Advergaming revolution and its role in enriching the content and impact of modern contemporary Advertisements

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Abstract:

Many corporates, companies and advertising agencies miss the opportunity of making potential customers. Advergaming is a different and entertaining technique that allows investing games in advertising products and services in a creative and easy way assuring campaigns to return with long-term results, creating brand awareness, reaching customer's acquisition goals and needs. Advergaming has been around for years, but it's never been more popular than nowadays. Customers get together online for many purposes like shopping, research, and also for entertainment issues, as old and traditional ways of advertising fails to fulfill customer's desires and grab them the way that advertising gaming methods do. This paper aims to clarify that the utilization of gaming concepts and techniques in advertising continues to shift toward user-friendly interfaces that draws consumers' attention with an explicit advertising strategy. Gamification in rich media could be a really smart investment that can come up with big returns if it's employed correctly in advertising. This study helps to realize how advertising gamification may be a powerful advertising marketing strategy due to the mobile life that customers are immersed in nowadays with all their senses and have become a part of a changing reality and a virtual world. Some examples are discussed and illustrated using gamification technique in advertising and marketing, besides its steps, benefits, advantages, disadvantages, and usages. The statistical method was used in analysing the questionnaire of the proposed gamification ads in Egypt.

1. Introduction:

The use of gaming concepts and techniques in marketing isn't entirely new, but advergaming is a great method for minimizing ad fatigue [1]. As advertising continues to shift toward user-friendly interfaces like mobile and computer apps, the opportunity has emerged to lock in consumers' attention with a gamified ad strategy.[2]

In fact, it is an advert within the sort of a game. Companies are ready to promote their products through the elements integrated into a game. It increases brand awareness and makes users talking about the game and consequently about the products advertised. [3]

The growth of social networking and smartphone applications has helped increase the trend in gamification across the board. In fact, after many companies saw the addictive success of famous games on smart phones like, Angry Birds, Farm town, Pubg, and Candy Crush, the company interest in using games to create a strong connection with the customer began to get some attraction and build a busy virtual life for the target audience.[4]

Traditional advertising is out of target. As a major element of this paper is understanding how attitudes toward traditional sorts of advertising are changing as customers increasingly consume interactive types of media and games because it draws more attention than traditional advertising. [5]

2. Statement of the Problem

The present study mainly tried to answer the subsequent questions:

Q1: How can advergaming strategies be beneficial in enriching modern advertising campaigns?

Q2: How can gamified advertisements be effective and creative in capturing the attention of advertisement's consumer and target the right audience?

3. Objectives:

This study aims to:

1. Highlight the advergaming strategy as one of the modern and effective digital ways in promoting and delivering advertising messages.
2. Explain that advertisements supported with games have a great impact on attracting the attention and grabbing the eye of the advertisement's consumer.
3. Understand that customers become the key influencers by advocating and disseminating information about the product with a new and inventive way.
4. Learn how to require advantage of gamification strategies and technologies in promoting many alternative products and services.
5. Provide solutions for high coast advertising problems and demonstrate the flexibleness of these strategies to create impressive and attractive advertising messages with the aid of customer himself.

4. Importance

This study pays attention to the various and inventive ways of developing a creative advertising

technique, that specialize in gaming advertisements trying to find out a balance between effective advertising and the functional gameplay. Consumers are often transmitters of data, knowledge, and recommenders of the benefits, they're smart and understand that there's a value exchange once they take time in a game. Understanding the way to virally spread an ad in a form of game allows it to achieve a value and go viral, as the advertisers associate their brands with an activity done by customers creating some fun and leaving a positive brand association in their minds.

5. Hypotheses:
Four potential underlying hypothesis are going to be discussed:

H1: Employing gamification in advertising increases brand awareness and permit users to interact with determined products.

H2: Creating customers trust toward the products, as advergames are sustainable for any product and depends on the game initiated, creating big chance in sales increasing.

H3: The right advergames constitutes an effective stimulus in marketing the advertising message reaching a wide area of target audience

H4: Long term results are being obtained from advertisement gamification as customers knows that the game is an ad but actually they're having a fun based on advertisers products.

6. Theoretical Framework:
6.1. Advertising Gamification:
Although advergaming isn't actually a new marketing method, for one reason or the opposite, many companies miss this chance to create potential customers fascinated by their products. Many advantages may be provided by this technique even if the budget is high or low. This creative games allowed in advertising field allowed to promote several products create a brand awareness towards the products besides reaching the advertiser goals.

6.1.1. The definition of term " Advergaming ":
Advergaming is an advertising technique based on advertising brands through video games, with the aim of generating good reputation and improving engagement with specific products. [6]

It's an online video game that promotes a particular brand, product, or marketing message by integrating it into the game. [7]

An advergame is a sort of advertising in video games, within which the video game is developed by or in close collaboration with a corporate entity for purposes of advertising a brand-name product.

