

**ADVERTISING IN COMPUTER GAMES AS A PRODUCT  
PROMOTION AT MODERN MARKET  
РЕКЛАМА В КОМП'ЮТЕРНИХ ІГРАХ ЯК ЗАСІБ ПРОСУВАННЯ  
ТОВАРІВ НА СУЧАСНОМУ РИНКУ  
РЕКЛАМА В КОМПЬЮТЕРНЫХ ИГРАХ КАК СРЕДСТВО  
ПРОДВИЖЕНИЯ ТОВАРОВ НА СОВРЕМЕННОМ РЫНКЕ**

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It is explored and described the impact of advertising on consumers in computer games. It is determined the basic aspects which are the most important for making advertisements for computer games. It is clarified the main regulations that may encourage players in computer games to purchase separate products. It is established the advantages and disadvantages of advertising in computer games and variations of such means of product promotion from traditional means of advertising.

**Keywords:** advertising, promoting, computer games, online-games, media.

Досліджено та описано вплив реклами на споживачів у комп'ютерних іграх. Визначені основні аспекти, які мають найбільшу важливість при створенні реклами для комп'ютерних ігор. Уточнено основні положення, які

мають стимулювати гравців у комп'ютерні ігри до купівлі окремої продукції. Встановлено переваги і недоліки розміщення реклами у комп'ютерних іграх та відмінності такого засобу просування товарів від традиційних засобів рекламування.

**Ключові слова:** реклама, рекламування, комп'ютерні ігри, online-ігри, медіаносій.

Исследовано и описано воздействие рекламы на потребителей в компьютерных играх. Определены основные аспекты, имеющие наибольшую важность при создании рекламы для компьютерных игр. Уточнены основные положения, которые должны стимулировать игроков в компьютерные игры к покупке отдельной продукции. Установлены преимущества и недостатки размещения рекламы в компьютерных играх и различия такого средства продвижения товаров от традиционных средств рекламы.

**Ключевые слова:** реклама, рекламирование, компьютерные игры, online-игры, медианоситель.

**I. Introduction.** Nowadays traditional media gradually lose their effectiveness in advertising products. One of the main reasons of this is that the majority of people, especially young people spend their free time at the computer, having fun in the Internet and playing computer games. At this time games are actively influence on the people's lifestyle and behavior that creates good background for advertisers all over the world. Skillful location of advertising in a computer game requires knowledge of the psychology, innovation in the computer world, the main aspects of different games from the marketers. Advertising in computer games is becoming especially relevance in our time, when players become more demanding and require more and more similarities of virtual and real world that is impossible without advertising. The aim of marketing is currently not only to create quality and vibrant advertising, and also search the optimal game and a harmonious accommodation of advertising in it.

**II. Formulation of the problem.** Problems of advertising in video games are investigated by such famous domestic and foreign scientists as L. Grace, N. Carr, J. Coils, M. Lee, A. Popov, R. J. Faber, J. Yuul, M. Young and others. All of them in their works tried to explore the effectiveness of remembering of the advertising in games, its impact on the subconscious of consumers, and to identify the economic efficiency of advertising in games. The analysis of their works about advertising in the "computer world" showed that some questions about the effectiveness of advertising in games remained completely disclosed. It is not emphasized the circle of games in which advertising is undesirable, do not exactly defined the mechanism of perception by player of advertising in the game. Also it is not developed a mechanism assessing the perspectives of advertising in game for the advertiser. The aim is to determine the basic mechanisms that influence of advertising that exists in games on the potential consumer.

**III. Results.** Nowadays about half of the population of developed country spend their free time in computer games. That is determined the prospect of advertising in computer games. Successfully placed advertising can have a positive impact on consumer choice and encourage the customer to buy a product or order the service.

American scientists were analyzed the annual cost of advertising in games and in movies. Results showed that advertising in games enjoyed less popularity than advertising in the cinema, and, of course, it takes less money. This indicates that the market of computer games is not very popular among advertisers. Most of them think that most of the gaming audience is teens at the age from 16 to 18 years and the majority part of them - are men. But we consider these data are not entirely true. According to the data of companies «Comcon Media» and «Enter Media» [1] only in Russia the audience of computer games consist of 55% men and 45% of women. It is allowed to divide the age distribution into five groups: 29.2% are players aged from 10 to 19 years, 19.6% - players aged 20-24 years, 21% - 25-34 years, 16% - 35-44 years and 14.2% users of computer games is over 45 years. In terms of "consumer activity of the family" 60.2% of the audience have consumer activity above the average and a maximum "high" activity. By the indicator "Property Status" 50.7% have "average wealth" and 35.3% of the audience of

computer games belong to the category "wealthy". A similar trend is observed in other developed countries. Users of games are older, solvent people who can buy what they want. Each company can pay the attention of these players to their product by advertising in video games.

