

Chapter 6

An Assessment of “Advergames” Implementation: Analysis of Market Strategies in Digital Marketing Towards a User Experience Qualitative Rating

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ABSTRACT

This study aims at presenting a market trend in the space of video games for interacting with potential customers. The development of a video segment shows a noticeable increase in interest and tracked improvements in the user experience. As part of the implementation of the new strategy focused on consumer behavior around the advergames, the opinions of players lead to a value proposition. Additionally, the study on advergames impact and adoption of the market trend led to a seeding start-up, Devolver Digital: Devolverland Expo. In order to establish the analysis and assessment from a qualitative and quantitative base, a focused group and a questionnaire were provided in order to measure data and track its implementation. By interacting with a focus group and creating a tool for analysis, the study shows that adoption in video games and specifically, advergames, is closely related to experience as it is improved and evolving from the setting; however, this marketing method has areas for improvement within digital marketing to stand out to social ads, SEO, and SEM.

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INTRODUCTION

The source of this study lies in the *Devolver Digital* Convention (2019), a critical turning point for marketing efforts peaking around the launch event of videogames. One of the companies’ launches, Devolver Digital, based their marketing game in a simulation that was acclaimed for its novelty and gained attention from potential new customers.

One main idea deriving from the study leads to establish a bottom-line exposition of the company strategy, so that other marketing companies can draw on a framed analysis in order to implement similar un-conventional campaigns in combination with other communication tactics.

With this aim, the objectives for presenting advergimes and their strategy analysis, lie on a positive note based on comments that indicate acceptance of this software developed for marketing, in the videogame segment and that is set on a consumer point view. Additionally, these guidelines are geared up in the analysis and background context, by:

- obtaining a wide context of usage, among potential players and established videogame users, around advergimes.
- showcasing the usage and penetration in contrast with more conventional launches.
- providing an encompassing explanation of their strategy as seen from consumers during the *Devolverland Expo*.
- reaching a conclusion from the provided guidelines and analysis as a valuable strategy, for influencing and reaching out to a wider audience, and an overall improved user experience.

Upon completing the working hypothesis for the advergence concept and specifically, developing of advergimes as part of a video game campaign created by *Devolver Digital*, it is found that little attention has been paid to this area of marketing. This approach to virtual reality and recreation in marketing hasn’t been applied for ten years and it has been studied within an English-speaking academic environment. Two seminal articles in this area are retrieved from entering common tags, “advergimes”, “videogame marketing”: *Videogames as tool advertising and communication: approach to advergaming*, and José Martí Parreño, Rafael Currás Pérez, and Isabel Sánchez García’s work: *new formulas for advertising: advergimes as a communicative tool for marketing*.

There are not specific studies around this advergence creation, launched by *Devolver Digital*. The approach to research relies on bases of information and data

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