

The Use of Mobile Advergame as Brand Communication Tool: Case Study "Vodafone City"

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Abstract

Recently, mobile games have become an important manner of entertainment and they are still widely used. These developments have attracted the attention of marketers and help them realize the tremendous potential for the transmission of advertising message to consumers through those games. Numerous studies conducted on this subject have shown that Advergame is an effective channel of communication and can help in brand awareness creation. Also, they have cheap costs compared to traditional ways of advertising and are easy realized. Albanian companies operating in various sectors, have also begun to apply this method of advertising, following so the worldwide trend. This study recalls specific issues from the experience of an Albanian company that has practiced advergaming as a way of advertising. The study concludes that: effective advergame with all its characteristics, manages to affect the brand recognition and help in customer relationship management; a good design of advergame helps in realization of different functions of the company, such as, social responsibility; advergame help in measuring the impact of the campaign in a short time as well as the creation of a database available for different uses in the future. The paper recommends full compliance between the content of the game and the services / products company offers, involvement of all the consumers because differentiation of them may cause the reverse effect, as well as, understandability and clarity in the design of the game.

Keywords

Mobile Advergame, Online Advertising, Interaction, Vodafone City

Received: February 29, 2016 / Accepted: March 16, 2016 / Published online: April 5, 2016

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1. Introduction

Life conditions have been affected by internet and telecommunication improvements and have been somewhat simpler. It provides the humans with some alternatives which were not possible in the past. Especially in recent years, by putting them at the center of human life, they have provided multiple facilities in different sectors and have brought tremendous benefits in many ways.

Internet is widely used as a strategic weapon by today's businesses to reach their target groups, because it is more effective compared with traditional media and influences the

interaction between the source and purpose, as well as, affecting the speed and the efficiency in the process of consumer conviction in their purchase decision.

One other feature of the internet which takes a special importance is the interaction possibility. All those development and changes processes, as in many different sectors, have led to numerous changes in the advertising sector, which in some way, shape our lives. With internet and telecommunication development, online advertising has progressed and is now strongly competing traditional media advertising in a relatively short time. Internet has affected in decreasing the effect of the advertising in traditional media,

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due to superiorities like, considerable differences of speed in audience achievement, the effect that it has on the audience, achievement of a more widely audience, decreasing production and publication cost of advertising, etc.. So, in other words, classic advertising concept, is replaced by a more contemporary approach, that of a more entertaining and more convincing advertisement (Kuçükerdoğan, 2009).

The search for new methods of e-marketing and marketing communication dates back to the late 90s, at a time when spam emails and the advertising banners began to lose their influence (Yuan, et al., 1998).

With advergame, we mean those games that are played on the Web and on mobile devices. According to Yüksel, (2007), they are interactive games that are mainly played online and contain marketing messages at the center of which is located the brand, the product or any identifiable characteristic of them. He continues that, because of the industry's evolving process, advergame is a multidimensional concept.

It is a new advertising and entertaining system, which in some specific contexts, is a way of learning. Therefore, due to the above listed advantages, advergame interest has grown steadily worldwide (Youn, et al. 2005).

Different authors of this type of advertising, consider it as an effective way to deliver the advertising message to consumers via the Internet and mobile devices. Literature concludes that this type of advertising, influences the customer to perceive positively the messages sent and, that is an effective method of the brand awareness creation. Nowadays, entertainment is among the main topics used in advertising, and in this regard advergame is a strong advertising method.

Although the final goal is to increase sales, firms can benefit from advergame if they use them properly. Marketing database of the existing and potential customers can be created by collecting data of relationship networking which is built through youth emails when competing with each other by playing different games. These data may be useful for the customer relationship management. For these reasons, advergame mainly can be defined as communication tool and marketing message which is used in online circumstances and increase the awareness of the audience (Yüksel, 2007).

Advergame is widely used by well-known companies such as Lego and Nabisco, which apply international marketing strategy. But due to the fact that it is a relatively new advertising method, there are few studies that consider advergame's characters and their impact on the consumer behavior even in developed countries (Hernandez, et al., 2004). Even in Albania, online advertising is relatively new. But contrarily to this fact, the growth of Internet use is

constantly growing. According to the ITU, the number of Albanians accessing Internet changed from 15% of population in 2007 to 55% at the end of 2012. Meanwhile, broadband internet penetration of 17% in 2011, reached 21% in 2012 (ITU, 2013).

This study, takes into consideration online advertising and regarding to this, it focuses on effect of interactive advertising and notes their characteristics. More after, focuses on advergame type of online advertising, which is a kind of interactive advertising and tries to bring new experiences making an empirical observation of a concrete case from the telecommunication industry in Albania.

