

**To examine the effectiveness of In-game Advertising
when targeting the Ad-avoidant Generation**

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Abstract

“Games are now an important form of family entertainment. More and more adults play video games with their children and teens are even playing games with their parents. Advertisers will soon realize they can reach the whole family using this medium” (Cai: 2006)

The purpose of this study is to examine the effectiveness of In-game Advertising when targeting the Ad-avoidant generation. With consumers now turning their backs on traditional forms of advertising marketer’s are now using in-game advertising as away to target the ad-avoidant generation. The study will look at all theory surrounding in-game advertising and the effectiveness of this type advertising among the ad-avoidant generation within Dublin.

With three design strategies available to the researcher, the selection of Exploratory Research was chosen. As seen later in the study the Qualitative Research that was gathered through Focus Groups allowed the researcher to gain a clearer insight into proving the research hypothesis. The Data Analysis findings from the focus group give an interesting insight into how In-game advertising is viewed as a positive thing and how this helping advertisers reach the ad-avoidant generation.

Chapter 1.0
Introduction

Introduction 1.1

The Research Hypothesis of the study is to prove that “In-game advertising is an effective way to communicate to the Ad-avoidant generation within Dublin”

The Three objectives in relation to answer the research hypothesis are:

1. To identify the ability I.G.A has on the Ad-avoidant Generation awareness levels
2. To examine the ability of I.G.A among the Ad-avoidant Generation recall levels
3. To study the effect of I.G.A to increase purchase intentions among the Ad-avoidant Generation

The focus of this study is to look at the industry of in-game advertising and how it is seen as an effective marketing tool. As this is a relatively new concept the research that has been conducted seems to show that in-game advertising is an effective communication tool. This can be highlighted by the fact that:

- Consumers are prepared to take notice of the advertising within the game
- That advertising within the game is expected from consumers
- Advertising can enhance the overall game play as this gives a sense of realism to the game

The subject matter of this report is looking at In-game Advertising as a whole and then to see if it is as effective within Dublin. Due to the researcher not having the ability to conduct this study elsewhere, this is the reason why Dublin was selected. The researcher began the study as follows:

Chapter 2 - Literature Review: This chapter involves the gathering of all relevant secondary research within the field of In-game Advertising. This chapter begins with how advertising has evolved in today’s society with new creative ideas being needed it then moves on by looking at a comprehensive study starting from what in-game advertising is to finding information in relation to the three objectives.

Chapter 3 Methodology: This is an important chapter as it looks in detail the methodological issue that is needed in order to conduct the primary research. This chapter details the type of research methods that are available to the researcher. Here the researcher selected Exploratory Research with Qualitative research being chosen through the use of focus groups. It then gives the reasoning on why this type of research was conducted and what Non-Probability Sampling tools were used to assist the researcher when selecting respondents to take part within the Focus Group. With this the researcher then gives an insight into the limitations that occurred while conducting the study.

Chapter 4 - Data Analysis: This chapter analyzes the data that was gathered through the use of focus groups. Here the researcher analyzes the three questions for each objective. The researcher's findings are then identified and explained with a comparison analogy to secondary research that was conducted within the literature review. The researcher then highlights any differences between the secondary and primary research findings.

Chapter 5 - Conclusion and Recommendations: This chapter focuses on the overall findings in relation to proving or disproving the research hypothesis. Here the research objectives will have been completed allowing the researcher in answering the research question. The conclusion will then be followed by a set of recommendations which should be focused on in relation to in-game advertising.

Chapter 6 - Appendices: This chapter contains a list of support material such as graphs, statistics, pictures and focus group transcripts to assist the work that was conducted within the main body of the project.

Chapter 7 - Bibliography: This is the last chapter that contains a list in alphabetical order the material that was used in order for the researcher to complete this study.

Chapter 2.0

Literature Review

2.1 Changing Dynamics of Advertising

Most people in the industry will agree that the dynamic of advertising has changed and that the dynamic of its mediums is also changing. Considering the new media environment and the need to address the stronger demand of advertising effectively it is clear that the industry needs to revisit its current practices and develop new advertising tools. (Holden and Santini: 2005) The dramatic growth of the Internet and the array of other digital technology options have forced all marketers to think differently about how to deliver their messages. These technologies are continuing to transform media, for example television-style advertising is in decline compared to internet advertising. (Horner: 2006)

(Fortunato and Windels :2005) state that every time the technological communication environment changes and causes the mass media use behavior of the audience to change, the advertising industry must also change. Advertisers need to place their messages in locations where they will be noticed by their desired target audience. Advertisers who do not carefully monitor and adapt to the technological communication environment run the risk of losing millions on inefficient advertising expenditures.

What marketers need to do is to design advertisements that fit seamlessly into people's lives and that involve, rather than continually interrupt the audience. This is allowing organizations to move away from traditional advertising mediums and focusing on new advertising methods such as in-game advertising. (Byfield: 2005)

2.2 In-game Advertising

One tool that is being used by marketers for its creativity is In-game Advertising. In-game advertising refers to the marketing of real-life products and brands within computer and video games. (Archibald, Fagot, Fennell, Gangji, Truong: 2009)

Gaming is one of the fastest growing global entertainment forms and marketers recognize the unique opportunities it presents. While the recession has impacted new game sales, time spent playing games and dynamically inserted ads continue to rise (Richards: 2009). Despite the growth of the video game industry and the practice of in-game advertising little research has been conducted to examine the effectiveness of this relatively new advertising strategy.

Due to the growth of the video game industry, the desirable video game player demographics, and the need for corporations to engage in new and innovative ways to reach their target markets, many brands have begun cutting and even reducing their T.V ad spend focusing on new ways such as in-game advertising to reach their audiences (Bartlett, Griffiths and Badian: 2008). Companies are now using in-game advertising by placing their brands within video games through the use of static ads, dynamic ads, product placements and advergaming, when targeting the ad-avoidant generation (Clavio, Walsh, Whisenant, Mullane: 2009).

2.3 Ad-avoidant Generation

Today's consumers are turning from traditional media to new forms of electronic entertainment, making it harder for marketers to reach these consumers through traditional advertising methods (Smith: 2009). This quote highlights the difficulties for marketers to reach their intended target audience. These consumers are living busy lifestyles who are now spending more time at home due to the economic climate. Marketers need to develop new and innovative ways to target what was once a cash rich time poor consumer in these hard economic times. Part of the issue is that it is simply easier than ever for consumers to skip ads.

Consumers have a lot of power when at home to avoid advertising on television through zipping and zapping. In fact, many take pride in their ability to avoid ad messages. A very trendy benefit is that this environment offers an ad-free zone. With new digital technologies such as sky digital allowing consumers to pause, skip and rewind live television thus missing out on the message from organizations. (Horner: 2006)

Advertisements that are avoided by consumers are likely to be adverts that are of no use to them, also known as outreach advertising. This means the consumer will avoid the message from brands who are trying to get their attention without forming a relationship to see what their needs are. (Ingram: 2006).

A study conducted by Clark Chapman Research in England using web based interviewing on 500 people aged between 18-44, showed that 20% of the time they engage with the advertising, while 51% said they don't pay attention to advertising with remaining 29% said they could remember some part of the advertising. Research conducted by Millward and Brown showed that 45% of print advertising is edited out by readers (Ingram: 2006).

2.4 Industry Overview

In 2003 the games market within the U.K saw an increase by 100% while there was a decline by 30% in cinema takings and a 4.5% drop in music sales (Hermida: 2003). When the launch of HALO 2 in November 2004 took place, it took over \$100 million on its first day of release. As quoted by Bill Gates it was “an opening day that's greater than any motion picture has ever had in history” While at the same time the record box office take for a movie on its opening day was 'just' \$40.4 million achieved by Spider-Man 2 (Farrand, Rowley, Nichols and Avery: 2006).

A study by Nielsen Interactive Entertainment in 2005 showed television viewership among men in age of 18-34 declined by 12% while the same audience spent 20% more time playing video games (Smith: 2009). In 2006 the film industry generated \$10 billion and the music industry generated \$15 billion, while in the same year with a market value of over \$25 billion gaming has now become the leading industry. From an economic perspective the gaming industry is bigger than the film and music industry (Farrand et al: 2006). (See Appendix 1: Compound Annual Growth Rate: p43)

In 2007 the Yankee Group revealed that \$77.7 million was generated from in-game advertising. According to analysts at PricewaterhouseCoopers, the worldwide game industry is set to rocket to \$54.6 billion in 2009. By 2011 it has been estimated that in-game advertising expenditures will grow to \$971.3 million.

(See appendix 2: Revenue chart: p43)

Advertisers are increasingly finding in-game advertising to be a greater investment because of the variety of opportunities that exists in and around gaming. Computer gaming has been enjoying phenomenal growth at the global level becoming a mass-market business with continued growth of the games industry expected in the future.

2.5 In-game Target Audience

Unlike traditional methods of advertising such as television or radio, in-game advertising has the ability to deliver a wide range of demographics. The intended target audience within this industry is that of 18-34 year old males within the M.T.V Generation. But marketers have seen the opportunities provided by in-game advertising to target towards almost any consumer within this industry. Kenny Rosenblatt of Arkadium which creates flash based games says that there are games for all demographics from children to adults. This can be seen with the development of games for males such as football games like Fifa and Pro Evolution Soccer, games for women such as the Sims Serious and dancing games such as Just Dance and games for children such as Scooby doo and Star Wars Lego.

This is backed up by (Lovison: 2009) who states that marketers can reach a wide range of demographics because within the last 3 years gaming has exploded because of the large influx of a new audience: women. The gaming community is made up of families, girls, woman, children and affluent men in their twenties. (Seaton: 2006). The female audience in the same age category of 18-34 year olds is the fastest growing audience within the industry. There have even been websites such as www.womengamers.com set up just for games were women can play and download games.

A study conducted by Pew Internet Research, using internet surveys showed that more than 51% percent of U.S adults play games. (Lovison: 2009) While the 12-17 age bracket is the heaviest saturated market with studies showing that more than 90% of this market are playing games. A study conducted by Deloitte showed that the age bracket of 43-61(Baby Boomers), 51% of this market plays on-line games weekly. With the age bracket of 62-75(Matures) 48% played on-line games weekly.

2.6 Why In-game Advertising works

2.6.1 Time spent playing Games

Consumers usually invest 10-200 hours to complete or win a single video game. The average top-selling game can sell around 5 million copies, which translates into potentially 1 billion hours of game exposure (Engage Advertising: 2009). While on average gamers spend 12 hours a week playing online putting their gaming consumption in the same kind of league as more traditional media such as television, radio or press (Myring and Willey: 2009) (See Appendix 3:Hours playing online games: p44)

2.6.2 Seen as Positive Advertising

Unlike other forms of advertising mediums game players are focused and actively involved in the gaming experience which makes them a very captive audience. The majority of gamers believe that advertising within games is good and not intrusive to their personal space if there is a positive connection between the brand and the game. It is with this that in-game advertising offers a higher level of realism which can enhance the overall gaming experience (Grodal: 1999)

2.6.3 Computer Games Sales

Sales of video games increased by 30.9% in value terms in 2008 compared to 17.9% in 2006. The strong growth in sales of the computer game industry was surprising considering the economy was slowing down at this point (Euromonitor: 2009).

