

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 categories helps to frame this question



Social: Marketing: The Power of Categorization

- Rather than thinking about pervasive games as

- Think about them as



Social: Marketing: The Power of Categorization

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[Comet](#)

[XBoxWallpapers](#)

[Wikipedia: iPod](#)

[Business Insider](#)

Social: Marketing: The Power of Categorization

- What is the genre setting example of pervasive gaming?



Social: Marketing: The Power of Categorization

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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

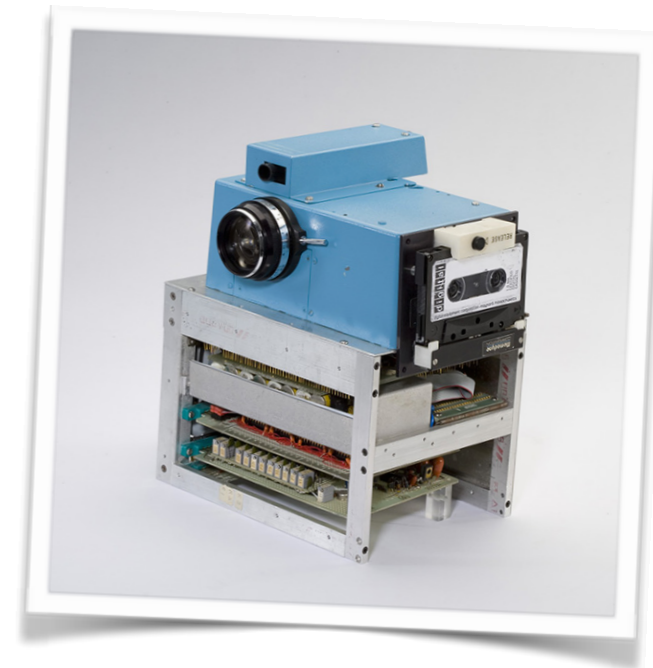


Social: Marketing: The Power of Categorization