This study is structured into three parts. In the first part, the study focuses in literature review of the base concepts of advertising, internet and the internet advertising, as well as, the concept of advergame and its sub issues. In the second part of the study, the real case study takes place, which analysis the practice of the "Vodafone City" advergame project from Vodafone Albania, a company operating on the telecommunication sector in Albania. Continuing further, in the third part, it presents conclusions and recommendations for further research about similar project applications on different companies.

The main issue, on which this paper focuses, is the use of Mobile Advergame as advertising tool for brand promotion. Secondly, to highlight how this type of advertising affects customer interaction and how it interacts with other mediums in this regard, and lastly what are the key points that should be taken into consideration for the creation of an effective advergame. The main purpose of the study is to contribute to the process of using this type of advertising in Albanian companies and highlight the problems that may arise during the design and their applications.

2. Literature Review

2.1. Advertising

As a consumer, we receive every day tens or hundreds of advertising messages. Whether through advertising on television, in newspapers, on radio, in various reports, on billboards, on public transport, in various external spaces (outdoor), through calls, SMS, website, email etc.. They appear to us in almost every event of our lives in different ways. Advertising, which is a component of promotion, one of the marketing mix element, is a communication and marketing activity which aims consumers convince to buy a particular product or service, creating so a link between producer and consumer.

The American Marketing Association (AMA) defines advertising as the distribution of announcements and

persuasive messages in time or on purchased space in mass media by business firms, nonprofit organizations, state agencies, and individuals who intend to inform or persuade members of a market or targeting specific audience on products, services, events and ideas. While according to Kotler (2013), advertising is any paid form of presentation and non-personal promotion of ideas, goods, or services by an identifiable sponsor. But according to him, the objective of advertising is a specific communication task to be accomplished with a specific target audience during a specific period, and advertising objectives can be determined by primary goal -when the goal is to inform, persuade or recall in memory. So briefly, advertising is an attempt to create obedience by means of mass communication, paying the related costs (Q'guinn, et al., 1998).

According to the researcher Jim Ring (1996), whose studies focus on the communication with the consumer dimension of advertising, ads should be analyzed in four aspects:

- Creation of product awareness
- Change the thoughts of individuals,
- Strengthen of the thoughts that individuals have for the product,
- Entertainment.

Numerous definitions made for advertising are similar to each other, but the fact of frequent and fast changes that we are experiencing, make it mandatory updating these definitions to adapt them better with the reality of the time. Especially with the development and spread of the Internet and digital advertising tools, the sector has followed numerous changes in terms of advertising types and ways of their application.

One of the mediums widely preferred by advertisers today is the Internet. Therefore, marketers and advertisers should consider how media is consumed by children and adolescents especially. These groups, due to the fact that they are generations grown with videogames, smart phones, and computers, and due to the technological trends, they have the ability to pass from one media to another (Cappo, 2004).

2.2. Internet and Online Advertising Development

- Internet and online advertisement

The Internet, as originally appeared in the 1960s in the United States of America was firstly used in military projects. Project's network which constitutes the basis of today's internet, evolving over time, began to include other computers and thus, began to spread the communication through it, advancing to the use of email, debate forums, file transfer, etc. (Kircova, 2005; Hafner, 2000). Internet is an

infrastructure that connects computer networks with each other and enables communication among many people around the world. This network is implemented in different ways. First, in the LAN form (Local Area Network), which enables the connection within a given area; second, WAN form (Wide Area Network) that creates the link between different areas (Zimmerman and Mathiesen, 1998), and the third way is MAN (Metropolitan Area Networks) (Kitchen, 1999).

Online advertising is done by the internet. As a result of the Internet technology development, as there are observed numerous changes of approaches that companies make to marketing strategies, there are also seen numerous changes that the consumer behavior has undergone. Already, individuals due to interactive communication tools have been incorporated into a virtual reality environment where the customer has the option to be continuously activated in order to meet his needs.

Stokes (2013) states that online advertising includes, display of advertising found on websites in search engine, email and social networking advertising, and other ways for which advertising uses the Internet. According to him, surely it is not limited only to computers- digital advertising can be found anywhere you can access the Web, for example, on mobile devices.

Online advertising is a sector that through advertising, it transmits to the visitors of the websites marketing information about products and services, encourages them to buy, and aims to increase sales (Danaher and Mullarkey, 2003).