Of course, every person has his/her favorite game. Therefore, each firm that intends to advertise their products in the game must know which game prefers its target audience. For example, women's design clothes in «shooters»-games are inappropriate to advertise. It is better to place this advertisement in life simulators, such as «Sims» and «Another life», where users are mostly women. Also, advertising of washing powder in racing simulator will not be perceived, as opposed to new oil for the engine of the car. The genre of the game is very important. According to statistics, the largest advertising are placed in sports games, and then, by the popularity, come arcade online - games [2]. But we should not forget about the variety of life simulators, strategy games and quests, which also have a large audience of admirers, where can be potential consumers of a particular product. Firm that wants to advertise their product in the game, need only to determine where the number of potential consumers will be maximum.

According to Michael Goodman opinion, the firm's analytics of industry research «Yankee Group» and Michael Daulinh, CEO «Nielsen Interactive Entertainment», advertisers may accept three approaches to placing advertising in video games [3].

First of all, you can place a billboard that is placed in game from the beginning and cannot be changed later on. Also it can be some items, which uses the main character of the game. For example, in the game «Splinter Cell» the main character use smartphone Sony Ericsson, to find out who is the thief. Release of this game was dedicated to the sale of new phones. This approach is traditional. One of the drawbacks of this approach is that the advertiser must agree with the game publisher is not less than one year before the game will be released. Moreover, no one exactly knows whether there will be in demand this game, or remain in the shop.

The second approach is to accommodation of advertising in games is the use of dynamic advertising. This is a rather new technology that allows inserting new ads into the game at any time. Typically, these opportunities have only online - games that can be

changed and enhanced by advertising continuously in real time. Dynamic advertising attracts, first of all, advertisers, because they can regularly change ad text, or replace the advertisement of one product onto another ad, a new one. Also it is very profitable for publishers of the games, as it allows realize a profit from advertising on products of different companies. For example, very famous in-game advertising has enlisted by famous company «Intel» advertising of their new computer in the game «The Sims Online» for \$ 1 million. At the same time a popular chain of fast food restaurants «McDonald's» paid 500 thousand dollars for the opportunity to sell their virtual hamburgers for players of the same «The Sims Online». So this approach is rather expensive.

The third approach for accommodation of advertising in video games is called "promotional game". Basically these are games that published in order to promote their own product. Promotional games have such brands as «Mercedes», «Ferrari», «Puma» and others. These brands have created computer games that show the benefits and unique features of their products. For example, «Mercedes» created a car simulator that presents a model car of this brand with all specifications and design details. The player can test any vehicle in virtual racing, seeing all its advantages. So if a player plan to buy a car, it will be more inclined exactly to those models, with which player won this game. This means that the game does not impose product to the consumer, but creates a favorable image of the company.

We think that the main drawback of this approach is its high cost. Not every company can afford themselves to order the development of high-quality game that will cost several million dollars. Therefore, this approach is relevant for large corporations.

For the vast majority companies the most attractive are the first two approaches. However, it is easy to choose approach for accommodation of advertising and the game where it will place. It is necessary to pay attention on its design and location. Advertising must comply the style of the game, harmoniously co-exist with other elements, but to attract attention of customers. Too bright advertising that is not corresponding to the style of the game can cause negative emotions into the player and even the desire to stop playing this game.

In our opinion, it is important to be more responsible in choosing of accommodation of advertising. One of the main places of ad location is boot screen in the game. Placing ads on this screen, you can attract the greatest number of potential buyers, as statistics show, the average download time of the game takes from 1 to 5 minutes. However, a constant reminder the consumer about the product can get bored him, so advertising screen saver should sometimes change.

It is established, that advertising in games takes many forms. Often this tracing of conventional outdoor advertising: billboards, signboards of shops, advertising on the sides of trucks. It is unobtrusive and does not interrupt game process. This option is like to 90% of players (according to research of Massive Incorporated), as added realism of virtual landscapes. Of course it can be more creative approach to accommodation of advertising, placing, such as vending machines in key places of the game, placing interactive video, branded products and more [4]. This ad is not only remembered by the consumer, but also creates a certain atmosphere in the game. Therefore it is important that it harmoniously belongs to the surrounding fluid, and perceived as an integral part of the game. It should clearly identify places where this ad will not be persuasive that a player not had the negative impression about the company. For example, advertising on the command bar can cause a negative, because it will interfere with the perception of the game, and pay too much attention, which may cause the consumer negative emotions as a commodity as well as to the game. But branded car of companies that are driven into the virtual city is better remembered by players and will not cause negative emotions, since advertising closely associated with gameplay.

Advertising, is made in the form of large objects (buildings, structures, etc.) or things in the arsenal of the hero will be effectively perceived only when it needed to use their by plot. At the correctly constructed game process active measures with such things in game reinforce the desire to get them in real life. The plot of the game will also be effect on the perception of advertising and the advertised brand. For example, the fantasy plot will be provide the brand some fairytale, but the game about space in the near future lay upon the brand mark of innovation [5].