2.6.4 Wide Demographics

Statistics show that Almost two-thirds (60%) of online 12-64 year olds play some sort of electronic game, whether it be on a console, PC or mobile and almost half (49%) of the online population plays one or more electronic games every week. Gaming isn't just for kids and male markets. For instance half of women 45-54 say they play some sort of electronic game at least once a week. Among men in that age group, 35% play games weekly. Teenagers are a huge games segment with 74% playing a game at least once a week (Vorhaus: 2009)

(See Appendix 4: Type of Gamers: p44)

2.7 Types of In-game Advertising

2.7.1 Static In-game Advertising

This is seen as traditional in-game advertising with it first being used in 1978 game Adventure land. These are advertising elements within a game that may not be changed. Static ads are often reside within game play itself, built into the game as a billboard or which pop up between levels in a game as menus or leader boards (McGarvey: 2008). Due to the success of dynamic advertising this will see a decrease in the use of static ads in the future (Yankee Group: 2007).

2.7.2 Dynamic In-game Advertising

Developed in 2005 by I.G.A Worldwide and Massive Incorporated, this sophisticated technology aims to identify consumers within the age category of 18-34 year olds. This type of advertising is found mostly in online games which allows the agency to alter or dynamically change advertisements within a game depending upon location, day of the week and time of day (McGarvey: 2008).With the ability to track online gaming ads this allows to offer time-sensitive messaging and geographic testing, which allows brands to maximize their exposure among their target audience (Smith: 2009). The most attractive Unique Selling Point (U.S.P) is the advanced capability for measurement and reporting metrics of the advertisement. With this type of placement advertisers only pay on a Cost Per Message (C.P.M) basis (cost per 1000 delivered impressions) and so if the impression validation metric is high, advertisers are guaranteed to be only paying for messages which have been delivered to the consumer (Bartlett, Griffiths and Badian: 2008).

2.7.3 Product Placement

This involves brand messaging, sponsorship or products integrated into the game (McGarvey: 2008). Generally product placements are deemed less intrusive or annoying than paid media space advertising, which also offers the benefits of realism to the game as follows: the user controls the game which provides the opportunity to literally feel and control the brand. Unlike a film for example the Italian Job the consumer gets to watch the chase, but in the game the player becomes more actively involved by being in control, getting to feel the handling and speed of the car. It is for this reason that product placement is seen to have a positive view on consumer's perceptions within in-game advertising (Nelson, Keum and Yaros: 2004)

2.7.4 Advergaming

Since 2000 there has been fast growing term dubbed Advergaming. These are games that contain commercial messages and are available to play free of charge. These games are specifically designed around a product or service (Bartlett, Griffiths and Badian: 2008). Advergaming are generally posted to a company's website or distributed through online game channels for download. Advergaming are quickly becoming a useful tool for generating viral marketing campaigns (Engage Advertising: 2009).

2.8 Awareness levels

Despite the effectiveness of in-game advertising very little is known about how consumers process brands in computer games and the impact that it can have on the awareness levels towards the brand advertised (Nelson, Daugherty and Yang: 2006). One thing that is known about awareness levels is that studies show that brands are perceived more positively through their placement in computer games which helps generate brand awareness (Nelson: 2005). (Myring and Willey: 2009) backs up this claim by stating findings from research shows that gamers are very open to seeing appropriate advertising within games. Two thirds agree that the in-game advertising makes the game more realistic. Advertisers such as Canon have employed more sophisticated advertisements, for example having a skating theme within a skating game helps make it very relevant to its surroundings. These innovative Canon ads have scored strongly in terms of standing out from other types of advertising and increasing awareness amongst gamers. (See Appendix 5: Canon Advertisement: p45)

IGA which worked with game publishers such as EA and Activision to insert ads into video games played via the internet linked up with Nielsen Games to conduct an in depth six month study on the effectiveness of in-game advertising on awareness levels of game players. With a total of 1300 respondents surveyed while playing games at home, 82% of respondents found games to be enjoyable if ads were present with a further 70% stating that ads made them feel better about the brands involved in the games if there was a connection between the brand and the game (Shields: 2008). In 2008 TNS leading market research firm in the field of technology conducted a study working closely with IGA to examine the awareness of adverts within in-game advertising. With leading brands such as Nike, Samsung and Sure for men taken part, the game that was identified to place these ads was the internet game Battlefield 2142, Leading brands within the game provided advertisements which were placed around the game play to generate awareness levels (Bartlett, Badian and Griffiths: 2008). (See Appendix 6: For ads placed within the game: p46-47 and Appendix 7: 2008 TNS findings: p47)

2.9 Recall levels

Having just seen how in-game advertising can raise consumer's awareness levels to take notice of adverts within games. But can consumers recall these adverts that they have being exposed to? This depends upon the following findings:

(Nelson *et al.*:2006) believes that exposure to a certain brand will stick in the gamer's memory. They believe that the more exposure a player gains of a certain object within the game; this will explain why they can recall that item. Another study by (Nelson *et al.*: 2006) suggests that more familiar brands can be recalled more easily than their less well-known counterparts. Here the authors found differences in the recall of real and fictitious brands: well-known brands can be recalled more easily than fictitious ones. (Schneider and Cornwell: 2005) found that gamers were more likely to recall products that were placed in prominent positions rather than products that were in the game and that had no meaning towards game play. (Gupta and Lord: 1998) found that recall was greater when products are of a large scale and placed in a central position on the screen and integrated into the onscreen action. The recall effect of in-game advertising will presumably depend on the type of brand placement, with billboards leading to higher recall in a game than product placement (Grigorovici & Constantin: 2004). This can also be seen by the in-game advertising campaign using billboards, that was used by President Barack Obama when he was running for President in the U.S.A (See Appendix 8: Obama Adverts: p48)

(Yang: 2006) conducted a demonstration that showed participant's implicit memory for brands was influenced by in-game advertising. For explicit memory, it emerges that on average, about one-third of the brands in computer games can be recalled immediately after playing the game. Five months after playing, however, only 10–15% of the brands could still be recalled. Survey conducted by (Nielsen Entertainment:2004) found that more than one quarter (27%) of active male gamers noticed advertising in the last game they played with heavy (31%) and older (35%) gamers being likely to recall the in-game advertising.

2.10 Purchase Intentions

Studies suggest that consumers who see advertisements within a game are more likely to have a favorable view of that brand and its products compared to advertising along traditional channels. Players are 8% more likely to recommend and 7% more likely to buy a product that is advertised in a game when compared to a product that is not placed within a game (Myring: 2009). This increased positive view is attributed to a more realistic environment that advertisements help create within the game and consistent exposure of the advertised product throughout the game.

All research conducted to date indicates that players demonstrate stronger recall and purchase intent after being exposed to brands during game sessions. A joint study conducted by Nielsen Entertainment, Chrysler and game publisher Activision showed that, participants who recalled seeing a specific brand advertised in a game were much more likely to buy the associated product than participants who did not recall seeing the brand. In some cases, brands that elicited significant recall in video games generated the same, or even higher, purchase interest than those products advertised via Television (Vedrashko: 2006).

Brands that are perceived more positively, through their placement in computer games are seen as creative, with 70% of gamers feeling that real products make the game more genuine. With this 35% of male gamers agreed that in-game advertising helps them decide which products to buy. This suggests that not only are in-game advertisements useful for game playing but they also positively affect gamers purchase decisions (Nielsen Entertainment: 2004).

Chapter 3.0
Methodology

3.1 Introduction

In chapter 1 the researcher gathered relevant and appropriate information within the literature review. This is an important chapter because the research undertaken at this stage can be defined as the blueprint or overall action plan for the remaining marketing research study (Domegan and Fleming: 2007: 66). The purpose of this chapter is to focus on methodological issues that will help in proving the research hypothesis; “In-game Advertising is an effective way to communicate to the Ad-avoidant Generation within the Dublin” The following three objectives will allow answering the hypothesis:

1. To identify the ability I.G.A has on the Ad-avoidant Generation awareness levels
2. To examine the ability of I.G.A among the Ad-avoidant Generation recall levels
3. To study the effect of I.G.A to increase purchase intentions among the Ad-avoidant Generation

3.2 Research Design Strategies

There are three available research design strategies to the researcher. (Domegan and Fleming: 2007: 68) states that all three design strategies are of equal importance and that no design strategy is greater than the other. In selecting the best design strategy rests on the particular problem at hand. (Malhorta and Peterson: 2006: 72-80) lists these design strategies as:

1. Exploratory Research – Qualitative Research that can be done through Focus Groups, Projective Techniques and In-depth Interviews, looks at consumer’s feelings, emotions and opinions
2. Descriptive Research – Quantitative Research that can be done through Surveys, Panels and Observation looks at specific kind of information such as stats, figures, facts and concepts
3. Causal Research – Quantitative Research that can be done through Experiments.

3.3 Qualitative Research

According to (Sang: 2003) Qualitative research is focused on the rich, responses of consumers. It concentrates less on quantifiable measures, and looks at the reasons why someone may approve or disapprove, or like or dislikes a marketing initiative, where as quantitative research focuses on the testing of ideas, concepts and ads. This refers to non-numeric data that have not been quantified and can be used across all research strategies. This can range from a list of consumer responses on a short online questionnaire to more complex data such as a focus group transcript (Saunders, Lewis and Thornhill: 2009: 480). This type of data involves the use of techniques that attempt to gain an understanding of consumer's attitudes and opinions which are then open to interpretation. (Bradley: 2007: 243)

3.4 Quantitative Research

The use of quantitative data involves the use of highly organized sampling methodologies (Chisnall: 2005: 213). As Stated by (Malhorta and Birks: 2007: 816) this is a research methodology that seeks to quantify the data and typically applies some form of statistical analysis.

The two approaches should be seen as mutually supportive as it would enable better problem solving and decision making (Healy: 2010) describes this term as a Hybrid approach. But due to time and cost constraints this was not realistic and therefore qualitative research will be undertaken as this relates to the research objectives.

