

“Massively Marketing Online?”: Marketing instruments for online games

Dr. Daniel Schultheiss
Christopher Domogalla, M.Sc.

Department Media Management / Ilmenau University of Technology

Agenda

- Introduction
- Relevance
- MMOGs
- Games Marketing
- Research Questions
- Method
- Results
- Discussion & Outlook

Relevance

- Growing video game usage
- Games are sold worldwide
- Marketing plays essential role

MMOGs

- Massively Multiplayer Online Games
- High budgets (AAA; 50 million US\$ and more)

Games marketing

- 4P's (McCarthy, 1960)
 - Product
 - Place
 - Promotion
 - Price
- Customer's demands?

Games marketing

- One campaign: Aion (NCSoft)

Research Questions

1. How evaluate European customers the Aion marketing instruments?
2. What expect European customers from games marketing in general?

Method

- Online questionnaire (English, French, German)
- N=843
- Sample:
 - 22% females, 78% males
 - Mean age: 26 (min. 14; max. 59)
 - 35 countries, mostly Ger, Fr, GB, It
 - 49% employed, 24% students
- Descriptive analysis

Results (RQ1)

- **Product:**
 - high quality, suitable for hardcore gamers, PvPvE not important, flying characters useful, detailed characters positive
- **Place:**
 - 29% NCSoft Store (digital), 8% others (digital), 18% online shops (material), 17% game shops (material), 16% electronic store (material)
- **Promotion:**
 - 64% recognition of flash banners, 61% of print campaign, 52% pre-order print campaign, 93% visited website, 63% POS items
- **Price:**
 - high willingness to pay (46,27€ paid, download 5€ less)

Results (RQ2)

- **Product:**
 - brands and licenses not necessary, fantasy setting, PC as platform, developer's and publisher's fame, ingame content
- **Place:**
 - 26% digital at publishers store, 22% online shop, 19% games store, 16% electronic store, 9% digital others, 8% warehouses
- **Promotion:**
 - 77% trailer, 76% betas/demos, 69% features, 24% developer's diary, fairs (e.g. Gamescom, 24%), word of mouth!
- **Price:**
 - high willingness to pay (48,23€; min. 0; max. 200)

Conclusion & Outlook

- Gamers have special needs
- Digital publishing / online shops vs. mixed ads
- Special game related promotion
- High expenses / willingness to pay

- Outlook: Cluster analysis

Thank you for your attention!

