

In-game advertising is a massive market

Video game community is ripe for advertising opportunities, new research reveals.

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The research, conducted by Continental Research and Massive Inc, revealed that gamers spend a large amount of time playing video games and have high and sustained exposure to adverts which helps account for in-game's positive impact on brand awareness and brand equity.

Across the 12 ad effectiveness studies, Continental Research found the average ad recall to be 54 per cent. Unlike advertising messages in other media, advertising in video games is seen by players as helping to make gaming feel more authentic; 65 per cent of gamers agreed that in-game adverts made the gaming experience feel more realistic and 55 per cent said the ads 'look cool'.



Eyes open: new research has revealed that in-game advertising is potentially a massive market
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In interviews with 500 male gamers aged 15-34, players said they share a love of competing with other people and a strong desire to win. The research also revealed that players are more likely to associate premium brands and money with status. Contrary to traditional stereotypical views of video game players, they are also more likely to be interested in fashion, shopping for clothes and spend more on toiletries and personal grooming.

According to figures released by Source Screen Digest, UK consumers spent GBP1.9bn on packaged games in 2008. Many of these games offered online play, thus increasing advertising markets through online communities.

James Myring, Director of Media at Continental Research says "Our research has shown that brands that are advertising to gamers are reaching affluent, brand-literate young men, who readily accept advertising as part of the gaming experience. They are also influential consumers, recommending products and brands to their friends and to

others through online reviews.

"Whilst in-game advertising doesn't have the broad reach of TV or radio, it does have the advantage of enjoying very high levels of engagement and the ability to target young men through the many different titles available."

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