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

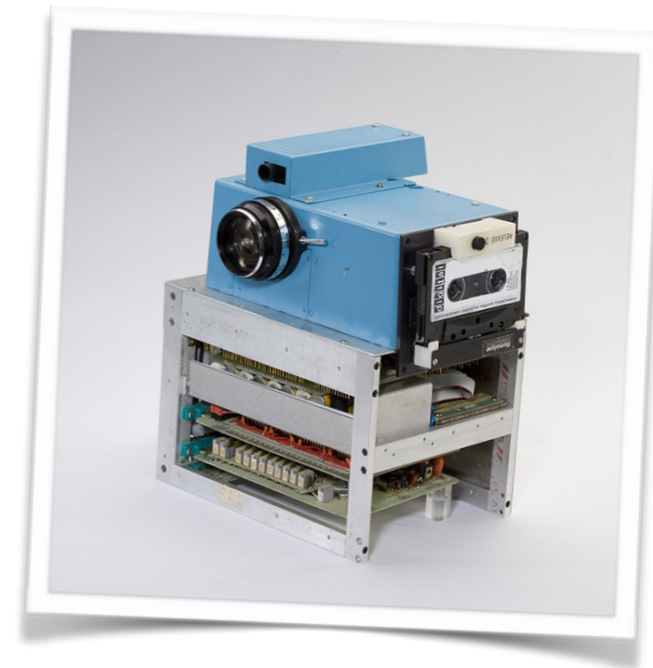


Social: Marketing: The Power of Categorization



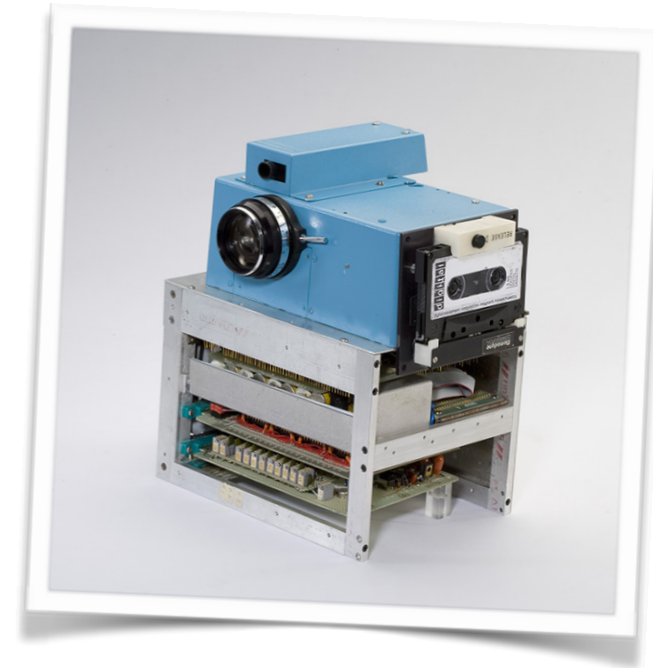
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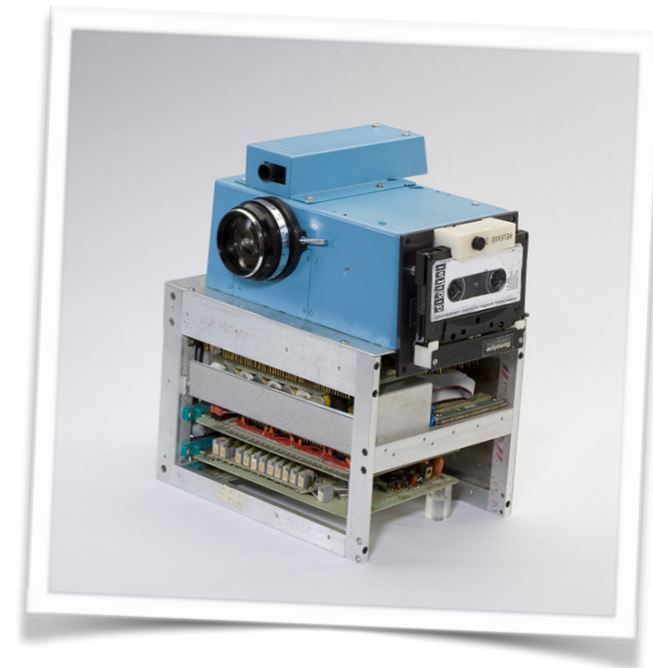
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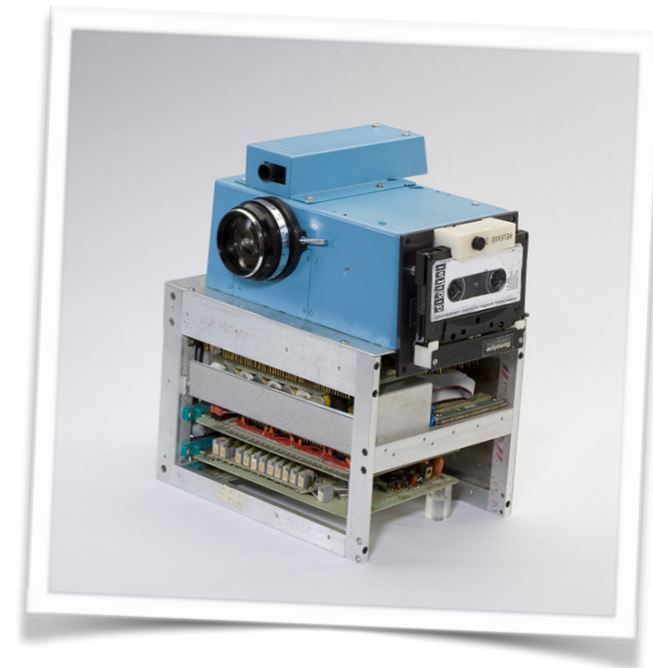
Social: Marketing: The Power of Categorization

- I
- W
 - a new kind of scanner?



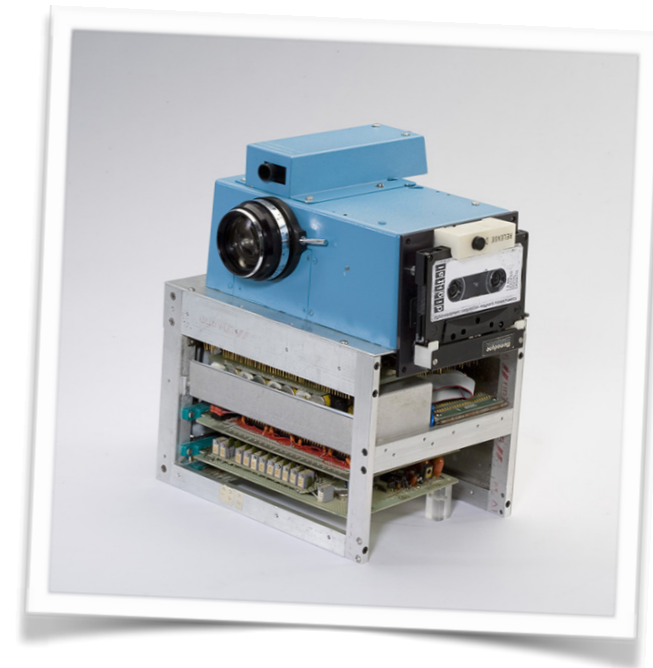
Social: Marketing: The Power of Categorization

- I
- W
 - a
 - a new kind of slide projector?



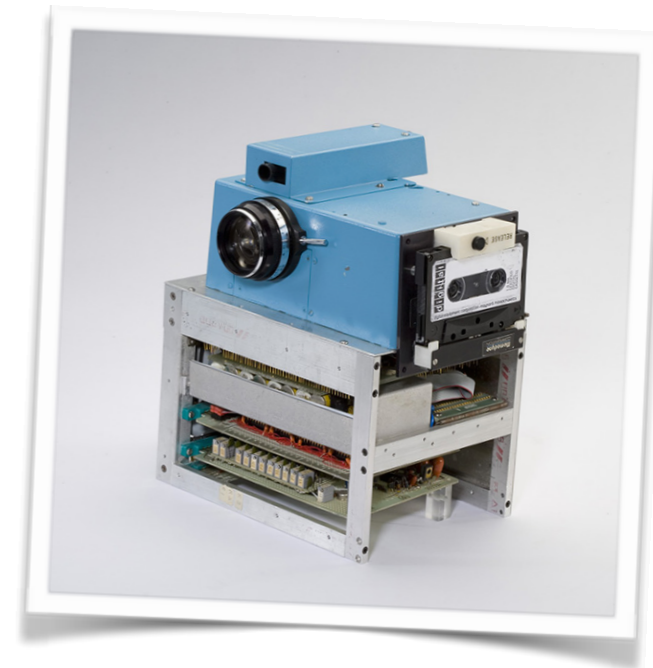
Social: Marketing: The Power of Categorization

- I
- W
 - a
 - a
 - a new use for cassette tapes?



