

A Work Project, presented as part of the requirements for the Award of a Master Degree in
Management from the NOVA – School of Business and Economics.

A roadmap to designing advergames: How major video games can help in the design of
advergames and the impact of memories.

Diogo Henriques Martins 2540

A Project carried out on the Master in (Management) Program, under the supervision of:

Luis F. Martinez

January 6th, 2017

A roadmap to designing advergames: How major video games can help in the design of advergames and the impact of memories.

Abstract

This paper looks into ways to design advergames and tries to incorporate memories into them.

To assess it, two experimental groups were created: one watched a *The Sims 2* video and another one a generic *Ikea* advergame. At the end, as expected, when happy memories of past experiences playing major video games were activated willingness to buy increased.

Therefore, to create the biggest amount of value possible, companies should use elements of major titles, from gameplay to audio tracks, when designing an advergame, so players can relive good times they had when playing them.

Key words

Advergimes; memories; willingness to buy; videogames.