3.5 Exploratory Research

Of the three design strategies available, the one that is best to solve the problem at hand is Exploratory Research. This type of research can be defined as the collection of information in an unstructured and informal manner. As the objectives look to determine people's awareness, recall and purchase intentions therefore the design strategy that would be best to get this information would be Exploratory Research. When conducted correctly this research should provide a better understanding of a situation by gaining a clearer insight (Churchill and Brown: 2007: 81). As the researchers study is focusing on in-game advertising, little study has been conducted in this area. Exploratory Research according to (Burns and Bush: 2006: 118) is best used when little is known about a problem. It becomes the foundation for a good study. The work is relatively non-mathematical and non-statistical form. As this is a type of informal research this will allow being flexible, imaginative and allowing for ingenuity (Domegan and Fleming: 2007: 66).

3.6 Secondary Research

Secondary data are already published data collected for purposes other than the specific research needs at hand. Internal Research is the systematic collection and analysis of secondary sources of data (Domegan and Fleming: 2007: 85). Internal research is economical, speedy and can be undertaken with complete confidentiality (Chisnall: 2005: 65). This type of data is produced by an organization in its day-to-day operations which include sales, records, reports and costs. External research is data obtained from, outside the firm (Burns and Bush: 2006: 149). There is a large quantity of published information which is readily available. This information is easy to use and inexpensive to gather. (Domegan and Fleming: 2007: 86). (See Appendix 9: Benefits and Limitations of Secondary Research: p49)

There are eight available external sources to the public to gather secondary research: Government (C.S.O), State Bodies, Directories, Professional Bodies, Database, Internet, Syndicated Services and Grey Material. Of these sources eight sources: Database, Internet, Syndicated Services and Grey Material were used in gathering findings for the Literature Review. This can be evident from within the bibliography.

3.7 Primary Research

Primary data is research that originated by the researcher for the specific purpose of addressing the problem at hand (Malhorta and Birks: 2007: 816). Primary research can be of three types: Exploratory research, Descriptive research and Causal research. There are seven available sources in which primary research can be gathered they are: Focus Groups, Projective Techniques, In-depth Interviews Surveys, Panels, Observation and Experiments. From these tools Focus Groups was selected to gather information.

(See Appendix 10: Benefits and Limitations of Primary Research: p49)

3.8 Primary Research Tool

There are three options available as already highlighted such as Focus Groups, Projective Techniques and In-depth Interviews. From these primary tools Focus Groups will be selected. As Focus Groups usually contain between 8-12 people, there is a larger number of responses and ideas generated as opposed to using projective techniques and in-depth interviews. (Saunders et al:2009:346) back up this claim by the researcher as they state focus group interviews are an efficient way to interview a larger number of individuals than would be possible through the use of one-to-one interviews. (Focus group transcripts available from p50-74)

This interview is conducted among a number of individuals; in the researcher's case 8 male respondents of the intended in-game advertising audience of 18-34 will be selected. Respondents who were chosen were selected through non-probability sampling because they were readily available at that time the focus group was conducted. This interview relies more on group discussion as opposed to a more direct form of questioning. The important thing about Focus Groups is the role of the moderator who is there to keep the group within the boundaries of the topic being discussed, in this case in-game advertising. (Churchill and Brown: 2007:86)

(See Appendix 11: Benefits and Limitations of Focus Groups: p49)

Before the researcher conducted the focus group a pilot focus group was conducted on 12/02/2010 to test the validity and reliability of the questions and possible problems that could arise within the focus group. On the 15/02/2010 the focus group was conducted in Dublin Business School. The researcher allowed all 8 respondents equal time to watch the two videos based on in-game advertising which allowed respondents to be exposed to the advertisements within the game play. The researcher had done this as this allowed examining respondent's awareness and recall levels in relation to answering objectives 1 and 2.

3.9 Sampling

The population is the total set of people also known as the universe (Domegan and Fleming: 2007:374). As access of the entire population is denied a sample will be taking. Sampling is concerned with the collection, analyzing and interpretation of market data. It involves the study in detail of a small number of informants taken from the sample (Chisnall: 2005:71). Samples are used to make an estimate of what the whole population of interest is like. It is possible to conduct a study on the whole population this is known as a census, but this would prove too difficult due to constraints such as time (Churchill and Brown:2007:356) A sample will be taking from the population and that being the intended in-game advertising target audience of 18-34 year old males.

3.10 Probability Sampling

Probability is a type of sampling where each unit has a known chance of being included in the sample. The sample is a systematic process therefore excludes the researcher from choosing the sample members and eliminates researcher bias. Results generated by the use of probability are highly representative and issues such as error, accuracy random selection and generalizations can be managed with probability sampling (Churchill and Brown: 2007:356).

There are four main ways in which this sampling can be done: As listed by (Chisnall: 2005: 103-104).

1. Simple Random Sampling
2. Systematic Random Sampling
3. Stratified Random Sampling
4. Cluster Sampling

3.11 Non-Probability Sampling

Is a sampling technique in which units of the sample are selected on the basis of the researcher's judgement, because of this, this type of sampling is open to researcher bias. It is a subjective type of sampling because the sample of the population being chosen is unknown. With the sample being unknown this rests upon the researchers skills in determining on whether a person can be selected (Domegan and Fleming: 2007:381)

There are four ways in which this sampling can be done: As listed by (Bradley: 2007:178-180)

1. Quota Sampling
2. Purposive Sampling
3. Judgement Sampling
4. Convenience Sampling

3.12 Sample Selection

As there is no sample frame available for the respondent's non-probability sampling will be used. This will be based upon the researcher's choice. Other factors as to why this sample was selected is it is less time consuming in gathering findings it is inexpensive and is easier to use in relation to probability sampling. (Domegan and Fleming: 2007:381)

3.13 Sampling Tools Used

The researcher used judgement and convenience sampling in gathering primary data. The two tools were selected as they are both related. Respondents were selected based on the researcher's judgement of their age and because they were available at that time.

Judgement Sampling

Is a tool that allows the researcher to use his or her own judgement when selecting members from the population to answer the research question. As the researcher is conducting a small focus group with 8 respondents (Saunders et al; 2009: 237) state that this form of sample is best used when working with very small samples and wishing to generate useful information surrounding the research objectives. This type of sampling is cheap, easy and time saving. This depends on the researcher having knowledge of the population and therefore can be really effective. A major problem with the use of this tool is it cannot guarantee that the sample is representative of the population (Domegan and Fleming: 2007: 382).

Convenience Sampling

Is a tool that involves the researcher selecting respondents as they are the easiest to obtain because of their availability at that particular time. The selection of the sample will be based upon respondents from the college being selected to take part in the focus group because they were readily available. This type of sample is typically quick and easy to collect data. Also with the researcher conducting exploratory research through focus groups, convenience samplings are most commonly used to generate insights from the respondents (Churchill and Brown:2007: 357). The main problem using this tool is that it excludes other people of the population who were not there at that time from being selected. (Domegan and Fleming: 2007: 372)

3.14 Research Limitations

With little research conducted in the field of in-game advertising the researcher could use very little books in relation to this topic. All relevant sources in relation to the literature review excluded the use of books with information sourced from databases and web articles.

As it was the researcher's first time in the role as a moderator conducting a focus group was difficult. Here the researcher learned the qualities and skills needed to be a good moderator. Also trying to get respondents to participate in the Focus Group was difficult due to the fact the researcher had little incentives to offer participants.

The researcher would have liked to use probability sampling but due to time constraints this was opted against and non-probability sampling was used. Probability Sampling would have allowed for better findings as it is the only objective method of sampling (Chisnall: 2005:103).

Chapter 4.0

Data Analysis

(Focus Group Transcript available from p50-74)

4.1 - Objective 1: To identify the ability I.G.A has on the Ad-avoidant

Generation awareness levels

The researcher established the many ways in which respondents are continually playing games whether it is on a mobile phone or a video game. Not only are video games the popular choice to play games, but the research shows that respondents continually play games on their mobile phones and on social network sites such as Facebook highlighting the fact that consumers are now switched off from traditional forms of advertising such as television. It was found that the respondents would play games when they were not busy with college studies or with their part time jobs.

What was really interesting about the findings from the focus groups is that sports games such as fifa and pro evolution soccer although they have a lot of advertising placed within the game play, these sports games have been classed as really important to have advertising within the game to add a sense of realism to the games environment. This point was made by respondent 1 but respondent 8 gave a clearer indication as to why this was important when he stated that “it was important for sports games to have in-game advertising to give a sense of a realism”, he also went to say that “if the game didn’t give of this realism affect then in his view the game would not be worth playing”. This statement was also agreed upon by other members throughout the focus groups.

This point about adding a sense of realism was highlighted by (Grodal: 1999) within the Literature Review, as he points out that it is with in-game advertising that offers a higher level of realism which can enhance the overall gaming experience.

Form analyzing the data it was clear that respondents were aware that a lot of the sports games and car games used a lot of in-game advertising with household names such as Nike, Adidas, and Coca-Cola kept appearing within the focus groups. From video 1 that was shown to the pilot focus group respondent 2 was aware of the various types of ford cars such as the ford mustang.

While respondent 6 was aware that racing games such as the grand prix used a lot of advertising when he stated that “grand prix games use real cars within the game such as Ferrari which is the same as in real life”. This is important as it again highlights the fact that in-game advertising adds a sense of realism. This is also backed up by respondent 4 from the pilot focus group who gave the comment “I noticed with a lot of the car games that cars are more or less the same as in real life if you know what I mean, I think it’s good as it adds to the realism of the game”

All but one respondent believed that in-game advertising was a negative thing as opposed to the rest of respondents who believed that it was a positive thing. For the one respondent who was opposed to in-game advertising he put this dislike down to no connection between the advertising and the game. He stated that “the use of real cars in a racing game was good but that people like himself would not have the same interest in the game if Coke and Pepsi kept appearing in the game play then this take’s the realism away from the game”

But for those who seen in-game advertising as a positive thing, believed that the advertising was needed. Respondents within the focus groups believed that the advertising was important if it adds to the game play. This can be backed up by respondent 6 who thinks’ that “if the advertising can add to the game and doesn’t take away from the game by just having the advertisement there for the sake of it, then in-game advertising is good”

From primary research respondents expected to see advertising in games as games mirror real life for example respondents believed that sports games needed the advertising to replicate the football stadiums and jerseys, while respondent 4 stated “from what I know from basketball in the NBA that the basketball in America is sponsored by Nike, so as soon as you play the NBA game you expect to see the Nike brand name and symbol in and around the game” These views from respondents are similar to that of secondary research survey conducted by IGA which found that 82% of respondents found games to be enjoyable if ads were present with a further 70% stating that ads made them feel better about the brands involved in the games if there was a connection between the brand and the game.