The first advertisement published on the internet is displayed in 1994, in Hotwired.com website, which was online version of "Wired Magazine". Directly after the start of the publication of Hotwired in the online version, the web page were joined by fourteen advertisers, making so an impact which was not predicted even by the leaders of "Wired Magazine". Over the time, the process of downloading video files, audio and graphics with large dimension was slow, so the magazine avoided their use and invented another method which they called as "banner ad" (Kozlen, 2006).

At the same time, this period coincides with the fact that first internet commercial browser "Netscape Navigator 1.0" entered to the market (Moody, 2010).

Later on, in 1996, Yahoo! made an agreement with Procter & Gamble to allow him to advertise on the website, where company would pay based on impressions (CPM) (Williamson, 1996). In recent years, with the development of modems with higher quality and speed it is made possible the application of advanced technologies with graphics, audio,

and online animations.

The Web (WWW) is the main tool which has enabled interactions of these dimensions and thanks to him, customers have the opportunity to explore, communicate, do shopping, have fun and interact according to their goals (Altunbas, 2001).

Now, unlike traditional communication tools, consumers can communicate and interact with publishers (websites), advertisers, advertising, and other users at their discretion. Internet advertising has the potential of reaching a wider audience, and in this regard it is different from traditional advertising. A study conducted in the United State of America notes how important online advertising is. According to the study conducted by Morgan Stanley; it concluded that to reach 50 million people via the internet should be only 5 years, through television 13 years, and by radio should be 38 years (Hyland, 2000).

So, thanks to the Internet, consumers, clicking an ad can be informed about the contents of a book, the comments made about it and can download it to their computers. None of the types of traditional media advertising could offer this comprehensive communication, this way of transaction and did not have the capacity of this complex distribution (Li and Leckenby, 2004).

Advertising whether online or offline, has a series of objectives. Stoke (2013), states that the main objectives of online advertising are, to increase sales, improve brand awareness, and increase market share. It is based on the simple economy of supply and demand. Advertisers seek to promote customer needs (demand) and then to meet these needs (supply). But according to him, online advertising, of course, follow the behavior of Web users and it is not limited to a tool or location -Can be placed anywhere on the web and may consist of images, text, video, attractive elements (effects), games, etc..

Internet offers many opportunities for advertisers at the same time, especially in terms of creativity. The main advantages of the Internet, are that it is precisely measurable and this is one of the reasons why it is preferred and widely used by advertisers as a new advertising tool, because through it, it is possible to follow all the interactions with the advertisement, the number of impressions, clicks received, the presentation of data after click, and how unique users are managed through advertising.

- Types of online advertising

Online advertising can be encountered in different ways: text, pictures, flash, video, banner, pop-up, pop-under, floating ads, e-mail, graphics, games, etc.. They are offered to web visitors being set in different ways like, static display and video

effects or web page, inside the text where is linked with some key words, in search engines as a result of research, or distributed via email.

According to the 2004 report published by the "Interactive Advertising Bureau", which makes an enumeration of types of online advertising based on financial income for 2003, ranks: ads with keywords, banner ads, press ads, sponsored ads, rich media advertising, e-mail ads, ads with slotting fees, interstitial ads and ads with references (IAB, 2004). Besides these formats listed by the IAB, in the coming years, online advertisers have adopted new formats of ads, such as three-dimensional visualization, and brand integration in web videos and online games. Often, these formats do not make a clear separation between online advertising and marketing communications, and indicate future trends in Internet advertising (Li & Leckenby, 2004).

To sum up, based on the above data, the types of online advertising can be listed as follows:

-keywords ads, banner ads, press ads, sponsored ads, rich media advertising, e-mail ads, ads with slotting fees, interstitial ads, reference ads, 3D ads, advergame (advertising through games).

2.2.1. Advergame Concept

The concept of "Advergame" comes from the combination of the words "Advertising" and "Game" in English and is used to describe the way of advertising through games. This concept is used to define games designed with the purpose to promote the products in different ways.

This concept was first used by Wired Magazine in 2001 and is defined as a scheduled game based on Website, only to promote the products which can also be downloaded (Wired.com, 2001). But, regardless the fact that the concept usages date back in 2001, in real, advergame term presence is faced even in earlier time. In the 1980s, "Kool-Aid" and "Pepsi" developed the game "Atari 2600" and distributed it to establish and promote their products. Also, the company "American Home Foods" through the videogame diskettes, distributed a videogame through which it promoted its product "Chef Boyardee" (Obringer; 2007). While in the 1998's, the company "NVision Design" -already known as "Blockdot Inc.", launched a campaign to promote the company through the game called "Good Willie Hunting" game, which succeeded and it drew great attention to promoting this new method (Sharma, 2014). Since then onwards, many other companies have developed games focused and integrated to promote their products through selected characters.

