

NEW MARKETING IDEA VIA GAMES

SENIOR THESIS 2019

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NEW IDEA

A new concept to advertise products in games—or product placement—is to create a simulation where players can discover new products and how they work. This will enhance the user-friendly experience with advertising in games.

SOURCES & COMPARISONS

When playing games on mobile devices, typically there are a lot of advertisements that introduce players new games. Though, this is a problem because this usually interrupts the user-friendly experience.

Advergames – created to advertise a product or company.

Some open-world games provided some references as to how they advertise “made-up” brands.

Video platforms (i.e., Youtube) uses advertisements at any part of almost all videos

A very little amount games released today uses social sciences concepts (This is one of the parts of how I got the idea)

STEPS FOR DESIGNING AN EXAMPLE GAME USING THIS CONCEPT

One Pager

Ten Pager

Game Design Document

PLAN FOR SPRING 2019

Assignment	Deadline
Game Design Documents	Mid-December 2018
Art	Mid-January 2019
Programming	End of March 2019

**Questions
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