



# O razvoju online igara i njihovoj marketinškoj upotrebi

Stevan Radojević, CEO, Bad Pixel

# O razvoju online igara i njihovoj marketinškoj upotrebi

## SADRŽAJ:

- O razvoju online igara u browser-u
- Način plasiranja i zarade (business model)
- Upotreba u marketingu

## Classic Installment

vs.

## Online Gaming

- Visoka cena distribucije
  - „*Pay once – play forever*“
  - „*Pay once – play forever*“
  - Indirektna veza sa kupcem
  - Izolovanost igrača
  - Jasna granica između *real life* vremena i vremena provedenog u igrici
- Niža cena distribucije
  - „*Pay less, play more and come again*“
  - „*Play for free*“ (FTP)
  - Neposredna veza sa kupcem
  - Socijalni aspekt igranja
  - Brisanje jasne granice između pojedinih domena realnog života i *gaming-a*



# •Igre i Advertising

## •Advergames

•*[January 2000 by Anthony Giallourakis]*

### Igre napravljene od strane kompanija

Neke od prvih advert igara su bile na flopi disketama 1995

Igre ugalnom upakovane zajedno sa proizvodom

Cocacola, Samsung, Rebook , Gap

American Army

[Video of AA game](#)

# .PURINA

•Atari 2600 game Chase the Chuck Wagon for customers of Chuck Wagon dog food in 1983.



•FACEBOOK GAME 2012





# Igre I Advertising

## IN GAME advertising

Igre u kojima se sreću prezentacije brendova u raznim oblicima

Reklame po objektima,

Eventi

jasne asocijacije na brendove,

avatari zaposlenih promotera

GAMES

Second Life

[Google: 'second life advertisement'](#)

American Army

[Video of AA game](#)



# Igre I Advertising

STA IGRE CINI ZANIMLJIVIM AKO IH GLEDAMO KAO MARKETINSKI MEDIJ?

- Velika posećenost
- Posetioци koji se vraćaju
- Preporuka prijateljima i viralni efekat

## Browser games – ŠTA?

- Kompjuterske igre koje se igraju posredstvom Internet pretraživača
- Karakteristike:
  - Lako dostupne i uglavnom nezavisne od platforme
  - Često besplatne
  - Akcenat na masovnoj socijalnoj interakciji
  - Kraće ali učestalije vreme igranja
- Primer:
  - <http://www.travian.com/>



## Browser games – Web tehnologije

- Native render
  - Html
  - Canvas
  - SVG
  - WebGL
- Plug-in based (virtual machines)
  - Flash
  - Shock wave
  - Silverlight
  - Unity3D
- Stream to browser (Future?)
  - <http://www.gaikai.com/>

[flashvhtml.com](http://flashvhtml.com)



## Browser games – KO IH PRAVI?

- Vodeće svetske *gaming* kompanije
- Manji studiji za razvoj igara
- Indie *developer-i*
- *Advertising* agencije
- Pojedinci



## Browser games – Začini i sastojci?

Koncept

Graficki  
dizajn

3D modelovanje  
i animacija

Video  
editing

Muzika i  
zvuk

Razvoj  
koda



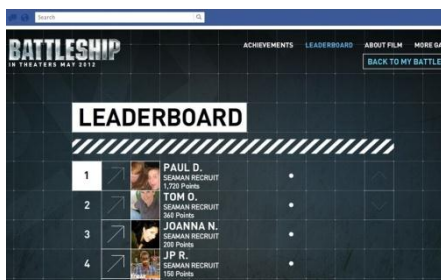
## •AGENCIJE

- Agencije I third party programeri/studiji
- In house timovi ljudi
- Planiranje I pravljenje frameworka i koda koji je dovoljno fleksibilan za nadogradnju I unapredjivanje

## • Kreativne agencije i sajтови

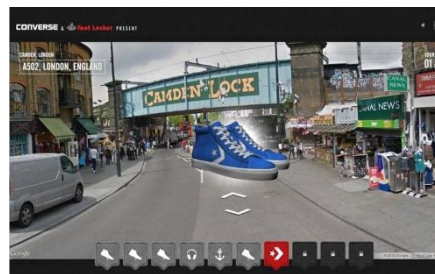
### BATTLESHIP FB GAME

Promoting Universal's "Battleship," users play each other as Humans vs. Aliens in a classic game of Battleship. Sink 3D ships, unlock film clips and battle for control of the high seas asynchronously or real-time.



