Chapter 11
Gamification and Advergaming:
An Overview of the Innovative Brain Tool in the Field of Advertising

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ABSTRACT

This chapter will expound on the concept of gamification and its adoption by various brands. It will be focusing on advergaming, which is one of the very famous applications of gamification. The chapter will elucidate the various launch details of advergaming applications by various firms and brand websites including online games, social network sites, and interactive digital television. It will also discuss the techniques underlying gamification, which include game mechanics and game dynamics, which will also reveal the impact of advergaming on consumer engagement and decision making to buy a product or not and also the benefits to the brand site. The chapter will also explain the techniques and strategies of advergaming used by various product websites nationally and internationally and their effect on consumers and the product or brand websites.

INTRODUCTION

The past 15 years has visibly shown the rise of the virtual game medium in entertainment, culture, and as an academic field of study. The success of virtual games within the commercial entertainment industry is visible in file-breaking console income and hugely occupied online multiplayer environments – has spurred studies into their outcomes and relevance in the virtual age. The belief of the solitary teenaged white male gamer is not relevant: the common gamer is 30 years antique, is 45% likely to be female, and tends to play puzzle, board games. Although virtual games are a relatively new development, games have existed in human cultures for the reason that sunrise of recorded lifestyle as tools for amusement, relationship-constructing,

education, and arguably survival. Games are firmly entrenched in human culture persevering with to steer our social and leisure lives on a scale unprecedented and yet historically anticipated.

The impact of traditional advertising is reducing, making conventional mass media channels less appealing for advertisers to spend money on. The 30-second advert is more and more changed by way of options which might be less in all likelihood to be skipped via customers, which include product placement and Advergames, or via formats that permit clients to control which persuasive statistics they would love to look, such as web sites, social community sites, interactive virtual television. As the media and marketing format landscape keeps to trade, entrepreneurs and advertisers need to advantage insights into what types of advertising paintings great in such new environments. Notwithstanding the growing significance of latest marketing formats, research in this location remains underdeveloped. This unique difficulty contributes to a better knowledge of ways these new persuasive industrial strategies have an effect on purchasers.

One of the predominant commonplace traits of lots of these new codecs is that they are attempting to hide the persuasive purpose of the industrial messages embedded in them. Indeed, logo placement in movies, television programmes and games try and combine brands into the content in this type of manner that their integration looks natural and 'innocent' and does now not cause persuasion understanding (Van Reijmersdal, Neijens & Smit, 2009; Wouters & de Pelsmacker 2011). Website customization and other online advertising formats including Advergames try and conceal their persuasive intent by using growing pleasurable, waft-inducing and less intrusive formats (Cauberghe & de Pelsmacker 2010). Social network sites use the web dating among their participants to unfold viral advertising messages and to circumvent the suspicion of persuasive intentions. The preference to hide commercial intentions from consumers has also lead to ethically arguable strategies together with stealth and buzz marketing and extra efficaciously influencing vulnerable target organizations which includes teenagers.

GAMIFICATION EXPLAINED

The term gamification first used in 2008, in a blog published by Brett Terrill (2008). He describes the phrase as taking game mechanics and applying them to different internet properties to grow engagement of users. In 2010, the term entered wider spread in the industry (Deterding et al. 2011) and in academia (Hamari et al. 2014).

It's difficult to find out an exact date on when the time period when the term appeared first however using a high rate research skills (and a google seek engine) famous that the time period was coined in 2003 by using Nick Pelling while describing his paintings as a representative for making hardware more fun. It wasn't until later in the 2000s even though whilst the phrase started out to gain greater attention. Sources have indicated that one of the first documented uses of the term turned into in 2008 when "gamification" changed into used in a weblog submit by way of Bret Terrill, who came out with overlaying discussions within the foyer on the Social Gaming Summit. He heard the term use in regards to "taking recreation mechanics and applying to other web properties to boom engagement". The time period become picked up by other blogs and slimmed down via losing the 'e', becoming "gamification".

Conceptually, Gamification is a way which applies the mechanics of gaming to non-gaming games. In enterprise Context it integrates game dynamics and game mechanics right into a website, on-line network, enterprise offerings and the like for engagement and participation. Gamification is the process of the usage of game mechanics and game questioning in nongaming groups to interact users and to

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