

Social:

Marketing Pervasive Games

Mobile and Ubiquitous Games

ICS 163

Donald J. Patterson

Content adapted from:

Pervasive Games: Theory and Design

Experiences on the Boundary between Life and Play



Marketing Pervasive Games

- The Power of Categorization
- Pervasive Game: An Ugly Duckling
- Case Study: Majestic
- How and Where to Market?



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Social: Marketing: The Power of Categorization

- Why don't you get offered a pervasive game when you purchase a movie ticket?
- Why isn't a treasure hunt a kind of vacation package?
- Why doesn't Starbucks have a mobile scavenger hunt tied to their app?



Social: Marketing: The Power of Categorization

- It's possible, why not?
 - Somethings are just not going to be mainstream hits...
 - ... but some could be
- Thinking about marketing as categorie helps to frame this question



Social: Marketing: The Power of Categorization

- Rather than thinking about pervasive games as
- Think about them as



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Comet

Reign ES Sports

Wikipedia: iPod

Business Insider

Social: Marketing: The Power of Categorization

- What is the genre setting example of pervasive gaming?



- What is

QUANTUM

HARD-CORE → MORE HARD-CORE	CASUAL ↔ HARD-CORE
<u>KILLER</u>	<u>GEOCACHING</u>
MORE NORMS BROKEN	MORE POPULAR
MORE SOCIAL	MORE SOLD
DISRUPTIVE	BLENDS IN EASIER
TARGET: COLLEGE STUDENTS ORGANIZED HISTORY SPEAKS TO RPG,	TARGET: FAMILY FRIENDLY LIFESTYLE/OUTDOORSY

- e gaming?



Social: Marketing: The Power of Categorization

- Selling a product by using design principles suggests:
 - Make it desirable
 - MAYA
 - Most Advanced Yet Acceptable : a tension
 - Leveraging known metaphors
- Utilizing known categories, but transforming them

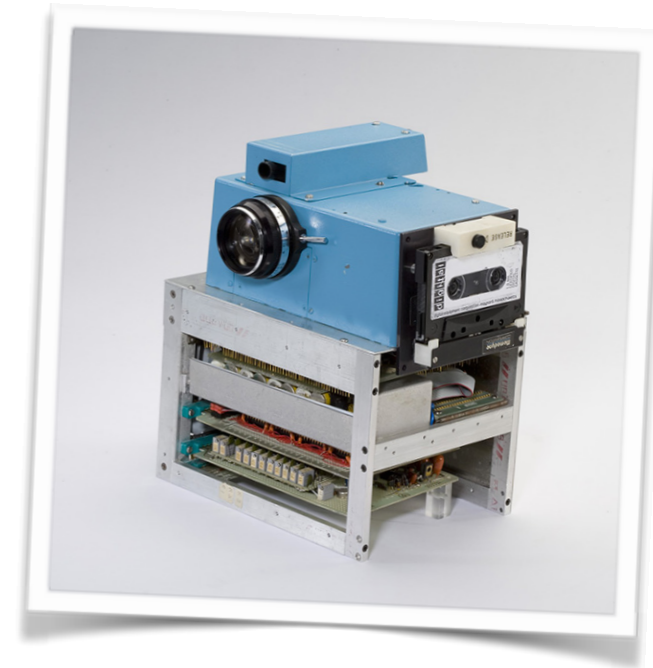


Social: Marketing: The Power of Categorization

- Imagine trying to market the first digital camera
 - What is it?