Social: Marketing: The Power of Categorization

- I
- W
 - a
 - a
 - a
- a specialized computer?



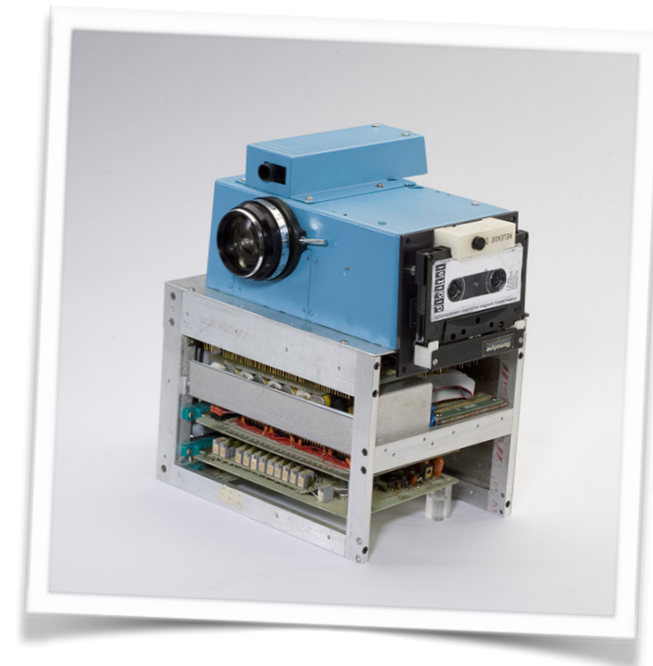
Social: Marketing: The Power of Categorization

- I
- W
 - a
 - a
 - a
 - a
 - a replacement for a film camera?



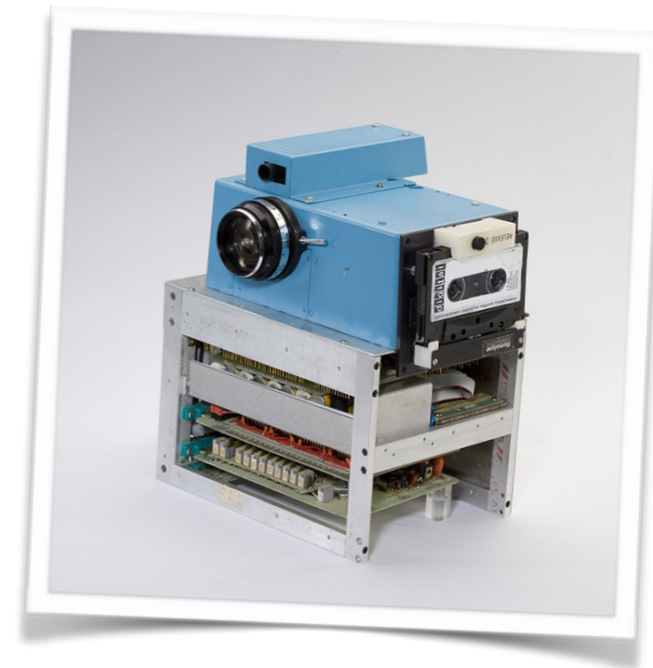
Social: Marketing: The Power of Categorization

- I
- W
 - a
 - a
 - a
 - a
 - a
 - a scientific instrument?



Social: Marketing: The Power of Categorization

- I
- W
 - a
 - a
 - a
 - a
 - a
 - a
- To market it you have to decide what it's story is



Social: Marketing: The Power of Categorization

- So what is a pervasive game?



Social: Marketing: The Power of Categorization

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Come out and Play Festival

textually

Sodahead

Social: Marketing: The Power of Categorization

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Social: Marketing: The Power of Categorization

- So what is a pervasive game?



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



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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 ...



Social: Marketing: Cognitive Economy

- Record on board



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

- Record on board



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



Social: Marketing: Perceived World Structure

- C
 - What kind of container does perfume come in?



Social: Marketing: Perceived World Structure

- C
- W



Social: Marketing: Perceived World Structure

- C
- W
- Where do you find milk in a grocery store?



Social: Marketing: Perceived World Structure

- C
 - W
- W



Social: Marketing: Perceived World Structure

- C
- W
- W
- What kind of container do marshmallows come in?



Social: Marketing: Perceived World Structure

- C
- W
- W
- W
- Which of the following are in food courts?



Social: Marketing: Perceived World Structure

- C
 - 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
 - P
 - C
 - Domino's Pizza



Social: Marketing: Category Essence



Social: Marketing: Category Essence

- Categories have some quality that defines them



Social: Marketing: Category Essence

- C
 - 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?



Social: Marketing: Category Essence

- C
- W

- Could Halo 4 be made into a pervasive



Social: Marketing: Category Prototype



Social: Marketing: Category Prototype

- Categories typically have an archetype



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Social: Marketing: Category Prototype

- Categories typically have an archetype
- What is the quintessential:



Social: Marketing: Category Prototype

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



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 - role-playing game?



