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IN-GAME ADVERTISING

Advertising in video games (in-game advertising) is advertising, using a computer and video games as a new channel to promote a product or brand.

Target audience:

Gamers are a diverse audience. Most of games' users did not identify themselves with the term. If you compare the studies that have implemented a variety of companies until January 2006, you can get the following portrait of the gamer. According to the research of Comcon Media, on average, computer games played by about 16 million people, 40-45% of these are women. The most frequent players are aged 10-34. Half the players have a higher education, one third - secondary and special. 60% of consumer activity is high and above average. The average gamer plays games from 3 to 15 hours per week.

Types of ads in games:

- "Brand's game" is a computer game created directly under the product. It may be, for example, flash game, accessible via the Internet, the company's website, or distributed free of charge and held on potential customers, or a full computer game with good graphics and a complex story.

- The well-known product placement in games is possible in two ways: static and active. In a static location of a brand or product they use billboards on the streets, banners, posters, indoor and outdoor, racetrack board, clothing and characters. The advantage is that there is no other advertising.

- Active placement means this is player interaction with the advertised product or brand and built-in game scenario.

Conclusions:

This type of advertising makes a substantial profit as there are a lot of gamers around the world. Moreover, according to the statistics, it is memorized easily.