4.2 - Objective 2: To examine the ability of I.G.A among the Ad-avoidant Generation recall levels

This was done by showing the focus groups two videos and then asking them to recall what they had seen later on within the focus group. From video 1 the researcher was looking for the group as a whole to name 10 more In-game advertisements. The group as a whole had the ability to recall some of brands which can be seen within the focus group transcript. (Please go to page 53 and 65 to see this)

Within video 2 Kia Soul the car manufacturer was predominately placed in and around the various video. This video was shown to try and prove Nelson *et al.*:2006 and how they believed that exposure to a certain brand will stick in the gamer's memory. The study believes that the more exposure a player gains of a certain object within the game; this will explain why they can recall that item.

From analyzing the data Nelson *et al.*:2006 study can be proved correct. From the responses that were generated all respondents were exposed to the brand and had the ability to either remember the Kia Soul name and/or the ability to recall the product (Car). Respondent 7 even went as far as saying "I just find it so hard to think at the moment because all I can think of is Japanese Kia Soul cars" while within video 1 respondent 2 comments on how car games are good but the key statement that is mentioned is as follows "Like that Ford game it keeps sticking in mind for some reason" Not only could respondents remember Kia Soul but they had the ability to recall other in-game adverts such as Sprite, Reebok, and Gatorade that were shown in video 2.

From conducting secondary research Gupta and Lord: 1998 found that recall was greater when products are of a large scale and placed in a central position on the screen and integrated into the onscreen action. Respondent 8 mirrors this statement as he states “there was this huge poster advertising Kia Soul in the skate boarding game when the lad does a flip in the air the sign is right in front of you so it’s really hard for you not to notice the poster of the car” and also respondent 3 adds in “that skateboarding game there’s just the lad skating around doing tricks but you don’t notice any Kia Soul cars just this big massive poster on the side of a building, what’s the point in that”

Respondents believed that in-game advertising was effective when advertising as opposed to television etc. The key information that was gathered here was that the advertising within games was fine but respondents were being cautious in terms for the future of In-game advertising. Points that were noted included respondent 6 “that as long as the advertising doesn’t disrupt you from the game play” and then respondent 1 stating “at the moment it’s ok but eventually it will get on peoples nerves”

With respondents having the ability to recall what they saw within the videos this then allowed to get respondents to recall what they have seen in the past and where they believe there is too much advertising placed in front of them. From analyzing the information that was gathered it became clear that respondents believed that in general music videos, internet, and television were the main cause of concern when it came to advertising towards them. Respondent 2 openly admitting to fast forwarding ads with his sky plus and respondent 3 stating that he has watched television programs on-line just to avoid watching ads. This here proves what was discovered within secondary research and how difficult it is becoming to target towards this ad-avoidant generation

4.3 - Objective 3: To study the effect of I.G.A to increase purchase intentions among the Ad-avoidant Generation

Here the researcher first looked to see who had an effect on the respondents when they were going to buy a product. From here the research that was gathered it was evident that the group members believed that family members and friends would affect their purchase decisions as opposed to advertisers, and sales reps who received negative views, with celebrities getting mixed reviews. Having established who affects the respondents purchase decisions this then allowed to find out who affected them when looking to buy video games.

The findings were surprising with respondents saying that they influence themselves on certain games because they have a loyal following to a particular game. This can be highlighted by respondent 2, “I only by Pro Evolution Soccer I am addicted to that game I wouldn’t need that game to be advertised to me as I know what to expect when I buy the game”. Respondent 1 “my loyalties only lie with the classic game such as Legend of Zelda and Final Fantasy”. Respondent 1 then went to say Final Fantasy 12 or 13 was coming out shortly and that they are willing to purchase this game to add to their collection.

Research that was conducted showed that In-game advertising could influence purchase decisions but only on low involvement goods but there were factors that needed to be taking into consideration before a purchase could be made. Findings show that the link for a consumer to buy a product from within the game would come down to affordability that a product they couldn’t afford they wouldn’t buy such as a car. The study conducted by TNS 2008 as seen within literature review revealed that gamers must concentrate 100% or they will be out of the game very quickly. It was also found within the research that if the gamer tuned into the game and was concentrating on winning, it was found that their not paying attention to what advertisements is within the game. This point was acknowledged by all respondents with respondent 5 admitting to playing Modern Warfare 3 with friends on a four player system and that you were more worried about getting shot than the adverts.

It was interesting to find that if a product had a relation with the game then respondents said they would buy a particular product if they felt a need to buy that product (see respondent 6 and 7 below) Some of the products that were mentioned if they were to buy anything would be of sporting goods. This can link back to what was found in objective 1 about sporting games being really good to advertise because it gives a sense of realism.

Respondent 7 “it would have an effect on me more so on low involvement goods as opposed to high involvement goods”. Respondent 6 “I am more likely to play football related games, so if the products within the game let’s say a football jersey and if it’s something that I can relate to if it’s the team that I follow then I think In-game advertising would make me purchase the football jersey”

What the researcher also found in the primary research as opposed to secondary research was that video games were successful for music or songs in that the group believed that games soundtrack would make the game play more enjoyable than if the music was bad. It was also found with music that consumers have bought or downloaded songs that they have heard within a game. With respondent 3 stating that “the placements of songs within the Fifa football games was a huge thing” with respondent 5 admitting that he had bought the Fat Boy Slim album for the song right about now he heard while playing Fifa 1998. Respondent 2 said that if the song he heard within game was good he would buy it as opposed to him buying a phone used within the same game. This also shows that video games can sell music as well as low involvement goods.

From within secondary research it was discovered that the film and music industry is now lagging behind the games industry in terms of annual growth. What the researcher found surprising was that respondents within the focus groups had a more favorable aspect towards buying a product they have seen within a film as opposed to games and music videos. Although respondents would buy certain items within video games if giving the choice it was found that they would buy products from within films as opposed to games second and then music videos third.

Chapter 5.0

Conclusion and

Recommendations

5.1 Conclusion

From the three objectives that have been analyzed, it shows that that researcher's hypothesis has been proven and that In-game Advertising is an effective way to communicate to the Ad-avoidant Generation within Dublin. The three objectives were answered as follows

Objective 1: It has been established that ad-avoidant generation are aware of the many forms of advertising that is being placed within games. From the research that has been gathered it shows that this type of consumer are playing many forms of games through their mobiles, on the internet through social networking sites such as Facebook and through games consoles. This again highlighting how the consumer is turning away from traditional advertising and becoming harder to reach.

As the research was conducted on males within the age bracket of 18-34 it highlighted how sporting games such as Fifa and Pro Evolution Soccer could get the awareness of the consumer because the advertising within these types of games was expected to give a sense of realism. Respondents were able to relate that if the realism wasn't involved in the game then these types of games wouldn't be worth playing.

Of the respondent all but one believed that advertising within games is a positive thing as long as it relates to the games environment. The researcher found games were good to include advertising as it can mirror real life and that the advertising was needed to enhance game play.

Comparing the researcher's findings to secondary research no new information was found but from the analysis of the three questions for objective 1 it can be said that In-game advertising does create awareness over the Ad-avoidant Generation.

Objective 2: It has been established this Ad-avoidant Generation have the ability to recall the advertisements that they have seen within games. The researcher measured respondents recall levels by the showing two videos then asking respondents what they seen from the videos and what they could recall from their own experience. From Video 1 the group as a whole combined to give more than ten advertisements that they saw from within this video. Household names such as Adidas and Coca-Cola were mentioned by the group.

A greater insight into recall came from Video 2 which focused more on the Kia Soul car being placed into game play around the various games. A study by Nelson *et al.*:2006 believed that exposure to a certain brands will stick in the gamers' memory. The study believes that the more exposure a player gains of a certain object within the game; this will explain why they can recall that item. This claim can proved right as all respondents could not only recall Kia Soul but also other adverts within the game such as Sprite.

Respondents believed that in-game advertising was more effective as an advertising tool as opposed to television. What was important here, is that the advertising within games is fine but respondents were being cautious in terms for the future of In-game advertising in the hope that the advertising didn't disrupt the game play and that games will eventually end up with a lot of advertising which will then put people off from playing games.

Analysis of the three questions for objective 2 found that In-game advertising does increase recall levels over the Ad-avoidant Generation. But what secondary research didn't show was how consumers felt about the future of in-game advertising which has to be a worry.

Objective 3: The researcher began first trying to find out who affected the ad-avoidant generation purchases. From the research that was gathered it was found that family and friends had more of an effect than on advertisers and sales reps. From here the researcher found out that respondents wouldn't be affected by anyone else when they were buying a video game.

What was more interesting was that respondents have developed a loyalty to buying and playing certain video games such as Fifa and Final Fantasy. Respondents admitted that growing up playing these games they developed a connection to that game. For example Final Fantasy 13 is being released later this year with one respondent admitting to going and buying the game to add to his collection.

Secondary research found that in-game advertising could increase purchase intentions but it didn't mention on what type of products. From the researchers findings it was found that there was a more likely hood of low involvement goods being purchased like football jerseys as opposed to high involvement goods like a car. The researcher found reasons as to why respondents may not purchase items that they see within games with cost factors such as affordability of certain products and because of the consumer tuning out the advertising as they are more concentrating on winning within the game.

The researcher also found as opposed to secondary research the affects of music within games has on purchase intentions. It was found that respondents would not only buy products from games but they have bought music soundtracks from video games. It was found that good music within games makes the game more enjoyable and that respondents have purchased or downloaded music they have heard within games. It is with this that it can be said that in-game advertising increases purchase intentions among the Ad-avoidant Generation.

5.2 Recommendations

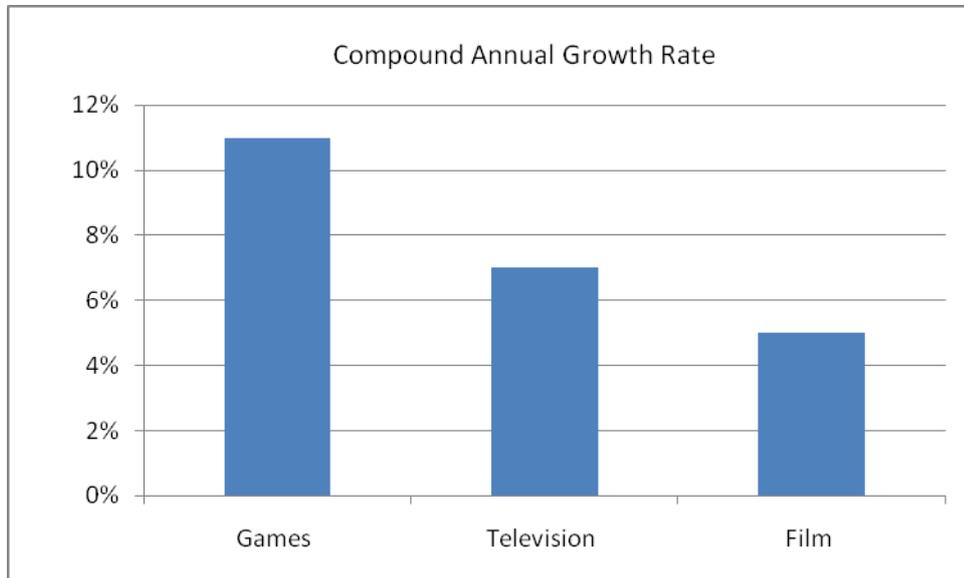
Here the researcher will provide recommendations for future study based around the area of In-game Advertising. On the completion of the study the researcher felt that there were five areas of concern for further study. By adopting the recommendations made below, in-game advertising will remain an effective marketing tool to target the ad-avoidant generation in years to come.