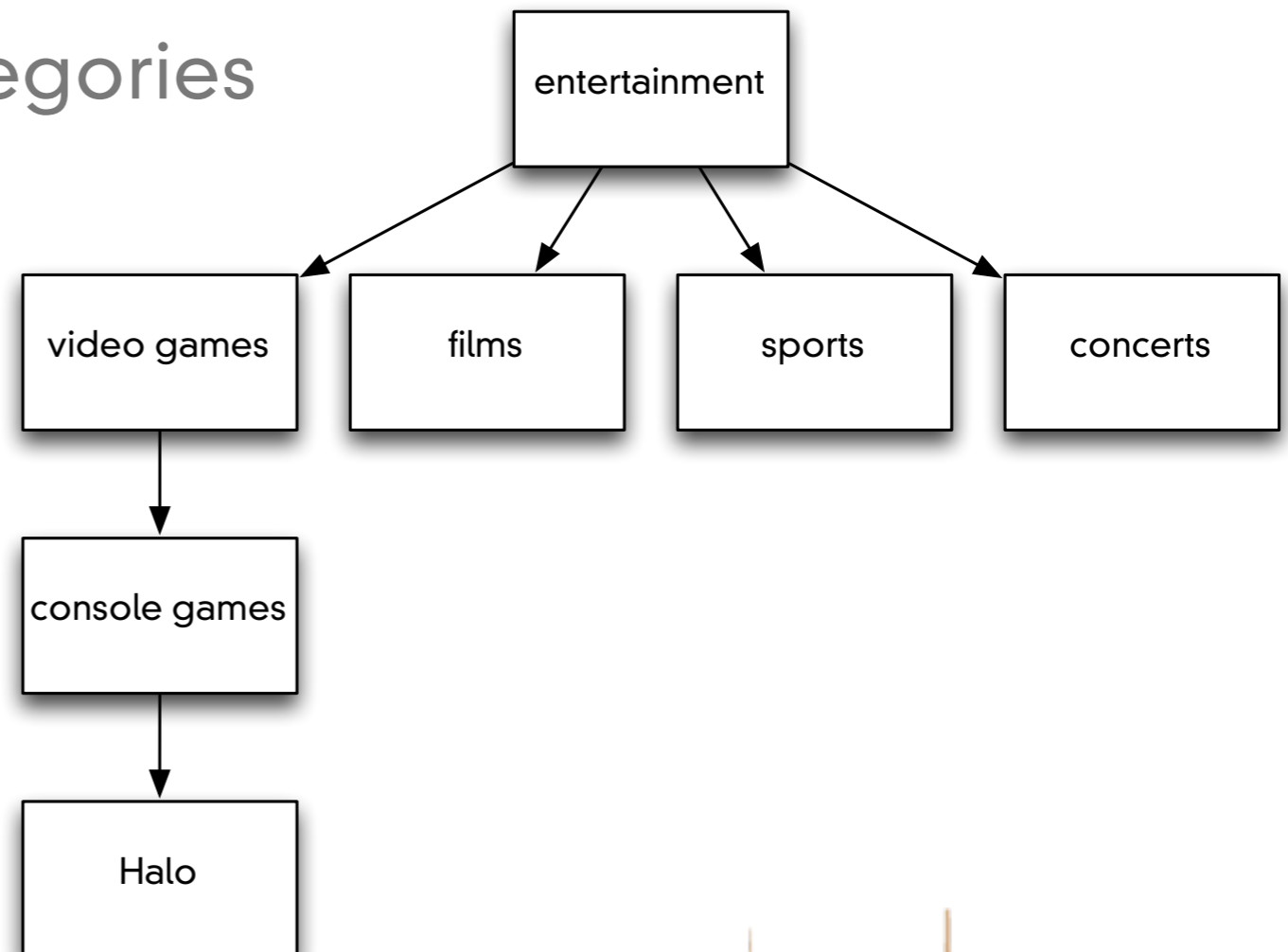
Social: Marketing: Category Prototype

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- What is the wanna-be:
 - fast food restaurant?
 - 4-wheel drive vehicle?
 - landmark?
 - card game?