Călin (2010) defines advergame as an online game that includes in its content marketing messages. According to him,

initially, many companies put their brand logos in virtual environments of the computer gaming derived from games specialist firms. However, this form of advergame was fairly static and ineffective, as the player was concentrated on the game and did not noted enough brand image that appeared in the background. This limitation encouraged firms to create their advergames, which were developed and realized around a theme or a particular character that is plugged directly with their products or brands. In this way, they acquire their mass distribution being made available on the Internet. Facilities offered by the internet platform have increased their interactivity and have added a new dimension of viral marketing (Călin, 2010). While Buckner (2002) says that advergame is a combination of advertising and entertainment in the form of videogame using interactive gaming technology to convey the message of advertising to potential customers with a creative way.

Arnold (2004) states that advergame enables viral interaction with the brand or product. Advergame sector is constantly growing; Lindstrom (2005) states that computer games generate double level of incomes compared with the film industry. The authors point out that the perception is that they are mostly preferred by children and adolescents. According to a survey conducted by Banerjee (2004), 95% of teenage boys play those games, and 45% of all those who play are under 18-years (cited by Dahl, et al., 2009).

2.2.2. Advergame Characteristics

Advergames represent some special features, which can improve the effects of marketing. Given this view, Gould etc. (2000) specifies advergames with these characteristics:

- Selected by the player, and not enforced by an unwanted viewer
- The player interacts with advergame adopting so an active space
- Advergame pushes the player to share the experiences with friends and family.

Ghirvu (2011), approaches the advergame as a marketing communication tool, and doing so he attaches the following characteristics to it:

- Promoted brand personality
- The profile of the target group
- Environment characteristics, in this case the internet characteristics
- Strategic objectives of the communication campaign
- Image of the company

Various studies present different classifications and attribute different characteristics to advergame, but each of them is

accompanied by significant limitations and as a result of using different methods comparison of them is difficult and, moreover, the conclusions of any work cannot be generalized.

Critics of these classifications are of the opinion that an advergame to be effective and to be efficient advertising, it should have the following basic characteristics:

- a) Accessibility: To identify the relationship between brand / product and game, free entry or search of enrollment.
- b) Difficulty in understanding: The existence of instructions / rules and explicit regulations in order to be easy to understand.
- c) Competition level: The number of players, the emergence of ranking points, certain levels of difficulty.
- d) The importance of brand, product, or the game: This feature has to do with the relevance and importance that should exist between all parties participating: the advertised product, type of game, and the accompanying advertising elements.
- e) Capacity to promote and maintain the state of concentration: This feature is derived from the basics of psychology, which is used to describe a mental state in which there is a very high concentration of attention in a specific process (Ghirvu, 2011). State of flow is recognized as a condition of being human, which is caused by a very interesting activity that a person can have like, watching a movie, reading a book or playing a game (Csikszentmihalyi).
- f) Viral Marketing: This feature of advergame is mainly related to the transmission of the message to someone else. As happens with the spread of information through oral speech or by word of mouth, in this case the term viral marketing, which in most cases is characterized by the question of visitors to launch an e-card to their friends or inviting friends to visit in a certain way (Dahl et al., 2006). So, players can invite their friends to participate, which help promotion through gossip (Lopatina, 2005).

2.2.3. Types of Advergame

There are numerous and different ways of the advergame use. Chen and Ringel (2001), categorize three types advergame: cooperative, illustrative and demonstrative. While Graaf and Washida (2006), separates types of advergame into two main groups. The first group, based on how the company wants to promote its products and this group includes three types of advergame: cooperative, illustrative and demonstrative. While the second group, based on the platforms that the advergame is produced. This group is divided into online games and offline games.

- i. Associative Advergame

Associative Advergame mainly focuses on advertising method inside computer games, where the advertising of the product or brand is set on the backgrounds of various games, and they do not interfere with the game. From the name associative, it implies the involvement of two parties, where advertising in itself does not intend to create the game, or the game is not done deliberately in order to promote the brand. Graaf and Washida (2006) states that this is the oldest type of advertising and has been used since the 20th century.

In Associative Advergame product or brand appears attached a specific activity (eg sports activity or a leisure activity) (ALDAST-Marzano, et al., 2015).

This type of advergam is applied more on the games sold through different platforms as Playstation, Xbox or PC games.

ii. Illustrative Advergame

In this type of advergame, brand or product plays an important role in playing the game (ALDAST-Marzano, et al., 2015).

Development and use of illustrative method is the most aggressive type of advergame. The entire game is built around the product and the goal is to convince the potential customer to buy the product.

