




AMITY GLOBAL BUSINESS
SCHOOL,
BHUBANESWAR



*IMACT OF
ADVERGAMING ON
CUSTOMER BRAND
PREFERENCE*

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An advergame is a form of advertising in video games, in which the video game is developed by or in close collaboration with a corporate entity for purposes of advertising a brand-name product.

While other video games may use in-game advertising (such as an advertisement on a virtual billboard or branding on an in-game object), an advergame is differentiated by the Interactive Advertising Bureau as a "game specifically designed around [the] product or service being advertised". An advergame is considered a type of advertainment.



Hot Wheels: Race Off

Hutch Games Racing Action & Adventure

★★★★★ 704,064

3+ Family Friendly

Contains Ads · Offers in-app purchases

This app is compatible with some of your devices.

Installed



A video game which in some way contains an advertisement for a product, service, or company.



Just Launched

Gaming with Prime

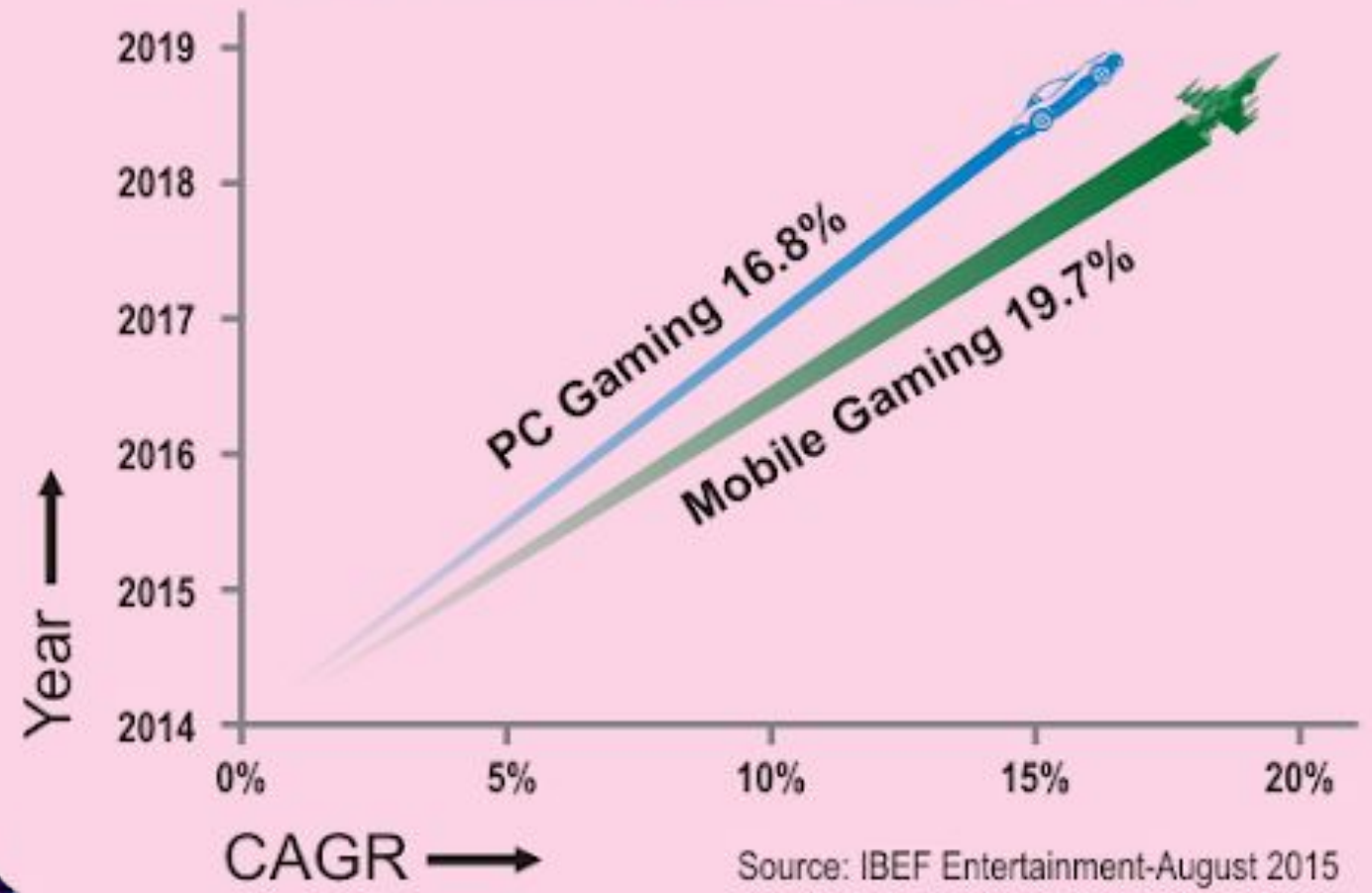
amazon prime

The Indian gaming industry is esteemed at INR 10.0 billion also, is relied upon to develop at a CAGR of 31 percent to INR 38.3 billion by 2015.

The Objectives of this examination paper are to detail the reasonable system of advergaming by covering different perspectives, to direct SWOT Analysis of Advergaming in Indian Market and to consider the viability of advergaming in brand mindfulness and brand review.

Research infers that essential goal of advergaming ought to be entertainment and satisfaction and auxiliary ought to be brand review or deals so as to holds the interests of clients.

PC & Mobile Gaming Rising High



Source: IBEF Entertainment-August 2015



INDIAN ADVERGAMES

 **FilmKRAFT**
PRODUCTIONS (INDIA) PVT. LTD.

RAKESH ROSHAN'S

KRRRISH

THE GAME

Available on



iOS



WHAT'S HOLDING
BACK THE GROWTH OF
INDIAN
ADVERTGAMERS ?

Sandeep Singh Arora, Executive Vice President Marketing PepsiCo stated, "You fish where the fish are. Shoppers are going for games, which are profoundly captivating and a one of a kind chance to show brand esteems. In the event that purchasers are investing energy in games, you need to coordinate yourself there."

Alok Kejriwal, founder Games2Win said, "Games are fun and engaging. Brands can be interruptive, so for an advergaming to work, we have to find ways to take away the friction." Arora added, "Marketers need to be careful. The game has to be good first, and the brand experience has to come second. As brand owners, creating your own game is getting difficult, because the quality of content has to match up to the market, where high quality content is now available