While other video games may use in-game advertising (such as an advertisement on a virtual billboard or branding on an in-game object), a "game specifically designed around a specific product or service being advertised". An advergame is considered a kind of advertainment. [8]

6.1.2. Advergaming as a part of advertising marketing strategy:
Games developed as a part of an advergaming strategy are usually free, distributed online, and are compatible with different devices. Typically the protagonist of those games is that brand, company, product, institution or service that's being promoted. [9]

Advergaming has been around for years, but it's never been more popular than right now. Consumers nowadays congregate online for shopping, research and entertainment purposes. While banner ads provide an opportunity to target online, they fail to have interaction consumers the way advergames can. The longer people play advergames, the more it impacts brand recognition and increase purchase intent. [9]

Advergaming, whether it is an ad shown before the game starts or the specific brand integrated into a game, customers are going to be concentrating on the brand message because they're concentrating on the game. The target is to achieve the integration between the brands, advertisements and the games. [10]

The rise of social media also has made advergaming more effective. By integrating a game into social platforms like Facebook, Myspace, YouTube and mobile apps, it allows users to spread the games virally creating a direct traffic to the marketer's site. That goes for mobile devices as well. [10]

Internet users don't mind seeing advertising messages when browsing Facebook, LinkedIn, YouTube, and even playing mobile games. Advertising games are strong because they're potentially associated with a brand which makes it something that customers are doing for stress relief and fun, making for a positive brand association.

6.1.3. Types of advergaming:
Advergames can be classified into three main types, in general it could be as follows: [11]

1- Games placed on a company's website:
Or even a selected gaming site owned or sponsored by the corporate. This type of advergames attract web visitors and encourage them to stay longer times on the companies site within which the companies' message appears in front of the longer times whether the games are associated to the product or not.

2- Commercial video games:

This type is comparable to the traditional type and is sold to be played on computers or game consoles. The difference between them is primary that this games are developed with a selected purpose in advertiser's mind.

3- In-game advertising/ product placement:
In this third type the product is involved as a part of the game, so the games are often completely free and played online by customers in order to win something like discounts, promotions, sale or even a voucher.

6.1.4. Steps of advergaming a product:
In order to advergame a product some steps could also be considered to grab consumer's attention and can be taken into consideration such as: [12]

1- Creating balance:
Which means to balance between effective advertising, marketing strategy, and a creative amusing playing game.

2- Understand how to virally spread the advergame:
Virally spreading an advertgame is created by allowing customers to share this game on other sites in an open access to all customers, besides keeping the advertgame always on top in front of their eyes to catch their interest and keep in their minds.

3- Developing experience:
This experience will be be added by creating and developing scoreboard systems, Bonuses, prizes, incentives and discount every time they are going to play.

4- Find ways to reuse games:
This will be accomplished when advertisers find ways to resume games with different ideas even after the advertgame is over, such as changing the marketing message within the game, in order to confirm that the promotion may be over but the brand still exists.

These different tips may let customers' mind stick and remind the advertised products making them seeking for additional games to win a promotion or whether a sale of known percentage on some products on the identical brand or another related brands.

6.1.5. Benefits of advergaming: [13]
1- It offers a non-intrusive way to connect with the public. The customer himself is the one who addresses the game and interacts with it voluntarily.
2- It is easy to customize. By designing a video online game from scratch (or adapting an existing format), the brand can include its style and values to create a unique and representative product.
3- It goes widely viral. The games are very addictive and entertaining, and have a social

component (just look at the success of Candy Crush on Facebook). Therefore, there is a good chance that customers will share them.
4- It can be easily measured. Customers' interactions are recorded within the game, such as the time they spend playing, the number of times they log in or the screen they leave.

6.1.6. Advantages of Advergaming:
Companies became more ready to advertise and promote their various brands through some elements and offers integrated into a fun game increasing brand awareness and audience memorization. This sort of promoted advertgames allows the advertiser products and brands to go viral when making customers talk about the gaming experience.

Advergaming is being considered an inspired and straightforward way for decreasing fatigue and exhaustion that's caused by traditional advertising industry. [14]

Advergames allows the measuring of reactions, intense views of the advertisement and extent interaction with it through comments, likes through different types of reactions and shares. Some of its important advantages can be summarized as follows: [15]

1- **Suitable for any business**: Advertising success depends on the advertgames created by advertisers or advertising agencies, as it is also suitable for any product even old or new launching products, as it depends on the game created and the enjoyment of the customer.

2- **Long term results**: advergames are usually connected to mobile applications and different websites associated with some products and brands, which implies that advergaming will remain on customer devices for long period of time creating a brand recall value.

3- **Increasing brand awareness:** Advergaming creates an interaction with the brand by spreading word of mouth with their known people. This may increase the awareness among user customers by letting them know about the product.

4- **Market research**: Some advertising agencies used the virtual world and internet connection in advertgames to get a precious feedback from potential customers about products that they have not released yet.

5- **Cost sharing**: customers have the opportunity to play and enjoy their time for free giving a value to the product they are playing for whether to win it or to get a valuable sale or some points to get a discount on the coming purchase.

