Advergaming in the Czech Republic

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ZADÁNÍ BAKALÁŘSKÉ PRÁCE

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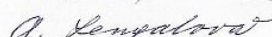Vedoucí bakalářské práce: **Ing. Monika Horáková**
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ABSTRAKT

Obsahem této bakalářské práce je zmapování situace Advergamingu v České republice. V teoretické části práce je zpracována problematika týkající se advergamingu, jeho rozdělení, dále je pozornost zaměřena i na advergaming v České republice. Poté je blíže popsán průběh proměny a růstu advergamingu ve 21. století. V poslední části teorie je zpracována problematika týkající se role a využití advergamingu na sociálních sítích. Praktická část je zaměřena na analýzu postojů uživatelů sociálních sítí vůči advergamingu. Tato analýza je provedena na základě průzkumu trhu pomocí dotazníku. Praktická část je zakončena doporučeními firmám, které hodlají využít Advergaming jako marketingový nástroj na sociálních sítích.

Klíčová slova: Advergaming, Česká republika, Sociální síť, Marketing, Doporučení, Analýza, Značka

ABSTRACT

The content of this thesis is to map the situation of advergaming in the Czech Republic. The theoretical part deals with the advergaming, types of advergaming and advergaming in the Czech Republic. Then the course of transformation and growth of advergaming in the 21st century is described in more detail. The last part is focused on the role and use of advergaming on social networks. The practical part is focused on the analysis of attitudes of users of social networks towards advergaming. This analysis is performed on the basis of market research using a questionnaire. The practical part ends with some recommendations for companies that intend to use advergaming as a marketing tool for social networks.

Keywords: Advergaming, Czech Republic, Social network, Marketing, Recommendation, Brand, Analysis

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CONTENTS

INTRODUCTION

Advertising has always been part of our lives, but with the advent of the Internet, World Wide Web and later on social websites, the marketing game has changed for good. These technologies proved to be revolutionary and opened a whole new dimension to the world of promotion.

In today´s world that is struck with financial downturn and world-wide economic crisis, the marketing has become more important than ever before. The crisis has launched a fight for survival among the companies around the world. The marketing has undergone its own revolution as it has become the main weapon against the competition. I have always been fascinated by new marketing techniques and mechanisms and although I have played a lot of video games in my life, I have never associated the marketing with video games.

It was only last year when I have discovered the advergaming. It is a term not very well known among regular people. In fact, you will not be able to find it in any regular dictionary. Although it has been around for few decades, the real boom of the advergaming has not started until the 21st century. My passion for new marketing techniques and games led me to my bachelor thesis topic, which is "Advergaming in the Czech Republic". I have decided to focus on the Czech Republic because when I started my research on the advergaming, I did not find much information about the Czech market and possible potential. Instantly, I felt a need to do my own research in a desire to find out the situation on Czech market.

The research was carried out through a survey and the main goal was to analyse the current attitude of users of social networks in the Czech Republic towards advergaming and based on the outcome of the research to provide recommendations for companies that want to use this marketing tool. The theoretical part provides basic information about the advergaming, the transformation of advergaming in the 21st century and the role of advergaming on the social networks.

I. THEORY

1 ADVERGAMING

Advergaming is a marketing technique that uses video games as an advertising media. Even though it can be used for promotion of a certain product, the main purpose lies in promotion of the whole brand. Main goal is not only the raising of brand awareness, but also improving the consumer's perception of the brand, which can of course lead to bigger sales of the company. From the language point of view, the advergaming is a portmanteau of "advertising" and "gaming". (Plummer, Rappaport, Hall 2007, 60)

At first the companies used mostly regular console or PC blockbusters for putting a commercial somewhere into the game. The reason why advergaming is so popular by marketers is that it is meant to be non-intrusive way of advertising. More and more potential customers are fed up with radio and television commercials and even though they probably remember the commercials and know the brands, they mostly feel rather negative towards them. However this does not apply to console or PC games, because the commercials are not the crucial part of the game. For example when you are play racing game, you may find big billboards along the track promoting Pirelli tires. This is a great way of promotion as customers are not often even realizing that there is a commercial at all, they just play the game and rather receive the advertisements subliminally. (Zichermann, Linder 2010, 200)

When people play games, they do it to blow off some steam, to have fun and enjoy a nice time. If they have a good time, then they are happy and this is the perfect moment for an in-game advertisement, because they will perceive the advertisement and your brand much more positively than if you promote your brand through already mentioned television and radio. There is nothing wrong with receiving information through audio and visual senses, but some games can offer a combination of these two and even something more. What I mean is the haptic technology that allows players to feel for example vibrations of a racing car in the game and thus enhancing the positive experience. (Haugtvedt, Machleit, Yalcht 2005, 169)

1.1 Types of Advergaming

There are different types of advergames and I would divide them into two main groups. First group is based on the way the company want to promote their product. There are basically three types in this group − associative, illustrative and demonstrative. (Graaf,

Washida 2006, 101) The second main group is based on the platform on which the games are produced. And this group is divided into online games and the games that don´t need the internet connection, among which belongs mainly the mainstream PC or console games. As far as the advergaming is concerned, the online games provide much more possibilities for promotion of specific products and brands. More differences will be discussed in the next chapter.

1.1.1 Associative

Associative advergames are basically heavily focused on in-game advertising where the advertising is actually put in the background in a non-intrusive way. It means that the advertising itself is not the main purpose of the game, or that the game does not certainly need to be made for the actual purpose of brand promotion. I believe that this is the oldest type of advergaming and it was used since 20th century. (Graaf, Washida 2006, 101)

This way of advergaming is used mostly in video games that are sold to different kinds of platforms such as Xbox, Playstation or PC. These are the mainstream games, that generate profit on their own and developers started using this marketing technique to reduce the expenses related to the game development. The example of the associative advergaming could be already mentioned billboards along the tracks in racing games or for example US president Barrack Obama became the first presidential candidate to use in-game advertising, when he appeared on outdoor banners in Burnout Paradise. (Simmonds 2011)

1.1.2 Illustrative

Developing and using illustrative advergames is the most aggressive way of advergaming, because the whole game is built around the product and the purpose is to persuade the potential customer into buying the product. The foundation of these games lies in the simplicity. They are indeed very simple and you can find these games mostly online on social networks. The product in this type of game is usually everywhere, the customers can remember it easily for a long time and when they are more likely to buy the product subliminally when for example in supermarket.

This way of in-game advertising is very aggressive and not customer friendly as they can get fed up with the product and receive this advertisement negatively. The example

of an illustrative advergame is for example *General Mills' Cinnamon Toast Crunch* that can be found on www.nick.com. (Graaf, Washida 2006, 101)

1.1.3 Demonstrative

Demonstrative games are used to demonstrate the product and its features to the potential customer. In other words, the customer can try out or adjust the product virtually before buying it. I find this type of advergame very useful and customer friendly. We can find demonstrative games both online and offline.

The online game for example is a game from 2006 that is directly connected to the service − The Nikeid. (NIKEiD 2010) Using the Nikeid application, the customer can design his own shoes. It has shortly become very popular because of almost endless possibilities of colouring the shoes, but also because you can adjust your shoes exactly to your foot. For example, if your left foot is bigger than the right one, you just type it in there, sent it to Nike and they will manufacture those shoes for you. (NIKEiD 2010)

This has been a great way of promotion as the customers are very happy with the service and the brand perception is positively affected since it looks like the Nike is caring for the customer needs. The typical demonstrative game that you can play offline is the America´s army that has been made by the government of the United States of America for recruiting purpose. The potential recruit can learn everything about the army life, including training, pre-mission preparations, ranking, education and much more. (Graaf, Washida 2006, 101)

1.2 Advergaming in the Czech Republic

Advergaming is also used in the Czech Republic. For example, the internet agency called Symbio created its first more complicated gaming platform in 2001. Although the online game developers themselves claim that their usage is not so frequent in the Czech Republic compared to the rest of developed states. (Panczáková 2010, own translation)

According to Petr Kudláček, the owner of Memos Software, it is rather hard to convince potential clients that computer games are not just for kids and youth, but also for adults. The example of the interactive site that is focused on children is Biskiti.cz that belongs to one of the leading food companies in the Czech Republic − Emco. Petra Farkašová, Emco´s Marketing Manager, says that the focus on children is their priority in the future. However, the market survey shows that the average age of a person playing

video games in the United States of America is 33 years. (Panczáková 2010, own translation)

Our gaming culture is not so developed, but games affect the adult population nevertheless. Also it is important to consider the future potential of this generation as the computer and internet has become an important part of their lives says Kudláček. Another issue lies in the quality of product according to Robert Hasse, the Marketing and Sales Manager of Symbio. (Panczáková 2010, own translation)

As in other areas of internet marketing in the Czech Republic, it is difficult to get a quality solution. When we say quality it means mean the combination of a great idea with perfect output. However Czechs are used to put emphasis mainly on the idea. The result of this strategy is reflected in games and microsites that would not pass muster on the world market, "says Haas. Contracting authorities are not accustomed to require precise execution, to recognize quality and ultimately pay for its higher performance, "added the representative of the company that can boast such success of games created for T-Mobile - Člobrdo.cz. (Panczáková 2010, own translation)

We have developed advergaming applications mainly on Facebook. It serves as a support for particular client and his business profile. Players are paid with vouchers for the progress in the game and at the end with more valuable material gifts to the best participating, "describes Jan Vanek, Accounting Manager at Elevator. (Panczáková 2010, own translation)