1. With the target audience of 18-34 year old males having been selected, the researcher believes that a study of future comparison of females within the same age bracket would give greater insight to the effectiveness of in-game advertising.
2. From primary research conducted there is evidence to suggest that sport games can increase purchase intentions, the researcher believes that an in-depth study of this area would provide greater results into the ability sports games have to increase spending amongst the ad-avoidant generation.
3. From the primary research that was gathered the researcher found a whole new area in which music can affect consumers. The researcher believes a study into the effectiveness of music to enhance game play and purchase intentions is needed.
4. The researcher gathered information that suggests in-game advertising may eventually take over game play. The researcher believes advertisers need to find new creative ways without disrupting game play or this may lead to consumers boycotting computer games.
5. From the research that has been gathered it has been shown that in-game advertising is an effective marketing tool. The researcher believes that advertisers should not solely count on games to deliver their brands and messages, but to come up with new and exciting ideas that can assist with in-game advertising.

Chapter 6.0

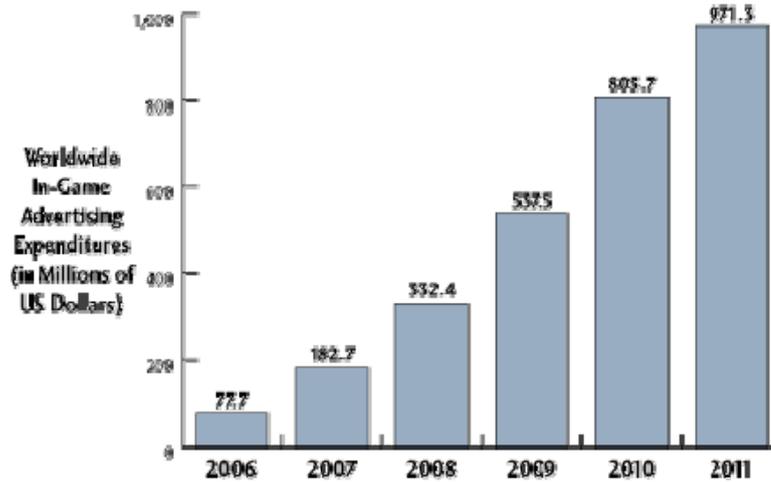
Appendices

(Appendix 1: Compound Annual Growth Rate)



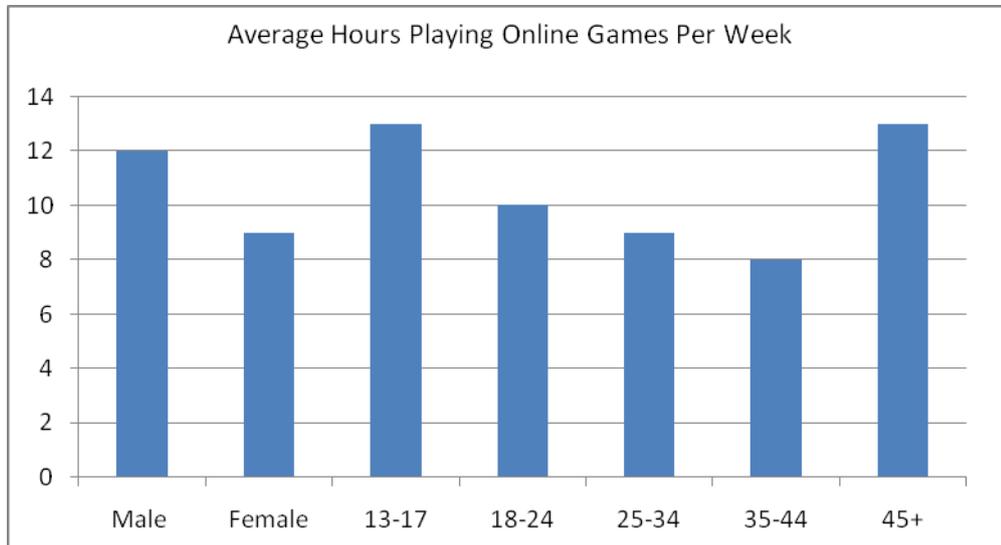
(Source: Pricewaterhouse Coopers 8th Annual Media Outlook Report)

(Appendix 2: Revenue Chart)



(Source: Yankee Group: 2007)

(Appendix 3: Average Hours Spent Playing Online Games Per Week)



(Source: Nielsen Entertainment: 2006)

(Appendix 4: Types of Gamers)

Types of Gamers	Male %	Female %	Average Age	Games Played
Casual Gamers	50%	50%	36	Online Games
Hardcore Gamers	68%	32%	26	Console and PC Games
Mobile Gamers	36%	64%	31	Phone Games

(Source: Engage Advertising: 2009)

(Appendix 5: Canon In-game Advertisement)

Canon in-game advertising creative



(Source: Myring and Willey: 2009)

(Appendix 6: Ads from Battlefield 2142)





(Source: Bartlett, Badian and Griffiths: 2008)

Appendix 7: Findings from 2008 TNS Study

- It was found that 3 out of 5 people believed in-game advertising was more interesting than other forms of advertising.
- 44% of 16-34s agree that a brand is innovative if it advertises in a game.
- Gamers must concentrate 100% or they will be out of the game very quickly.
- In-game Advertising is highly visible and well noticed 64% of all respondents noticed the ads, with this rising to 76% for 16-24 year olds.
- 62% of respondents said that they have approached a billboard in the game to read or look at the advertisement, this rose to 66% among 16-34s and 70% among 16-24s.
- 62% felt in-game advertising was a good idea
- 64% felt that having in-game advertising gave the game a more realistic affect

(Source: TNS Study: 2008)

Appendix 8: Obama In-game Adverts



(Source: Burnout Paradise Game: sky news.com 2008)



(Source: N.B.A Game: Microsoftadvertising.com 2008)

Appendix 9

<u>Benefits of Secondary Research</u> (Zikmund: 1999:111)	<u>Limitations of Secondary Research</u> (Zikmund: 1999:111)
<ul style="list-style-type: none">• Easily Accessible	<ul style="list-style-type: none">• Information may be outdated
<ul style="list-style-type: none">• Inexpensive to Conduct	<ul style="list-style-type: none">• May not satisfy researchers needs
<ul style="list-style-type: none">• Quickly Obtained	<ul style="list-style-type: none">• Lack of information to verify the data's accuracy

Appendix 10

<u>Benefits of Primary Research</u> (Kumar: 2000: 135)	<u>Limitations of Primary Research</u> (Kumar: 2000: 135)
<ul style="list-style-type: none">• Accurate and Precise, Collected for specific project in mind	<ul style="list-style-type: none">• Higher costs to gather information
<ul style="list-style-type: none">• Can be used to make strategic decisions	<ul style="list-style-type: none">• Long time frame to analysis data
<ul style="list-style-type: none">• Can be collected in a manner that is preferred for the researcher	<ul style="list-style-type: none">• Longer to collect primary data in comparison to secondary research

Appendix 11

<u>Benefits of Focus Groups</u> (Burns and Bush:2006: 212)	<u>Limitations of Focus Groups</u> (Burns and Bush:2006: 214)
<ul style="list-style-type: none">• Generate fresh ideas	<ul style="list-style-type: none">• Can be difficult to interpret your findings from respondents
<ul style="list-style-type: none">• Ability to understand a wide range of issues	<ul style="list-style-type: none">• May be difficult to determine which respondents are representative samples
<ul style="list-style-type: none">• Allows clients to observe their participants	<ul style="list-style-type: none">• Cost per participant is high

Pilot Focus Group

A pilot focus group was conducted on the 12/02/2010. There were 5 respondents who took part in this focus group. 5 respondents were selected by the researcher; the number of respondents was selected to give an indication to the reliability and validity of the questions asked.

The researcher played two videos in relation to answering objectives 1 and 2. The researcher allowed the respondents to look at both films before conducting the focus group. Once the videos were viewed the researcher conducted the focus group as follows

Video 1 Link: (<http://www.youtube.com/watch?v=olnhWheho5c>)

Video 2 Link: (<http://www.youtube.com/watch?v=HFSEekMCaoM>)

Question 1 Moderator: **Do you play any of the following: video games, mobile games, internet games or PC games?**

Group as a whole reply “Yes”

Respondent 1: I very rarely play computer games I would tend to play more internet games

Moderator asks respondent 1 to clarify what sort of internet games she would play and Respondent 1 replies Games on Face book such as Pool

Respondent 2: I would tend to play more computer games when my friends are over

Respondent 3: I do play games but not that often only when I am on Face book, if that counts. I think I have played the Play station about 10 times in my life, but my little brother plays a lot of computer games

Respondent 4: I don't spend much time playing computer games as I am busy with college and work, but when I get a chance I would play games on the internet and sometimes on my mobile

Respondent 5: I like playing computer games; I tend to spend more time playing football games

Question 2 Moderator: **Are you aware of any companies that place their products within video games?**

Group as a whole reply: “Yes”

Respondent 3: Eh yes all the major ones really within sports games

Respondent 1: I know Coke and Pepsi do this, I can't think of the games involved but I have seen them within games

Respondent 5: I know a lot of the big brands like Nike and Adidas do this within sport games like Fifa

Respondent 2: From video 1 you showed earlier there were a lot of Ford cars in it, was like Ford had their own game or something

Respondent 4 backs up the claim made by respondent 2 and also adds to this

Respondent 4: I noticed with a lot of the car games that cars are more or less the same as in real life if you know what I mean; I think it's good as it adds to the realism of the game

Question 3 Moderator: **Do you perceive brands that place their products into video games as a positive or negative thing?**

Group reply as a whole: “Positive Thing”

Respondent 3: I think it makes the game more realistic

Respondent 5: I don't notice them that much as I would as normal advertising because it's not in my face that much

Respondent 3: I think for sports games the advertising is needed, if the advertising wasn't in the game then this isn't replicating the stadiums in football games and also with the jerseys the advertising is needed to make it look like real a jersey

Respondent 2: Within car games you notice the advertising a lot, like that Ford game keeps sticking in mind for some reason. I think the car games is good because when the car in video 1 was driving around the street I noticed a lot of the billboards which had advertisements on them

Respondent 1: In video 1 you showed I noticed the Ben Sherman and Marc Echo billboards placed around the various car games which were shown

Respondent 1 answer prompts respondent 2 in saying.