zapak.com

INDIA'S NO.1 GAMING PORTAL



SWOT ANALYSIS

Strengths

- More Exposure time
- High Level of Engagement
- Less expensive medium as compare to Television
- Fun is associated so like by most of youth

Weaknesses

- Monotonous if get repetitive
- Irritating if come in Middle of game
- Some lack in giving enough information like billboard displayed in game

Opportunities

- New innovative medium
- India is youth county as like by most of Youth
- Emerging new technology as Smarts phones, 3G will help to increase penetration of Internet
- New technologies are available at reasonable price

Threats

- Currently internet penetration rate is very low in India (8% as per Census)
- If focus shifts from fun to sales, customers may lose interest.
- Message contain should not be misleading as in Food in Children advergaming otherwise customer may lose trust on Advergaming Message.



SUGGESTIONS

- Organizations are embeddings many brand in same game, this diminishes the brand review of client so this ought to be kept away from.
- Full engaged advergaming assists with increasing high brand acknowledgment however it become static after not many time so more variety and form ought to be acquainted with client so as to keep up their enthusiasm for game.
- In Advergaming primary goal is fun of game and second ought to be ad, as fun and amusement is the key component of its prosperity.

- As web infiltration rate is low in India yet disconnected game can be advanced through Play Stations, CD's, DVD's and digital bistros.
- Message Designing ought to be accepted appropriate consideration and worry as it is outline a trustful connection among organization and client. It ought not contain any bogus or deceiving words or data.
- Marketers ought to do promoting or publicizing related game with the goal that range of game in addition to brands in game can be improved



CONCLUSION

The examination demonstrates that adver gaming industry have more extensive degree in current situation as recordings gaming industry is on fate in India therefore organizations having incredible chance to put their image in advertise just as to spread brand mindfulness by executing adver gaming method. Essential target of adver gaming ought to be satisfaction and optional ought to be brand review or deals so as to holds the interests of clients.



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