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7 Serious game benefits

Extended retention and efficient memorization

The average **attention time** for a **TV advertising** is **30 seconds**. The one of an online advertising **pop-up type** or in a magazine is **less than 2 seconds**.
By playing, the audience remainss between **2 to 30 minutes in** contact **with a brand**. Retention of this magnitude allows to optimize the brand awareness and to transmit a quality message.

~~Michigan State University~~ had showed that **gaming increased** the information **memorization factor.** In such, the gamer **memorizes up to 10 times more information**. More, memorization is quicker and deeper than the television advertising viewer.

Serious game makes easier the **transmission of more complex messages without boring a captive audience** who **will remind better** the message specifications.

Interactivity and maximum implication

Serious games allow to **know the audience** very accurately. **Players are implicated** in the recreational activity and thus, are **more receptive** to the message and identify the brand better. The European Interactive Advertising Association (EIAA) showed that a marketing campaign with an online campaign increases the purchase intentions significantly.

The **Gamer activity is saved** and allows, after a deep analysis, to **determine** categories, **behaviors, habits**… As a marketing tool, serious game offers an additional opportunity to segmentation .

High customization and creation of information

Serious game is totally customizable. As for the new brand than the targeted audience, the **serious game** is **adapted** to the brand **requisites and objectives.** The content of the the **searched information** is formalized in their definition **to collect data during the campaign**. Once processed, the **raw data become** high qualified **information**.

Attractive and non-intrusive advertising

Few internet users clic on the banners. This advertising format gets a relative effectiveness.
In inserting advertising content in entertaining program, the audience **is not annoyed** . On the contrary, it enjoys to take an active part in the advertising.

This type of advertising **reinforces positively the image capital of the brand.**

The "word of mouth" virality

According to Wikipedia, 90% of the gamers who have received a "challenge " from a friend, have played the game and sent back

the result to their friend.

An **entertaining application** is much more **attractive to share** than a conventional advertising. [Serious games](#) provide a platform to **take advantage of the "word of mouth"** and allow to target a wider audience.

Generate traffic

By proposing a game, the brand will **generate an additional traffic** on the website and will increase the online window "awareness". In addition, it allows to **promote more detailed messages** (institutional or other.).

Play online: the most popular activity

In 2007, **34% of the** grew-upt **internet users** in the US were **playing online at least once a week**. Among the online entertaining activities, **online gaming surpasses** other activities such as **watching a video clip** (29%) or using a **social network** (19%).

Despite the growing popularity of sites such as YouTube®, Facebook® o MySpace®, **online gaming remains in first position.** Even more, the activity had a **79% grothw rate** between 2006 and 2007.
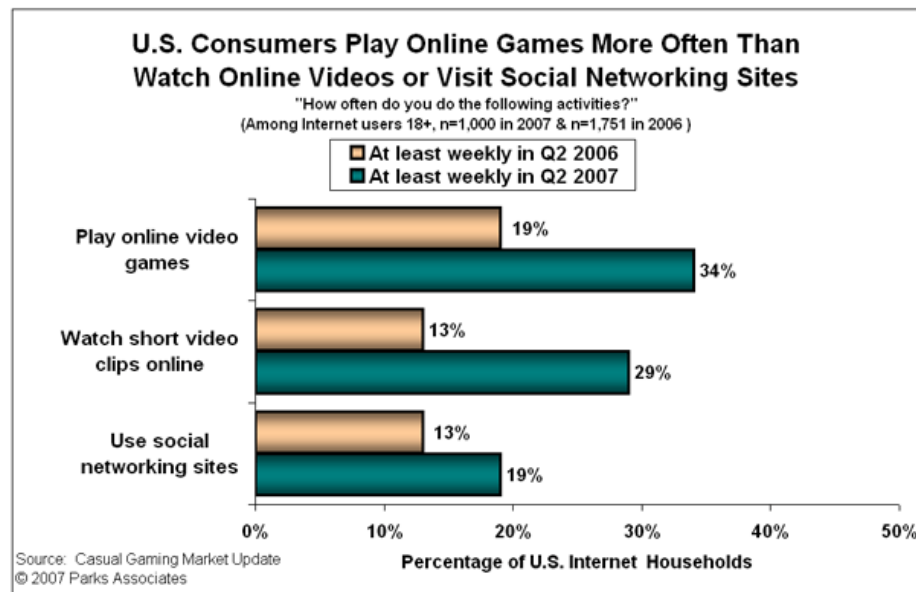
Casual gaming in 2007

source: [Park Associates - Casual Gaming Market Update](#)

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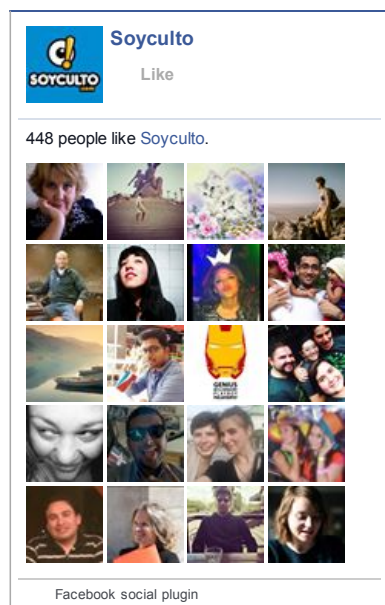## Let's Keep in Touch

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