### Converse

Find all the missing Converse Pro Leather Vulcs for your chance to win a trip to New York City with your crew!



### OLD SPICE

[http://www.thefwa.com/site/old-spice-4-1-2-weeks-to-save-the-world?category\\_id=2805](http://www.thefwa.com/site/old-spice-4-1-2-weeks-to-save-the-world?category_id=2805)



[typobounty.com](http://typobounty.com)

## • Kreativne agencije i sajтови

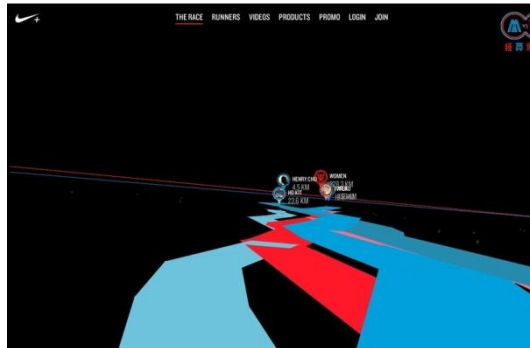
### LEGO STARWARS

In this real-time, multiplayer online experience created for LucasArts, users learn about the new LEGO Star Wars video game while taking control of a Star Wars character and working collaboratively to solve puzzles.



### NIKE

MvsW is a running competition between men and women. After they registered with Nike+, their data are gathered and visualized on the website.



### RAYBAN

Virtual mirror



## Browser games i Advertising?

### PULL Marketing

- Konzumenti na osnovu svojih interesovanja traže marketinške sadržaje putem digitalnih medija (email, blogs, web feed, streaming media – audio, video)
- SEO (optimizovanje sadržaja radi lakšeg pronalaženja putem Internet pretraživača) kao glavni marketinški metod

### PUSH Marketing

- Konzumentima se nameću marketinški sadržaji
- Baneri, Spam, mailing liste kao glavne metode
- Ovom metodom proizvod može biti predstavljen korisniku čim se pojavi na tržištu
- Bazira se na praćenju interesovanja korisnika i u skladu sa tim plasira određene proizvode relevantnim ciljnim grupama

**GAMING IN ADVERTISING > PULL + PUSH**



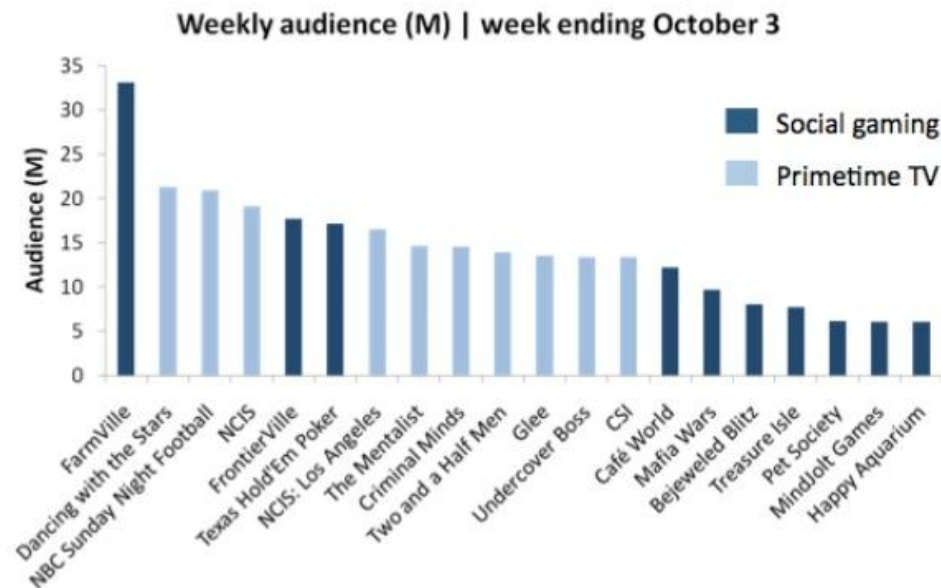
# PREDNOSTI KORIŠĆENJA IGARA KAO MARKETINŠKOG SREDSTVA? (Gaming i Advertising)