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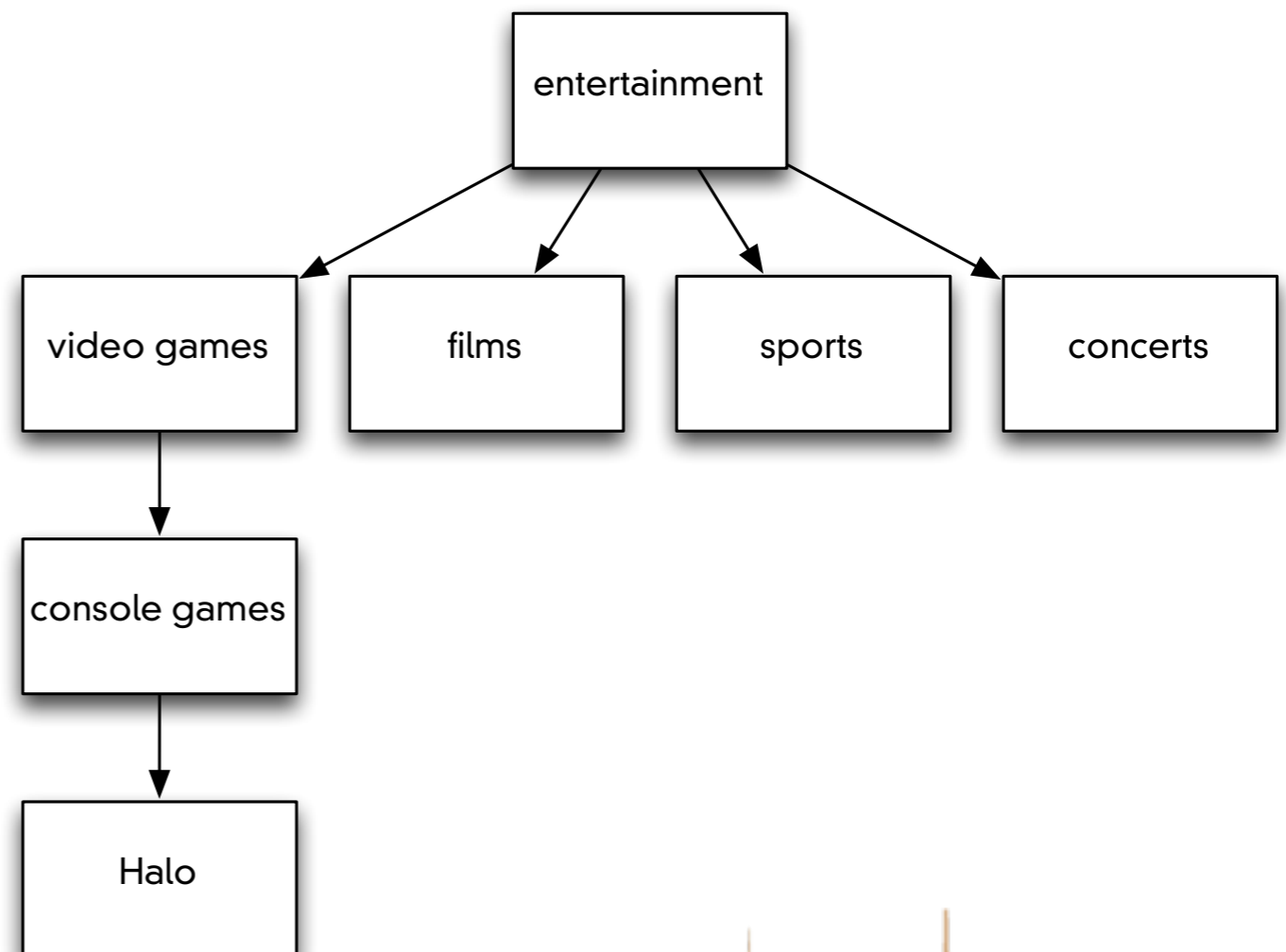
Social: Marketing: Vertical Categorization

- 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



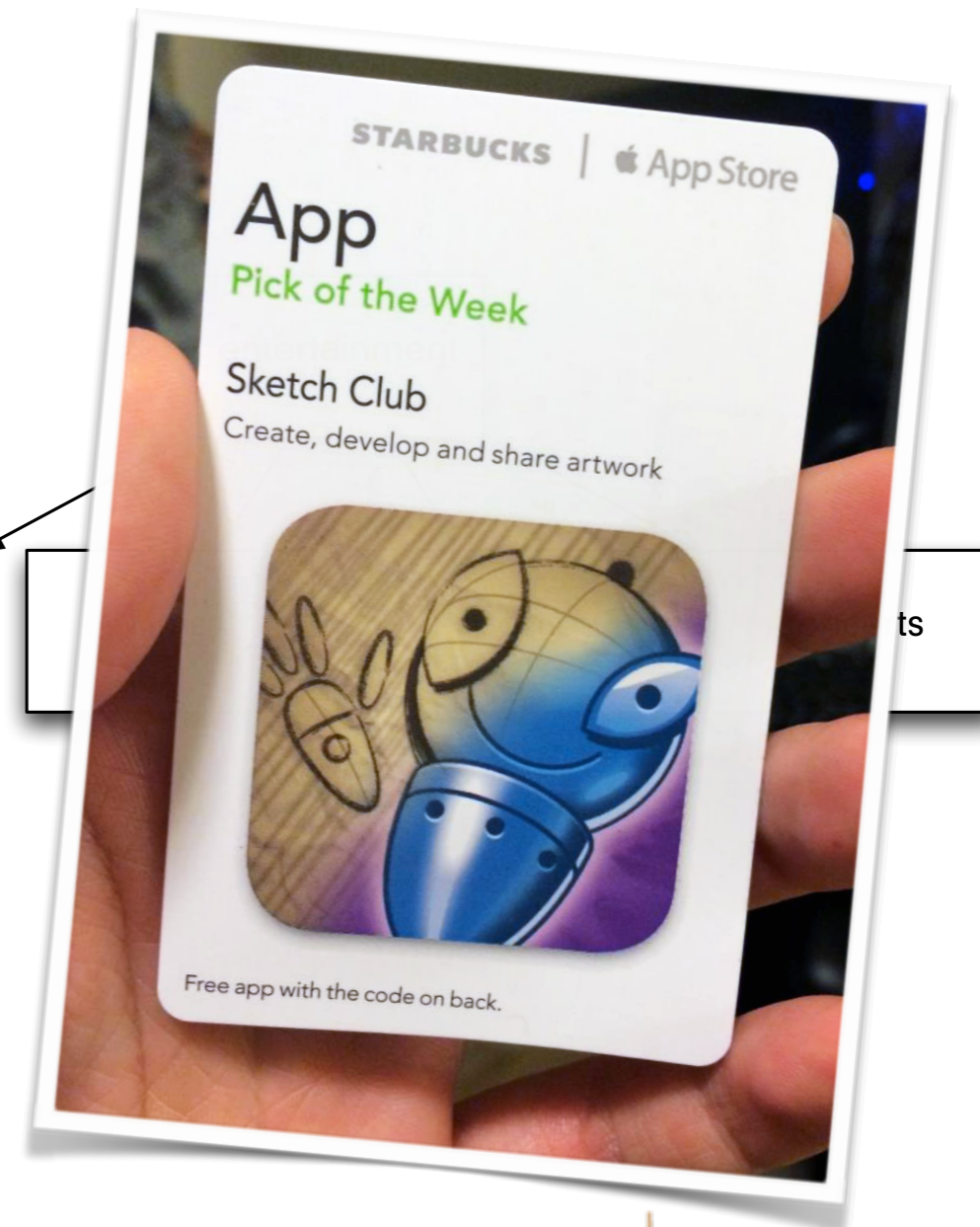
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video games

