



Marketing y videojuegos. Product placement, in-game advertising yadvergaming (Libros profesionales) (Spanish Edition)

José Martí Parreño

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ESIC Editorial publica un libro pionero sobre el desarrollo de acciones de marketing, publicidad y otras comunicaciones de marketing a través de videojuegos. El libro, titulado Marketing y Videojuegos: product placement, in-game advertising y advergaming (Esic, 2010), analiza las principales estrategias y herramientas que se pueden utilizar para alcanzar diversos objetivos de marketing que abarcan desde el incremento de notoriedad de marca hasta el incremento del recuerdo de marca y otros efectos cognitivos, afectivos y conativos.

El libro presenta por primera vez un marco integral de medición de la eficacia de este tipo de acciones que contempla tanto los antecedentes como el procesamiento de la información que se produce y los diferentes efectos sobre el consumidor a los que da lugar. Partiendo de un sólido marco teórico se ofrece una completa visión de los videojuegos (géneros, características, tipologías de videojugadores), las herramientas para alcanzar los diferentes objetivos de marketing, el marco legal y las principales tendencias en el uso de los videojuegos en las comunicaciones de marketing. El lector profesional encontrará numerosos casos de estudio y ejemplos prácticos de los diferentes temas analizados a lo largo del libro. El lector académico encontrará un estado de la cuestión que presenta las principales líneas de investigación desarrolladas hasta el momento y que plantea prometedoras cuestiones de investigación.

El libro supone la culminación de tres años de investigación del autor (José Martí Parreño) en el campo del marketing y la publicidad mediante videojuegos en los que ha desarrollado diversos estudios empíricos que incluyen la medición de la eficacia sobre diversos parámetros (recuerdo y actitud) así como el papel de los diferentes antecedentes que influyen en la actitud de los videojugadores hacia este tipo de herramienta publicitaria.

Índice:

Los videojuegos.- Los videojuegos en las comunicaciones de marketing.- Objetivos de las comunicaciones de marketing mediante videojuegos.- Marco general para la integración de marcas/productos en videojuegos.- Medición de la efectividad.- Aspectos legales de la publicidad en videojuegos.- Otras acciones de marketing mediante videojuegos.- Conclusiones.

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