

ADVERTISERS USING ADVERTISEMENTS ON GAMES



In the United States alone, about one billion dollars will be spent on games in the span of just one year. Within the next few years, the amount of money that consumers in the United States spend on games each year is expected to increase.

Certain advertisements will be placed on word games and puzzle games. These games are used by a large audience and not just a specific target. Advertising on these games will help consumers target a number of audiences instead of just one particular audience or group of people with common likes and interests. Paul Verna, a follower of eMarketer, says "Gaming has shifted from a young male pursuit to much more of a mainstream activity." He also says, "If you are a 45-year-old mother, there's very likely a game out there that appeals to you, and it will probably have nothing to do with what your son is playing."

Casual gamers are people who do not necessarily play games every single day but do enjoy certain games that can keep their interest. As of 2011, close to 100 million individuals are casual gamers and that number is expected to increase each and every year especially as advances are made with technology. Users no longer have to play games on a video game console; they are able to play games on their mobile devices as well.

Companies are also attempting to advertise by interacting with consumers who play games. In fact, some games that consumers love to play are sponsored by popular brand name companies. These companies are squeezing bits and pieces of their own company into users' favorite games. As an example, one game that is sponsored by Chili's restaurant incorporates the menu of the restaurant by adding it to the game. When users play the game, they will also find out what types of dishes are served at the actual Chili's restaurant. When a company incorporates their products into a game, it helps them reach the consumer in a different yet effective manner.

Consumers also appreciate certain form of advertising for games. In some cases, when a consumer is playing a game, they may be asked to view an ad or pay a certain fee to continue with the game. If it comes between viewing a virtual advertisement or paying a fee, consumers would much rather view an advertisement. Joel Brodie, website owner of Gamezebo, has said, "When a player can pay a dollar for something or click on an ad, nine out of 10 of them will choose the ad."

For companies, advertising on games can be quite successful and help the companies make sales by reaching tons of consumers instead of a specific target audience.