In this advergame type, product is prominently displayed during the game (Theodorou and Sirmakessis, 2009).

iii. Demonstrative Advergame

In this type of advergame, the player experiences the product by interacting in the virtual environment of the game. This advergame allows the player to experience the product in its natural context, reproduced in the environment of the game (Aldast-Marzano, et al., 2015). This type of advergame can be applied online and offline.

2.2.4. Mobile Advergame and Its Link with the Brand

As different research and institutes once predicted the growth of electronic commerce, also recently are made similar predictions about the growth and development of mobile games. Today, 3G users are potential network of mobile games, which, despite the growing number, again are a small fraction of all mobile phone users. The number of people who download games is constantly growing and most games include games with puzzles and not those of adventure.

In the future, 3G games will be adopted in most of the technologies and, mainly, are developing computer software that fit according to the brand and, in this way, can be played easily on the phone or other hybrid device (Salo and Karjaluto, 2007). Also, according to them, mobile advergame can be purchased from various sources, including

mobile network operators and specific negotiating via the Internet.

Mobile advergame can be viewed as a subset of mobile marketing (Kavassalis et al., 2003), who defines it as a game application that is used by a company for advertising purpose on customer's mobile devices.

Mobile games are played on mobile devices, which as a consequence of the small screen or limited memory, on different occasions cannot perform well. According to Celtek (2010), there are two different types of mobile gaming. The first played on mobile devices but that does not differentiate from other non-mobile games. The second type is essentially mobile, designed specifically for these devices, and uses the unique features of mobile technology (Celtek, 2010).

Mobile advertising is not different from traditional advertising regarding the need for brand loyalty and recognition (Celtek, 2010). He adds that, advergames are usually free, they can be a good way to reach your target audience while offers them something that is fun, free, and worth their time.

Every time they open and play, they are re-introduced to the brand, so it is important for the game to be unique so that the customers become more conscious of the brand (Celtek, 2010). So from here we understand that the purpose of the advergame, usually is not to increase direct sales, but to build customer relationships and brand awareness.

Nelson (2002) shows how the pledge of brand on mobile videogame increases the attraction for the brand. She found that when consumers are actively involved in playing a game and advertising is meaningful, the attraction for the brand is at a higher level than where the brand is not set specifically.

Academic literature reviews mobile advergames in different ways and have managed to classify according to the level of involvement of the brand, from the lowest to highest as follows:

1. Mobile game
2. Advertisement in the mobile game
3. Sponsorship of mobile game
4. Advergame mobile

The highest level of brand engagement is faced in mobile advergame where mobile game is designed clearly for advertising purposes (Salo, 2009).

Advergame increases awareness and memory of the brand. If someone is serious about a product, he can immediately check the Internet for information, but getting this information can be done without the need of a special time to share but through advergames (Lopatina, 2005).

After playing the game, customers not only remember the brand or product in a better way, but they attach to them specific attributes (Afshar et al., 2004).

3. Metodology of the Study

In this work it is used "Case Study" method. Yin (1994), defines a case study as an empirical research that observes a contemporary phenomenon within the context of real life, where the boundaries between phenomenon and context are not clearly visible. The study illustrates the experience of a Mobile Advergame project applied by Vodafone, a telecommunications company that operates in Albania and considers the project by analyzing step by step the way of its application.

For primary data collection of this study, was conducted an interview with the Director of Digital brand of Vodafone Albania, Mrs. Entela Cela. For conducting the interview were drafted some questions based on the literature review of this study and after a phone call conversation with Mrs. Cela it was seen as more appropriate for the interview to be conducted by email. After questions were sent via email to Mrs. Entela Cela, who in cooperation with other heads of departments of the company, she partly answered to the question and sends them back via email on June 3, 2015.

In this paper there are used secondary data also, obtained via the Internet on the official website of the company, vodafone.al; the company's official website on Facebook, facebook.com/VodafoneAL, which has served as a channel of communication and interaction with players who were part of the advergame, and the project web page vodafonacity.al.

The research design is very important because it lays the use of a systematic procedure in the paper. Therefore, based on the literature review, when there are made contemporary case studies mainly there are taken three steps.

1. The decision of "Case": The case is the main unit of analysis in the paper done. To reach to the case, it is done a necessary review of previous literature and in the process in order to be clear about the final case is made a review of the case also.
2. Selection of one of the types of case study design: The second step has been the decision whether the study will consist of a single case or many cases. Given that the subject wanted to make occasional explanatory analysis, there was not reasonable to be taken several cases.
3. Use of theory in the paper design: Design of the paper is built based on the related theories. These theories include: the construction of research questions, selection of the case, reviewing the design of the study, determining the

appropriate data to be collected, etc.