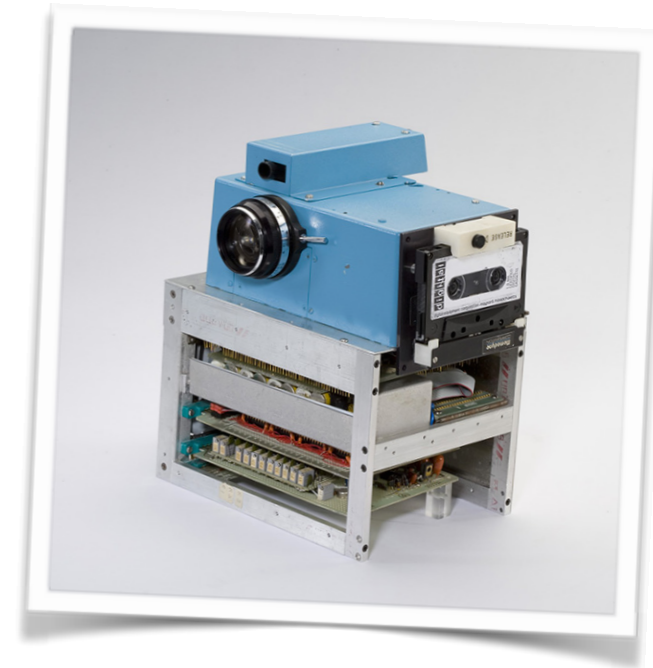


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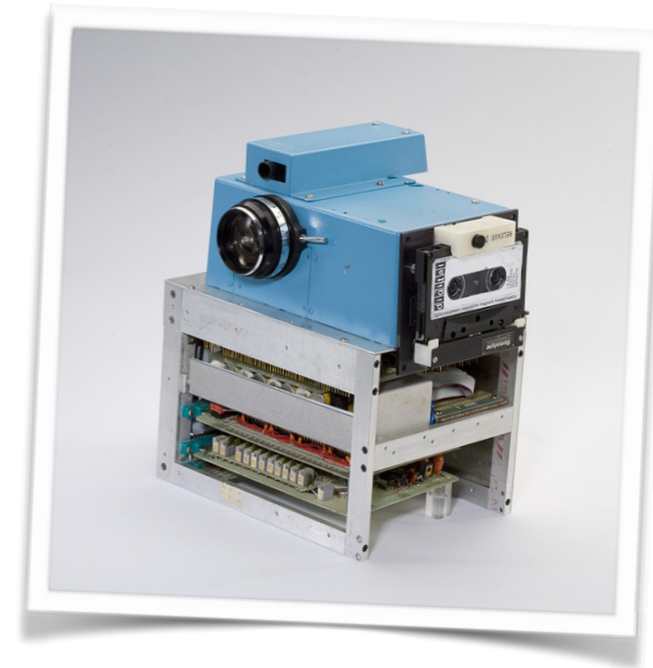
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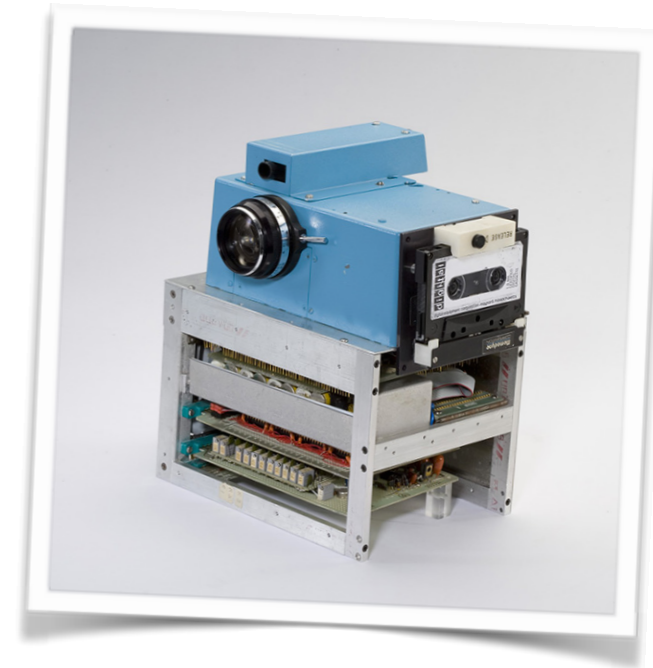
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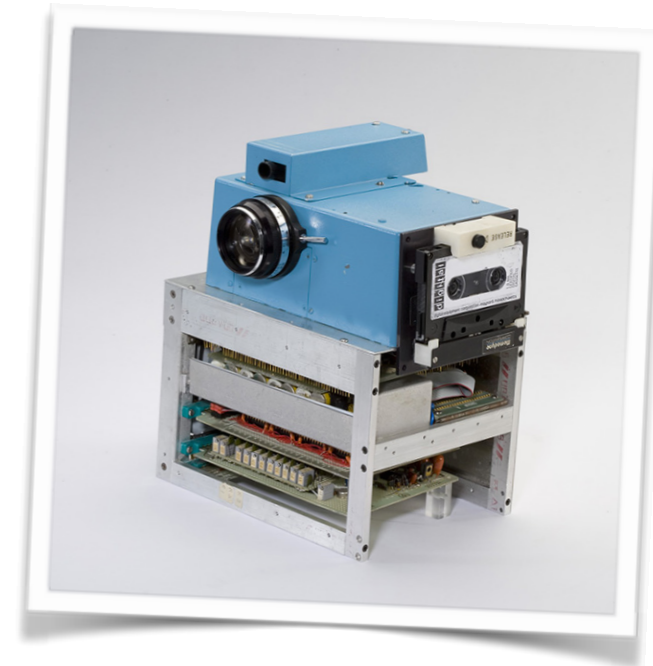
Social: Marketing: The Power of Categorization

- Imagine trying to market the first digital camera
 - What is it?
 - a new kind of scanner?



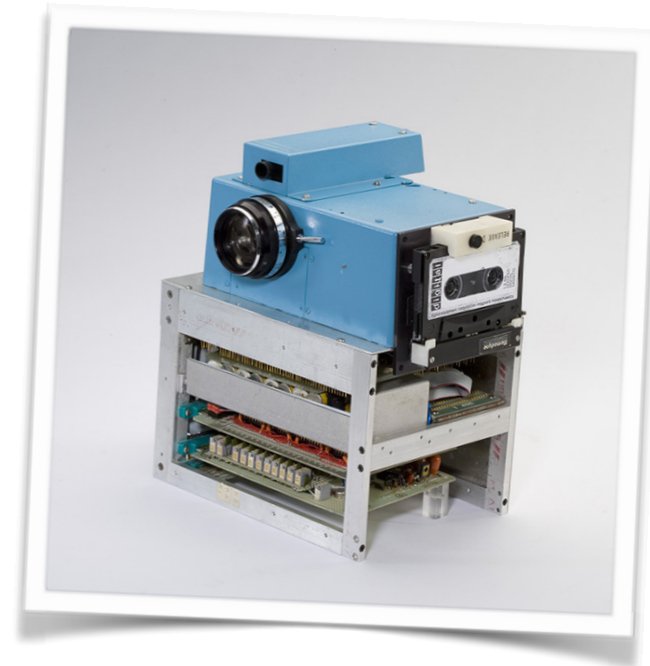
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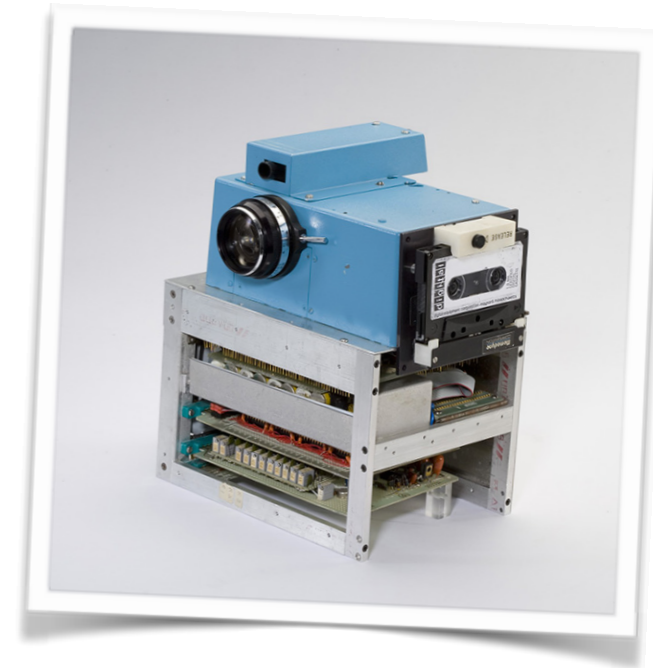
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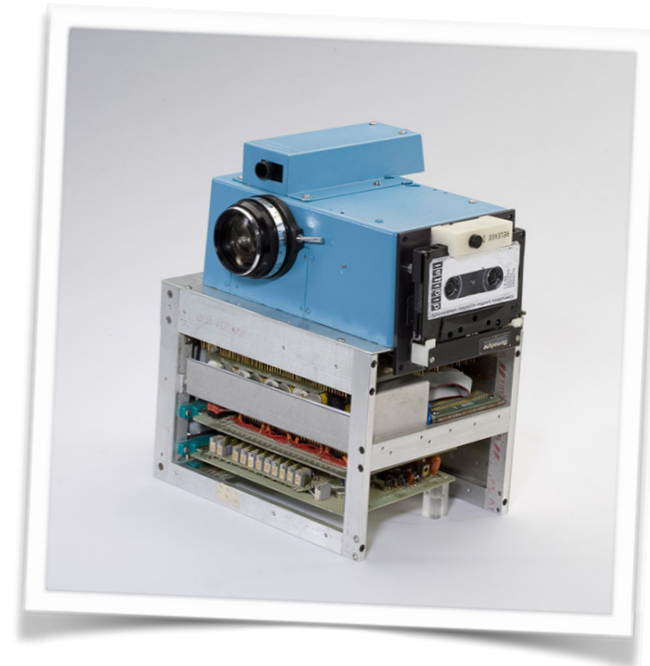
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- Imagine trying to market the first digital camera
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 - a specialized computer?