Businesses or other organizations can also educate and train its employees or the general public in this way. For example, IBM and Nokia have tested their employees of internal rules and regulations knowledge through these games. (Panczáková 2010, own translation)

Advergaming can also be used for market research. "It is possible to accurately measure time and user activity. We can see what their preferences are, what they like better," says Jan Sovák, Specialist in Advergaming in the Memos Software. (Panczáková 2010, own translation)

Not only there are regular types of advergames in the Czech Republic, but there is also a special representative of the games that are designed to change the violent way of thinking of its users that appeared in the Czech Republic. For example we can talk about game called Domestic Violence – Game Over (produced by the Ministry of Interior), which like other titles deals with violence, but is not militant. The intention is to bring the

attention to the issue of domestic violence. This example shows one of the paths the games and computer entertainment is heading towards. (Řehoř 2008, own translation)

2 ADVERGAMING IN THE 21ST CENTURY

Although it has been around for quite a long time, the advergaming has not reached its potential until the 21st century. It is simply because of the Internet, which has opened a whole new dimension to the world of advergaming. You could argue that the Internet has been developed in the 20th century, but it was not until the 21st century, when it became extremely popular and more importantly widely spread. Number of business models including e-commerce and advergaming were prepared and ready to launch in the late 1990´s, but the Internet just was not ready for this yet. (Katz 2011)

There were several problems that were linked together and that slowed down these projects. The number one problem was that the bandwidth was not sufficient. The Internet was quite expensive and provided rather slow connection and that was one of the reasons that downgraded the attraction of this media. Another problem was that since it was a new media, regular people didn´t know how to interact with it and they were concerned about it.

Even in these days, some customers are afraid to use e-commerce for online shopping or just managing their bank accounts. But the initial problems were almost completely eliminated after the first decade of 21st century. As of 2011, more than 2.1 billion people, which is nearly a third of World population, have become the users of the Internet. (Internet World Stats 2011) That is an impressive number that shows the size of the market and the possibility for marketing purposes.

2.1 Change of pace

With the Internet already widely spread, the advergaming started to slowly change. The marketers understood that the future of advergaming lies in the online gaming world, but the regular PC or console video games were still selling very well so they started to use both these types of games in their marketing campaigns.

One of the biggest changes that happened in the advergaming industry in recent years was in racing games. Billboards along the track have already been mentioned, but another form of promotion in the racing games is the promotion of the car brands. At first developers and distributors of those games had to pay a big amount of money to the automotive companies in order to get a licence to use their cars in the games because if you have an authenticity in the game, the customers are more attracted to it. Nevertheless since the global financial crisis and followed up recession, the situation has dramatically changed. The automotive industry has been struck very hard by the economic downturn and

tried to find a new ways of promotion for their products so they can sell more cars and get back in the black numbers. It is obvious that most players of racing games are passionate about cars in the real life, so they have started to pay the developers to place their cars in the game to get ahead of the competition.

2.2 Online Advergaming

In the recent years, the focus of the advergaming industry has changed mostly on the online world. There are plenty of reasons for this change of attitude. First of all, they are much cheaper to make them than the regular video games. The budget for PC of console video game can go up to 100 million dollars, so in order to get an advertisement into this kind of game would you probably need to pay several million dollars. (Digital Battle 2010) The budget for an online advergame can run from 10,000 dollars to 100,000 dollars depending on the complexness of the game. (Malleyadvergames 2006)

Clearly, you can see the huge difference between these figures. Not only are online advergames cheaper but they are also more likely to reach more potential customers because of social networks, mainly the Facebook. These games are very customer-friendly because they are very simple and most importantly completely for free. There is nothing more interesting for people than good entertainment for free. They want to relax while playing a game, so simplicity is a very important factor. You don´t need to download or install anything, you just sit down, run the game and play.

Of course, you don´t need only the Internet and social networks to reach a customer, but also the customer needs to have a device that can connect to the Internet. Almost every other person in the developed countries has an access to personal computer or similar device that can surely access the Internet.

2.3 Mobile Computing Platform

Over the past decade, the human kind has progressed rapidly in developing new technologies. I would like to mention the mobile computing platform, because it is partially the reason that the advergaming is so popular and widely spread. One of the key advantages of the online advergaming is the distribution of the games. Normally, you would have to make copies of your game, put them in stores so your customers could buy them, bring them home, install them and play. That is a regular process concerning the PC and console games although there is now an option to buy digital copy to download the game. But when

you have an online advergame, all you need to do is to upload the game to the website where you have decided to place the advergame. Thus, the Internet along with the social networks provides very good and cost effective distribution channel and that leads us to the mobile computing platform.

When we say mobile computing platform we mean smartphones and tablets. These devices provide an opportunity to access the internet not only through wireless networks, but also through 3G and later on 4G networks. Often you can see people playing with those devices whenever it is possible. According to a new market report from Transparency Market Research, Global tablet sales reached 67 million units in 2011 and are expected to grow 38.8% annually to 248.6 million by the end of 2015 and Smartphone sales in 2011 hit 468.9 million units, a 66.7% increase over 2010 sales of 282 million units, and sales are expected to reach 1.05 billion in 2015 with Asia accounting for 39.5% of the market. (Transparency Market Research 2012)

This research clearly shows how big the mobile market is and how many people can easily reach your advergame carrying the mobile device with them all day long. With the understanding of the importance of the mobile market, the developers not only made special applications that are optimized only for smartphones and tablets to easily reach social networks and to browse comfortably but they also started to optimize the actual games and advergames for this platform so the recipient can have a positive experience with their product. I believe that the mobile computing platform is the key component of any future marketing plan.

2.4 Advergaming as a research tool

The growth in importance of advergaming is not only shown through great interest from the investors but also through the first attempts to measure the effectiveness of advertisements embedded into action computer games. The first comprehensive system that is supposed to be launched was presented in the United States of America by Nielsen Interactive. So far, the pricing and the subsequent evaluation of the campaign effectiveness is done by the individual developer firms, where each of them has its own methods. (Řehoř 2008, own translation)

The research designed by Nielsen in cooperation with the Massive agency should unite all existing systems and set common indicators the same way the TV, radio and press is planned. The key data should include the time period for which the user pays attention to

the advertisement and in what time of a day. Further research will be conducted through questionnaires that will be filled in and regularly turned in by the users of the game. Research should also be the first to not be limited to online games, as was the case with all previous measurements. The measurement of attention in the future will be already part of the new games. Reports of the "paid attention to advertising" will then be collected every time the user downloads the new version of the game. (Řehoř 2008, own translation)

3   THE ROLE OF ADVERGAMING ON SOCIAL NETWORKS

There are several goals that are set for advergames as a part of marketing strategy. First of all, they are created to raise the brand awareness and to improve the customer perception of the brand. Another goal is to increase customer base and further more to keep your customers happy so they will come back for more. It is definitely not easy to reach these goals, so you need to design your advergame very carefully in order to reach them in extent that will lead to your satisfaction.

3.1   Branding

As it has already been mentioned, advergames are used for various purposes, but their use on social networks is strictly focused on branding. Most of people consider branding as a promotion of logo, the product and the name of the company. That is not completely wrong, but the Internet and social networks along with growing competition changed the branding greatly. Undergoing a business is not easy in these days of economic downturn, especially considering the growing number of competition bringing more innovation that can quickly ruin your company if you do not keep up with your competitors.

The best example of this could be seen in Nokia, once the strongest multinational communication company is struggling in a fight for survival and the reason why is very simple. The Nokia developed their own system that was in all of their mobile phones and they were successful until the smartphones with iOS, Android and Windows Phone 7 operating systems arrived on the market. Nokia kept on investing in the development of their flawed and out dated system and refused to put new systems in their products. They lost the race because of not understanding their customer´s needs. Ultimately they had to put Windows Phone 7 in all of their products to survive but only to find out that it is not enough, because there are already tons of phones with that operating system out there.

This is an example that proves that if you ignore innovation and your competition, it can easily defeat even the strongest company in the world. The reason why Nokia survived for such a long time of struggle is branding. They had the best customer service, quality build of products and had a very good marketing that led to a huge and loyal customer base. Although they were slowly losing the market share, there was and still is huge customer base that has been waiting for Nokia to come back and smash their opponents. Every company needs such customer base and advergames are perfect tool that will help

you with reaching that goal. First thing you need to do is get your game out there and if you are lucky, the game will go viral.

3.2 Going Viral

If your game, video, song or marketing campaign goes viral, it means that it has become extremely popular in a short period of time. There is number of social networks, but I would like to focus on the most successful one in these days just to demonstrate the potential behind it. (Pelsmacker, Geuens 2010, 503)

The most spread social network is without a doubt the Facebook that has about 850 million users and it is projected that its customer base will increase to one billion by the end of this year. (Emerson 2012) Clearly, everyone can see the marketing potential and the potential of your game going viral on this online platform. One of the examples of an advergame that went viral is Zynga´s FarmVille. FarmVille has attracted and is used by over 80 million users. In 2010 FarmVille's daily active user count was 29.7 million — that is almost 30 million people using FarmVille every day**.** (Cashmore 2010) Most Facebook users who play social games are familiar with light branding. For example, McDonald´s recently used FarmVille game to integrate its brand to FarmVille´s millions of users. Lady Gaga took this a step further with GagaVille, which made guests, prizes and free music a part of FarmVille for a limited time to promote her May 2011 release Born this way. (FindLaw 2011)

FarmVille is not only making money from different brand promotions, but also through so called micro-transactions. Playing FarmVille is for free, but it is highly competitive game and if you want to get ahead of other users, you can buy some in-game credit with real money and buy things that will help you to build your farm faster. It means that there is a possibility to develop an advergame that is used for not only promotion, but also to make money meaning that you can actually make a direct profit out of your marketing tool, which is absolutely brilliant.