Respondent 2: Yes that's right also I noticed some Diesel signs as well as the Ben Sherman and the Marc Echo billboards

Respondent 4: Well what respondent 3 said I think is right, from video 1 at the end there is a clip I think its Roger Federer playing tennis? The tennis court in which the match was being playing on was so realistic. I noticed a lot of the sports brands such as Nike and Fila and I know that they are big sponsors within tennis so I think this only adds to the environment

Question 4 Moderator: **What are the areas you feel that there is too much advertising being placed in front of you?**

Respondent 3: In music videos, but this just advertises mostly electronic goods

Respondent 1: In television there is awful lot advertising, especially in the American T.V shows

Respondent 5: In the movies it's ridiculous the advertising is noticeably done

Moderator probes for more information by asking the respondent could they name any of these movies, this prompts the whole group into discussion

Respondent 5: I know in i-robot for example the Audi car Will Smith drives around in was specially designed just for that film

Respondent 2: James Bond, with the Austin Martin car and he is always wearing a fancy watch think it could be a Rolex and he always has a Sony Ericsson phone

Respondent 4: I think James Bond is one of the biggest ones for placing products within the film, like anytime someone asks for a drink at the bar its always martini

Respondent 3: You see with sex and the city with fashion, like that film or the program that could make or break a brand

After discussion dies down moderator looks to find out if there is too much advertising on the internet. Group as a whole feel that the internet has too much advertising

Respondent 1: Ye there's lots of advertising on the internet, you just get things popping up all over the place

Respondent 2: Ye that's mad like when you're on a site and something just pops up telling you that you have won a competition of some sort

Moderator then asks respondents what they think about video games and advertising

Respondent 4: I don't think there's too much advertising within sporting games, in a football game this is just adding to the realism which is good

The rest of the group agree with Respondent 4 and that opinion with respondent 5 then adding,

Respondent 5: Within video games they make things just as accurate as in real life which adds to the enjoyment of the game

Question 5 Moderator: **From video 1 that you have just seen earlier, are you aware of 10 or more products, symbols or brands that appeared in this video.**

When the moderator asked the above question this prompts the whole group to shout some of the following answers, which all respondent's answers are correct

1. Adidas
2. Coca-cola
3. Kanomi
4. Ford
5. Sharp
6. Echo
7. Ben Sherman
8. Nike
9. Fila
10. Samsung
11. Audi

Question 6 Moderator: **From video 2 that you have just seen earlier, can you recall the company and/or its product that was mostly placed in and around the various games**

(Video 2 was not working at the time so moderator moved onto the next question)

Question 7 Moderator: **Who do you believe has the biggest influence on you when purchasing a product? For example advertisers, friends, family members, sales reps etc.**

Respondent 2: Friends and family I would say

Respondent 1: I will be completely honest and say a celebrity, I know it sounds stupid but I like celebrities

Respondent 5: Well depends upon what I am buying or the type of product that I am interested in

Moderator looks to probe for more information by asking the respondent what they would be interested in, respondent 5 then replies

Respondent 5: Well it really depends if I wanted football boots I would ask my mates what they thought, or if I was in a shop and wanted to buy a phone I would listen to what the sales rep would have to say

Respondent 3: I would ask my friends and family what they thought before I would buy something, if I knew someone else who had let's say an iPhone and that's what I wanted to buy I would ask them for their opinion because you know when you go into the phone shop that the sales rep is going to try and make you buy it anyways even if the phone wasn't good

Respondent 4: I sort of agree with respondent 1, I play football the weekends I only wear Nike football boots so and when I look to buy a new pair of boots I would look at the boots Rooney or Torres are wearing because they wear Nike, but I don't wear Nike boots because they do, just I feel more comfortable in Nike as opposed to other boots

Question 8 Moderator: **Would a product that is placed in a game or that you would use in a game influence you on your purchase decision**

4 group members responded no, that this wouldn't influence them on their purchase decision with 1 group member saying it would influence them on their purchase decision

Respondent 3: Not if it was used in a game it wouldn't, because the chances are its big brand name that you know already and that you probably consume so it wouldn't affect you greatly

Respondent 4: Think too much of advertising placed within a game would probably irritate you more than anything else

Respondent 1: I think it would influence me, like if I was playing a game and coke signs or something to do with coke was in the game, then the chances of me wanting a bottle coke would be high, but I don't think if I won a race driving a Ferrari that I would go out and buy one, but I would love to buy a Ferrari

Question 9 Moderator: **If the same product was placed in and around game play, within a film or in a music video which of these would greatly affect you on your purchase decision**

Respondent 2: I'd say a film

Respondent 5: Yes I'd say films as well

Respondent 3: I'd agree with respondent 2 and 5 say films

Respondent 4: I think a music video because if you take Lady Gaga for example she would be wearing headphones and recently she brought out a line of headphones or new a phone would flash on the screen, I know this would make me interested and want to find out more about the phone like who makes the phone or what it does

Respondent 1: I wouldn't buy anything from a music video, look at 50 cent or someone he would endorse anything he could get his hands on, sure like those new slide up sideways phone if that popped up on the screen I wouldn't want to know about it, but I would also disagree with respondents 2, 3 and 5. I think you have a greater feel for a product if you are using it and I think this would happen more within game play which also brings you closer to the product as opposed to films and music videos

Moderator looks for more information into why respondents 2, 3 and 5 chose film

Respondent 3: I think movies would affect a greater range of product and services as opposed to music videos

Respondents 2: I said film because games are only good for sports brands and I think you don't learn much from a music video

Respondents 5: Certain films are good for certain brands as they fit within the film, like sex and the city a lot fashion names and products like Gucci are mentioned and I think this acceptable for a film like this

With this the Focus Group is then completed with the moderator thanking the respondents for their time and effort

Focus Group

A focus group was conducted on the 19/02/2010. There were 8 respondents who took part in this focus group. The researcher played two videos in relation to answering objectives 1 and 2. The researcher allowed the respondents to look at both films before conducting the focus group. Once the videos were viewed the researcher conducted the focus group as follows

Video 1 Link: (<http://www.youtube.com/watch?v=olnhWheho5c>)

Video 2 Link: (<http://www.youtube.com/watch?v=HFSEekMCaoM>)

Question 1 Moderator: **Do you play any of the following: video games, mobile games, internet games or PC games?**

Group as a whole reply “Yes”

Respondent 1: I play video and PC games

Respondent 3: Yes video games

Respondent 2: Yes I play PlayStation games

Respondent 6: Mobile games

Respondent 8: I only play computer games

Respondent 7: I play computer games when I have the time

Respondent 5: When I think about it I actually play all of them

Respondent 4: I don't play games that often but when I do I would play internet games in my spare time

Moderator looks for more information from respondents who said they play mobile games

Respondent 5: I would play them on my iPod I have an application which I can download them I must have over 20 games at least

Respondent 6: I would play them at night when I am free, like if I was going to bed or if I was bored

Moderator looks for information from respondents who said they play internet games

Respondent 4: I usually play internet games on Facebook, I am usually only on Facebook to play mafia wars with my friends who are also on Facebook

Respondent 5: Yes I play the games on Facebook as well but the games on minclip and mouse breaker are good to pass the time when you have nothing else to do,
Moderator then looks for information from respondents who said they play video games

Respondent 3: I played them a lot more when I was younger

Respondent 2: Ye I played games a lot when I was younger as well mostly play sports games

Respondent 3: Played a lot of footballing games like Fifa and Pro Evolution they were quite big when I was younger

Respondent 1: A lot of the games I play don't have in-game advertising in them at all, the games I would usually play are legend of Zelda and some shooting game can't think of the name of it but those games only advertise the developers of the game

Respondent 3: Well Grand theft auto would have been the last game I played and that had a lot and even the songs they just throw anything in to try and get your attention

Moderator asks respondent 3 could they name any advertising that they could remember from this game

Respondent 3: I can't remember any but I think a lot of the things within this game are made up like some of the cars in the games are modeled of real cars but you don't see any the name of the cars but you know yourself what model the car is supposed to be, I know Fifa and all those sports games use in-game advertising like mad, that was evident from the clips you just showed earlier

Respondent 1: Well it is more real life games that use in-game advertising, you're not going to find some big crazy fantasy game is going to have advertising or this would take away from it, like the sports games you would because it would just be like watching a match, and it adds a sense of realism to the game

Respondent 8: I think it's important for sports games to have in-game advertising, like what respondent 1 said if it doesn't add a sense of realism then the game in my view wouldn't be worth playing

Respondent 7: If I am not busy and have the time I would usually play Fifa 2010 with my brother sometimes, think computer games are good because you and your mates can have competitions and that and it can be a good laugh

Moderator asks all respondents had they anything else to add before moving on to the next question

Question 2 Moderator: **Are you aware of any companies that place their products within video games?**

Respondent 1: Pepsi

Moderator asks respondent Does he know what game Pepsi is within

Respondent 1: I can't remember what I do remember is that Pepsi were quite blatantly advertising the game to the extent that it got annoying. I can find out the game for you it's on igm.com somewhere. There was a top 10 or 5 most annoying game and Pepsi was in this list and it got slated for being so annoying

Respondent 2: Well Coca-Cola is in every game they can get their hands

Respondent 1: There's that game with 50 cent that's extremely violent

Respondent 2: It's called get rich or die trying

Respondent 3: Adidas are in all the sports games like all the billboards surrounding a football pitch and on the football jerseys, like every kit is going to be the actual real kit of the actual football team

Respondent 7: It's the same with Gran Turismo every car maker is in it

Respondent 4: It's the same with Reebok there in most of the American games like Nike they don't sponsor American football or ice hockey so Reebok sponsor the likes of these so you will see within these types of computer games there will be a lot of Reebok

Respondent 8: There's that thing in second life where you create yourself in a virtual world and Reebok have bought advertising within this virtual world and Reebok now sell through this second life virtual world, like if you see a pair of Reebok runners you can order them through a link on line and they will be delivered to your house

Respondent 6: I know that the grand prix games are covered in advertising you see a lot of Firreli tire signs and the cars themselves are more or less the same as in real life so you have the Ferrari and that and the other cars as well

Respondent 5: It's also the same in golf games, like Tiger Woods for example he has his own games Tiger Woods PGA 2010 is the most recent and you would think this was a Nike game. If you select Tiger Woods he is covered from head to toe in Nike clothing

Moderator asks all respondents had they anything else to add before moving on to the next question

Question 3 Moderator: **Do you perceive brands that place their products into video games as a positive or negative thing?**

Of the 8 respondents, 7 respondents believe in-game advertising is a positive thing as opposed to the 1 respondent who believes in-game advertising is a negative thing