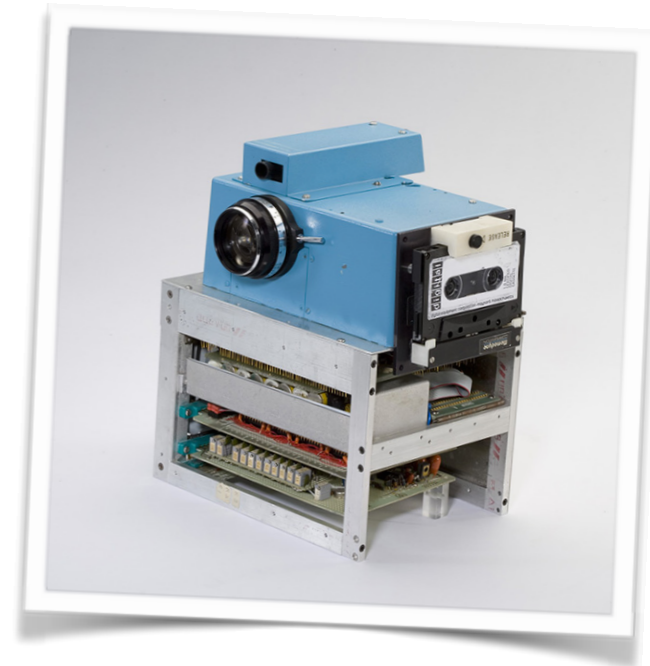
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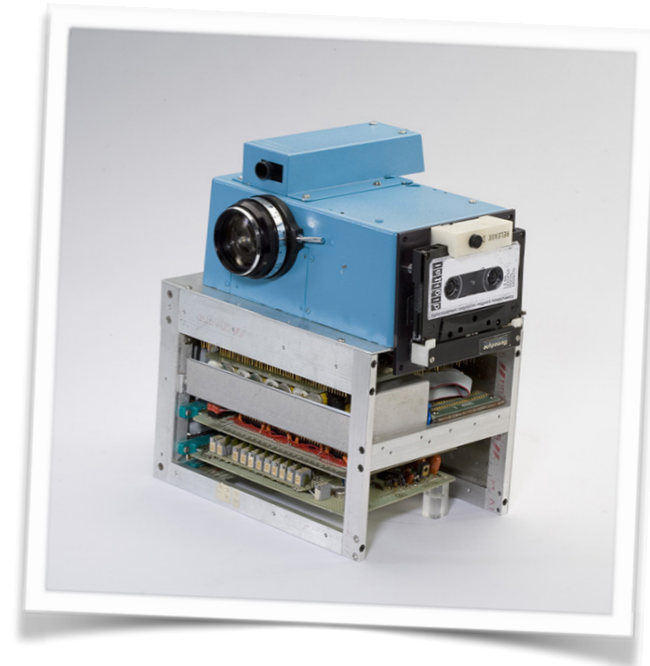
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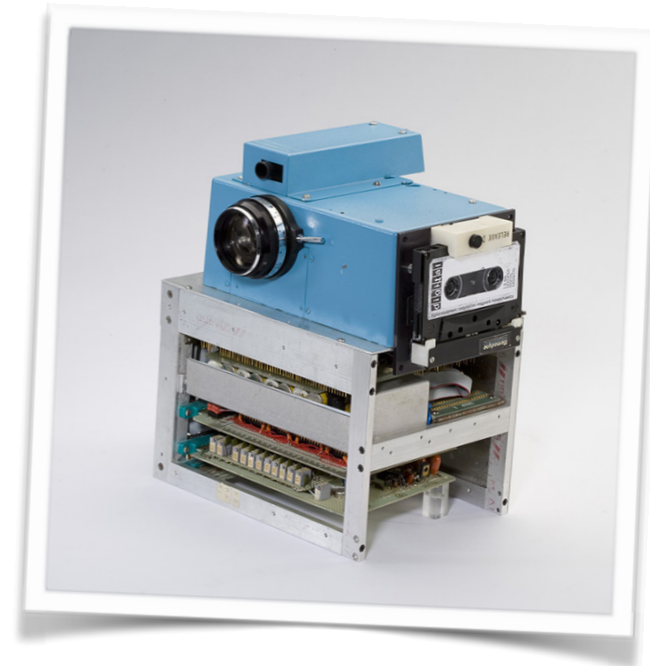
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 - To market it you have to decide what its story is



