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## **MOBILE MARKETING STRATEGY: BRANDED GAMES**

Technological advances almost equalized functional features and consumer goods and services. Therefore, to identify itself in communications goods manufacturers and service providers are increasingly resorting to emotional perception of consumers.

### **Games**

People play games all the time, in childhood, on vacation, on the table, in the social network, and mobile.

Games from a physiological point of view - is a generator, the human psyche hormones - adrenaline and endorphins. And the emotions - a class of psychological states corresponding to the appearance of the body of adrenaline and endorphins in different combinations.

According to various estimates, the daily video game playing 2 billion Most people play to get positive emotions. Satisfaction, pride and joy of playing small victories that are so small in real life.

### **Mobile gaming and smartphones**

Mobile Games - a programs for smartphones, which every smartphone owner can download via the mobile Internet from a repository of such programs - the app store.

Speaking of smartphones are meant devices Apple iPhone, but not only. Smartphones also produces Finnish Nokia, a number of Korean companies - Samsung, HTC, and many others. They all have differences, but the general principle of operation is the same.

In Ukraine at the moment about 15 million smartphones. And the number is growing by 20% a year. The cost of these devices is quite high, so we can say that the smartphone offers for brands most solvent audience, the very middle class. The peculiarity of the Ukraine fleet of smartphones is that the famous Apple iPhone occupy less than 5% of the total number of smartphones. In the first place while Nokia with approximately 60% of the total, followed by smartphones based on Google - Android - more than 10% of the total. The rest of smartphones - a device platforms Bada from Samsung, Windows Mobile from Microsoft

### **Examples of games**

Some of the most advanced brands already being used mobile games for broadcast to consumers positive component of their brand. Here are some examples of the statistics of the Ukranian Apple AppStore. Budget - the estimated

cost to develop similar applications, the cost of contact is given taking into account only the Ukraine audience and without repeated contact with the game.

### **Audi A4 Driving Challenge**

Application is a simple game where you need to tilt the phone to drive. The picture is given as the top view. Ukraine has 154,000 downloads since 2009. All around the world 6.4 million downloads. Indicative budget 15 000. Cost of contact to \$ 0.081.

### **Reebok Wall Ball**

Task to get Ball in the wall, beating ball by sneakers Reebok. Number of downloads in the world less than 10 000. Indicative budget 5000 \$.

### **Of mobile games - what are, how much development, how to promote**

Mobile Games - the most popular type of programs in the App Store all manufacturers. Already available to us more than 500 000 different games.

There are two ways to get your own branded game - develop your own game from scratch and make branding to already existing one. Developing games for all platforms, popular in Ukraine smartphones costs from 10 000 to 40 000 \$.

It is important to remember that even if free distribution game, it's hard to get it popularity. Therefore, it is important to do, first of all, a good game, and then later integrated into it brand.

To sum up, I think that future of gaming in mobile games for smartphones and tablets. The research company predicts a multiple increase in the number of users of smartphones and tablets, and therefore of interest in mobile gaming. Marketing professionals working at the intersection of interest is the target audience and brand communications. Therefore, mobile gaming marketers can discover the blue ocean opportunities to promote brands.