

1. Record Nr.	UNINA9910348216203321
Autore	Hera Teresa de la <1981->
Titolo	Digital Gaming and the Advertising Landscape / Teresa de la Hera
Pubbl/distr/stampa	Baltimore, Maryland : , : Project Muse, , 2020 ©2020
ISBN	1-003-69393-8 90-485-3867-X
Descrizione fisica	1 online resource (208 pages) : color illustrations
Collana	Games and play
Disciplina	338.4/77948
Soggetti	Video games - Economic aspects Video games industry Video games - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Preface -- 1. Digital Games and the Advertising Landscape: An Introduction -- 2. Advergaming: A Definition -- 3. Advergaming: History -- 4. Advergaming: Effectiveness -- 5. The Procedural School: A Critical Analysis -- 6. Persuasion through Digital Games: A Theoretical Model -- 7. Persuasive Strategies for Advergaming -- 8. A Case Study: Tem de Tank -- Conclusions -- About the Author -- Index
Sommario/riassunto	The evolution of the game industry and changes in the advertising landscape in recent years have led to a keen interest of marketers in using digital games for advertising purposes. However, despite the increasing interest in this marketing strategy, the potential of digital games as a medium to convey advertising messages remains unexploited. *Digital Gaming and the Advertising Landscape* explores the different ways advertising messages can be embedded within digital games. An interdisciplinary approach is used to help explain how persuasive communication works within digital games. It does so by forging new links within the area of game studies where the emphasis of this book clearly lies, while also taking up new subjects such as design theories and their relation to games as well as how this relationship may be used in a practical context.