3.3 Attracting the customer

In order to achieve the viral spreading of the game, it is important to attract the users on social networks not only to play the game once, but to play it regularly. There are several techniques that can lead to great attractiveness of the game. Firstly, users expect to be amused by the game, so it is crucial to implement so called "Funware mechanics" to their

strategy. The term 'funware' was coined by Gabe Zichermann, as a way to describe applications that use game-like mechanics and interfaces. (Zichermann, Linder 2010, 200)

Traditional business marketing has been using game mechanics for a while now, as a way to engage customers and build brand awareness and loyalty. Hardware designers are also incorporating these ideas into device design, with smartphone and tablet features developed especially to be used with funware-style applications.

Funware mechanics are not itself part of the game, they are there to support the game. Some examples of game mechanics include point systems, user feedback, user customisation, status, and social factors. (Morgan 2011) When you make your game competitive through some system of rewards, or leader boards, the game attractiveness grows enormously. Human kind or people in general are naturally competitive creatures. We try to be better than other others and we try to raise our social status through competing with other people. That is our natural quality. Users would share the game with their friends and challenge them in order to win some prize. Also very common feature of some competitive game is that when you share it with other people, you will receive some in-game bonuses that will help you to have a competitive advantage over your friends and the more people you will share it with, the more bonuses you will receive. This is a key to making your game go viral. (Pelsmacker, Geuen 2010, 503)

Advergames also sometimes enable the users to send virtual gifts to their contacts, which is a nice feature that is used mainly in the games like FarmVille, where you can also have a virtual farm next to your friend and build some kind of a farming community where you can visit other farms and that creates a very nice multiplayer experience and the reason lot of users return to play the game very often. (Tuten 2008, 154)

3.4   Building a customer base/community

I would like to use the Facebook mechanism to provide you with an example of how advergames can help you with building a customer base on social networks. When you use Facebook, in order to play the game, you often need to provide an authorization to the access of your personal information or even your friend´s basic personal information. Another condition can be needed to play the game is to "like" the official Facebook page of the company or author of the game.

These steps basically mean that firstly, the company will receive your personal information such as your name, your address, your age and your e-mail address and

secondly, you will become a part of their Facebook fan base. That does not mean you are loyal to the brand or that you in fact are the real fan of the brand, but it means that you give them a tool of reaching you and your friends. When you are a part of such Facebook page, you will automatically see everything that is posted by the company on your profile meaning they can approach you at any time with announcements, competitions or their offers. It is the most cost-effective, direct and efficient communication channel you can imagine.

Another benefit of collecting your personal information lies in targeting. Once you have the information, you can prepare the marketing campaign that is developed precisely to address and persuade particular audience. Also the users of the social network are more likely to become a part of your group, stay in your group and even start to feel as a part of your group because one of the human needs is a need to feel a sense of belonging. (Cusack, Thompson 1999)

For example, the BMW´s xDrive Challenge game, a racing game, where you could win a Rolling Stones special edition ski, attracted 150.000 users. Instantly, seeing this success, the BMW announced on their official Facebook page that in November 2012, the game and new competition will be available along with new cars and new tracks. What they basically do is they try to keep their loyal fans and new fans they acquired through the game with a promise of a new competition. (Facebook 2012)

The social networks are perfect for interaction and communication with the users on a daily basis, which is perfect because it is important not only to respond to their needs, but also to be considered as a company that cares. There is nothing more threatening to your company than one angry customer.

II. ANALYSIS

4 ANALYSIS OF THE CURRENT ATTITUDE OF USERS OF SOCIAL NETWORKS TOWARDS ADVERGAMING

I don´t want to offend anyone, but in my opinion, the Czech Republic has always been a country where new technologies, attitudes and approaches were accepted and implemented more slowly than in the "western countries". It is partly because it is a small country and main investments are made in countries like United States of America and since there is hardly any innovation, the Czechs can only wait and adopt these innovations later on.
The same applies to the advergaming. The fact that the term advergaming does not have equivalent translation in the Czech language clearly supports my claim.

4.1 General information

In order to get some knowledge about a situation on the Czech market and the attitude of the users of social networks in the Czech Republic, I have done my own research. The research was done through questionnaire that was called "Advergaming and social networks" and was distributed through the service provider "Vyplnto.cz".

The questionnaire:
- contains 18 questions including the basic awareness and using advergaming in social networks, personal information (age, sex and education)
- was sent to certain groups in social networks, posted on number of forums, sent to the numerous people all across the country with an appeal to share it in order to approach the users from all parts of the Czech republic
- was in the Czech language to prevent the respondents from misunderstanding the questions due to the possible lack of knowledge of the English language.
- was available for 7 days and was filled in by 224 respondents
- is enclosed in appendix I

The aim of this research is to find out the attitude of users of social networks in the Czech Republic towards advergaming and based on the research, suggest some recommendations to companies that use or plan to use this marketing tool.
When doing a research, it is also important not only to see the results based on the responds, but to find out whether there is some connection between the response and

respondents. For example if a fact that the respondent is male or female, the age or education can affect the response. For that purpose I have used an analysis tool from the service provider "Vyplnto.cz" to analyse these connections.

4.1.1   The Analysis

This analysis will be divided into few parts. First of all, I will state some facts about the questionnaire. Secondly, I will analyse the respondents that participated in the research according to their sex, age and education. Then I will go through the questions one by one analysing the responses and if possible some connections between the response and respondent. The last part will be focused on summary of the research. All graphs and tables were created by me based on the data collected from my research.

4.1.2   The Questionnaire

I have already mentioned all the basic information about the questionnaire in the introduction of this chapter, but there are some facts that I would like to add. First of all, there were predefined questions that allowed to choose only one option, with possibility of choosing multiple options and some that were blank and were needed to be filled in by the respondent´s own answer.

Although there were 18 compulsory questions, the average number of questions filled in by respondents was 12.92.This happened because I have designed the questionnaire in a way that the respondent would skip some of the questions if he chose particular answer. The reason for this action is that it had to be designed this way, because some of the responses are in contrary with the following questions. These possibilities of skipping were three and each one of the skipped different number of questions. I have designed it to be very straight forward in order to save the time of the respondents and to provide a clear outcome of the research. The average time spent on filling in the questionnaire was 2 minutes and 39 seconds, which is a very short time and suggests that I have accomplished my goal to make it that way.

The next thing is the percentage of the successfully returned questionnaires, which is 87.5%. That means that 12.5% of respondents that started with filling in the questionnaire gave up and never finished it. To be honest, I am a bit disappointed by this fact, especially considering that the average time spent on the questionnaire was two and a half minutes.

The last fact I would like to mention is the source from where the respondents approached the URL address of the questionnaire. There were basically numerous sources

but most of them were in a category called "unknown" or "unidentifiable" and this category consists of 25.2% respondents, the other category that consists of 74.8% respondents belongs to the source www.facebook.com, which is actually a social network. I consider the fact that most of the respondents are actually the users of one of the social networks is very pleasant. This of course does not exclude the possibility of other social networks appearing in the category "unknown".

4.1.3 The Respondents

As I have already mentioned, the number of respondents is 224. Targeted segment of the respondents was not significantly reduced. The only condition was an access to the Internet. The basic personal and vibrant segment of the classification criteria belonged to sex, age and highest educational achievement. I have asked them three personal identification questions. What is their gender, age and education. In order to analyse the respondents, I have compiled following charts:

4.1.3.1 Gender

Men		Women	
Number	Percentage	Number	Percentage
101	45.09%	123	54.91%

Table 1: *Gender of respondents* (Source: Own research)

We can see that women outbalanced the men by 9.82%.

4.1.3.2 Education

Education	Men		Women		Overall	
	Number	Percentage	Number	Percentage	Number	Percentage
Higher education	7	6.93%	12	9.76%	19	8.48%
Upper secondary education	74	73.27%	90	73.17%	164	73.21%
Secondary vocational education	7	6.93%	1	0.81%	8	3.57%
Primary education	13	12.87%	20	16.26%	33	14.73%

Table 2: *Education of respondents* (Source: Own research)

As far as the education is concerned, we can see that men and women are equally balanced and that in overall, the 85.27% of the respondents accomplished at least some form of secondary education if not better and 14.73% accomplished only primary education.

4.1.3.3   Age

Age	Men		Women		Overall	
	Number	Percentage	Number	Percentage	Number	Percentage
Less than 20 years old	20	19.80%	28	22.76%	48	21.43%
20 - 30 years old	74	73.27%	92	74.80%	166	74.11%
30 - 40 years old	4	3.96%	1	0.81%	5	2.23%
40 - 50 years old	2	1.98%	1	0.81%	3	1.34%
50 years and older	1	0.99%	1	0.81%	2	0.89%

Table 3: *Age of respondents*

Source: Own research

The age is also evenly balanced between men and women, but in overall we can see a very big gap between the people less than 30 years old and the rest. Although some studies shows that average user of social networks is somewhere between 30 – 40 years old, this was not proven by this research even though it was heavily focused and posted on social networks. (Finn 2011)

I personally believe that it can be caused by the user preference. I believe that older people tend to use social networks only for communication, do not enter any public groups and stay within a circle of people they know, which can be a reason why the questionnaire reached younger audience. Another reason that comes to my mind is that although it could have reached them, they don´t really want to spend their precious time on games, so the questionnaire is not very attractive for them.