Using association of a product with the game can increase the brand awareness and successfully position of their products. The consumer, is able to develop products of the company in the gaming space, memorizes it. Then, meeting the advertised product in the real world, the consumer recognizes it. This view is confirmed in the work «Player performance and in game advertising retention» of two American scientists L. Grace and J. Coils [6]. They carried out the research of the effectiveness of memorization advertising in games. For this they created a controlled environment of 3D-game - racing simulator in which was present advertising of different brands. During this research it was found that 35% of the players who played the game were able to remember all the advertised brands.

It should be mentioned that emotions that consumer receives from the game, are projected also on the product that is advertised. Accordingly, if a player was delighted with game the product of the company would also be perceived positively and is likely to be purchased. If the game is defective or uninteresting, then relevant to the product that was advertised may get worst. In other words it's not enough to place advertising in the game, also it is important to follow its quality and popularity, because it can impair the reputation of its brand. Also you can avoid too obsessive advertising of products. It is present in the advertising game about which has already been discussed. Some advertisers try to place as much as possible advertising in the game and consumers can be scared with it.

One of the most famous game using advertising is a game of «Electronic Arts», called «FIFA». This game is a leader in the genre "sports simulators" in line football simulation because uses authentic logos of the most common leagues and teams in the world. In present advertising as well-known brands («Adidas» and «Nike»), and individual footballers who are becoming the face of the game. This creates the effect of a realistic game and it is perceived as reality.

Analyzing the popularity of sports simulators should be noted that most of the players are trying to realize those dreams and desires, which in reality hardly possible. Therefore, the player carries his dreams, achieving significant results in this game, which becomes a part of his life, as well as brands that advertise in it. The mechanism of such

perception as follows: a player succeeds in a game with this team → team, for which the gamer plays, has the shape of with the logo of a brand → this brand is perceived by the player as part of his success, and he decides that the clothes of this brand helps to achieve success also in real life. A similar mechanism operates almost in all games.

After analyzing the market of the games, it is possible to assert that one of the most popular types of games that have millions of players around the world - is fantasy online-games such as «World of Warcraft», «Lineage 2», «Final fantasy» and others. Of course, these games are attractive for advertiser due to the wide reach. However, in these games means of advertising is very limited by fantasy plot where it is difficult to harmoniously insert of modern advertising. For this reason the most common means of advertising the product is communication of employees with players using the chat. We consider some advantages in this approach. Firstly, the employee of the company can distribute information about the product simultaneously among a large number of people. Second, the player can count the reaction of players and set friendly relations with them. Thirdly, this creates a high level of trust to the advertising information; most users perceive online-game as an integral part of his life, as well as other players - like friends. In other words information that is disseminated via chat considered seriously and positively. Players of any online-game embody in their desires, get acquainted with others and often feel the emotional lift that can contribute to the product order, so to the advertising appeal need to attach the manufacturer's website address, on which will be placed all the necessary information.

The disadvantage of advertising messages in the chat is that sometimes players escape to the virtual world from real life and the advertising message can cause irritation. Also to advertise their goods in the chat company should negotiate with moderators of the game who must give permission. Otherwise, they can ban character that sends advertising messages, or even remove a player account that advertises goods.

The most popular products that are advertised in the online-games are varied clothing, electronics (accessories for computers, laptops, tablet) or other computer games. However, this list can be supplemented and advertising delivery of prepared food and beverages as well as various game souvenirs.

Thus, studies have shown in general advertising in games has great, but still little studied potential. But despite on this, now it can already be identify some differences from other methods of advertising:

1) difference from the «product placement» in the film shows in the fact that game can be passed several times that will be repeated contact with the promotional information. Moreover, in some games advertising is present on almost all levels of play and that's why the player is constantly in contact with it;

2) difference from the advertising on billboards is that advertising in games is cheaper, more durable and covers the most part of the target audience;

3) have the opportunity to advertise on loading screens between levels, which creates much longer eye contact of the player with advertising (1-5 minutes);

4) advertising in the game can be more colorful than in real life, and create a certain atmosphere in the game;

5) advertising can create a connection of the game reputation with the goods which advertised in the minds of consumers. The player that respects a certain game, become interested in the goods that are advertised in it. Also, the emotions which felt player during the game often move to the perception of the product;

6) it is possible to insert advertising in the plot of the game (for example, the car of the main character, his favorite drinks and food, the statement in the game that contains slogans of the company, etc.).

**IV. Conclusions.** In the process of studying the influence of advertising in video games on the consumers it was established one of the most promising but little-studied means of advertising. Ad's does not cause negative emotions in the players, and even the players like it. Correctly matched advertising can bring substantial profits to the company and expand the circle of the consumers. A lot of companies have positive experiences with advertising in games and create games specifically for its own good. Advertising in games has many advantages that will help it in the future to become the main means of advertising.

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