Determination of Research Method

Firstly, the choice between different research methods, including case study, can be determined by the type of research question that paper addresses (Shavelson and Towne, 2002). Given the nature of the research question as descriptive and exploratory, this approach best meets the objective of the search.

Second, emphasizing the study of a phenomenon in a real context, the case study method favors the collection of data in real environments (Bromley, 1986).

Thirdly, the case study method is widely used in evaluation. Serious resources like the State Accounting Office in America (1990) and Yin (1994) document the numerous applications of case study evaluation.

4. Case Study "Vodafon City"

Background of the Company: Vodafone Albania

Vodafone JSC is part of Vodafone Group Plc - the world's leading company in the field of electronic communications. Vodafone brand is ranked as the seventh most valued brand in the world. Vodafone is present in more than 30 countries and partner with other networks in over 40 countries.

Vodafone Group Plc, one of the largest mobile operator in the world, is present in Europe, Middle East, Africa, Asia, the Pacific, and the United States of America, through subsidiaries and their investments. Vodafone Group subsidiaries operate under the brand "Vodafone". In the United States of America, Vodafone Group company operates as Verizon Wireless.

Vodafone was introduced in the Albanian market in July 2001 through one of the fastest processes in the world for network installation based on the experience of Vodafone networks worldwide. Vodafone is the first operator that introduced 3G services in Albania in January 2011. Currently Vodafone covers 99% of the population with its 3G network. Vodafone offers to over 2 million customers in Albania a wide range of high quality communication services, including voice communication and data to ensure that customers use the best network for electronic communications and benefit from innovative services and quality.

Vodafone Albania has in its structures seven departments, which are: Commercial Department, Sales Department, Human Resources Dep., Technology Dep., Customer Care Dep., Strategy Dep., and that of Legal Affairs Dep.. Currently it has a network of 146 stores across the country that provides service every day of the week. Vodafone shops offer

products and services to Vodafone, mobile phones and accessories, as well as technical assistance. Customer Care Service of Vodafone responds to the needs of customers in 24 hours, 7 days a week

Vodafone is one of the largest companies in the Albanian market and has a considerable contribution in the Albanian economy (vodafone.al/).

Based on data provided by the interview conducted with Ms. Entela ÇELA, Digital Brand Director at Vodafone Albania company, it shows that Vodafone is one of the first companies in Albania that has embraced the use and inclusion of new media in communication campaigns, becoming so the pioneer company in the use of more innovative formats with the aim, not only to increase the attention for different products / services, but to commit the customers in various forms, primarily through social networks. Vodafone has in its strategy plans various innovative projects and has preceded innovation services market through various mobile applications. We can mention customer care service, offered in a completely new form via the application "My Vodafone", by applying what is well known and massively used internationally, the concept of "self-service" through the cellular anywhere and at any time.

Further, she says that, the company in a systematic way uses all means of communication as part of the products and services communication plans. Based on international experience, Vodafone adapted in a very effective way the use of interactive media in the domestic market and of course the social network Facebook, in this case, has the maximum attention. MarCom department, together with advertising in the most visited portals and news sites, as well as, very well targeted advertising even on mobile through the platforms that Google or Facebook offer.

"Vodafone City" Advergame

Vodafone City is a game application created by Vodafone to offer a unique experience for all Vodafone customers.

Vodafone City game was applicable in Tirana and was closely associated with social network, Facebook. A mysterious mission that followed an interesting and intriguing path had to be completed, while the users reach the points that meet the game map and inventory.

To become part of Vodafone City game the main condition was to be a Vodafone customer and to download the application with the same name from Google Play or App Store.

Players must follow the instructions and assistance appearing as an application on Vodafone AL page on Facebook. Vodafone had booked a total of 1000 gifts, among which 100 smartphone for players who manage to complete game the

first.

Winners were evaluated based on the estimated speed from the application itself. The first to discover the mystery were announced as winner. Smartphone devices were donated on an event organized by the Vodafone shop in the former Bloc which was also set up in a form of Guerilla marketing (crystal) which was the first element to be discovered by Vodafone City players.