Training and education: Games are created as per

the subject to be taught and trained about where employees take part with interest. Advergaming is a new and fun way to train employees or even campaign for public office.

6.1.7. Disadvantages of Advergamig: [16]

Like every other advertising strategy, it should have some disadvantages which may be limited to the following:

1- **Demands creativity**: Advertgames created through advertising companies or agencies must be creative and unique so as to encourage the customer to play and switch on their brains so as to grab their attention for extended times.

2- **High cost**: a number of advertgames needs high cost financing, even though creation cost of mobile games have decreased than before and a few of them became free.

3- **Requires promotion**: The game created needs to be promoted on another related websites so as to raise the attention about the game which can let the biggest number of consumers cope with it.

6.1.8. Advergaming examples:

6.1.8.1. Example 1: Nike 'REACT LAND': [17]

Nike desired its clients to test the capabilities in their latest days reinvented cushioning technology. Nike named their new shoe 'Epic React' and created a sport named React Land to marketplace this new line of shoes. They created an enjoy for his or her patron that mixed conventional in-save trial of sporting the shoe and movement gaming.

Figure (1) NIKE '' React Land '' advertgame.

After wearing on the pair of Epic Reacts and creating an avatar, customers are transported to React Land, a virtual world where they have to navigate as the main characters by running on a treadmill and using a handheld button to jump. Within the 3-minute game, clients can pick to discover a floating city in China, a high-quality gentle panda land, the Fuji Mountain, a view of Santorini, a leaping frog in France and plenty of more.

This is a good, innovative idea of using gamification made up by Nike to draw up customer's interest making a combination of physical and digital elements of interaction with the customers.

6.1.8.2. Example 2: Kate Spade's 'Joy Walks': [17]

The second case study is that of Kate Spade, a brand focused on selling high quality female clothes and accessories. They focus on the great style and quality of their products in addition to the beauty of the designs.

In order to promote their brand and add value to their customers they made an interactive GPS based mobile app. They also worked with "My Little Paris" which is a specialized website in all things in Paris to tell the city's story and guide the players through its interesting parts. Playing clients might move on a treasure hunt across the metropolis to discover out more about this beautiful city.

Figure (2) Kate Spade's 'Joy Walks' advertgame.

This innovative and interactive function is made viable via Tapage, an app that offers guidelines of places across the metropolis the usage of GPS. The disadvantage of this that regrettably it handiest works in Paris. This imitates the capabilities of snap chat filters that display bitmojis

6.1.8.3. Example 3: "Redbull Summer Swang": [18]

It depends on using a scan and seeing what customer have won. The concept is to generate demand for the new flavors and engage customers to the brand as they swiped the coupon at a Swipe Station to see what they had won. Prizes ranged from food to festival tickets.

Figure (3) "Redbull Summer Swang" advertgame

6.1.8.4. Example (4): McDonald's Monopoly: [18]

McDonald's does a creative job of using elements of the game Monopoly as a way of marketing their product. McDonalds was able to deconstruct the traditional board game and build a completely new

experience that motivates customers to keep returning to McDonalds to collect the pieces to try to win.

Figure (4) "McDonald's Monopoly" advertgame

Customers can win food items, cash and prizes. This game brought the attention of customers to McDonalds every time they played, and because it's not played all year around, it really does bring a great deal of attention to McDonalds.

7. Methodology:

The research is exploratory and descriptive in nature. Observational, and critical writing is adopted, in collecting theoretical information associated with advergaming strategy and its role in marketing advertisements followed by presenting some advergaming models conducted by JUMIA site and mobile application.

A large number of different Jumia's advergaming methods were monitored, counted, and analyzed, with a questionnaire made to the customers of the Jumia application and Facebook page about their satisfaction with these games and if these games are entertaining for them or not.

This research also includes the analytical part and a questionnaire about JUMIA advergames submitted to 150 recipient included customers from Facebook and Jumia customers on Jumia site dealing with comments and product evaluation of all ages.

7.1. Introduction about JUMIA company:

Jumia is an online marketplace in Africa for electronics, and fashion among others. The Company is also a logistics service, which enables the shipment and delivery of packages from sellers to consumers, and a payment service, which facilitates transactions among participants active and Jumia's platform in selected markets[19]

It has partnered with more than 50,000 local African companies [20] and individuals. It is a direct competitor to zuwanu.com in Senegal and Konga in Nigeria. Started in 2012 in Lagos, the company currently has a presence across more than 10 African countries. [21]

Founded: 2012, Lagos, Nigeria

Headquarters location: Lagos, Nigeria

Founders: Sacha Poignonnec, Raphael Kofi Afaedor, Tunde Kehinde

CEO: Sacha Poignonnec (2012–), Jeremy Hodara (2012–)

Parent organization: Rocket Internet

Subsidiary: AFRIBABA Holdings Pte. Ltd.