console games

Halo



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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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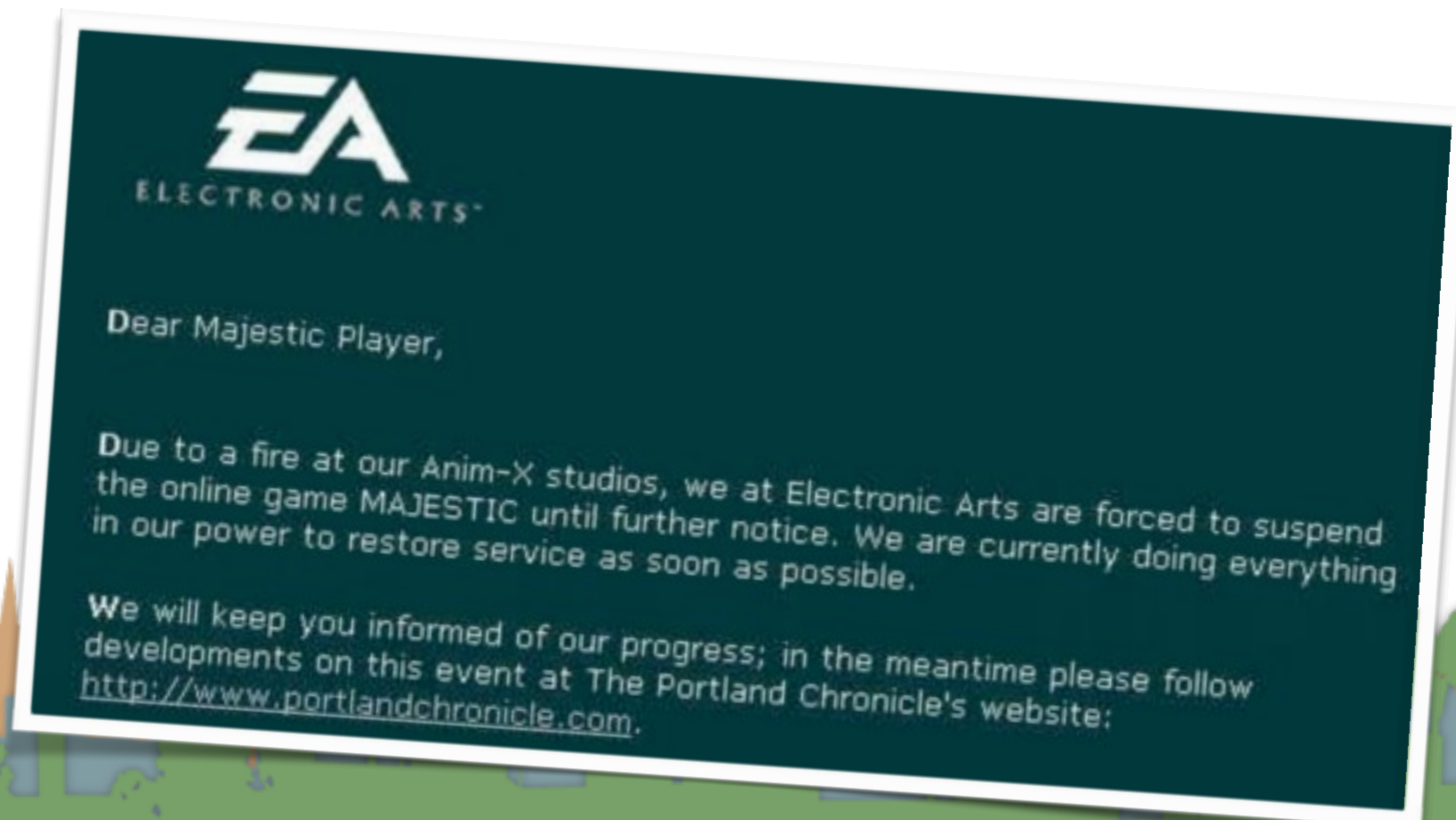