1. ANGAŽOVANOST KORISNIKA I INTERAKCIJA SA BRENDOM
2. SOCIJALNI ASPEKT I MASOVNA UMREŽENOST KORISNIKA
3. NEKE IGRE VEĆ SADA IMAJU VEĆI BROJ AKTIVNIH KORISNIKA OD NAJGLEDANIJIH TV SERIJA
4. *ADVERTISING* U SOCIJALNIM IGRAMA PRESTAJE DA BUDE VEZAN SAMO ZA VIRTUELNO [**Linden** Dollars, gold, vreme]
5. *BRAND* MOŽE BITI DEO IGRAČKOG ISKUSTVA [[farmer insurance](#)]
6. *BRAND* NAGRAĐUJE IGRAČE



## Neke brojke

- 67% of social gamers play daily; 65% of those play for 30 minutes or longer
- 64% of smartphone users play mobile games daily
- 57% of social gamers are female
- 54% of this audience are aged 22-39
- 66% have above-average income
- According to a study by Saatchi & Saatchi and Ipsos last year, two in five choose an online game as a preferred route to new product knowledge – a percentage well above that for traditional media advertising.
- WPP's Lightspeed Research found 28% of 18-34 year-old respondents were more likely to buy products from a brand that has sponsored or advertised in social games.



Sources: tvbythenumbers.com, App Data



Top 10 Web Brands for January 2010 (U.S., Home and Work)					
RANK	Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)	MOM UA % Change	MOM Time % Change
1	Google	152,708	1:23:54	4.10%	-16.90%
2	Yahoo!	134,561	2:09:14	4.30%	-26.80%
3	Facebook	116,329	7:01:41	5.80%	9.70%
4	MSN/WindowsLive/Bing	109,425	1:35:33	1.20%	-18.10%
5	YouTube	99,525	1:02:27	7.60%	-10.30%
6	AOL Media Network	82,306	1:01:14	-6.80%	-57.80%
7	Wikipedia	64,917	0:15:59	10.70%	-2.70%
8	Fox Interactive Media	62,112	1:23:28	1.00%	-9.10%
9	Amazon	60,772	0:22:34	-8.60%	-32.90%
10	Ask Search Network	57,776	0:12:35	10.70%	-11.40%

Source: The Nielsen Company

Average U.S. Internet Usage, Combined Home & Work, Month of January 2010			
Metrics	Current Month	Previous Month	% Change
Sessions/Visits per Person	55	51	7.80%
Domains Visited per Person	90	83	8.40%
Web Pages per Person	2,621	2,614	0.30%
PC Time per Person	58:52:05	64:09:12	-8.20%
Duration of a Web Page Viewed	0:00:56	0:00:56	-0.20%
Active Digital Media Universe	203,094,213	195,738,178	3.80%
Current Digital Media Universe Estimate	234,264,633	234,802,000	-0.20%

Source: The Nielsen Company



## *Gaming i advertising u bliskoj budućnosti?*

- *Augmented Reality* kao igraje kroz stvarnost
- *Augmented Reality* tehnologije i njihova upotreba u marketingu

[ADIDAS](#)

[AURASMA](#)