Social:
Marketing Pervasive Games
Mobile and Ubiquitous Games
ICS 163
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Content adapted from:
Pervasive Games: Theory and Design
Experiences on the Boundary between Life and Play
• The Power of Categorization
• Pervasive Game: An Ugly Duckling
• Case Study: Majestic
• How and Where to Market?
Marketing Pervasive Games

- The Power of Categorization
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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?
• It’s possible, why not?
• Somethings are just not going to be mainstream hits...
• ... but some could be

• Thinking about marketing as categories helps to frame this question
• Rather than thinking about pervasive games as

• Think about them as
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Social: Marketing: The Power of Categorization

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

Comet  XBoxWallpapers  Wikipedia: iPod  Business Insider
What is the genre setting example of pervasive gaming?
• What is the genre setting example of pervasive gaming?
• 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?
Social: Marketing: The Power of Categorization
Social: Marketing: The Power of Categorization

- Imagine trying to market the first digital camera
What is it?
Social: Marketing: The Power of Categorization

• I
• W
• a new kind of scanner?
• I
• W
• a

• a new kind of slide projector?
Social: Marketing: The Power of Categorization

• I
• W
• a
• a

• a new use for cassette tapes?
Social: Marketing: The Power of Categorization

- I
- W
- a
- a
- a
- a specialized computer?
Social: Marketing: The Power of Categorization

- Is it worth
- a replacement for a film camera?
Social: Marketing: The Power of Categorization

• Is it possible to build a marketing strategy based on categorization?

• What are the key benefits of categorization in marketing?

• A scientific instrument?

• a scientific instrument?
Social: Marketing: The Power of Categorization

- It
  - What
    - A
  - A
  - A
  - A
  - A

- To market it you have to decide what it’s story is
So what is a pervasive game?
So what is a pervasive game?
So what is a pervasive game?
• So what is a pervasive game?
Social: Marketing: The Power of Categorization

- So what is a pervasive game?
So what is a pervasive game?
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
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Social: Marketing: The Power of Categorization

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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
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
• People categorize in order to reduce mental effort

• Subway is a...
• People categorize in order to reduce mental effort

• A Frappucino is a ...
Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort

- League of Legends is a ...
• Record on board
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

- Record on board
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
• Categories come with expectations
What kind of container does perfume come in?
Social: Marketing: Perceived World Structure

- C
- W
Where do you find milk in a grocery store?
Social: Marketing: Perceived World Structure

- C
- W
- W
• What kind of container do marshmallows come in?
Which of the following are in food courts?
Social: Marketing: Perceived World Structure

- C
- W
- W
- W
- W
- W
- Panda Express
Social: Marketing: Perceived World Structure

- C
- W
- W
- W
- W
- P

- Cheesecake Factory
Social: Marketing: Perceived World Structure

- C
- W
- W
- W
- W
- W
- P
- C
- Domino’s Pizza
Categories have some quality that defines them.
What are qualities of a soda?
Social: Marketing: Category Essence

- C
- W
Social: Marketing: Category Essence

- C
- W
Social: Marketing: Category Essence

- C
- W
Social: Marketing: Category Essence

• C
• W
Social: Marketing: Category Essence

- C
- W

- Could Halo 4 be made into a pervasive game?
• Could Halo 4 be made into a pervasive...
Social: Marketing: Category Prototype
• Categories typically have an archetype
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• What is the quintessential:
• Categories typically have an archetype

• What is the quintessential:
  • fast food restaurant?
Categories typically have an archetype

What is the quintessential:
- fast food restaurant?
- 4-wheel drive vehicle?
Categories typically have an archetype

What is the quintessential:

- fast food restaurant?
- 4-wheel drive vehicle?
- landmark?
• Categories typically have an archetype

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

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

What is the wanna-be:
- fast food restaurant?
- 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
Social: Marketing: Vertical Categorization

- Interesting examples:
  - reviews of new games
  - Wii
  - Apple Watch
  - Starbucks App Card

```
entertainment
  ↓
video games
  ↓
console games
  ↓
Halo
```

```
films
  ↓
sports
  ↓
concerts
```
Social: Marketing: Vertical Categorization

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![Diagram showing vertical categorization of marketing examples]
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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”
• 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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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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Dear Majestic Player,

Due to a fire at our Anim-X studios, we at Electronic Arts are forced to suspend the online game MAJESTIC until further notice. We are currently doing everything in our power to restore service as soon as possible.

We will keep you informed of our progress; in the meantime please follow developments on this event at The Portland Chronicle’s website: http://www.portlandchronicle.com.
Social: Marketing: The Power of Categorization

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Game Archeologist
• 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

- Leveraging the categories of
  - obstacle course
  - geocaching

- For pervasive games to break out they need a clear and compelling story and category

- It’s like blank meets blank
  - points of parity
  - points of difference
Social: Marketing: The Alternative to “Entertainment”

- rewards
  - entertainment
    - video games
    - concerts
  - leisure
    - sports
    - having coffee with friends
    - pervasive games
Social: Marketing

- Familiar Pervasive-Like Games Marketed
Social: Marketing

- Familiar Pervasive-Like Games Marketed