7.2. Some advergames made by Jumia:
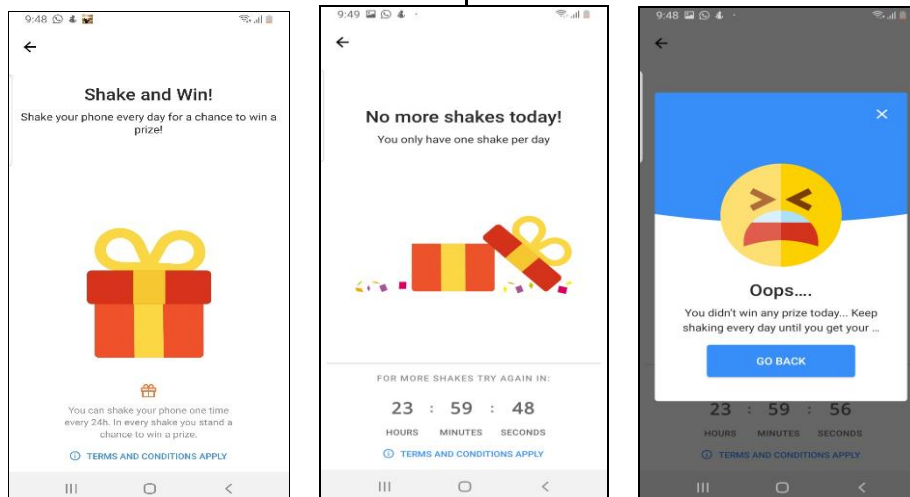
7.2.1. Advergame 1: Shake and win:

Figure (5) "some screenshots taken by the researcher from Jumia's applications and Facebook pages".

- **Game Name**: Shake and win game
- **The way of playing**: open the game from Jumia pay application and shake the mobile until it vibrates and the box is opened
- **Duration of the game**: it takes seconds but the game can be played once every 24 hours
- **Location of the advertgame**: Jumia pay applications
- **Prizes**: customers can win a lot of prizes like

discounts, sales, and offers.

- **The goal of the game**: The goal of the game is to connect the mind of the customer to the game and to the application that gives him hope to win one time and return to the application that opens every day, when he opens the application he will find all his requirements available for implementation from shopping, paying all bills and booking all tickets with

discounts.

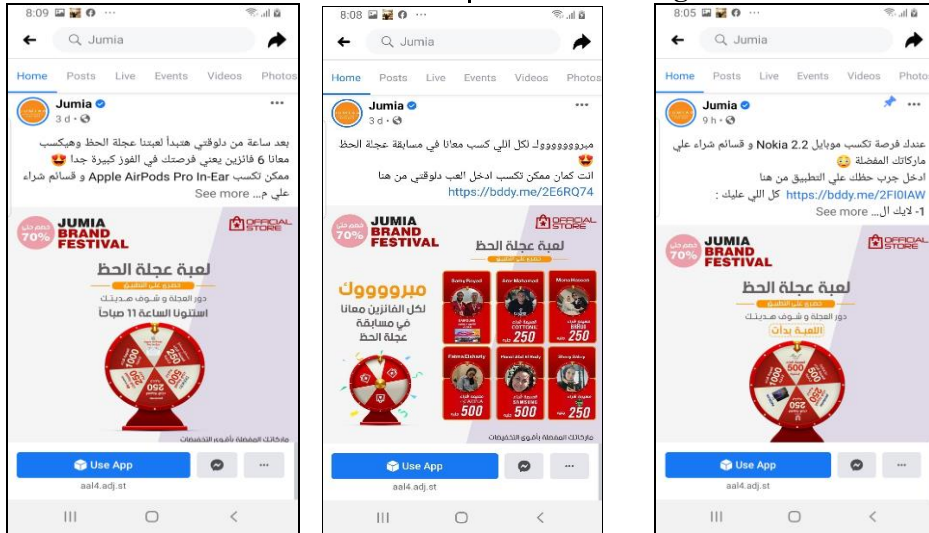**7.2.2.   Advergame 2: Fortune Wheel:**

Figure (6) "some screenshots taken by the researcher from Jumia's applications and Facebook pages".

- **Game Name**: Fortune Wheel
- **The way of playing**: click the link of the game on Facebook and it will automatically transfer you to the game on Jumia application. Click the wheel and it will turn around to stop on a prize that you win, then you have to take a screenshot with the prize you win and post it in a comment on the game's post on Facebook to have the opportunity to win.
- **Duration of the game**: it takes seconds and the game can be played a lot of times during the game period announced for.
- **Location of the advertgame**: Jumia page on Facebook and Jumia application.
- **Prizes**: customers can win the prizes shown on the wheel of fortune that can be classified to vouchers on many products, TVs, mobile phones and a lot of other products written on the wheel.
- **The goal of the game:** The goal of the game is to attract the largest number of Facebook, Internet and website users and make them subscribe to the application, upload it to their mobiles and play the Wheel of Fortune, which makes the customer link all the Jumia sites related to the game to win. Indeed, a number of customers win every week and invite their friends to play this game that increases the number of Jumia users significantly since the beginning of their use of games on Facebook and the app.