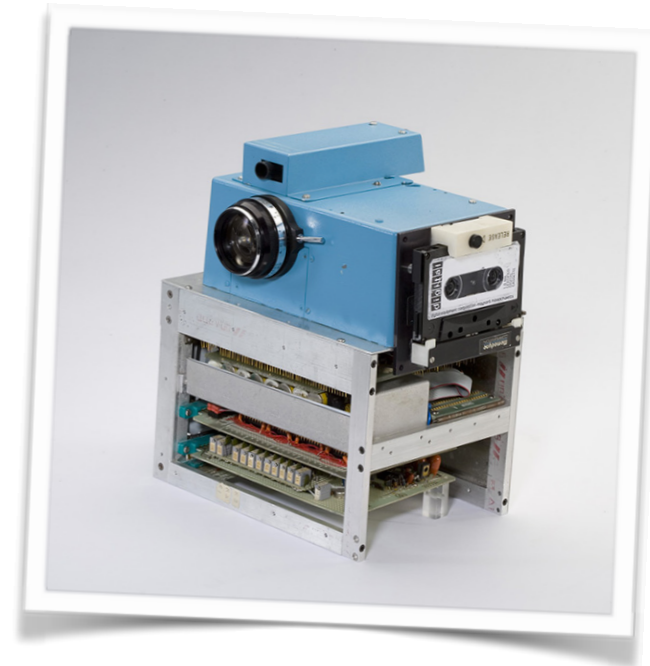
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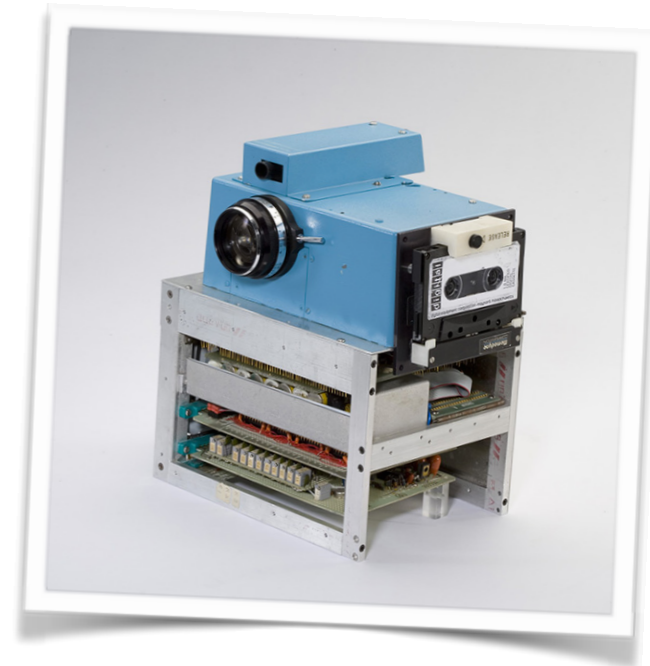
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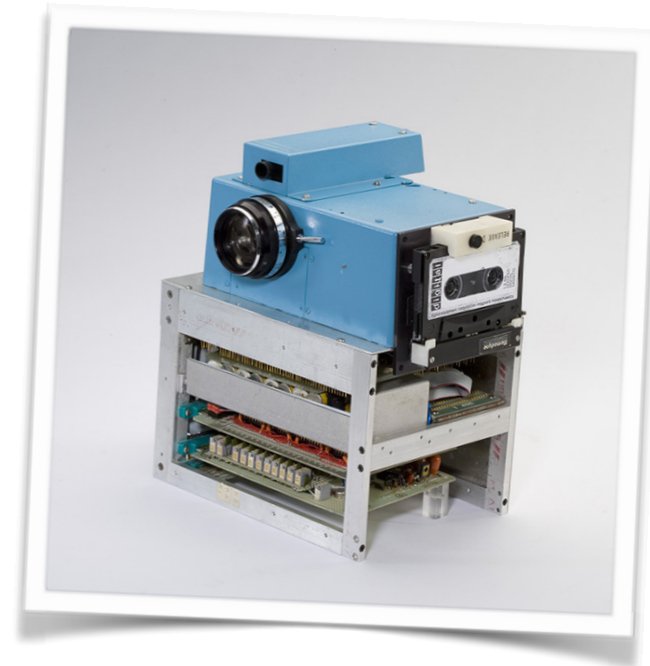
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Social: Marketing: The Power of Categorization

- So what is a pervasive game?



Social: Marketing: The Power of Categorization

- So what is a pervasive game?



Come out and Play Festival

textually

Sodahead

Social: Marke

- So wha

HIDE N SEEK
THEMES
ADULT

TAG

EXTREME

LOTS OF PEOPLE IT AT ONCE

TREASURE HUNT

- GPS
- REAL-WORLD EXPLORATION

- CHAT,
BUT
 - A GAME
 - POINTS
 - A MISUSE
 - HOSTILE

- DOUBLE-LIFE
 - CULT
 - METHOD ACTING

- PLAY-THEATER
 - STAGE ENVIRONMENT
 - NO STAGE

FR

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→

Social: Marketing: The Power of Categorization

- Picking the category makes other things fall into line:
 - What advertising style is appropriate
 - What media should be targeted
 - How to package the game
 - Where to sell it
 - Who to sell it to
 - How much money can be made from it
- You don't buy a MacBook Air at a gas station
- World of Warcraft isn't advertised on Cheerios



Social: Marketing: The Power of Categorization

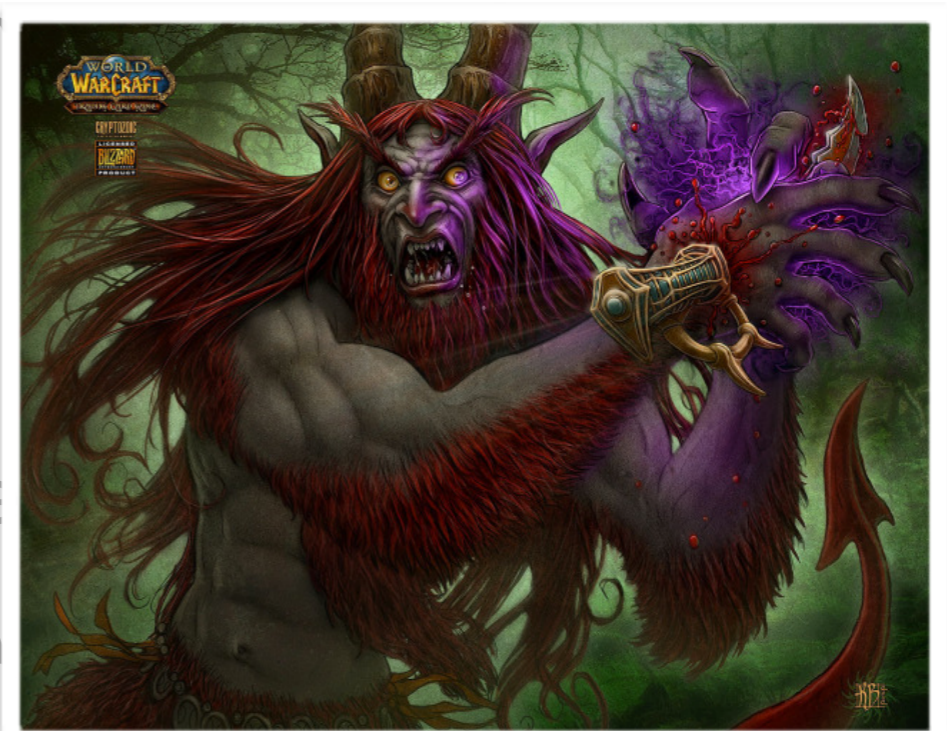
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- World of Warcraft isn't advertised on Cheerios

Social: Marketing: The Power of Categorization

- Designed Lifestyle Products
 - charge a premium
 - If you are luxury you can move down market but not vice versa
- versa



Herman Miller

Hermès

Top Speed

Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort
- Category exercise...
 - Find a partner near you, move if necessary
 - I'm going to show you a thing
 - You write down 4 categories for it in order on your own... imagine you are explaining to your mom or dad
 - Match with your partner for the first one that is in common
 - Report to class



Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- Subway is a...



Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- A Frappuccino is a ...



Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- League of Legends is a ...