Ms. Entela ÇELA says that, the idea to design "Vodafone City" advergame came through as a result of efforts to create an entertaining application in the category of games. Considering the fact that games constitute one of the most popular categories and we liked the idea of combining the traditional game "in search of treasure" (treasure hunting) and use the phone through applications. The concept was developed further in the form of a mystery that had to be discovered through the elements and three mysterious characters that guided players with direct communication on Facebook. Below, Mrs. Cela gives briefly relevant explanations about objects / items that are included in Vodafone City Advergame:

1. Crystal: Crystal is called the glass which is highly translucent, colorless, and refracts light. The first who produced the glass were Venetian masters, in century. XV. Located in the city center, in an institution linked to the history of Albania.
2. Metal: 7,000 years ago, with the discovery of metal, Stone Age ended. The country hero was a member of the guerrilla units in Tirana. He was killed at the age of 26 years by the end of the Second World War (8 July 1944).
3. Battery: The battery is a power source, used in everyday life. It can be found hidden in the table of one of the most known faculties in Albania.
4. Wave: Earlier, science was called the phenomenon that is caught with 5 senses. Although the wave is not caught with any sense, we know that it exists. It is hidden in a bust of a great scholar, near the hall where people representatives gather together.
5. Connector: Once a scientist was very fond of his profession. For more explanation about this character, players must follow the character on Facebook.
6. Papyrus: It was one of the first ways to store and exchange information as well as a historical record. It is found near the bust of Renaissance poet.
7. Prediction: This character at a very young age, worked as an assistant at the "Great Library". For more you should follow the instructions of this character profile on Facebook.

8. Lighthouse: The object that shows the rocky risks to the ships, hidden in that place where a large object helps people see how time is passing.
9. Big eye: An object that was used by the ancient Egyptians and the Illuminati, appears on a coin to increase suspicions. It is hidden behind a table in the main boulevard of the country.
10. The wise: This character in a very young age working as an assistant at the "Great Library". For more players need to communicate with character on Facebook.

Asked whether there is a connection between Vodafone City Advergame and products / services offered by the company or not, and if yes where is it, Ms. ÇELA says that there is no link between the game content and products / services in this case. Further, regarding the selection of this method of advertising, she says, Vodafone uses all methods of online advertising which are applied in Albania and has made a positive impact on the establishment and application of some basic standards, particularly with regard to advertising through portals or banners on different pages. Adding further, she gives some details about the target group aimed at this campaign, stressing that this advergame was primarily focused at young age, between 18-30-years that belonged to Vodafone Club tariff plan. The project lasted a month, from 22 April to 22 May 2015.

Promotion of Vodafone City advergame is done through a "teasing" campaign in the main TV channels and, in parallel, the social media like YouTube and Facebook. According to Mrs. ÇELA, the "teasing" campaign played a very important role by generating more curiosity and interest among the audience. It was a tactical choice to introduce Vodafone City considering that would last for a short and intense time. The main channel of electronic advertising has been that of mobile through different applications.

This Advergame aimed to:

1. Increasing preference of the brand through interactive advertising
2. Differentiation for Vodafone customers to try new experiences
3. Impact on growth of transferred numbers
4. Increased interaction with followers in social networks (with focus on facebook)

Asked whether has been measurements and which methods the company used to evaluate the results and achievement of the objectives of the project, Mrs. ÇELA says that assessment methods consisted on increase of followers and their engagement on Facebook. According to her, the result achieved was 40% growth of normal activity as well as the

increase number of downloads of the game, because the application was downloaded in total of 10 thousand times. Representative of the company is satisfied with the results achieved by this Advergame. According to her, Vodafone City achieved the objectives set and is considered a very successful project. Further she adds that, given the time of less than a month and the interest and commitment it had, Vodafone City can be considered without any hesitation a successful innovation.

Regarding the difficulties that the company faced in the implementation of this project, we can say that they were minimal and mainly dealt with the geographical limitation that the game had. "Overall the project went very well. Difficulty, if it can be considered, were part of followers in social networks who sought Vodafone City game in their city and claims that all of them were the first, but that was explained by the high level of accuracy of calculation of the speed that the game system has itself "-explains company representative.

The way Vodafone City Advergame function

Once you enter to Vodafone City, will be displayed the main page of the game that contains four buttons.

"Play" button serves to start the game and directs you to "Camera" function.

The camera serves to scan objects, tables and various images that are hidden objects.

Through the "Camera" function it is given an orientation aid regarding the object which must be found, as in his nature as well as on site.

Once you find a hidden object, click the button "Catch Object" so that it can be added to inventory.

From the "Camera" function you can return to the main menu via the button "Back".

The main menu is to the left of the button "Play" and contains four categories: Map, Inventory, Instructions and Camera.

In the "Map" it can be seen the progress of the game, successfully past levels and those that remain to be discovered.

In the category "Inventory" can be seen collected objects during the game and find explanations for these items in order to launch an investigation into the mystery which will be discovered later on.

