

GET IN THE GAME: THE EFFECTS OF GAME-PRODUCT CONGRUITY AND  
PRODUCT PLACEMENT PROXIMITY ON GAME PLAYERS' PROCESSING OF  
BRANDS EMBEDDED IN ADVERGAMES

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ABSTRACT

This study examined the effects of congruity and proximity on game players' brand memory, attitude toward the brand, and resources available at encoding for advergames.

A 2(congruity) x 2(proximity) x 2(advergame) repeated-measures experiment was used. Implicit memory was measured using a word-fragment completion task while explicit memory was measured using a recognition test. Attitude toward the brand was measured using three, seven-point attitude scales. STRTs were used to index resources available at encoding. Brand familiarity and prior game-playing experience served as moderating variables.

Results showed that when brands are centrally placed in advergames where the brand is congruent to the game content, game players' explicit memory improves. When the brands are congruent to the game content, game players' implicit memory improves and their attitude toward the brand tends to be more positive as well.