4.2 Analysis of the questions

This part deals with the rest of the questions.

4.2.1 Have you ever encountered the concept of advergaming?

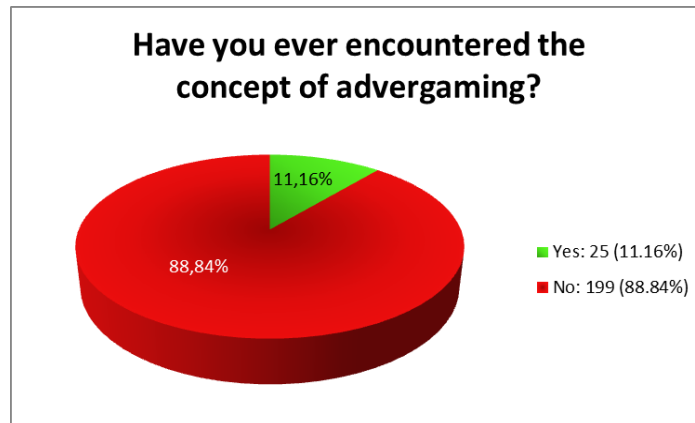Respondents were given two options for response "Yes" and "No".

Figure 1: *Advergaming awareness*

Source: Own research

The outcome is very negative as only 25 respondents answered that they have encountered this concept and 199 of them answered that they did not. This is very straightforward outcome that I have expected. It is not surprising that most people that are not very interested in marketing or games don´t know this concept. Although the marketers have been using classic video games as a marketing media for a very long time, the concept of advergaming is still not very known among the public.

From my personal experience, when I asked some friends that use social networks heavily, if they know what advergaming is, their answer was no. When I introduced the concept to them they still did not know what I am talking about until I sent them one of the games. They told me that they have played similar games noticing but no really paying attention to the advertising elements. This is classic example of advergames being rather non-intrusive way of advertising. Since there is a massive dominance of one of the options, I believe that there is no connection to the gender, age or education.

4.2.2   Have you ever played some game on any of the social networks?

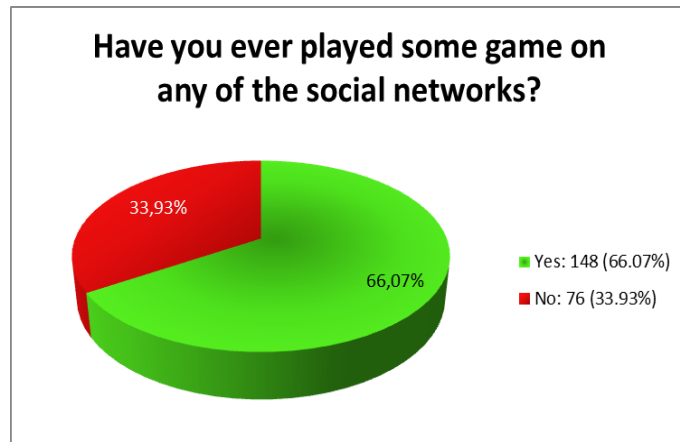Respondents were given two options for response "Yes" and "No".

Figure 2: *Number of respondents that have played some game on social networks*

Source: Own research

Almost two thirds of the respondents have played a game on any of the social networks, but one third did not. What is actually interesting is that the outcome has no connection to the gender as 68.29% of women answered positively as well as 63.37% of men with the same response. This means that no gender is more likely to play the game and the possibility is equal meaning that the developers should focus on attracting both genders. As far as the age and education is concerned, there is a similar pattern as is in the gender comparison. To sum it up, according to this research, the gender age or education does not have direct effect on decision to play a game.

4.2.3   What are your reasons for not playing games on social networks?

Respondents were provided with multiple options including an option for own answer. There was also an opportunity to choose more than one option. It was shown only to respondents that chose the option "No" in the previous question. After answering the question, they were redirected to the end of questionnaire to fill in their personal information.
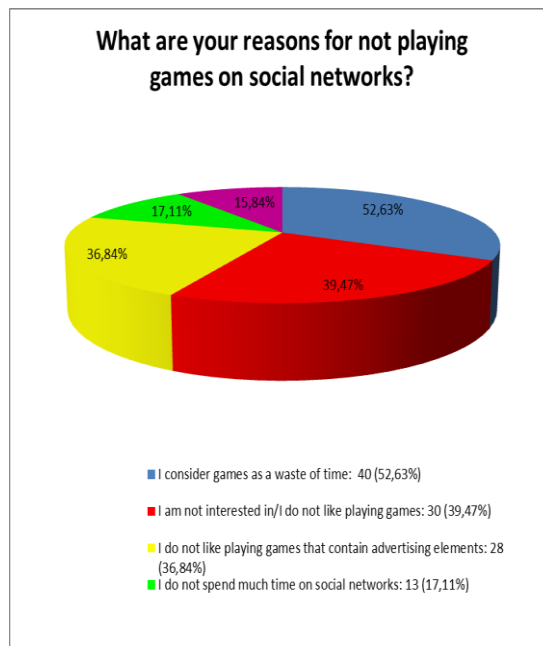

Figure 3*: Reasons for not playing games on social networks*

Source: Own research

As you can see in the graph, most of the respondents do not play the games because they consider them as a waste of time or they are not interested in or amused by them, the rest do not play games because of the advertising elements that are present in the game and because they do not spent much time on social networks. There are also several unique single responses like "It is not worth it", "The low quality of games", "They are very simple and boring", "It does not work very often" and few other responses.

What we can deduce from these results is that some of the game developers and marketers failed to make an attractive game that works well and is stable. They also failed in implementation of the advertisements, because 28 respondents were bothered by advertising elements, which basically means that the advertisements were used too aggressively.

4.2.4 Please provide at least one approximate name of the game you played.

This question was open with no options to choose from. It was also shown only to respondents that chose the option "Yes" in the question number two.
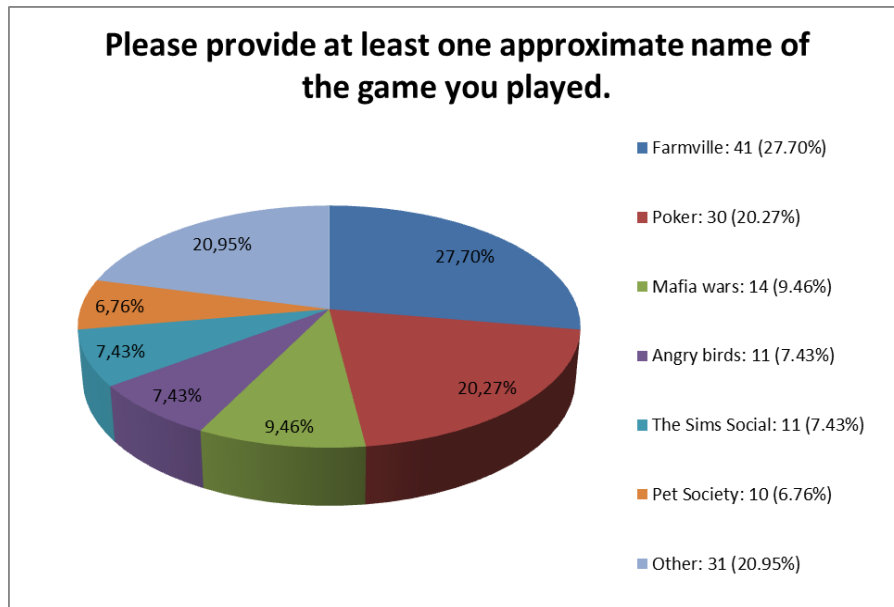

Figure 4*: Games played by respondents*

Source: Own research

The popularity of Farmville that I mentioned in the chapter two is also reflected in the questionnaire as it is the most played game among respondents. The second was a category of poker games and then Mafia Wars, Angry birds, Pet society, Sims social and others. We can see that success of these games is connected to their nature. The Farmville, Mafia Wars, Pet Society and Sims Social are games that are based on interaction with other people where you can build your own farm community or mob family with your friends. The poker is very competitive in its nature and although you compete with other people, you do not interact with them.

This survey clearly shows what games the developers and investors should focus on. There was also one very creative advergame called "Welcome to Hell" which has been launched along with the EP called "Hell: The Sequel" by the rap group Bad meets evil consisting of the famous rapper Eminem and Royce da 5´9.

4.2.5 What is your motivation for playing games on social networks?

Respondents were provided with multiple options including an option for own answer. There was also an opportunity to choose more than one option.

Motivation for playing games on social networks:	Respondents	Percentage
I mostly play games because of boredom:	97	65,10%
Availability of games without the need of installation:	56	37,58%
Games are easy and provide entertainment:	52	34,90%
An opportunity to compete with friends:	36	24,16%
An opportunity to play with other people:	35	23,49%
These games are free:	33	22,15%
Other:	17	13.40%

Table 4: *Motivation for playing games*

Source: Own research

The motivation is very important aspect when it comes to everything. We are motivated on a daily basis. Motivated to breathe an air in order to survive, motivated to work in order to earn money so we can afford to pay our bills and live a nice life. When correctly used, the motivation can be a very powerful tool. The same rule applies to games. People are playing games for a reason and if you find out their requirements, you can adjust your game based on those findings.

According to my research, the biggest motivation comes out of boredom. This fact supports the assumption that the game needs to be entertaining not only to attract new users but also to motivate them to play the game repeatedly. Other motivations included the availability of the game without the need of installation, the benefit of a game being free and an opportunity to play with other people and for competing purposes.