MACINO

- DRINK
- COFFEE
- ICED COFFEE
- HIGH CLASS COFFEE
- CAFFEINE-MILKSHAKE
- SWEET

LEAGUE OF LEGENDS

- COMPETITIVE GAME
- COOPERATIVE GAME
- ONLINE MULTI-PLAYER GAME
- SOUL SUCKER / LIFE KILLER
- NOT FREE-TO-PLAY GAME
- VIDEO ^{PROFESSIONAL} ELECTRONIC SPORT
- ONLINE CAPTURE THE FLAG

Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- Killer is a



Social: Marketing: Cognitive Economy

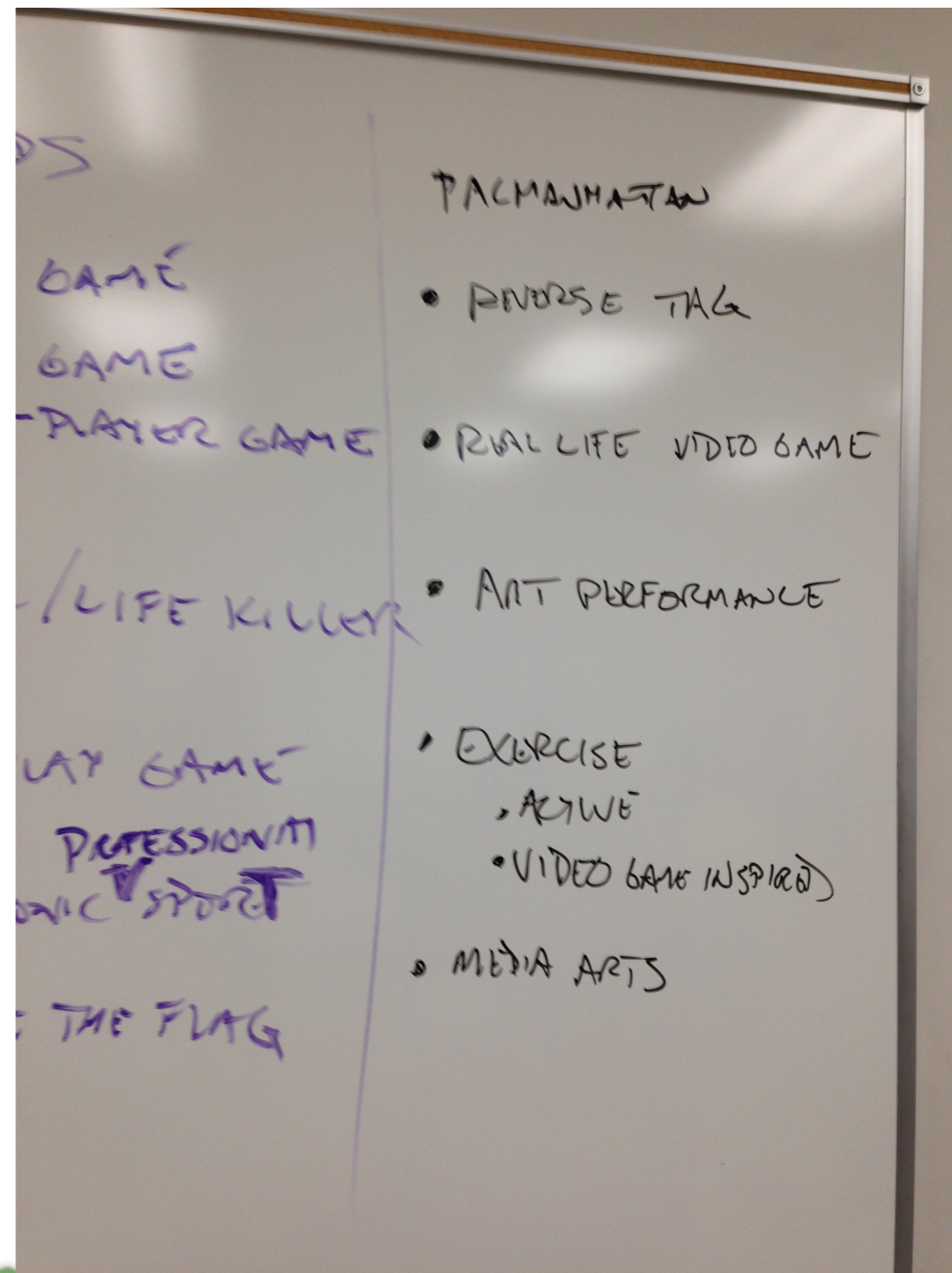
- People categorize in order to reduce mental effort



- PacManhattan is a



Social: Marketing: Cognitive Economy



Social: Marketing: Cognitive Economy

- Cognitive Economy is a 2-edged sword
 - People quickly understand known categories
 - Things that break categories are very hard to explain
 - Things that aren't important enough won't get their own category



Social: Marketing: Perceived World Structure



Social: Marketing: Perceived World Structure

- Categories come with expectations



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 - What kind of container does perfume come in?



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 - Which of the following are in food courts?
 - Panda Express
 - Cheesecake Factory
 - Domino's Pizza



Social: Marketing: Category Essence



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- Categories have some quality that defines them



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 - What are qualities of a soda?



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Social: Marketing: Category Essence

- Categories have some quality that defines them
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- Could Halo 4 be made into a pervasive game?



Social: Marketing: Category Prototype

- Categories typically have an archetype
- What is the quintessential:
 - fast food restaurant?
 - 4-wheel drive vehicle?
 - landmark?
 - card game?
 - role-playing game?