Respondent 1: I think it's kind of annoying like if the advertising is a perfect match for the game like you understand why a racing game would want real cars, because people have genuine interest in cars, people would not have the same interest in Coke, Pepsi or food if they kept popping up while you are trying to race through the streets, I think this takes away the realism of the game

Respondent 4: From what I know in the NBA you see the Nike adds that's supposed to happen, like Mikey Jordan he is a symbol of Nike so if you're playing a game you expect to see Jordan kitted out in Nike. Even when you play the NBA on the PlayStation you know Nike will be in the game because they sponsor the NBA so I think it's a positive thing because this is what you expect

Respondent 7: From video 2 you showed the Kia Soul ad was plastered around the various games *this prompts respondents 3 and 8 to groan and moan and state that video was unbelievable* it was all over everything and I'd say the people who played them games was a preempted strike appeal first of all to get people interested in the car but it seem inappropriate to put a car in skateboarding game, because skateboarding is a thing 13 and 14 year olds do and for me I taught this game was annoying but I see in-game advertising as a positive thing

Respondent 6: I think if it adds to the game then in-game advertising is good I don't think this will work if the advertising doesn't add to the games environment

Respondent 8: Yes I believe what respondent 6 just said if the advertising fits in with the story line then it's a good thing I don't mind the advertising within the games but I don't like it if it detracts from the game itself and if the game has advertising that shouldn't really be in the game because it has no connection with the game

Respondent 3: Like what respondent 1 was saying if you are driving around and you see signs for MacDonald's and coke then that's just blatantly putting it in like in video 2 there was a sprite sign in the top right corner of the video that didn't have any function what so ever

Respondent 3 answers prompt respondent 4 into saying

Respondent 4: Well sprite sponsor that game and in the NBA that sprite sign would be there as well so I think that was a good thing as it gives the feeling of realism. It would be like red bull who have the competitions were people make costumes and jump into the water, sprite do competitions called the sprit slam dunk challenge and that's the reason it appears within the basketball game

Respondent 3: I didn't know that now

Respondent 5: Well if it's relevant and the advertising is done in real life well then it should also be placed within games, like if you look at the super bowl halftime break all the ads are for companies and products none are the ads are for the super bowl and its completely over saturated with ads, if games were like this then it would be a bad thing.

Respondent 2: I see it as a positive thing and I think it's down to the realism effect, in my opinion I would rather drive a car in a game that is the same in real life, if it was a made up a car then I don't think the game would be as good

Question 4 Moderator: **What are the areas you feel that there is too much advertising being placed in front of you?**

Respondent 1: The internet because most of the things on the internet to me don't seem like very legitimate products and everything on the internet especially emails, pop-ups and spam all just seem like a big scam and I would think the rest of the group would feel the same

Respondent 2: Yes I would agree

Respondent 6: Yes he is right

Respondent 4: Like everyone is on the internet now so the only way to get a product out there would be to put it on the internet, like if you were to log onto the internet now you would find a product in less than 5 minutes that you never have seen before

Respondent 5: Like those companies track what you're doing on other sites then the ones you view most they specifically target those ones because they know that's where you are going to be

Respondent 7: I have seen that with you tube and the college have a banner up promoting DBS

Respondent 3: That's basically invading you privacy, Facebook got into trouble with that I read that I the newspaper a couple a weeks back

Moderator asks respondents about others forms that there is too much advertising

Respondent 3: Bill boards and movies there is plenty of advertising on them

Respondent 2: Depends on the film as well

Respondent 1: Used to be really bad like if you go back to the 80s you used to always see a perfectly placed can of coke when the actors are having a very serious discussion, like as well with cereal it's always at an angle so you can see it, and as well that seen might be dark and product will be really bright so it will stand out

Respondent 8: Sure they still do that anyways

Respondent 2: Sure look at that film minority report that has an awful lot in that film on product placement

Respondents get stuck to name some products within the film so the moderator names a few and this gets the discussion going again

Respondent 4: Oh yes Guinness was in the film and the phone tom cruise used I think was a Motorola or a Nokia because it was the same phone that was also used in the matrix when that came out

Respondent 1: I am sure there were a couple of cars in that film and I didn't even see it

Respondent 5: I know Nokia was also used in that Ryan Reynolds film Just Friends

Respondent 6: Sony do James Bond an awful lot, there's one of the scenes when there in a really dark room and he opens up his laptop and Vaio is written on the screen like that's all you can see

Respondent 1: Back again with the matrix that flip phone was all over the film,
Moderator looks for information surrounding advertising within music videos

Respondent 1: I think it's mostly pop music that does placement within the music video, because that whole indie side of music like oh I hate advertising I am anti everything, but its true like an artist like lady Gaga or Britney Spears or Christina Aguilera just general pop music you would get advertising within the video and also with them x factor things

Respondent 7: Sure most of them artists do ads for other companies like Pepsi and individual ads that are placed within their videos

Respondent 8: It's a kind of thing where it depends on the type of music like you would get a lot within rap videos

Respondent 4: Ye you get a lot of phones like those new slide up phones

Respondent 2: Sure you see with Dr Dre he has his own head phones and N-Dubz recently had a song out called I need you and there was a Lamborghini just sitting there in the background of the video and with that song they sing about Facebook so that as well it just doesn't have to be in the video they can also sing about the product as well

Moderator then asks respondents what they think about television for advertising been placed in front of them

Respondent 6: I think there's loads of advertising on television like when you're watching a program and it goes for a break there's loads of advertising

Respondent 7: There's set allocation times for advertising

Respondent 3: Like with those American shows say for on sky 1 they tend to have ads every 10 to 15 minutes

Respondent 1: Its 4 adverts break for every hour long program

Respondent 5: Some shows in America show all the ads beforehand like two and a half men in America they don't take breaks but when you watch it here it takes breaks for adverts

Respondent 1: I have sky plus and when I want to record something, that's what I usually do so when I watch the recording I just fast forward the ads and if I was just watching normal television and it goes for a break I would just get up and go the kitchen or something just to avoid watching the ads, I don't mind ads only if it's something that interests me but that's very seldom

Respondent 2: I would do the same like I would fast forward through the ads

Respondent 3: You also have internet television were you can watch stuff online without any breaks

Respondent 7: Then there's RTE with their flash-player were you can watch shows on their website

Respondent 8: You also have all the illegal sites on the internet; you can sign up to mega video and watch non-stop films and programs

Respondent 1: There's also project 3 TV that's great has everything on that site and I know with mega video if you're not a member you can still watch 10 minutes of whatever it is you want to watch

With this the moderator then moves on to find out what respondents think about advertising and in-game advertising. With this all respondents believed that in-game advertising was the least affected by advertising

Respondent 1: I think at the moment it's ok but eventually I think it will get on peoples nerves, like I think the average gamer is going to cop on to it and I think they will make their presence felt at all those conventions like the E3 convention and I think I might get to the point where it might stop people from buying games, like if you stop playing Fifa you can play pro evolution so you always have choice as well to avoid certain advertising within games because you can just swap the game for something else

Respondent 3: I just think it makes it realistic in the football games so I don't see it as a problem as long as it's all relevant

Respondent 6: As well with that as long as the advertising doesn't disrupt you from the game play

Respondent 3: Like when you score a goal and it comes up this goal is sponsored by burger king then it's a serious problem but I don't see this happening, currently as far as I am aware the normal games are just regular in-game advertising

Respondent 7: You don't mind seen the developers of the game like in the first video you showed it had Konami which are the people I think who make Pro Evolution Soccer and you don't mind Fifa.com being advertised because you can sort of see the point cause if you are playing the game you are going to be interested and then you log on to web site and learn more about the game, but just once they don't overdo it

Moderator asks all respondents had they anything else to add to this before moving on to the next question

Question 5 Moderator: **From video 1 that you have just seen earlier, are you aware of 10 or more products, symbols or brands that appeared in this video.**

Group as whole reply yes and start calling some of the things that they have seen

Respondent 5: I saw Burger King from video 1

Respondent 3: Diesel and Ben Sherman there was a few Ben Sherman billboards and I noticed a Ben Sherman van driving around

Respondent 6: Fly Emirates on the jersey

Respondent 7: Jaguar

Respondent 8: Aston Martin and the echo sign was on a billboard on the side of the road as the car drove past

Respondent 3: Adidas within the football game on the jersey and when the player scored he celebrated and the billboards around the ground were flashing with the Adidas name

Respondent 5: Coca-Cola in the football game as well

Respondent 1: When the camera went to show the action replay EA Sports was behind the goal that's the in-game developers advertising themselves

Respondent 3: When the player scored it flashed up Adidas and within seconds it went on to Coca-Cola

Respondent 4: There was a lot of advertising on the jerseys Nike. Adidas, Samsung, T-Mobile

Respondent 6: Unicef were on the Barcelona jersey

Respondent 2: I saw Sony in there somewhere but there were a lot of ford cars, you see when the car pulls up and the person walks into the ford showrooms there was a lot of different ford cars like the ford mustang and that

Respondent 7: Sure even at the end there, there the tennis competition which is supposed to be the Australian Open Sega, Nike, Fila and I think may be Omega the watch maker were all advertised and then you get the close up shot of the tennis player not sure of her name but you can see the Nike symbol on her t-shirt and on her head band

Moderator asks all respondents had they anything else to add to this before moving on to the next question

Question 6 Moderator: From video 2 that you have just seen earlier, can you recall the company and/or its product that was mostly placed in and around the various games

Respondent 1: Oh Jesus what was it again it was in everything I think it was jeep oh yes Kia Soul

Respondent 3: Ye I noticed the boards around the basketball court it was just full of Kia Soul cars or a jeep of some sort

Respondent 8: There was this huge poster advertising Kia Soul in skate boarding game when the lad does a flip in the air the sign is right in front of you so it's really had for you not to notice the poster of the car

Respondent 2: Was the tennis video apart of video 2

Moderator replies no and tells the group that the basketball game the skateboarding game and the hockey game were all in video 2 with this respondent 2 then replies

Respondent 2: Oh yes I noticed it around the game play in the hockey video, the two players start fighting and you can see in the background the Kia Soul name and the car itself

Moderator then looks to the group to see if they can recall any other brands, products or symbols within video 2

Respondent 5: Sprite was in the corner of the NBA game and also you could say that NBA is a brand name in itself

Respondent 6: I also notice the Reebok signs in the NHL game

Respondent 7: I just find it so hard to think at the moment all I can think of is Japanese Kia Soul cars, which is what you want us do, so this must be a good thing

Moderator asks all respondents had they anything else to add to

Respondent 1: I take an educated guess and say that the hockey sticks in the NHL game may have had some sort of advertising on it and again with the ice skates as the players come on the ice rink the camera points at their feet so I would say maybe there was advertising on the skates as well