What really surprised me was that only 2.68% play the game because of opportunity to win some prize. It is surprising to me because for example the already mentioned BMW xDrive Challenge game that offered a nice prize, attracted 150.000 Facebook users.

4.2.6 How do you learn about the games on social networks?

Respondents were given multiple options including an option for own answer. There was also an opportunity to choose more than one option.
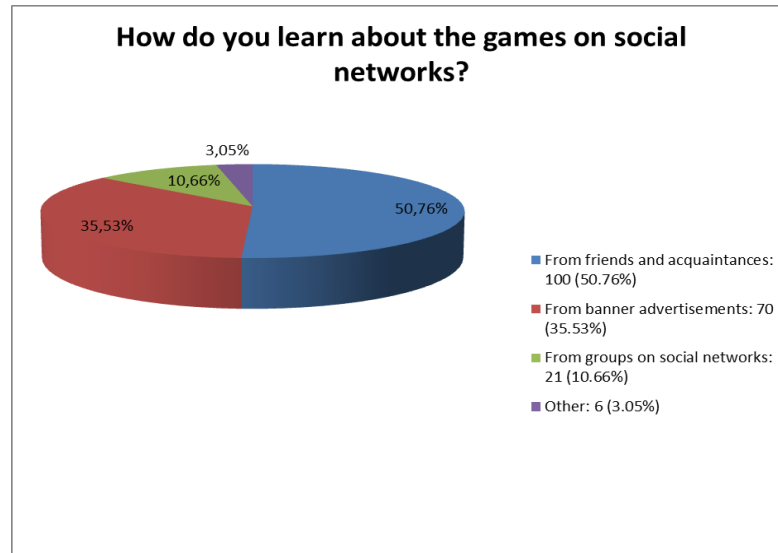

Figure 5: *The way of learning about games*

Source: Own research

One of the basic goals of social networks is to provide a communication channel for people, so they can interact. That said, it is not surprising that 67.57% of the respondents have been learning about the games through the recommendation of their friends and acquaintances.

The so called banners also proved to be good marketing tool as 47.3% of the respondents also chose this option whereas only 14.19% chose that they have been learning about the games through some groups/pages on social networks. This recommendation principle is another example from everyday life. We are more likely to try a service, restaurant, movie or game when it is recommended to us from someone we know or we trust. When you see someone post a link to a game to some public page, you mostly consider it as a spam and don´t even bother opening that link, but if a friend sends you the link with recommendation, you are probably going to try it out.

Generally, if you are a company that is credible, you would never go and post the link wherever possible, but you need to rely on the banner advertisements, your fans or maybe some reviewer to spread the word about the game.

4.2.7 Have you noticed any advertising element(s) when playing a game?

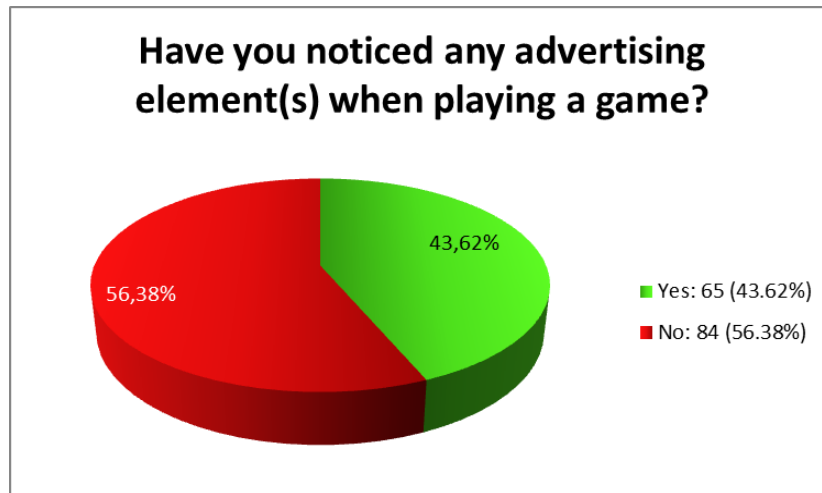Respondents were given two options for response "Yes" and "No".

Figure 6*: Visibility of advertising elements*

Source: Own research

We can see that 56.38% of the respondents have not noticed any advertising elements in the game and only 43.62% have notices such elements. It is actually a result that I have not expected because I personally do not know any game on social networks that would not carry some form of a promotion. I believe that there is at least some pop up, banner or pop up advertisement and frankly I cannot imagine that someone would create a game that would be for free and would not carry some form of advertisement. Well, I could be mistaken or the respondents just failed to recognize the advertising element which could mean that the advertisement was either unsuccessful or extremely successful depending on the presence of the subliminal perception advertisement.

4.2.8   Please specify what kind of the advertising elements have you noticed in the game.

It was shown only to respondents that chose the option "Yes" in the question number seven. This question was open with no options to choose from.

According to the responses, the most noticeable and used form of advertisement in games on social networks are pop up banner advertisements. These advertisements are very aggressive so although it is a cheaper and not a time consuming form of in-game advertising, it sort of spoils the positive experience that games try to provide and even have a negative effect as respondents can connect your brand to a negative experience. These banners were mostly promoting other games, the premium version of the game and a variety of different products and services. But some of the respondents have noticed other

elements like logo and name of the company. They actually mentioned four names – the Coca cola, Tide, Zynga and Apple. Zynga is probably the biggest and most known company developing games on social networks in the world. They are in fact the creators of the Farmville, which is one of the most successful games on the Facebook.
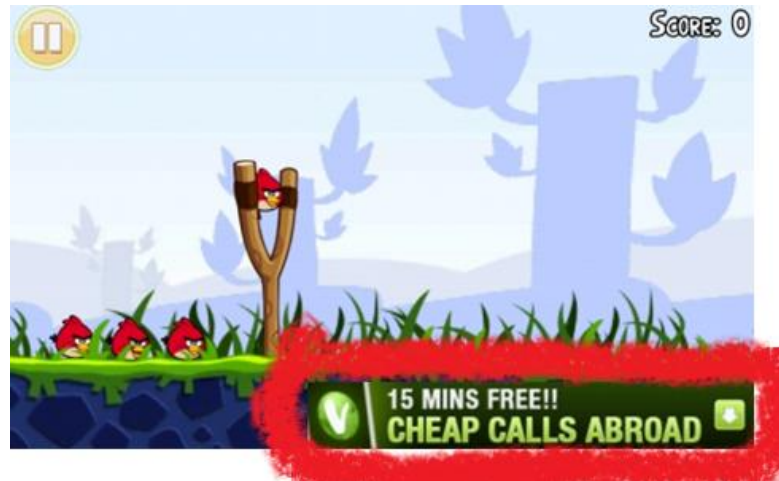

Figure 7*: Example of a pop up banner advertisement shown in the game Angry birds.*

I have marked the pop up advertisement with a red circle.

Source: Tyler 2011

4.2.9   Are you bothered by advertising elements placed in games on social networks?

Respondents were given four options for an answer. It was shown only to respondents that claim that they have noticed some advertisements or advertising elements.
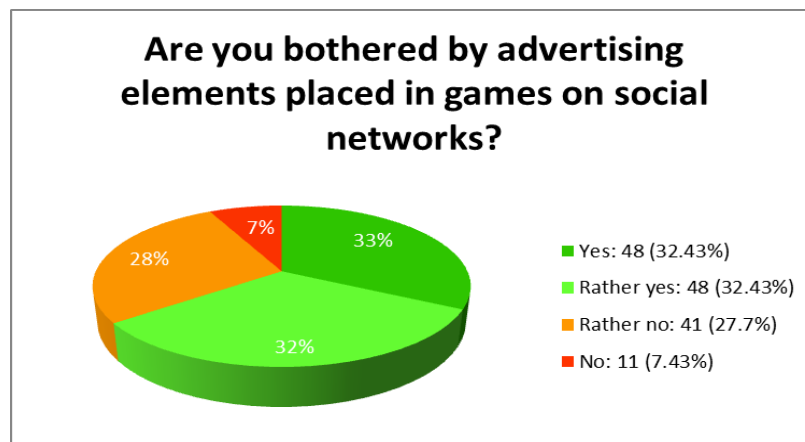

Figure 8*: Negative effect of advertising elements placed in games*

Source: Own research

The marketing is nowadays all around us. Yankelovich, a market research firm, estimates that a person living in a city 30 years ago saw up to 2,000 ad messages a day, compared with up to 5,000 today. (Story 2007)

Some of these messages are aggressive, some are subliminal, some are boring and some are funny. But the fact is that it can be too much. Most of the respondents (64.86%) have chosen that they are rather or completely annoyed by these advertisements, 27.7% are rather not annoyed and only 7.43% are not annoyed by the advertisements. This even more emphasizes the importance of using the non-intrusive way of advertising in these games.

