

Public Abstract

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Title:Get in the Game: The effects of game-product congruity and product placement proximity on game players' processing of brands embedded in advergimes

This study examined how online games, known as advergimes, influence game players' brand memory, attitude toward the brand, and resources available at encoding. The findings of this study will be used to further the limited research that currently exists on advergimes and assist brand marketers in designing games that are more effective in reaching their potential consumers.

A 2(congruity) x 2(proximity) x 2(advergame) repeated-measures experiment was used. For brand memory, both explicit and implicit memory measures were used. Attitude toward the brand was measured using scales, while STRTs were used to index resources available at encoding. Additionally, brand familiarity and prior game-playing experience served as moderating variables.

Results found that explicit memory was improved when advergimes placed the featured brand centrally within the game and when the brand was congruent or related to the game content. Implicit memory improved when the brand was congruent to the game content, which also produced more positive attitudes toward the embedded brand.

These findings suggest to brand marketers and those who design advergimes that placement and congruity are two variables that do in fact influence brand memory and attitude toward the brand. Thus, for best memory and attitude results, the embedded brands should be centrally placed and related to the game content within advergimes.