Respondent 3: In the skateboarding game there's just the lad skating around doing tricks but you don't notice any Kia Soul cars just this big massive poster on the side of a building, what's the point in that

Respondent 2: I also noticed the Gatorade drink logo in the hockey game and I know they sponsor the NHL so this makes sense to be within the game

Moderator asks all respondents had they anything else to add to this before moving on to the next question

Question 7 Moderator: **Who do you believe has the biggest influence on you when purchasing a product? For example advertisers, friends, family members, sales reps etc.**

Respondent 1: I would say you're friends do in terms of the fact you would probably go and ask your friends if you were going to buy something big like I remember when I bought a laptop for Christmas, like I still know quite a lot about laptops but I still felt the need to go and consult most of my friends and what they thought about the laptop to get their opinions as well, I would say you're friends are probably the first thing with sales reps next then I would have advertisers then I would say my family at the bottom of the list in terms of people I would consult in relation to my purchase decision

Respondent 2: No I would have my family first if I was asking anybody

Respondent 3: Yes I would have my family first and with sales reps their there to sell the products and I know sales reps in various shops and they would try sell you anything

Respondent 7: Sales reps are to just there to sell you whatever product you're looking for sure most of them get commission on the products they sell anyways so they will try trick you into buying anything because they know they are going to make money out of you

Respondent 8: I don't think I would ever ask my family, especially if I was buying Hi-Tec stuff because they wouldn't have a clue

Respondent 6: I would say myself I wouldn't really let anyone else effect my purchase decision, but if I was to select anyone who would have an effect I would say advertisers, if I see an add and it was comparing to companies on their products, let's say broadband there is a lot of comparison adverts within that industry, if I wanted broadband at that time and if one broadband band services was cheaper than the other then I would probably but the cheapest one

Respondent 3: Also I would say a celebrity could affect my purchase decision, like if it was a well-respected celebrity and well established that would be fine, but if it was any celebrity who has lots of endorsements who would sell anything just to make more money than that wouldn't affect me, I perceive them as putting their name to anything

Respondent 2: A celebrity wouldn't affect me sure look at David Beckham what's the relationship with him and Sharpie pens, come on like that just doesn't work that man is a sell out

Respondent 5: I would say Michael Jordan would sell me anything in relation to basketball products because he knows what he is talking about

Respondent 4: Like you would probably listen to Bob Geldof about Live 8 before you would listen to someone like Jessica Simpson, I know it's not a good example but can see the point I am trying to make

Respondent 1: Do you remember those rubber bands when they came out for various charities; Neil Armstrong had his yellow one live strong for testicular cancer among men, Ronan Keating as the pink label on Balleygowan water for breast cancer, If Ronan Keating tried to sell me something I would laugh at him but because of this charity that he is doing I would buy that bottle of water

Moderator then looks to respondents in relation on who would affect them if they were buying a video game

Respondent 2: I only buy Pro Evolution Soccer now and I know what that is like, they keep making these new improvements every year and you just get addicted to playing it, I wouldn't even need that game to be advertised to me just to buy it, I know what to expect and I buy it my self

Respondent 1: My loyalties lie what the classic games like Legend of Zelda and Super Mario games I think they are really cool and I would still play them, Final Fantasy is another game that I love playing I played that game as I was growing up and I think its Final Fantasy 12 or 13 that is coming out in March and I am seriously considering buying it because I am also addicted to it like that football game respondent 2 mentioned

Respondent 7: Like when I have the time I would also rent computer games from my local Xtra Vision, they have good deals like you can rent a video game for €10 for the week, what I would usually do is rent the game first and if I thought it was good I would buy it but then if the game was bad I wouldn't buy it, so that way I'm not wasting €60 or €70 on a game I'm only losing out on the €10 it cost me to rent the game

Respondent 1: I used to rent video games but I would just swap with my mates like I have this friend and he loves computer games so when he usually clears the game I would get a lend from him

Respondent 8: I think renting video games is a waste of money, like you have all these blogs on the internet I'm sure there is one for video games, were that people have played a certain game will give their views on a game this is just as good if not better to rent a game before you buy it

Respondent 7: Yes but least I know what the game play is like not relying on other people that I have no clue about

Question 8 Moderator: **Would a product that is placed in a game or that you would use in a game influence you on your purchase decision?**

Respondent 1: Like in that video 1 you showed earlier in with the ford mustang that would make me want to buy one but I can't afford one

Respondent 3: I think for example like a pair of football boots in Pro Evolution Soccer would have a better chance on you wanting to buy them as opposed to a car I think in-game advertising would have more of an effect on my purchase decision if could afford the product

Respondent 7: It would have an effect more so on low involvement goods as opposed to high involvement goods well that's what I think anyways

Respondent 1: I think with the car games try and play to towards the perfect 10 car gallery, like some of the cars that were shown earlier I would say like the Audi and the Mustang for example them two cars would be in my top 10 cars that I would like to own

Respondent 8: (Sarcastically) I would like to have the Kia Soul car that would be in my top 10

Respondent 1: (To respondent 8) You get my idea but don't you

Respondent 8: Yes

Respondent 5: I think with in-game though it can give you what you don't have, like you could be driving around in a Ferrari in the game, when you think of a Ferrari you think of a fast car sexy women, so if that happens in the game you would want that in real life

Moderator then makes a point that was discussed earlier on about Pepsi and Coca-Cola moderator then asks respondents that if these drinks or brand names were placed within game play would this make them want a Pepsi or a Coke or if it was done subliminally

Respondent 1: It's hard to say that because you are not really conscious on what's going on in your head I'd say if it was done subliminally it might make you want a drink but in all honesty I'd say it wouldn't work

Respondent 2: If I was watching a football match let's say in Old Trafford they have really bright electrical hoardings surrounding the pitch and it's annoying, I would take that mind set into the game and I would consciously not look at the screens around the side there to in your face because there to bright and always flashing in your face

Respondent 6: I am more likely to play football related games, so if the products within the game let say a football jersey and if it's something that I can relate to if it's the team that I follow then I think in-game advertising would make purchase the football jersey

Respondent 2: Like if I was playing a football game it's just like watching the match so the advertising is always there so you try ignore it you know it's there but you just don't take it in

Respondent 4: You know the advertising is there but you are concentrating so much to win let's say a race that you almost tune out to what's going on around your car, so I would say that because I am more concerned about wining that I don't take in any of the advertising and because of that I don't think it would affect my purchase decision

Respondent 1: And if you're playing with your mates you're more inclined to have a laugh and try and win than to take in any of the advertising within the game play

Respondent 5: I remember playing Modern Warfare 3 on a four player system so you were more worried about getting shot and being eliminated from the game than anything else

Respondent 3: With that if you're playing on a four screen mode then the advertising is probably smaller again making it harder for you to notice

Respondent 4: I remember in one of the Fifa games a few years ago they had a part like whenever you paused the game it was like a juke box and you could select what song you wanted to play I thought that was good

Respondent 3: The placements of songs is a huge thing they do in Fifa

Respondent 5: Oh yes sure that fat boy slim song right about now was Fifa 98 and I can still remember that any time I hear that song I think of Fifa

Moderator then asks respondents had they purchased or downloaded any songs that they may have heard within video games

Respondent 3: I have bought songs played by blur

Respondent 5: I bought that Fat Boy Slim album for that song right about now because I heard it through Fifa, that's a classic song

Respondent 7: I think if the songs in games are good this adds to the game being better than it would have been if the songs were bad, like it works that way with television advertising if you have an ad that is good visually but the background song is shit or annoying then you will change the channel

Respondent 8: The good thing about Grand Theft Auto is that when you get into the cars you can change the radio channels and play the songs that you like

Respondent 2: Music has a strong effect on me and I think music has a strong effect on other people as well, I think it works really well in games to the point that instead of buying a phone that you see in the James Bond game that you would actually go out and buy the soundtrack from the game because you liked the songs that were within that game

Respondent 6: As long as the music is good then I would think that I would go looking for that song

Moderator asks all respondents had they anything else to add before moving on to the next question

Question 9 Moderator: **If the same product was placed in and around game play, within a film or in a music video which of these would greatly affect you on your purchase decision**

Respondent 3: Film

Respondent 6: I would say film because there is more action in a film and you might get to see the actual product being used or put into practice more in a film than the other two options

Respondent 7: I think it also depends upon who you are targeting as well, I would say in-game is good at targeting children; my brother plays football for under 12s, every time I get in from college he's always playing Fifa 2010, he could look at Wayne Rooney or somebody and look for his football boots then he will nag our parents for those boots which he has done on many occasions, or if it was films let's say sex and the city then that would be good at targeting women

Respondent 3: You see in music videos a lot of the rappers would be drinking crystal champagne, they would get paid for that, they might not like the product but they still get paid for it anyways just to appear in a 3 minute video, it's like the company saying let's throw this new product into a music video and we pay the coolest artist at the moment to use it

Respondent 1: If I be honest I don't think any of them would have a really big effect on me when I 'am looking to buy something

Respondent 2: If I was to pick one I would say games just because I play games more than I would watch films and with music I tend to listen to it on my iPod a lot so I don't even get to watch the videos because I like playing games I don't mind seen the advertising

Respondent 5: If I was to pick one I would say films based upon I enjoy a good film then I would say in-game advertising and then music videos

Respondent 1: Sorry I change my mind and I have made a decision I would say music videos, because I recently bought a guitar based on my favorite music group

Moderator then asks respondents to group in order with 1 being good and 3 being bad the order of how they feel in-game advertising, films and music videos would be used when purchasing a product

Respondent 1: I would say 3.Ingame 2.Films and 1.Music Videos

Respondent 3: Like I go out and buy that game I don't want them advertising every time I turn the game on, like with T.V I can change the channel, but when I buy the game I don't want to be bombarded with advertisements, that would just like me paying to see ads so I would say 3.Ingame Advertising 2.Music Videos 1. Films

Respondent 7: Well if you look at the latest Grand Theft Auto that would not off been possible if it wasn't for the companies who paid to get their advertising into that game like that game cost over 100 million to make, it costs huge amounts to make video games especially the ones where the graphics are top notch, so if companies stop paying for advertisements within games I reckon the graphics and the content of the games won't be as good because I reckon the game developers depend upon the money from the advertisers, if I was to put them in order I would say in-game advertising being number one followed by films and music videos

Respondent 8: As we said earlier about the Dr. Dre headphones that stuff are just thrown into music videos to endorse them

Respondent 4: In order of really annoying I would say in-game, music videos then films

Respondent 6: Having said I think film would have more chance of me purchasing a product I would then say in-game advertising and then music videos. I placed in-game ahead of music videos because if I can relate to the product within the game then I would consider buying the product but the things in music videos are usually always dear things that I can't afford

With this the Focus Group is then completed with the moderator thanking the respondents for their time and effort

Chapter 7.0
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