4.2.10 How do you perceive the product placement and brand advertising in the game?

Respondents were given five options for an answer. It was shown only to respondents that claim that they have noticed some advertisements or advertising elements.
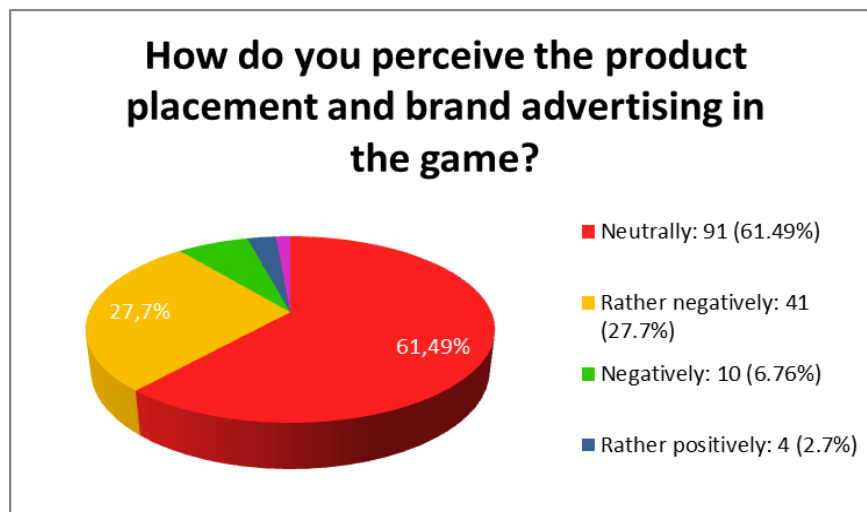

Figure 9: *Perception of the in-game product and brand placement*

Source: Own research

The majority of the respondents perceive the product placement and brand advertising in the game neutrally, which is not perfect, but it is not bad either. It means that you as a developer have to try to find a better way of approaching the customer through advergaming. More than one third of the respondents perceive these marketing tools rather or completely negatively. This can relate to the outcome of the question number eight, because respondents mainly noticed pop up banner advertisements that are an aggressive and very annoying way of advergaming. Only 4.05% perceive these marketing tools rather or completely positively.

4.2.11 Does the advertising integrated in this type of games affect your perception of the advertised brand?
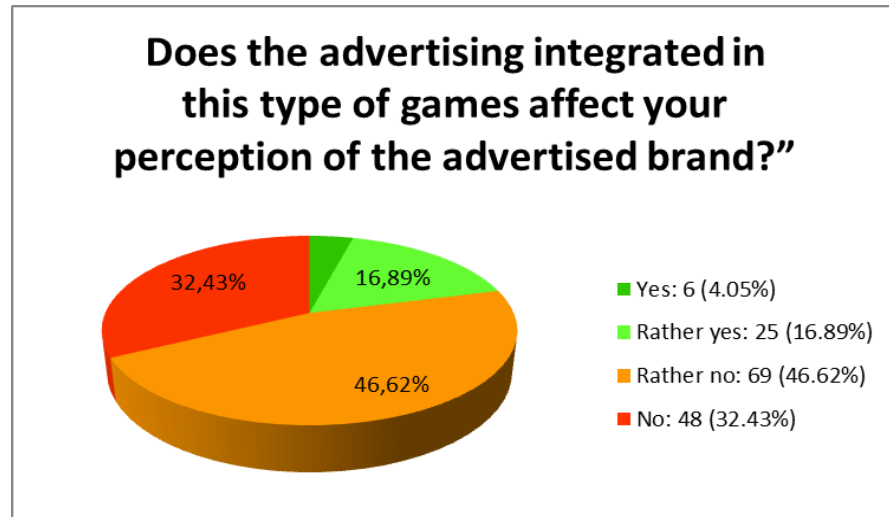
Respondents were given four options for an answer.

Figure 10*: Influence of in-game advertising on brand perception*

Source: Own research

Only one fifth of the respondents is affected and perceives the advertised brand differently because of the integrated advertising, the rest is rather not or not at all affected. You can see in the graph that 46.62% of the respondents are in a category "rather not", which means that they are a bit undecided. Even though they claim not to be affected, they are still likely to remember the brand and it creates an opportunity to reach them and persuade them later on.

4.2.12 Does the advertising integrated in this type of games affect your decision to purchase a product?

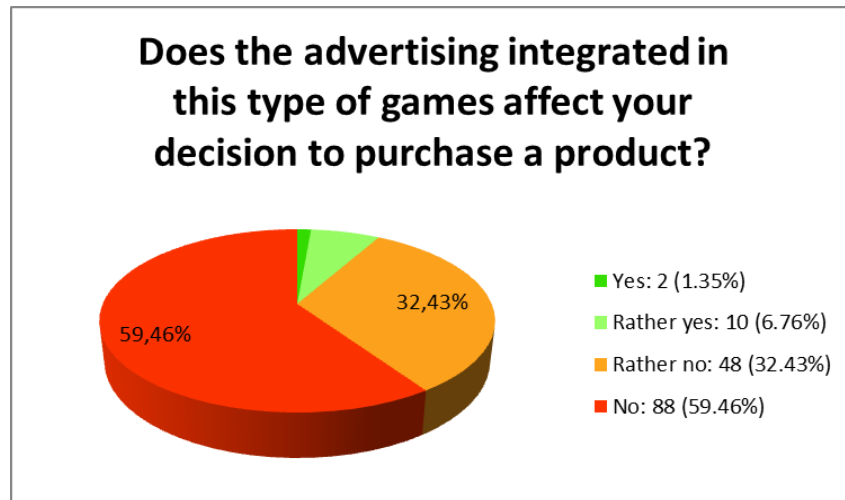Respondents were given four options for an answer.

Figure 11*: Influence of in-game advertising on decision making*

Source: Own research

We can see that most respondents are rather not or not at all persuaded to buy a product because of advergaming and only 8.11% of them are. This is perfectly fine, because advergaming is primarily focused on branding and the growth of sales based on the branding and not direct product offer through in-game advertising. To show you an example of advergame that is focused on the brand as well as the products sales, I have chosen already mentioned game "Welcome to Hell".

Figure 12*: Screenshot of the Welcome to hell advergame*

Source: Eminem

In the picture, you can see that the game was designed in the spirit of the album and carries the key words as well. For example "Raise Hell" corresponds with the title "Welcome to Hell" and the album itself "Hell: The Sequel". It basically tries to make you remember the brand subliminally. As far as the product sale part of the game is concerned, you can see some kind of a basic music player that is implemented in the game and plays random parts of the songs from the album.

In the same panel, you can see the name of the album, the name of the song and right next to it, there is a link to the Apple´s iTunes online store where you can buy either the song or the whole album. This is a very clever way of combining the branding with supporting the sales of the product.

4.2.13 Have you ever purchased some product based on in-game advertising?

Respondents were given three options for an answer – No, Yes (once) and Yes (Multiple times).
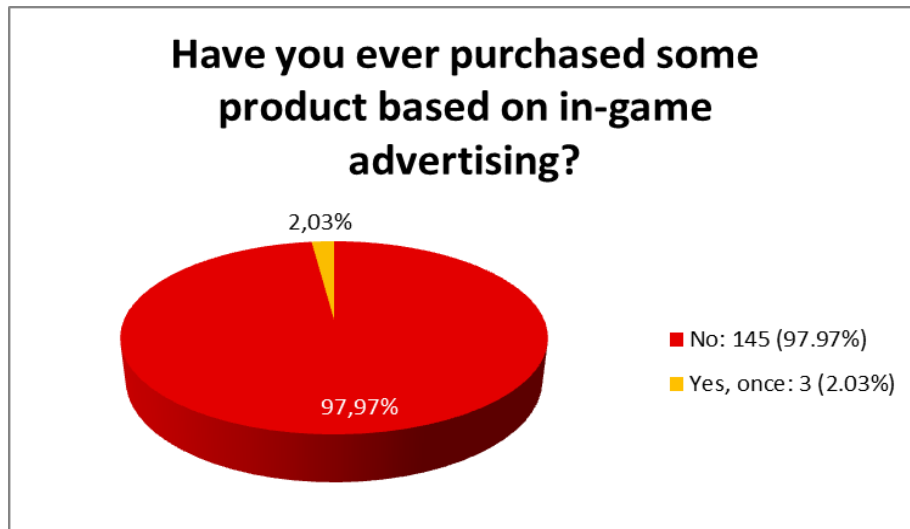

Figure 13*: Purchase of product based on in-game advertising*

Source: Own research

Only three respondents have ever purchased a product based on in-game advertising. The promotion of the product is a very specific part of marketing science. Nowadays more and more people are harder to persuade because there is a lot of similar products. Basically the promotion of the product is a long process that has multiple steps. You need to create some TV, banner, billboard, printed advertisements as well as provide some media with samples of the product itself, so they can make a review of the product.

Advergaming carries only a supportive function to this process so it is not very surprising that the vast majority of respondents have never purchased a product based strictly on in-game advertising.

4.2.14 Do you further recommend the games to your friends or acquaintances?

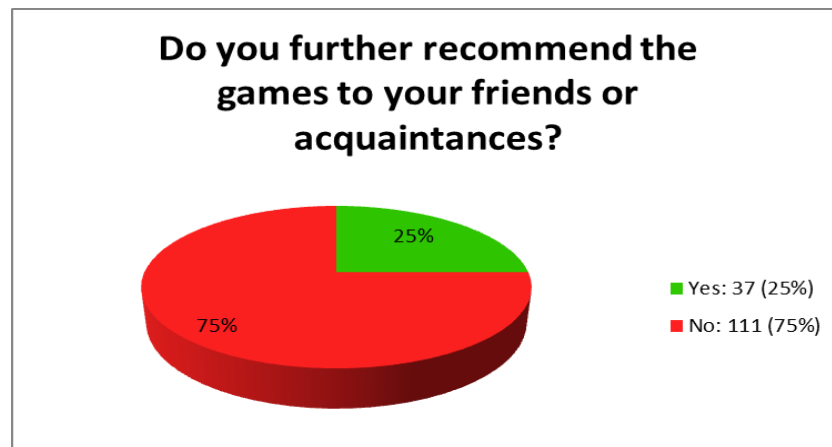Respondents were given two options for response "Yes" and "No".

