

## Chapter 4

# Advergames and Children

**Vijita Singh Aggarwal**

*Guru Gobind Singh Indraprastha University, India*

**Shefali Khurana**

*Guru Gobind Singh Indraprastha University, India*

### ABSTRACT

*Online gaming has become a popular form of entertainment which has shifted children's playgrounds to computers, laptops, mobiles, tablets, etc. Children spend their time surfing, playing, and downloading games from the internet. Advergaming is one of the latest digital advertising techniques used by marketers to interact with the children for longer hours by embedding the brand messages in the game action. Advergaming is a blend of fun and promotion to capture the attention of children towards the advertising message associated with the branded product. The objective of this chapter is to determine how children pay attention and absorb the message given by the companies by considering hierarchy of effects models such as AIDA model and DAGMAR model. The purpose of this work as a whole is to bring more understanding of this innovative technique of promoting by detailing the elements, characteristics, advantages, and disadvantages of advergaming to achieve communication goals.*

### INTRODUCTION

Children digital culture has impacted and became the part of billions of lives worldwide. This type of prevalent digital culture comprises of use of internet, social media, mobile applications, online gaming and various digital communication tools (Montgomery, 1999). Digital marketing is progressing very rapidly, surpassing

DOI: 10.4018/978-1-5225-6064-7.ch004

rest with continuing potential to do much more in future. Digital marketing is one of the biggest revolution of an era which has changed the lives of every age group i.e. child, teenager, adults, older persons etc dramatically. With advancement in technology, digital marketing has targeted the most sensitive segment i.e. of children. This technique has changed the perspectives of purchasing of both the parents and children. Children spend their major time on playing games, using social media, exploring the internet which makes them more vulnerable to the marketers. (Aggarwal & Shefali, 2015)

## **CONCEPTS IN DIGITAL MARKETING**

Digital Marketing is defined as “achieving marketing objectives through applying digital technologies and media” (Chaffey & Chadwick, 2012)

This definition explains the use of different online communication channels such as social media, online advertisements mail marketing, search engine marketing to achieve an organisation goals of customer acquisition, customer satisfaction and customer retention.

*Digital marketing, which continues to be integrated with multichannel campaign management, includes addressable branding/advertising, contextual marketing, social marketing and transactional marketing. Digital marketing extends the marketing process through channels such as the Web, video, mobile and social applications, point-of-sale terminals, digital signage and kiosks. (Gartner, 2017)*

The benefits of Digital Marketing as above said is more justified by the model of Paul Smith 5's of Internet Marketing i.e. Serving, Selling, Speaking, Saving and Sizzling.

1. **Serving:** Companies serve different types of advantages to customer through internet which adds one additional meaning to the customer such as feedback and comments section.
2. **Selling:** This term is directed towards all types of sales generated by digital marketing tools. An open platform is available for both seller and buyer to interact and communicate with each other. For example option of Live chat are provided by the companies on their website/webpage to solve problems of customers.
3. **Speaking:** It is directly related to the selling which explains about the communication and interaction directly with the customer so as to maintain long term relationship with them such as by chats, forums, questionnaire etc.

19 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/advergames-and-children/211715](http://www.igi-global.com/chapter/advergames-and-children/211715)

## Related Content

---

### The Fall of the Fourth Wall: Designing and Evaluating Interactive Spectator Experiences

Samantha Stahlke, James Robband Pejman Mirza-Babaei (2018). *International Journal of Gaming and Computer-Mediated Simulations* (pp. 42-62).  
[www.irma-international.org/article/the-fall-of-the-fourth-wall/210207](http://www.irma-international.org/article/the-fall-of-the-fourth-wall/210207)

### Digital Play: Mathematical Simulations Transforming Curiosity into Play

Julie K. McLeod, Mary Jo Dondlinger, Sheri Vasindaand Leslie Haas (2013).  
*International Journal of Gaming and Computer-Mediated Simulations* (pp. 34-59).  
[www.irma-international.org/article/digital-play/79935](http://www.irma-international.org/article/digital-play/79935)

### A Multiplayer Team Performance Task: Design and Evaluation

Henry H. Emurian, Gerald C. Canfield, Peter G. Roma, Zabecca S. Brinson, Eric D. Gasior, Robert D. Hienz, Steven R. Hurshand Joseph V. Brady (2011). *Business, Technological, and Social Dimensions of Computer Games: Multidisciplinary Developments* (pp. 201-219).  
[www.irma-international.org/chapter/multiplayer-team-performance-task/53930](http://www.irma-international.org/chapter/multiplayer-team-performance-task/53930)

### Effects of High-Fidelity Virtual Training Simulators on Learners' Self-Efficacy

Heather A. Holbrookand Katherine S. Cennamo (2014). *International Journal of Gaming and Computer-Mediated Simulations* (pp. 38-52).  
[www.irma-international.org/article/effects-of-high-fidelity-virtual-training-simulators-on-learners-self-efficacy/116508](http://www.irma-international.org/article/effects-of-high-fidelity-virtual-training-simulators-on-learners-self-efficacy/116508)

### Changing Health Behavior Through Games

Erin Edgerton (2009). *Handbook of Research on Effective Electronic Gaming in Education* (pp. 370-387).  
[www.irma-international.org/chapter/changing-health-behavior-through-games/20097](http://www.irma-international.org/chapter/changing-health-behavior-through-games/20097)