

Mobile Video Game Ads

A focus group on Homescapes

By: Bandie Ouch



Introduction

- The mobile video game app industry is one of fastest growing and most lucrative industries
- The evolution of advertisements :
 - Interactive
 - Deceptive
- Topics of Interest:
 - General Experiences by Age Group
 - Initial Impressions and Opinions on Homescapes



Research Methods

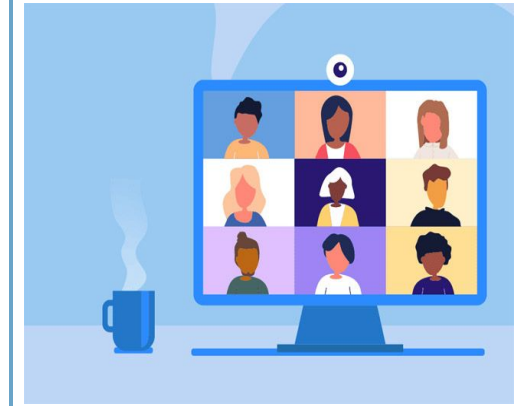
6 Participants



Social Media Recruiting



1 Hour Focus Group



Advertisement



Reality



Results

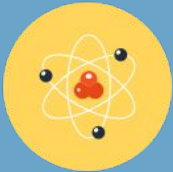
- **Experiences with Mobile Video Games & Ads**
 - Everyone has different reasons for downloading games
 - Previous experiences / Nostalgia
 - Personal hobbies / Interests
 - Feeling like they can accomplish
- **Homescapes Initial Opinions**
 - 5/6 of participants heard of the game
 - All participants have never played
 - Participants realize that advertisement intention is to frustrate viewer
- **Homescapes Gameplay Reveal & Opinions**
 - All participants agreed ad did not represent game well



Insights



- Advertisements in mobile environments are everywhere
- Ads elicit emotions and affects individuals in different ways
- Although Homescapes did not represent their game well in their advertisements, 5/6 participants heard of it
- There is room to do more research to explore how different age groups are affected in a larger sample



To Learn More

Feel free to reach out to Bandie Ouch



bouch@usc.edu



562-682-4178