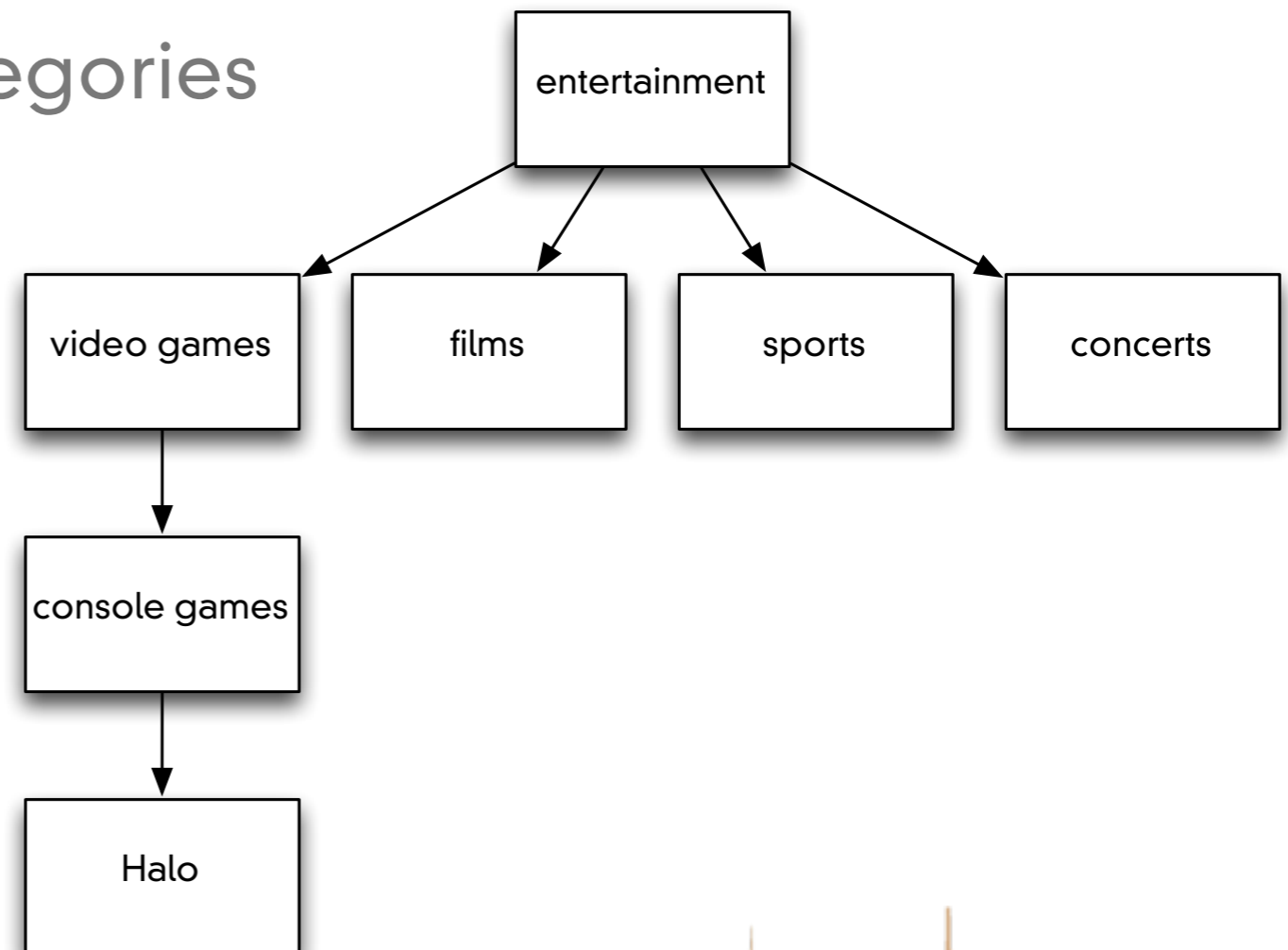
Social: Marketing: Category Prototype

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 - 4-wheel drive vehicle?
 - landmark?
 - card game?
 - role-playing game?



Social: Marketing: Vertical Categorization

- Categories have relationships
 - not set in stone
 - sometimes competitive, sometimes complimentary
 - some brands cross categories
- Interesting examples:
 - reviews of new games
 - Wii



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Social: Marketing: Ugly Duckling

- Entertainment has a clear-cut place in our lives
 - Well-defined categories
 - Different than “work” for example
- Pervasive games by their nature blur categories
 - Marketing challenge
 - don't fit neatly into
 - “entertainment” vs “work”
 - “online” vs “offline”
 - “awake” vs “asleep”
 - They don't function as a “reward after work”



Social: Marketing: Ugly Duckling

- What are categories that pervasive games do fit into?
- If that can be made into a **designed lifestyle product** then it could be marketed
 - these have a cognitive economy
 - they fit into a world structure
 - that have exemplars



Social: Marketing: Is this reality?

- Do they need a category different than “entertainment”?
- Where do you sell something that interrupts “work”?
- Sometimes you can’t pick when you use this product



