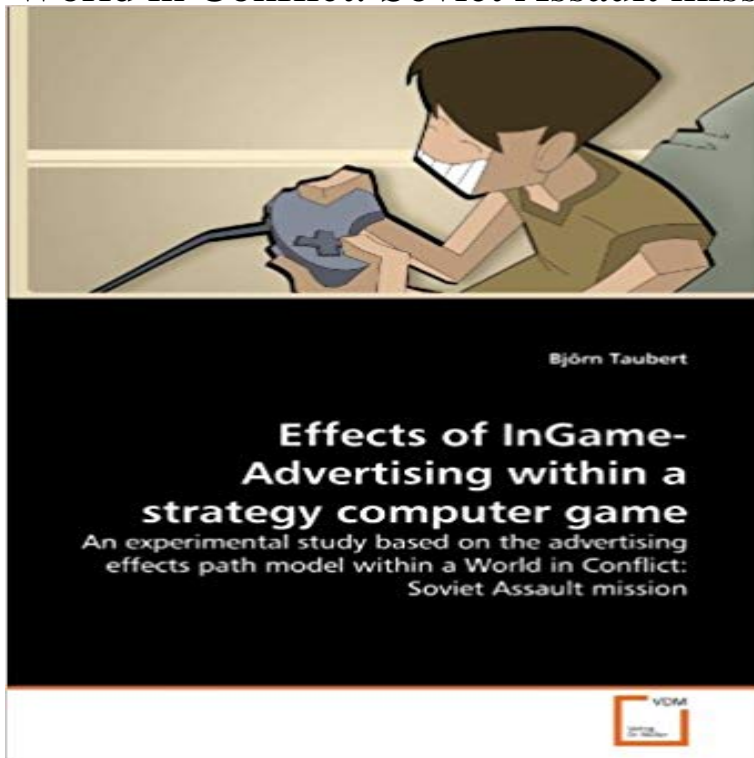


Effects of InGame-Advertising within a strategy computer game: An experimental study based on the advertising effects path model within a World in Conflict: Soviet Assault mission



An auspicious opportunity for advertising companies arises out of the growing market for video games. Based on a real-time strategy computer game, this study assessed whether advertisements, implemented in four different versions of a custom-made World in Conflict: Soviet Assault mission as pure product and/or plot placement created after the advertising effect model by Kroeber-Riel, have an effect. Brand recall data, gathered with recall and recognition methods and evaluated by an analysis of variances, showed significant effects. Contrary, expected differences in brand recall based on the use of pure product or plot placement could not be verified. Furthermore, plot placement interactions did not correlate with the brand recall and no change in behavior could be detected.

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