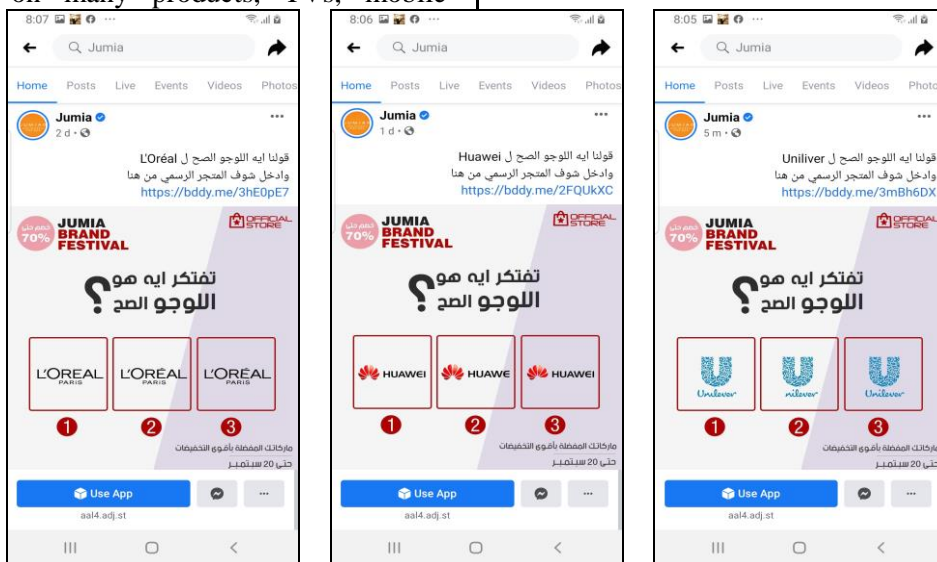**7.2.3.   Advergame 3: What do you think is the right logo?**

Figure (7) "some screenshots taken by the researcher from Jumia's applications and Facebook pages".

- **Game Name**: What do you think is the right logo?
- **The way of playing**: click the link of the game on Facebook and it will automatically transfer you to the game on Jumia application. Click the right logo picture in order to win a prize, then you have to take a screenshot with the prize you win and post it in a comment on the game's

post on Facebook to have the opportunity to win.

- **Duration of the game**: it takes seconds and the game can be played a lot of times during the game period announced for.
- **Location of the advertgame**: Jumia page on Facebook and Jumia application.
- **Prizes**: customers can win a voucher of the advertised product's logo, mobile phones,

L'Oreal Paris products, Unilever products and a lot of other products in similar games.

- **The goal of the game:** This game aims to connect the audience with the brand of products and remind them of it and in its form in a very easy and effective direct way to link them to different products and brands and get to know their new products.
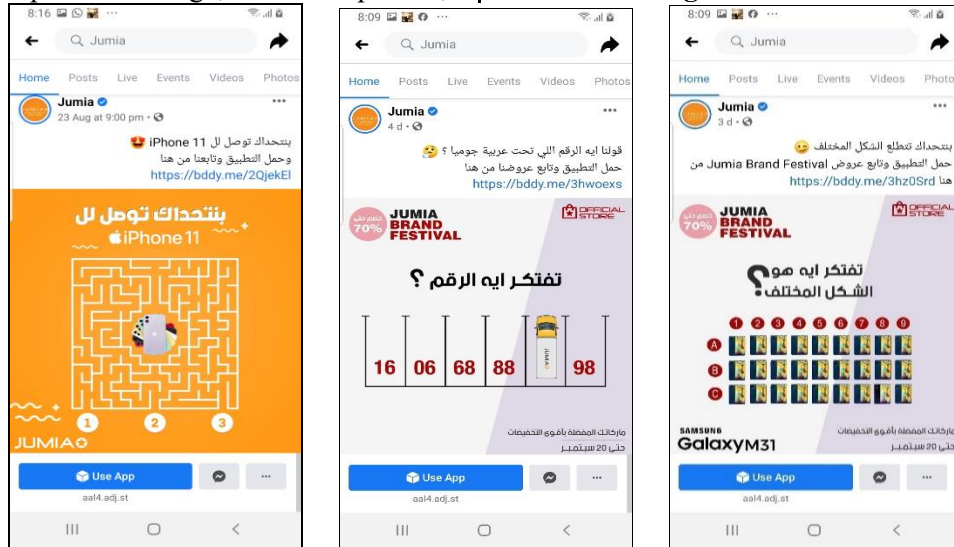
7.2.4. Advergame 4: Brain storming games:

Figure (8) "some screenshots taken by the researcher from Jumia's applications and Facebook pages".

- **Game Name**: Brain storming games
- **The way of playing**: click the link of the game on Facebook and it will automatically transfer you to the game on Jumia application. Each game is different from the other game and has a purpose and invites customers to brainstorm and have fun in order to gain and win, besides staying the longest between Jumia's apps and websites.
- **Duration of the game**: it takes seconds and the game can be played a lot of times during the game period announced for.
- **Location of the advertgame**: Jumia page on

Facebook and Jumia applications.