Figure 14: *Further recommendation of games*

Source: Own research

Precisely two thirds of the respondents do not recommend or send the games to their friends or acquaintances, which is quite surprising considering the fact that 67.57% of them learn about the games from their friends and acquaintances. This can be caused for example by the possibility of them being so annoyed by such recommendations that they do not want to share it with others to not annoy them.

4.2.15 Would you be more interested in playing this type of game, if there was an opportunity to win some valuable prizes?

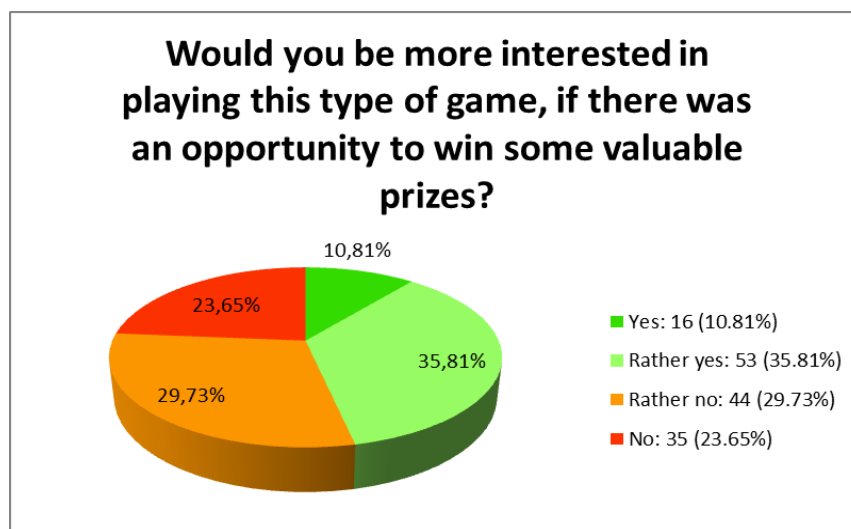Respondents were given four options for an answer.

Figure 15: *Interest in games with an opportunity to win a prize* (Source: Own research)

I have expected a superiority of interest in playing games with an opportunity to win some valuable prize. The survey has shown that 46.62% of the respondents are more likely to play a game that features a contest. It also shows that there are 29.73% of the respondents that would probably not play a game carrying a contest, but they can be persuaded if the prize and the terms are attractive enough for them to take part in the competition. For example if the game is not time-consuming, does not require sharing the game with others and provides some valuable prize, they can be persuaded to play the game.

5 RECOMMENDATIONS AND MY MODEL OF ADVERGAME

First of all, the research revealed that almost two thirds of the respondents have played at least one game on social networks. Based on this outcome, I would recommend using this tool in any marketing campaign. This chapter will contain recommendations that are based on the research, some personal recommendations and in the end my own example of advergame I would make if I were to promote an automobile manufacturer company.

5.1 Recommendations

Recommendations are divided into two groups. First group contains recommendations based on the research and the second group contains some personal recommendations.

5.1.1 Based on the research

5.1.1.1 Focus on Branding

When you decide to use advergaming on social networks, you should identify your goal. Is it a brand promotion or a promotion of some products? The research has revealed that 97.97% of the respondents have never bought a product because of the in-game advertising. This can be a bit misleading because this is exactly how branding works. The company will try to improve their brand perception and gain your loyalty. Once you are persuaded that this is the brand tailored just for you and your needs, you are likely to buy more of their products and sort of ignore their competition. The reason why I say this is that the respondents may have bought some product because of advergaming, but they just do not realize that.

The point of this recommendation is that you should not directly focus on the sale of certain product as it is more likely to fail than to succeed. The right path for you is definitely a branding. The perfect example of successful branding can be found in Apple that which is generally considered a luxurious and strong brand. I personally know a lot of people owning an apple product that claim not to buy another product of the same category from different company than Apple and will continue purchasing different products from Apple. Moreover, Toni Sacconaghi, an analyst at Bernstein research, pointed out that Apple´s customer return rate is over 90 per cent. (Knibbs 2012)

5.1.1.2 Make the game entertaining

Advergames are after all just a special type of games and games have been created to entertain their users. People expect the game to amuse them, so they can blow off some steam, relax and have some fun at the same time.

To support this claim, you can see that 65.1% of the respondents from my research claim to play the games because they are bored. They are striving for an opportunity to be entertained and be brought out of boredom. Remember that the advergame should create a bond and an association between the brand and positive experience so the users can subconsciously believe that they will have a good experience if they use your products or services.

5.1.1.3 Do not be too aggressive

Using marketing tools in an aggressive way is not what you want when it comes to advergames. As I have already mentioned, the advergames are meant to have a positive effect on the user which can be easily spoiled by aggressive advertisement. Most of the respondents from my research have noticed pop-up banner advertisements that are very aggressive as they cover part of the screen and spoil the experience. Also, 36.84% of the respondents claim to not play these games because they do not like games that carry advertising elements.

But the rest does not mind playing this kind of games possibly because they played some games that use less aggressive ways or are just very tolerant people. The reason why I would not recommend using aggressive ways of advergaming is that those 36.84% of the respondents may change their mind and be willing to play your game.

5.1.1.4 Carefully choose a place you want to put your advergame on

From a technical point of view, when you design an advergame, you design it for specific social network. For example the Twitter is not very game oriented social network and does not reach possibilities of the Facebook of Google+ in this matter. You should also consider a traffic factor.

The Facebook has stable and growing community but the traffic on Google+ went down by 31.6% in four months (November 2011 – February 2012). (Donnini 2012) Also, consider that 75% of respondents that took part in my research approached the questionnaire through Facebook and only 25% from the rest of the sources. I recommend you to carefully choose a social network because you will probably pay not for putting the

game on the social network, but you will pay for the traffic. And the development of the game being expensive, I believe that it is more beneficial to develop it only for one social network as you would pay more to modify the game for other social networks. I would recommend using the Facebook as a distributional channel for your advergame.

5.1.1.5 Type of game

The research showed that the most popular games are those providing an interaction with others, for example Farmville, Sims Social, Pet Society. Also 24.49% of respondents claim to play these games because they can interact/play with other people. To use this game for in-game advertising is quite simple but expensive. You do not want to create your own game, because that would take a lot of time both developing and later on maintaining. All you need to do is make a deal with the developer of the game to implement your brand into the game for some time.

This also costs a lot of money, because these games already have a large customer base and your advertisement will be visible to many people, but it is not time-consuming and you do not have to worry about the game reaching users, because it has already reached them. This is the easier way of advergaming.

The second most popular game was poker, which is a highly competitive game. Also 24.16% of the respondents claim to play advergames because they can compete with other people and 46.62% of the respondents would be more interested in playing a game if there was an opportunity to win some valuable prizes. When you decide to create a game that is all about your brand, you should definitely implement some competitive elements with an opportunity to win some prize, preferably one of your products to raise an interest in the game and in your brand. As you can see, the research revealed that people are competitive and interested in playing a competitive game.

5.1.2 Personal recommendations

5.1.2.1 Quality of the game

When you make an advergame, please make sure that the game works. It is good that you have created an advergame and put it on the social network, but if it lags, fails to load or the game crashes, it can create a negative association between the quality of the game and the brand itself.

5.1.2.2 Traditional values

When you focus on certain market, I would highly recommend to implement or create a game that carries some elements of the culture you are about to address. For example, you can change your logo or slogans so it corresponds more with the culture.

5.1.2.3 Language

If you want to make the game more successful, you should invest in translation of the game to different languages in order to make the game more comfortable for the users and in order to reach wider audience. The game should be designed in a way the language would automatically change to the user depending on the region and there should be provided an opportunity to change the language manually.

5.1.2.4 Colours

The colours in your game should be a positive or should match your official company colours. Colours that match your company colours can create a subliminal connection between the game and your company and the user may remember your company better.

5.1.2.5 Define your target audience

You should define your target audience and then try to target them using the marketing tools that are available on social networks.

5.2 My advergaming model

I would like to give you an example of advergame and the advertising elements I would implement in the game. If I were to promote for example some automobile manufacturer that wants to launch new products on new market, I would definitely use a racing type of game.

First of all, I would hire some highly experienced developer of both racing games and advergames, because the cars of the company I would promote need to not only look realistic, but they also need to act realistically on the track. Considering the fact that the quality of the products in the game can be associated with the brand quality and the quality of the product itself, the game would also need to work perfectly in general.

I would like to focus on the Czech market. In order to do that, I would need to hire some professional translators, because of two reasons. First reason is that you will reach wider audience if you use their native language and second reason is that even if the users

know the foreign language, it is more comfortable for them not to translate the content while playing the game and this creates a better experience. I would also dub the game in Czech language and give an opportunity of audio guide in order to achieve a comfort. Another reason is that some people can absorb and remember the audio form of information better.

To get even closer to the Czech audience, the game would contain tracks near or around places that are in the Czech Republic and are known to almost every citizen. For example some circuit around the Prague including the Wenceslas Square and the Charles Bridge. The brand placement would be implemented on billboards along the track and on the buildings so it is non-intrusive.

The product placement would be implemented through the racing cars that would be actually the products. The user of the game would have an opportunity to choose a care before each race. This is where I would implement some kind of a showroom where you could see a 3D model of the car with basic information and advantages. There would also be an option to change the colour of the car and some of its features like tyres in order to make the user understand that there are these adjusting options when it comes to ordering a car from the manufacturer.

