

## **AN ADVERTISEMENT IN THE COMPUTER GAMES**

The computer games are the same effective advertisement ground, as clips or cinemas. However the active use of games for advancement of various products from the trainers and instant soups to bank services began comparatively recently. Today an advertisement in the computer games develops rapid rates. Taking into account, that the computer games and multimedia-products are absolutely not overcome the new audience of consumers of commodities and services, every game or multimedia-product has its own audience and inexhaustible possibilities for an advertisement.

An advertisement in the computer games must answer the three basic requirements: realisticness (an advertisement must be exactly as in the life, but taking into account playing the conception and the plot); inofficiousness (an advertisement must take place in those places not to prevent to perception of the game); variety (an advertisement must be maximally various, whether how many brands are advertised).

Generally an advertisement in the games has large but small studied potential. Already it is possible to mark some important differences from other methods of advertisement:

- it is abolition from "product placement" in the cinema – there is a frequent and repeated (possible passing one game more than once) contact with an advertisement;
- it is abolition from an advertisement on the shields (the billboard) – is more lower cost with wider coverage of the target audience;
- it is organization of activity of player round an advertisement and close co-operating with it;
- an advertisement can be made brighter in relation to other objects in the game;
- it is possible to enter an advertisement in the plot of the game.

At this stage it is difficult to define efficiency of the use of different types of advertisement in the computer games, however there is no doubts that it is effective, neither for advertisers nor for developers with publishers. As for the ordinary users – it is pleasant that an advertisement becomes less intrusive but serves its purpose, influencing on a decision-making at the purchase of that or other product, at the choice of that or other service.