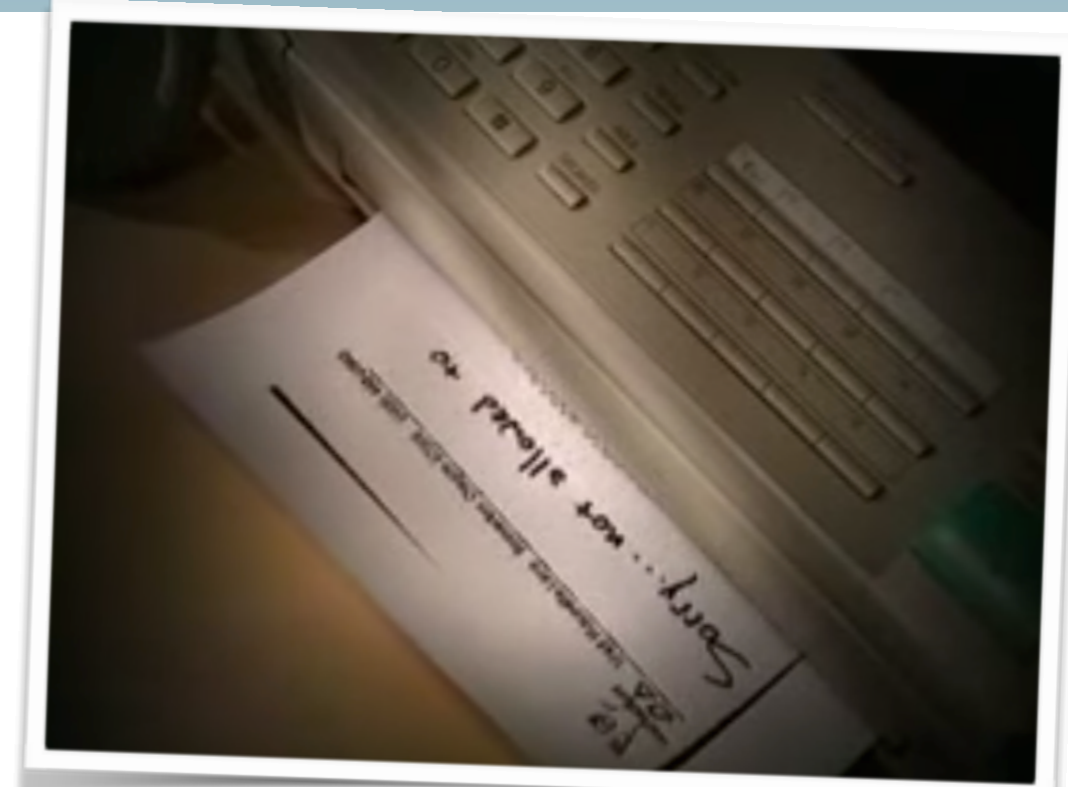
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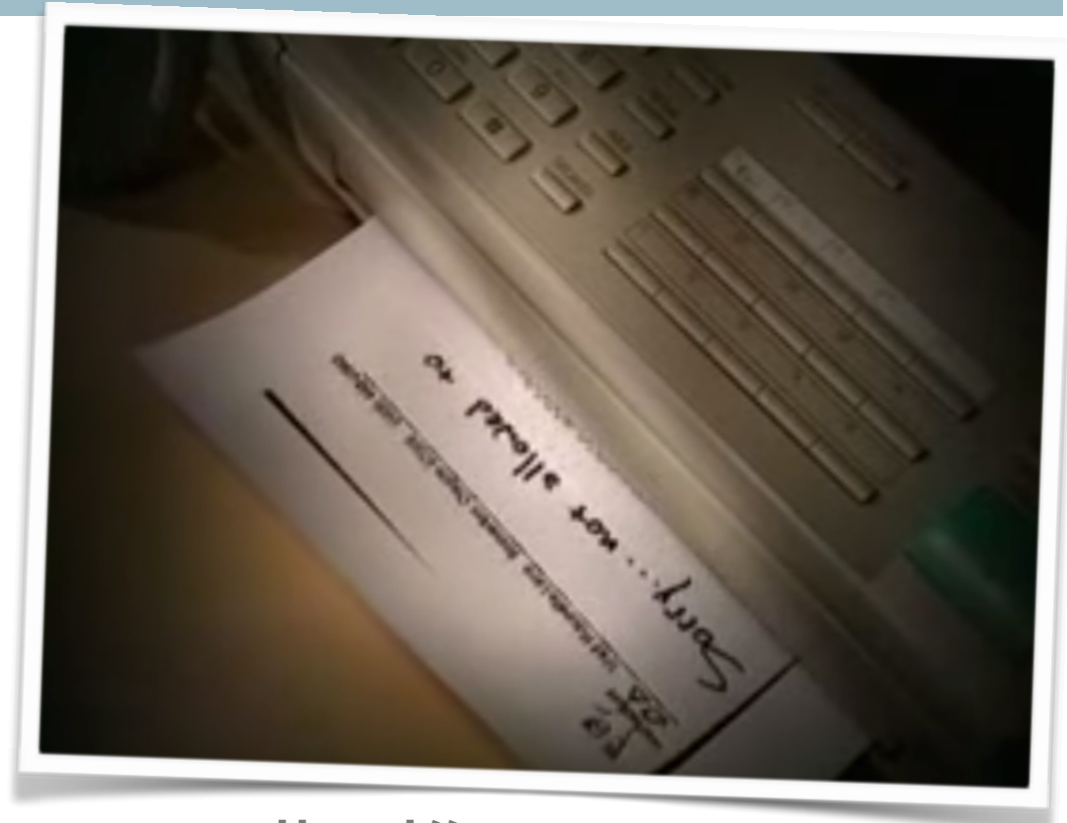
Social: Marketing: The Power of Categorization

