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THE GAMES WE PAY

Psychologists have already proved that people being social creatures, unconsciuosly plan their life as a game. By claiming the game priority in social life, we don't claim that they are very funny and their participants don't take them seriously. For example, football and other sports may be quite complicated, and their participants are serious people. Some of researchers include serious situations in a game definition", writes psychologist Eric Burn in his book "Games people play". Video-games give people more freedom in behavior and occasions so there's nothing astonishing in their popularity.

In 2010 appelative "gamification" became trendy. It defines a use of the games in non-game sphere. First gamification examples were based on rewarding people who shared their experience on platforms as Foursquare and Gowalla. A person checks-in in certain establishments and gains points, after feaching certain points quantity he receives a medal with status.

When definition of gamification is used in this report I doesn't mean the creation of a game or it's integration but it means customer's motivation with his stimulation. So, the gamification in marketing may be defined as a complex of events that more or less directly make consumer to use company's services. That goal is made possible with game mechanics which are based on people's psychological behavior.

Stimulation for any action, encouragement of the consumer to reach a new relations level with the product or service, ratings, collecting. All of these methods are more likely refer to the game marketing, as are present in the gaming world .

Two years ago marketologists used gamification model to pull users on some web-page srimulating them with some encouragement for discovering all the site's functions- social above all. In 2011 business-applications for company's coworkers just appeared. And it won't be surprising if in three years sales of those applications will raise till 15 billions dollars.

For the last years gamification in marketing became not just imaginable but real- with interactive advertisements, that aren't just entertaining but also profitable. Interest in this kind of advertising isn't one-sided, it is interesting for customer to participate. Potential and actual clients are drawn in the virtual product's world.And what if not attention is valuable for advertisers?

Besides advertisement in the apps appear interactive videos, interactive banners and bords on the streets. Interactive platforms may be anythere.

Now we should name game marketing advantages:

-prolongued communication with the customer;

-nobody makes users to play,he is responsible for his time and actions,a brand's transmissivity raises;

-it appeals younger consumers;

-flexible mechanics. Game content isn't important.

-a customer chooses his gifts;

-elargement of the audience;

-increasement of the platforms quantity.

Though there's a big problem in this abundance of advantages. Thi sirt of marketing is very difficult technicaly,it costs a lot because of the bigger quantity of options in the creation process.And those 10 % of audience that is generally passive is hard enough.It's not a teaser advertisement that is already pall,it's a different reality.

Game advertising directions:

-Advertisement in the games ,or product placement;

-Game banners;

-Quests on the internet and in the real lives;

-Gamification ,or real multiplatform advertisement ;

-Interactive advertisement.

As a conclusion: With the complication of the law "On Advertising" many of the traditional channels of communication became less available or more expensive. It's likely that advertisers in Russia and Ukraine will pay more attention to new media niche, or to channels that were formerly considered secondary. Detection of those niches will be easy with game marketing.

References:

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