- **Prizes**: customers can win the prizes shown on these games that can be classified to vouchers on many products, TVs, mobile phones and a lot of other products shown on similar games.
- **The goal of the game:** This game aims to connect the audience with the brand of products and remind them of it and in its form in a very easy and effective direct way to link them to different products and brands and get to know their new products.

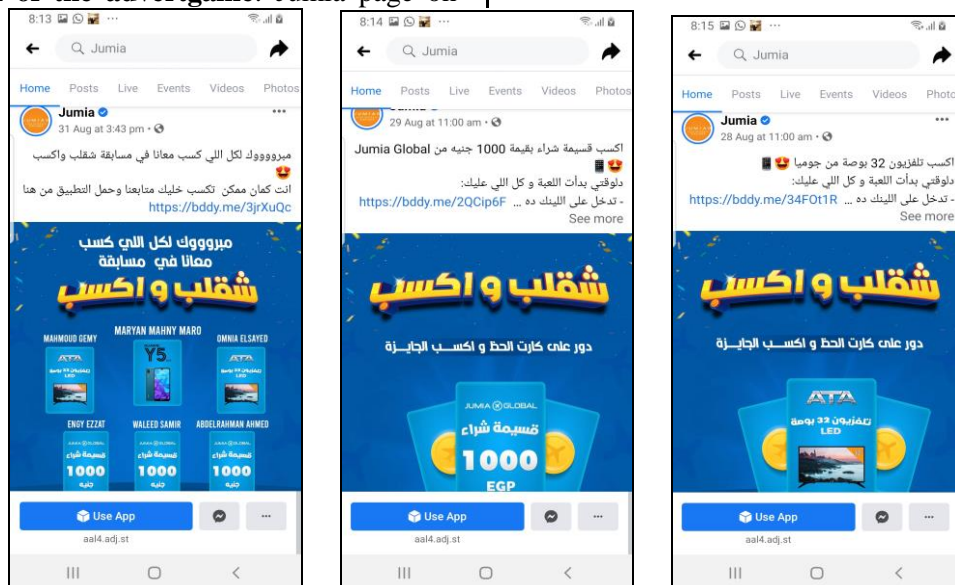### 7.2.5. Advergame 5: Flip and win:

Figure (9) "some screenshots taken by the researcher from Jumia's applications and Facebook pages".

- **Game Name**: Flip and win
- **The way of playing**: click the link of the game on Facebook and it will automatically transfer you to the game on Jumia application. The consumer must go to theses boxes through the application and search for the earning card between a group of many closed cards, and by clicking on the winning card, the prize appears, then customers takes a screenshot of the winning card with the prize and puts it in a comment on the Facebook post and the selection is random via the computer
- **Duration of the game**: it takes seconds and the game can be played a lot of times during the game period announced for.
- **Location of the advertgame**: Jumia page on Facebook and Jumia applications.
- **Prizes**: customers can win the prizes shown on these cards that can be classified to vouchers on many products, TVs, mobile phones and a lot of other products shown on similar games.
- **The goal of the game:** The goal of the game is to advertise different brands and different products in an inexpensive and innovative way than traditional advertisements, as this method has proven a tremendous interaction between the offered products, games and customers, as they start asking about new games and new products.