- 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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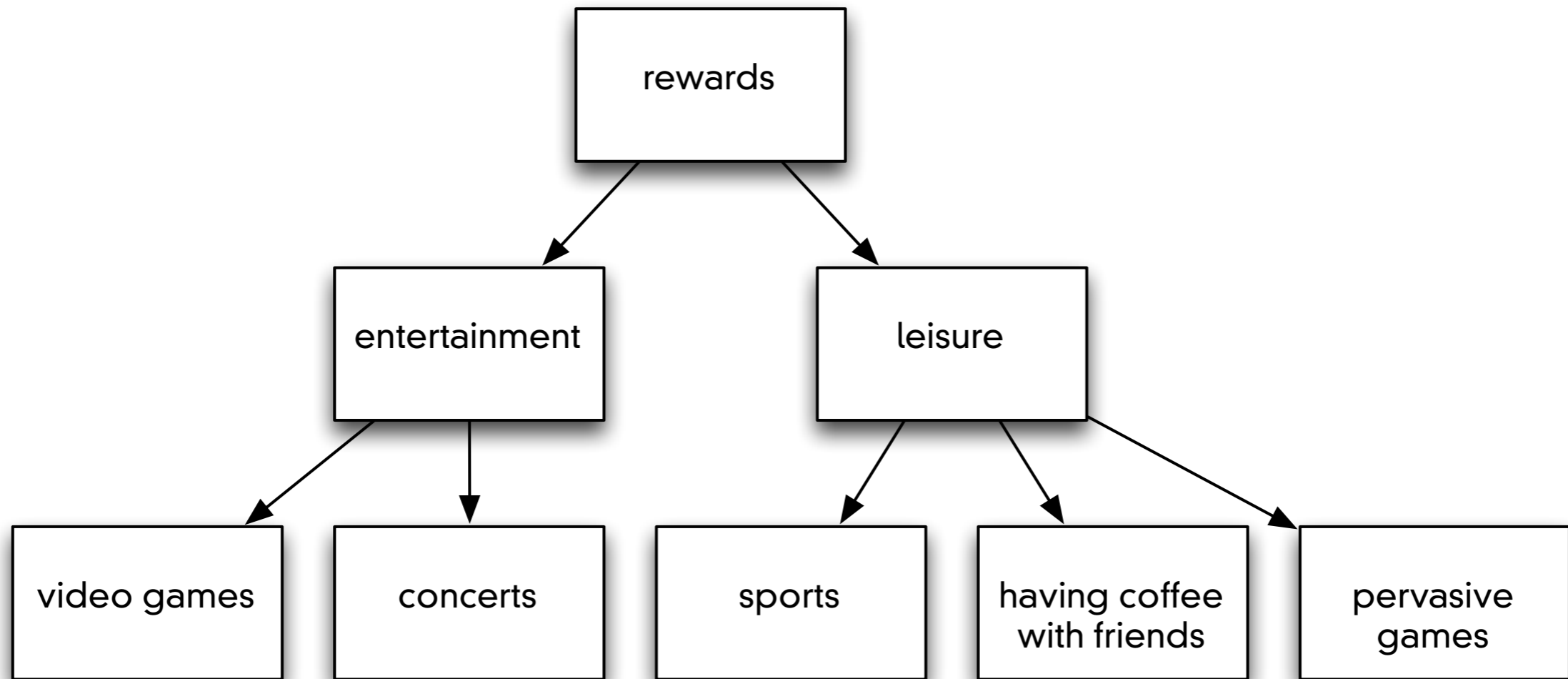


Social: Marketing: How and where to market

- 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

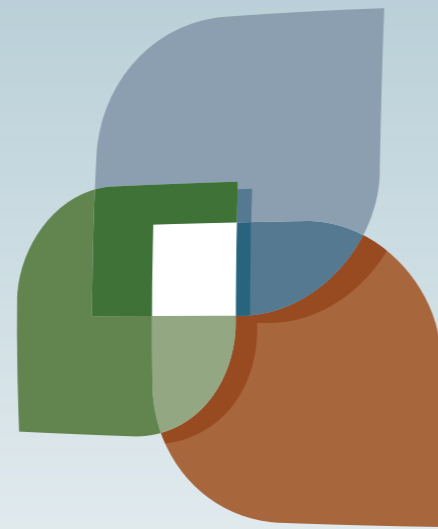


Social: Marketing

- Familiar Pervasive-Like Games Marketed

The image shows a screenshot of the ClueHoo website homepage. At the top, the ClueHoo logo is displayed with "Patent Pending" underneath. Navigation links include "Online Store", "Checkout", "News", "Book an Adventure", "How it Works", "Who Can Play", "Photos/Winners", and a "Log In" button. The main headline reads "INTERACTIVE URBAN SCAVENGER HUNT FOR EVERYONE". Below this is a large photograph of a group of people, including a man in a black polo shirt and several women, gathered around a ClueHoo game device. A white callout box with a downward arrow icon contains the text: "A Perfect Group Activity for Families, Friends, Visitors, and Corporations". At the bottom of the page, there are several promotional elements: a video player for "ClueHoo in Action", a button for "Play Virtual Teaser Now", a "Meet your Guides" section featuring three circular portraits of guides, a blue box for "Corporate Clients, Clubs, Schools, and other larger Groups", and a TripAdvisor award badge for "Certificate of Excellence 2015 WINNER" for ClueHoo Private Tours. A progress indicator with five numbered steps (1-5) is visible above the bottom row of elements.





L U C I