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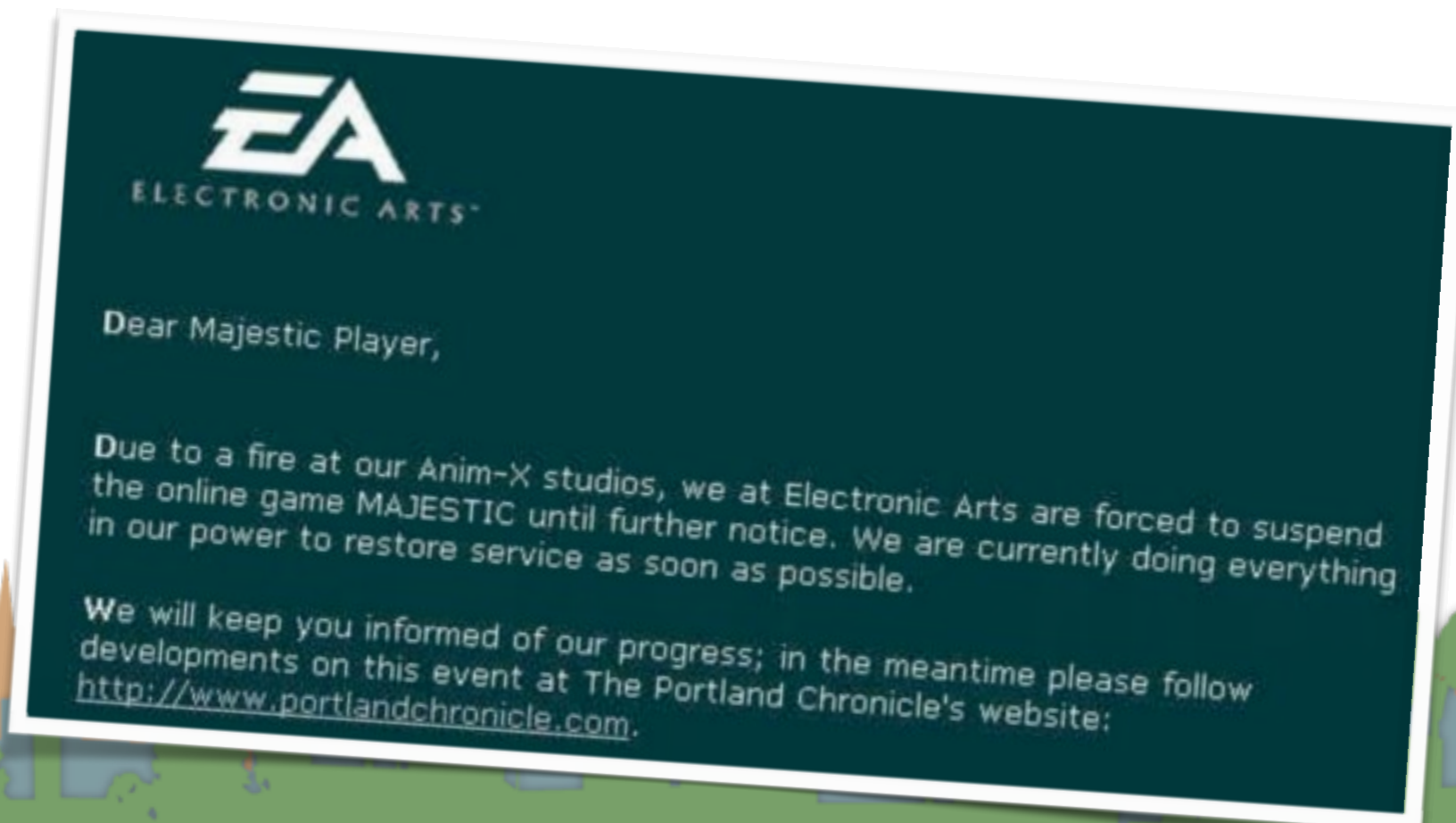
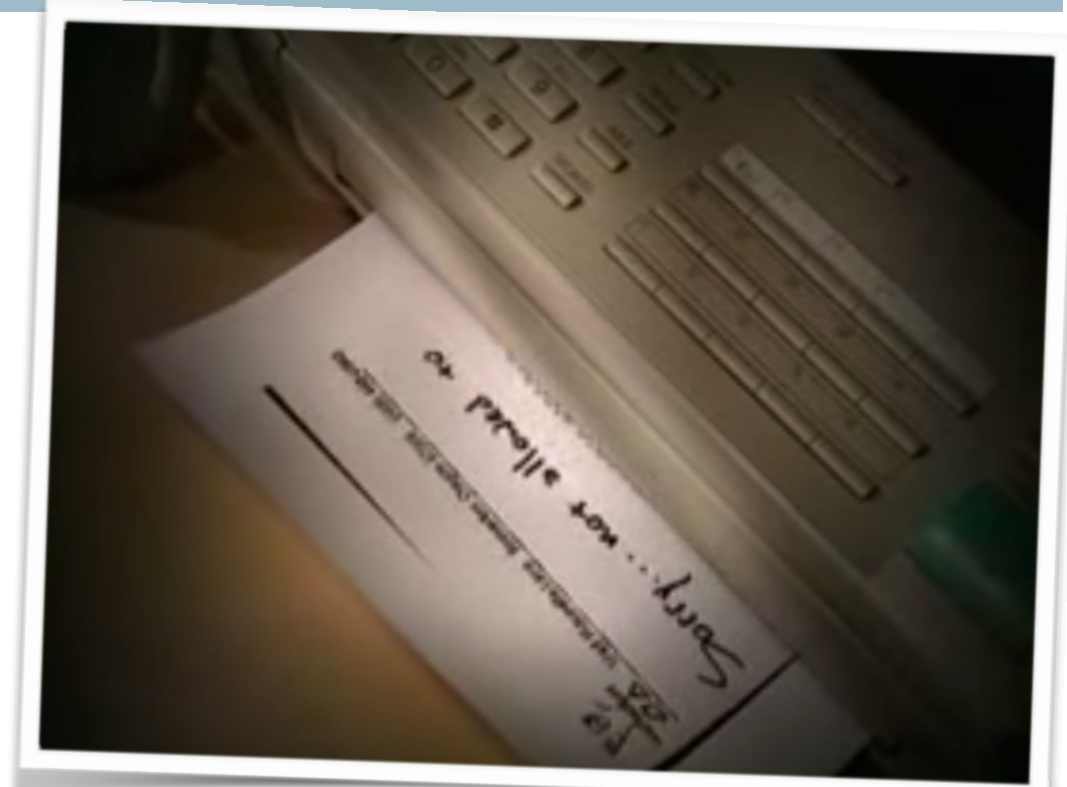
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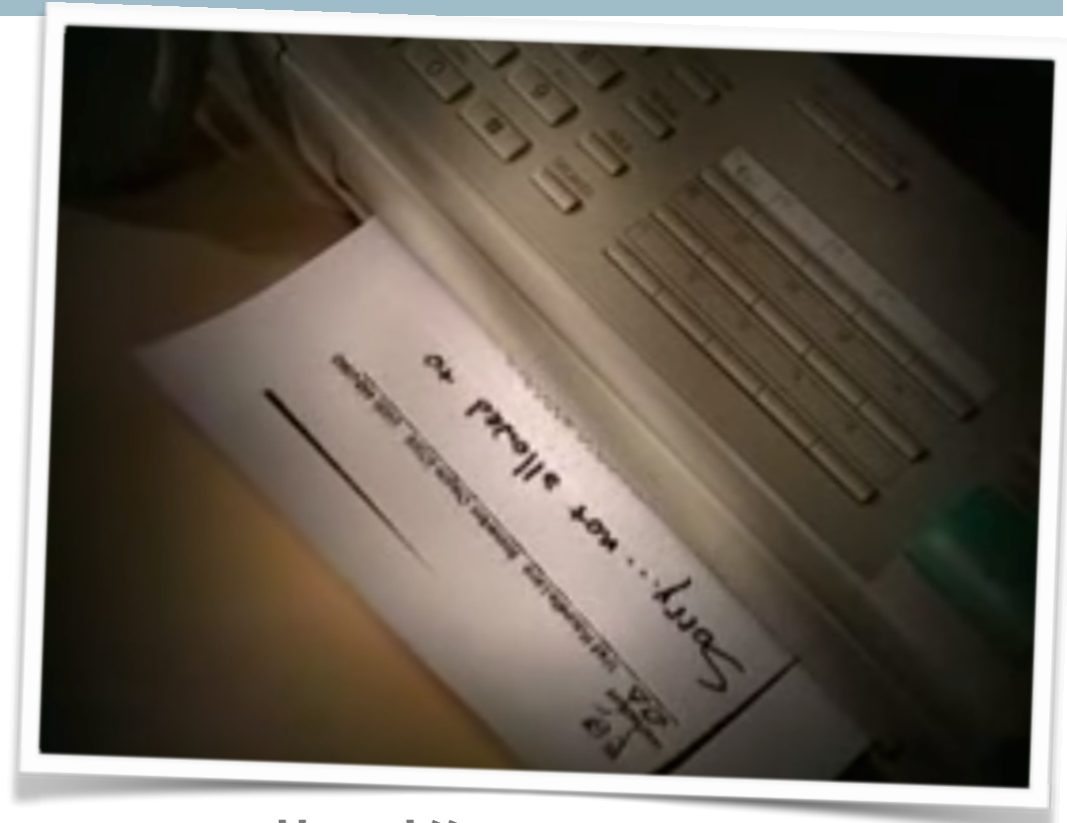
Social: Marketing: The Power of Categorization