7.2.6. Advergame 6: collection of different Jumia advergames:
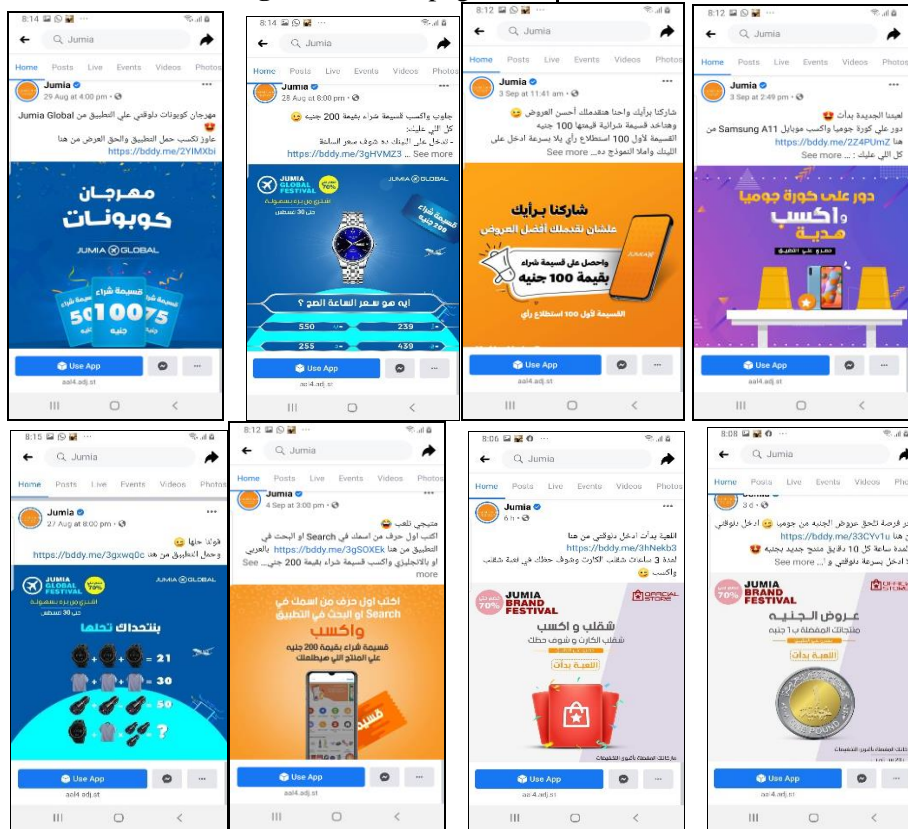

Figure (10) "some screenshots taken by the researcher from Jumia's applications and Facebook pages".

- **Game Name**: Some selected games from Jumia games for their customers
- **The way of playing**: Each game has a different method from the other game, but the common denominator between them is that all games need to download the application on the mobile, which led to the spread of the application significantly among all consumers of Facebook and social sites as a result of attracting customers through games, which achieved a great financial gain for the company greater than The gains made by traditional advertising.
- **Duration of the game**: it takes seconds and the game can be played a lot of times during the game period announced for.
- **Location of the advertgame**: Jumia page on Facebook and Jumia applications.
- **Prizes**: customers can win the prizes shown on these cards that can be classified to vouchers on many products, TVs, mobile phones and a lot of other products shown on similar games.
- **The goal of the game:** The goal of the game is to advertise different brands and different products in an inexpensive and innovative way than traditional advertisements, as this method has proven a tremendous interaction between the offered products, games and customers, as they start asking about new games and new products.

7.3. Recruitment of the participants and sample size:

The sample was selected (150 recipient) who were subjected to these advertgames and the questionnaire was distributed to them in order to identify their opinions regarding the impact of these advertising games made by jumia application and linked to their Facebook group.

25 questionnaires were excluded for their incomplete answers and 125 samples were left valid for analysis as shown in the following table:

Table 1. Sample percentage for study

	Distributed questionnaires	Returned questionnaires	Excluded questionnaires	Analysis questionnaires
No.	150	150	25	125
Per.	100%	100%	15%	85%

The questionnaire form was designed to measure the response of the consumer towards the JUMIA advergames with some simple questions, and the results related to the questionnaire statistical analysis was as follows:

Table 2. Results of questionnaire related to statistical analysis for study 1

	Elements of designing questionnaire	T. Agree (%)	Agree (%)	Disagree (%)
1	Advertgames are creative and optimistic.	95%	5%	0%
2	Advertgames are clear and understandable for all ages.	99%	1%	0%
3	Customers can remember these advertgames	95.2%	4.8%	0%
4	Advertgames checks the element of dazzling and suspense.	90.8%	8.4%	0.8%
5	Imagination was launched for the customers.	94%	6%	0.8%
6	Advertgames affects recipients' interaction with a particular decision.	93.5%	5.5%	1%
7	Advertgames fits with the general culture of society.	98%	1%	1%
8	The message and advertgame idea are successfully connected.	100%	0%	0%
9	Advertgames can be used in marketing products and services.	98.2%	1.8%	0%
10	Advertgames can strengthen the mental image of the organization and its personality.	97.5%	2.5%	0%
11	Organizations using games in their advertising and marketing are trustworthy.	85%	5.2%	9.8%
12	Advergames are interesting to play.	90%	3.9%	6.1%
13	Advergames are deceptive and misleading.	5.2%	14.8%	80%
14	advergames are ineffective.	2.8%	2.2%	95%
15	Customer will play the advergames if they are exposed to them more than once a day.	89%	8.4%	2.6%
16	Will customers run the advergame to their friends to play?	95.1%	3.2%	1.7%
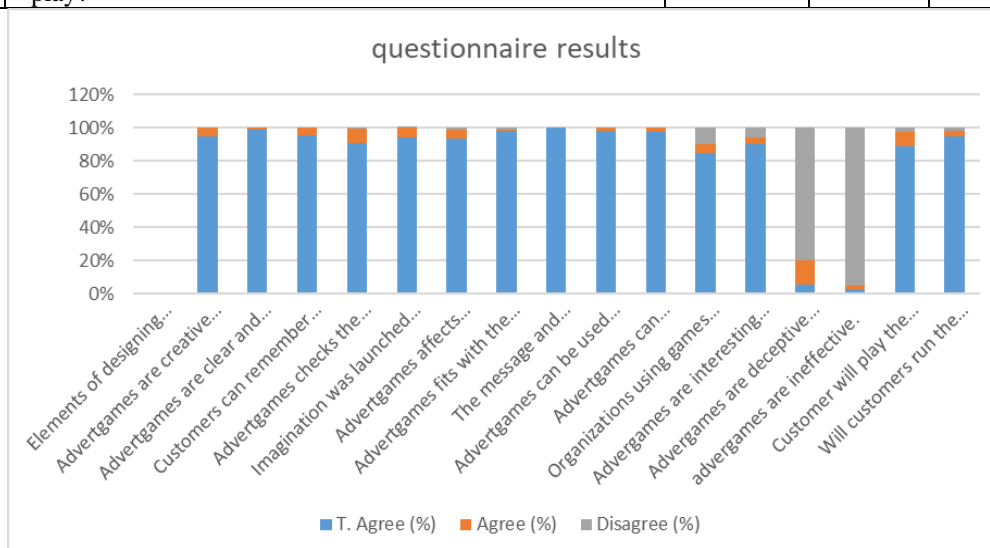
7.4.   Questionnaire results estimated from the above table results showed that:

1- Customers answered the questionnaire gathered that advertgames are a sort of advertising in the form of creative and optimistic games by 95%

2- All age customers understood these advergames as they were easy, interesting, and suitable for all ages and social classes, interacting through Facebook and through the Jumia application.

3- Customers can easily remember the advertgames because they are easy to play with clarity of its terms and written steps, these games are also linked to different gains and prizes in an alternative way that differs traditional advertisements. Advertisers nowadays prefer advertising through creative and non-expensive ways through games and giveaways as they became more popular and depend on word of mouth marketing by the customers themselves.

4- These advertgames checks the element of dazzling and suspense by 90.8% and launched the customers imagination by a high rate of 94%.

5- Advertgames affects recipients' interaction with a particular decision and makes them It makes them able to buy and look forward to seeing different products even if they are not ready to buy at that moment.

6- Advertgames fits with the general culture of society as they are games that match the culture and respect the intelligence of the customer which evokes the spirit of joy and participation through the interaction between the application, Facebook and the customer service.

7- The message and advertgame idea are successfully connected through several concepts and approaches that have been developed through the company's policy to achieve the most interaction and participation by customers, which depend on advertising their products and brands through some smart games.

8- Customers voted for the item of "advertgames can be used in marketing products and services" by 100% and this indicates a great awareness of the customers who are sufficiently knowledgeable enough about developments, modern technologies and unconventional marketing methods.

9- Advertgames can strengthen the mental image of the organization and its personality through some different games in which some logos and brands of trademarks are involved.

10- Organizations using games in their advertising and marketing are trustworthy because it plays on complete transparency between it and the customers, as there is an announcement for the winners at the end of the game period on their official page, which increases the credibility between the company and its customers.

11- Advergames are interesting to play by 90% as it depends on the type of the game and it's relation to the corporate.

12- Customers gathered that advergames are not deceptive and misleading because it depends on the credibility of companies in front of their customers, and they are effective as it is now an innovative way to advertise as an alternative to traditional advertisements

13- Customer will play the advergames if they are exposed to them more than once a day because this method of advertising has attracted a large customer base as a result of being entertaining, playing on the intelligence of the recipient

14- A large number of customers had already sent and tagged their friends to play the advergames with them.

Conclusion

1. It is clear from the preceding table that advergaming strategy shown in that research was successful and achieved its purpose. The results of the questionnaire were also positive and proved the efficiency of this method instead of the traditional ways of advertising.

2. The last question, showed the customers interest in the possibility of transferring and circulating of the advergames, which leads to achieving the goal of the ads, which is to transform consumers into new customers.

Results

1. The application of modern methods of advergaming marketing strategies with creative and interactive techniques creates a sensory experience between the customer and the product that generate a type of loyalty related to the memory of the consumer.

2. Creating a successful advertising game related to a creative marketing strategy and a vision of any company related to a brand or product creates more dimensions in advertising that can enhance a better communication with customers and transform them into supporters of the brand or product.

3. Advertisers and advertising corporates must choose different and creative ways to attract loyal customers because nowadays customers have a large, sophisticated and versatile

background because of the large number of ads they see every day .Therefore, the advergaming strategies must be strong and bet on the intelligence of the customers.

4. Advertisers should make advertgames fit the nature of the product in order to attract a large customer and loyal base.

5. Creative advergmaes must be combined with advertising appeals to get better results for different advertising campaigns.

Discussion

1. Advergaming reflects the fact of connecting advertising and marketing with games unlike the vertical link between manufacturers and consumers reflecting supply and demand.

2. Advergaming is viewed through the integrated communication of the game as culture and society in which it plays a very serious increase in brand awareness.

3. Virtual reality and digital online marketing have a unique function that contributes to the reality of the game itself. The importance of virtual reality and video games connected to advertising and products is important because the game itself allows the customer to take an active role in interaction.

4. Advergaming is an object of exchange and is basically a set of perceptions, attitudes and impressions to brands. One of the manifestations of such perceptions starts from the personified views of the brand's personality.

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