The default colour of the car would carry the official colours of the manufacturer, for example if the manufacturer would be Škoda, the car would carry a combination of white and green. The same would be applied for the in-game menu. The game would be designed in a way it would show the good features and control of the car on the track.

I would also implement a competition. It is a racing game so it should be competitive. The prize would be a free weekend with the car of the choice and it would be available for the top three users. There would be an actual leader board in order to make the game even more competitive. The game would be distributed through the manufacturer´s official Facebook page, advertised in some newspapers, using Facebook ads and it would be optimized for mobile handsets in order to expand the marketing reach.

One of my goals would be creating and raising the customer base. This would be partly solved by providing a link to the official Facebook page where the users would receive more information about the brand and products. I would also address this issue through the competitive element. The game would be available to everyone, but in order to fulfil the requirements for taking a part in the competition, the user would have to provide a name, age, gender and e-mail in a special form.

This way, I could be able to approach the participants also through e-mail. The age and gender may be used later on for own research. The reason I would choose creation of the game instead of brand placement in already existing game is reusability. Once the competition is over, I would just change the car models and some tracks and use it again next time I would launch new series of the cars.

CONCLUSION

The aim of this bachelor thesis was to provide the reader with the overview of the advergaming, the development and change of advergaming in the 21st century, the role of advergaming on social networks and most importantly to analyse the current attitude of users of social networks towards advergaming in the Czech Republic and provide recommendations for companies that intend to use the advergaming as a marketing tool.

The research has revealed that the respondents perceive the advertising elements in games rather negatively. Does this outcome mean that the advergaming does not carry a potential? In my humble opinion, the advergaming is a marketing tool that does carry a huge potential and that it is not perceived well because it is mostly used in a wrong way.

The research also revealed that the most noticeable form of advertisement in games were pop up banner advertisements. As I have described in the chapter five, this form is very aggressive and may result in negative perception of the brand. Companies use pop up banner advertisements because they are cheaper, easier to implement and ready to be implemented sooner. I believe that although the companies have finally found out that the social networks provide great marketing opportunity, they are not used to the advergaming in general yet. Because of this, I have written chapter five based on my research where you can find recommendations and tips for making an advergame as well as an example of advergame I would create.

The example is given to provide anyone that intends to use the advergaming with some insight on the correct implementation of brand and product placement in the game. I have also provided some personal tips that can be found in chapter five in order to provide my own view on the topic as a regular user of advergames on social networks. Although, the writing of the thesis has been challenging, it has broaden my horizons and knowledge of the topic. I hope that this thesis will provide the same experience for the reader.

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6 LIST OF TABLES

7 LIST OF FIGURES

8   LIST OF ABBREVIATIONS

Ad   Advertisement

TV   Television

PC   Personal Computer

URL   Uniform Resource Locator

BMW   Bayerisce Motoren Werke/Bavarian Motor Works

EP   Extended play

IBM   International Business Machines (Corporation)

US   United States

APPENDICES

P I   Questionnaire - Czech

P II   Questionnaire – English

P III   Examples of Advergaming

APPENDIX P I: QUESTIONNAIRE - CZECH

Vážená paní, vážený pane,

za účelem zmapování postojů, názorů a mínění o hrách na sociálních sítích si Vás dovoluji požádat o vyplnění přiloženého dotazníku. Dotazník je zcela anonymní a nezabere Vám více než 5 minut.

Děkuji za spolupráci

Petr Velikovský

(student Fakulty humanitních studií UTB ve Zlíně)

Instrukce k vyplnění: U některých otázek (budou označeny např. hvězdičkou) je možno zaškrtnout více odpovědí.

Otázky

1. Setkali jste se někdy s pojmem Advergaming?
   a) Ano
   b) Ne

2. Hráli jste již nějakou hru na sociální síti? Pokud ano, prosím, uveďte přibližný název.
   a) Ano (V případě této odpovědi pokračujte na otázku č. 4)
   b) Ne (V případě této odpovědi pokračujte na otázku č. 3)

3. Jaká jsou Vaše důvody, proč nehrajete hry na sociálních sítích? (po této otázce prosím pokračujte na poslední identifikační otázky).
   a) Hry považuji za ztrátu času.
   b) Hraní her mě nezajímá/nebaví.
   c) Netrávím mnoho času na sociálních sítích.
   d) Nerad hraji hry, které obsahují reklamní prvky.
   e) Jiné

4. Uveďte, prosím, alespoň jeden přibližný název hry, kterou jste hráli.
   Název:

5. Jaká je Vaše motivace pro hraní her na sociálních sítích?
   a) Možnost vyhrát hodnotné ceny.
   b) Hry jsou nenáročné a poskytují zábavu.
   c) Většinou hraji hry, protože se nudím.
   d) Tyto hry jsou zadarmo.
   e) Dostupnost her bez nutnosti instalace.

    f) Možnost hrát s ostatními lidmi.

    g) Možnost soupeřit s přáteli o nejlepší výsledky.

    h) Jiné

6. Jakým způsobem se dozvídáte o hrách na sociálních sítích?

    a) Skrze reklamní bannery

    b) Od přátel, známých

    c) Skrze skupiny na sociálních sítích

    d) Skrze jinou formu reklamního média (tiskoviny, rádio, …)

    e) Jiné

7. Všimli jste si nějakého reklamního prvku během hraní hry?

    a) Ano

    b) Ne

8. Uveďte, prosím, jakých reklamních prvků jste si ve hře všimli?

    Prvky:

9. Obtěžují Vás reklamní prvky umístěné ve hrách na sociálních sítích?

    a) Ano

    b) Spíše ano

    c) Spíše ne

    d) Ne

10. Jak na Vás působí propagace značky a produktů v tomto typu her?

    a) Pozitivně

    b) Spíše pozitivně

    c) Neutrálně

    d) Spíše negativně

    e) Negativně

11. Má reklama integrovaná v tomto typu her vliv na Vaše vnímání propagované značky?

    a) Ano

    b) Spíše ano

    c) Spíše ne

    d) Ne

12. Má reklama integrovaná v tomto typu her vliv na vaše rozhodnutí o nákupu produktu?

a) Ano

b) Spíše ano

c) Spíše ne

d) Ne

13. Zakoupil/a jste si někdy nějaký produkt na základě reklamy ve hře?

a) Ano, jednou

b) Ano, vícekrát

c) Ne

14. Doporučujete dále hry svým přátelům či známým?

a) Ano

b) Ne

15. Měl/a byste vyšší zájem o hraní tohoto typu hry, pokud by zde existovala možnost získání hodnotných cen?

a) Ano

b) Spíše ano

c) Spíše ne

d) Ne

Identifikační údaje

Váš věk.

a) Méně než 20 let

b) 20 – 30 let

c) 30 – 40 let

d) 40 – 50 let

e) 50 a více let

Vaše pohlaví

a) Muž

b) Žena

Vaše nejvyšší dosažené vzdělání:

a) Základní

b) Střední odborné (výuční list)

c) Střední úplné (maturita)

d) Vysokoškolské

Děkuji za Váš čas při vyplnění dotazníku a přeji hezký zbytek dne.

APPENDIX P II: QUESTIONNAIRE - ENGLISH

Questions

1. Have you ever encountered the concept of advergaming?

a) Yes

b) No

2. Have you ever played some game on any of the social networks?

a) Yes

b) No

3. What are your reasons for not playing games on social networks?

a) I consider games as a waste of time

b) I am not interested in/I do not like playing games

c) I do not like playing games that contain advertising elements

d) I do not spend much time on social networks

e) Other

4. Please provide at least one approximate name of the game you played.

Name:

5. What is your motivation for playing games on social networks?

a) I mostly play games because of boredom

b) Availability of games without the need of installation

c) Games are easy and provide entertainment

d) An opportunity to compete with friends

e) An opportunity to play with other people

f) These games are free

g) Other

6. How do you learn about the games on social networks?

a) From friends and acquaintances

b) From banner advertisements

c) From groups on social networks

d) Other:

7. Have you noticed any advertising element(s) when playing a game?

a) Yes

b) No

8. Please specify what kind of the advertising elements have you noticed in the game.

Elements:

9. Are you bothered by advertising elements placed in games on social networks?

a) Yes

b) Rather yes

c) Rather no

d) No

10. How do you perceive the product placement and brand advertising in the game?

a) Positively

b) Rather positively

c) Neutrally

d) Rather negatively

e) Negatively

11. Does the advertising integrated in this type of games affect your perception of the advertised brand?

a) Yes

b) Rather yes

c) Rather no

d) No

12. Does the advertising integrated in this type of games affect your decision to purchase a product?

a) Yes

b) Rather yes

c) Rather no

d) No

13. Have you ever purchased some product based on in-game advertising?

a) Yes, once

b) Yes, more than once

c) No

14. Do you further recommend the games to your friends or acquaintances?

a) Yes

b) No

15. Would you be more interested in playing this type of game, if there was an opportunity to win some valuable prizes?

a) Yes

b) Rather yes

c) Rather no

d) No

Personal information

Gender

    a) Male

    b) Female

Age

    a) Less than 20 years old

    b) 20 – 30 years old

    c) 30 – 40 years old

    d) 40 – 50 years old

    e) 50 years and older

Education

    a) Primary education

    b) Secondary vocational education

    c) Upper secondary education

    d) Higher education

APPENDIX P III: EXAMPLES OF ADVERGAMING

Source: FarmVille Freak 2010

Source: Dave 2010

Source: Goad 2010

Source: O'Neill 2011

Source: Elevator