On the right side of the button "Play", is another button that enables options "share with friends" and "Invite friends" through Facebook. Through this button your friends can watch your progress in the game.

In all phases of the game, at the top of the screen is a circular button, which shows whether you are connected to the Internet. You can play even if you are not connected to the Internet. It is important to be connected to the Internet to download the game when you are at the 5th level and at the end of the game.

With the end of the last level it must be completed the name, surname and date of birth in order to successfully complete Vodafone City game. This information is used to contact you or to identify if you will be the winner. At this stage it is very important to be connected to the Internet (vodafonecity.al).

5. Conclusions and Recommendations

5.1. Conclusions

1. Innovative Company: The history of the last 15 years in Albania has shown that the company Vodafone Albania is an innovative company. This is verified by the campaigns of recent years, which noted that it closely follows developments in information technology and is very active in the use of new media, becoming so, a pioneering company in the use of many formats innovation in order not only to increase attention for different products / services, but also to commit with customers in various forms, primarily through social networks. Advergame project was also an innovation in this regard, since such a project was applied for the first time in Albania.
2. Competitive advantage creation: Through this game, the company offered a unique experience to all its customers. Participation in such organizations or clubs effects on strengthening customer relationship with the brand, since they feel privileged, compared to users of other operators.
3. Interaction with the client: The game was closely linked to the social network Facebook. This enabled to the company the opportunity of interaction with customers. For any uncertainty or difficulty, players were in constant contact with the company and receive advice and guidance about the game. Mutual communication affects the customer relationship with the brand. In this regard, the involvement of the social network Facebook in the project turns out to be successful. Posts on the Facebook page of the company, are liked by thousands of times which, each post has had hundreds of comments and is also shared hundreds of times. So we can say that the company managed to successfully the use of these communication methods in a systematic way, as part of plans to communicate the products and services.
4. Social responsibility: Some mysterious characters involved in the game objects have special significance for the history of Albania and that of Humanity. Evaluation of historical figures and resurrection of curiosity for some scientific facts through a recreational activity, contributes positively to society's awareness on issues of special importance. Obviously responsibility shown by companies to something that is of value to the client, affect the client relationship with the company and improves its image.
5. Clear characteristics and conditions of participation: As evidenced by the literature, "Vodafone City" advergame has features and clear conditions to become part of the game. It requires being a customer of Vodafone and reinstalling the application on the mobile phone to become part of the game.
6. Competition and reward: Vodafone had booked a total of 1000 gift, among which 100 smartphone for players who manage to complete the game as the first. Winners evaluated based on the estimated speed of the application itself. The first to discover the mystery of the winners were announced. Smartphone devices were donated to an event at the Vodafone shop where he also set up a form of Guerilla marketing (crystal) was the first element to be discovered Vodafone City players.
7. Clarity of advergame: At the beginning, the advergame was not very clear to the players. It appeared as very complicated and players faced difficulties in finding and scanning facilities. Also, customers outside Tirana, had pretensions to become part of the game, but were not informed of its geographical limitation.
8. Viral Marketing: The application was equipped with the option to share the game, where players can share with their friends thus affecting the growth of the number of participants in it. As it happens in the form of rumors, and-say, the option to share affects the network expansion and directly the participation in the game. This influence is seen in the number of downloads that had the application "Vodafone City".
9. Purpose and success of advergame: The score was achieved with 40% growth from normal activity as well as the increase of number of downloads of the game, because the number of the download of application was increased by a total of 10 thousand times. Given the time of less than a month and the interest and commitment that it had, we can say that "Vodafone City" advergame achieved the objectives set and can be considered without any hesitation a successful innovation.
10. The compatibility of the game with the product / service: The content of Advergame did not appear to have any

connection with the products / services offered by Vodafone.

11. Database: At the end of the game, the company has managed to create a database of data for existing customers, as players register and send their contact data. These data help the company in customer relationship management.

5.2. Recommendations

1. One of the main goals of the advergame is to increase the brand awareness. Therefore, there should be consistency between game content and products / services offered by the company. In the case of Vodafone City, apparently lacked the connection between those two.
2. Due to geographical restrictions, the game could be played only in Tirana, but would better be broadened to the entire territory and to have the opportunity to be played by all the company's customers. Geographical differentiation of the customers causes dissatisfaction and may cause their loss. It was also observed their feedbacks on the company's Facebook.
3. Advergame should be designed in a clear and easily understood way by the target group. Complications in the game, can lead to project failure. It should be given special attention to the functionality and practicality of the game. The rules of the game should be clear, easily understandable and transparency should be clear from the beginning of it.

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