a portion of fries and a drink. But if you give away a full meal then you are going to lose out and not get money.

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwj2pJTgvqzMAhVpAcAKHdVbC8gQjRwIBw&url=http://www.likeable.com/blog/2011/10/keeping-up-with-the-competition-metrics-that-matter&psig=AFQjCNEt8G_5qWCcwZvli16MB2UcUpoccw&ust=1461766509157255)**Market research**

Competitor analysis

Competitor analysis is an important part of Advergames as you can find out what people’s favourite type is, the old games, shooting games, etc. To find these out you can ask the audience members by setting up a questionnaire or you can have some interviews. The main thing that you want to find out is why they enjoy or like the Advergames. This is a vital bit of evidence that is needed to climb the ladder of success, you need to show the audience a few of your games and then from that you will know which one they prefer and then you can use that to get some customers, you always need to know what they are doing, so if I owned a business that sold burgers, I will have to look at the following companies to find what their Advergame is about; McDonald’s, Burger King, KFC, etc.

Advertising effectiveness

The advertising effectiveness is essential to building a Advergame as it is pointless without being effective, without your purpose things can look wrong. The company has put time and effort and money into the game, so overall it needs to be effective. Otherwise they have wasted these. The company can tell once they have published it, they can use the sales numbers from the month before and then the month after to make a profit. In the programme I will create I can tell the users how to make a Advergame effective, I will have help from people during interviews telling me the key information.

**Production research**

Content

My programme needs to have relevant, factual and getting the right hits to make the show a success. If my programme doesn’t cover these as a very basic, then it will most probably be a big problem as is because it might not be for that audience as it could be boring content. They want to see good interesting content whilst it being entertaining, so I need to keep the audience drawn in throughout. The content that will be in my programme has to be factual, it has to appeal to my target audience (16-30). The content needs to be about Advergames and if there isn’t anything about this in the program, you have lost views. The more the views the more the profit. My content needs to show what it is, how it works on the public, it needs to show a lot of these things, so to do this I will use a lot of images and clips to show how this works out. The content is the main this so therefore I need to keep the audience [](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwicu6LQta7MAhVKIMAKHZuKA4EQjRwIBw&url=http://www.atgtickets.com/artists/barney-harwood/&psig=AFQjCNH1B1Q7GodPF39HGLZqcm7osVrINQ&ust=1461832759603690)entertained and interested.

Resources

Personnel talent- The personnel talent is basically the Tv presenter in my case it will be, Barney Harwood from Blue Peter. As most of the UK has seen Blue Peter at least once in their lives, they will recognize him as one of the presenters, he is funny and he has a distinctive voice and will be recognizable in the program, people will remember this and they can remember what they saw in the program such as the content. He also went on CBBC for a while and he is known for doing that. I will pay him for the whole shoot which should be for about a week, around £8,000 as I think this is a reasonable price, if I needed to I could stretch to about £10,000 if he declines the first offer.

Locations- The main location I will shoot the television program will be in London as it is the capital of the UK and this is an iconic place. I will shoot it on the streets and then I can get some of the other people’s views on Advergames. I will have a few scenes of the interviews with McDonalds and this will be in America so I need to keep some of the money to one side so that I don’t run out. I need the interviews as it is a reliable bit of the show. I will have a scout to do the location findings, but I do want it to mainly be in London as it is a gorgeous place to be.

Costs- The costs are going to be important when making a programme as you need to budget a lot of the equipment. I will need a presenter, interviewer, staff, cameras, microphones, editing software, editing suite, permission fees, van hire.

Presenter: Barney Harwood = Max of £10,000

Interviewers: I will need 2, one in America with the big companies, the second will interview the public. = £5,000 (£2,500 each).

Staff: Researchers: £1,000 (to cover all staff), Production and director £2,000 (to cover all staff), I will need some editors £1,000 (to cover all staff). This will overall be £4,000.

Locations: I will have to pay for the person to go to America for the interview. The cost for the person and the crew would be around £5,000 plus the food and accommodation + £2000. = £7000.

Camera+ equipment: I will need 4 good quality filming cameras, 2 for the shoot in America, and 2 to shoot in the UK. I have to spend about £7,000 on these including tripods. I will get some external boom microphones as they will be better quality. They are about £200 each, they will be £800 overall, this is overall = £7,800.

The editing room and computer and software: The room won’t apply as we can use the channel 4 suites, the computer will be a IMac which is £1,000, and Adobe suite which is £1,000. So overall I will be spending about £2,000 in this section.

Permission fees: I will need some permission to film in London, and in the McDonalds. I can’t find how much these will be but they should be in the price range of about 500 each so this should overall be about £1,000.

Van Hire: I will need the van for about a week but I will have it for around 10 days for extra time if we run over schedule. I have found a van which I can have up to 4 drivers, and has the relevant insurance, this will be around £828, for the whole week that I will need it. I will need to pay for some fuel. This can be around £900 overall.

The overall price for the programme is: £37,700.

So if I had a budget of 40,000 I would have about £300 - £2,300 depending on the presenter. But I have some money for any problems.

**Evaluation**

From doing all of the research in this document, I have figured out that it takes a lot of time, money, and problems to get the production underway, but with that been said I have had problems getting a lot of the information as there isn’t much about the topic in general online. I needed to find out a lot of information before creating it, this is the target audience and the people that would use them, If I got told this before I might have some idea, I would have been able to do the project a lot quicker. I will in my PowerPoint set it out the way I want the program in its own structure.