- Marketing Majestic
 - Electronic Arts ARG
 - Large marketing budget
 - \$20 million budget
 - \$10 month to play
 - After signing up the game “was cancelled”



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Social: Marketing: The Power of Categorization

- Marketing Majestic
 - game was critically appreciated, genuinely innovative
 - considered exceedingly easy to play
 - 800,000 registered for pilot information
 - 71,200 followed through: 15,000 left after first season
 - even fewer signed up for subscription
 - reworked as a box game
 - second episode came out a month before 9/11
 - suspended as a result
 - had to be 18+ to play

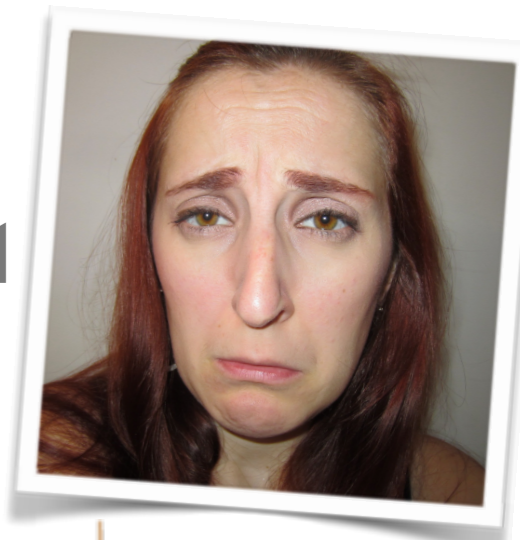


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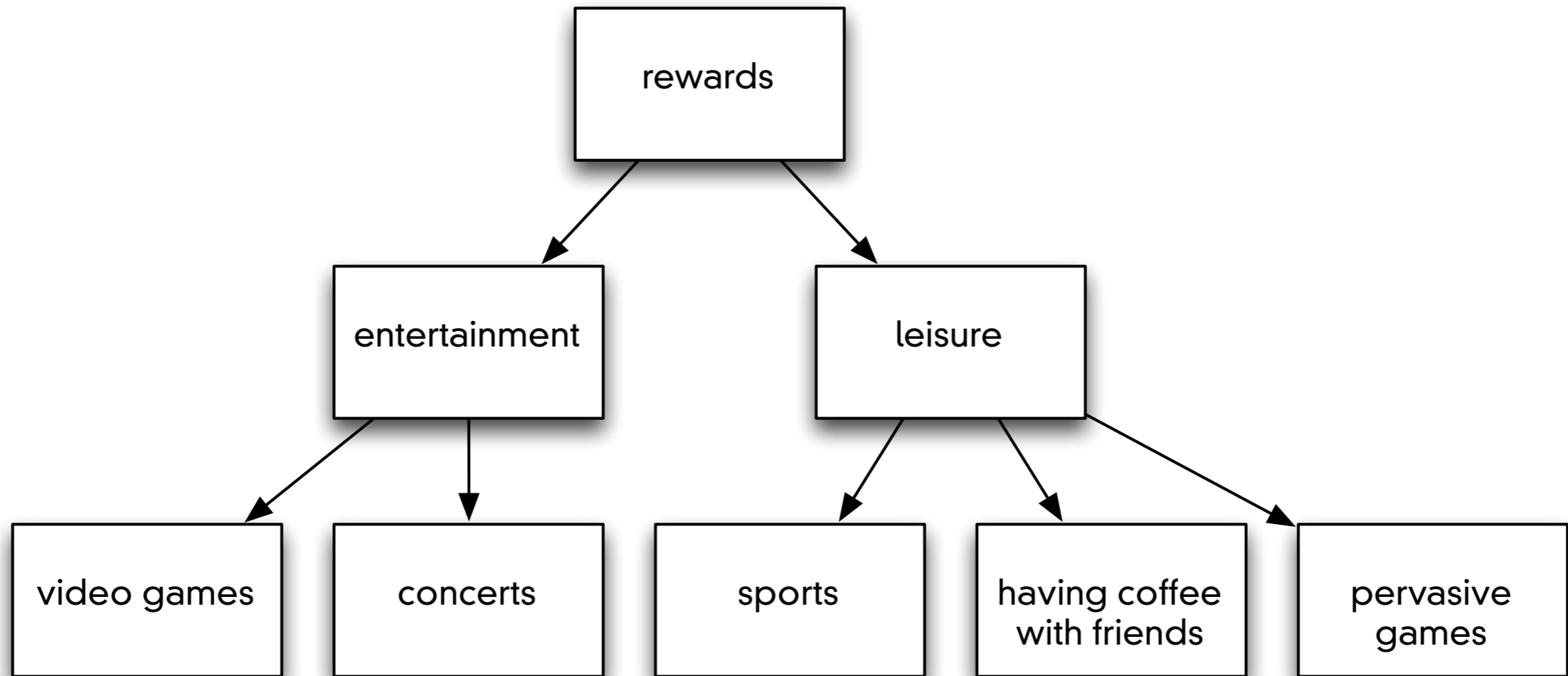


Social: Marketing: How and where to market

- Merging the categories of
 - video game
 - designed lifestyle product
- It's like blank meets blank
 - points of parity
 - points of difference
- Leveraging the categories of
 - obstacle course
 - geocaching
- For pervasive games to break out they need a clear and compelling story and category



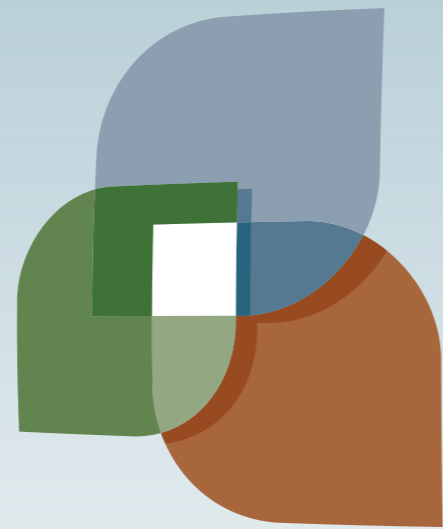
Social: Marketing: The Alternative to "Entertainment"



Social: Marketing

- Familiar Pervasive-Like Games Marketed





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