

## Chapter 26

# Six Factors That Determine the Conceptualization of Persuasive Strategies for Advergames: The Case Study of “Tem de Tank”

**Teresa de la Hera Conde-Pumpido**  
Utrecht University, The Netherlands

### ABSTRACT

*In this chapter, I define six factors that determine the conceptualization of persuasive strategies for advergames. Advergames are understood here as “digital games specifically designed for a brand with the aim of conveying an advertising message” (De la Hera Conde-Pumpido, In Press). These six factors have been used for the analysis of the advergame Tem de Tank (DDB Amsterdam & Flavour, 2010), which was launched in 2010 by Volkswagen to introduce the Volkswagen Polo BlueMotion. The reason for selecting this game as a case study for this chapter is that, although the advergame’s goals were properly defined, the game contains, in my opinion, a series of problems in terms of persuasion. Therefore, this game is a perfect case study to exemplify how the factors presented here can be useful to identify problems in the persuasive strategy of an advergame.*

### BACKGROUND

The case study presented in this chapter is part of the PhD research project that I have conducted as a member of the Center for the Study of Digital Games and Play at Utrecht University (The Netherlands). The Center for the Study of Digital Games (GAP) is focused on the examination of digital games as well as the role of play in our contemporary culture. Studying these games, the way they are played, as well as the culture that formed around them, the GAP provides insight in past and contemporary media use.

In my PhD thesis “Persuasive Structures in Advergames”, that aims to broaden the understanding of how advertising messages can be conveyed through digital games, I have proposed a theoretical model for the study of persuasive structures in advergames that addresses one main questions: (1) how can an

DOI: 10.4018/978-1-5225-1793-1.ch026

## ***Six Factors That Determine the Conceptualization of Persuasive Strategies for Advergames***

advertising message be conveyed through a digital game and (2) the factors that determine the conceptualization of advertising strategies for advergames. This chapter applies the part of the theoretical model of my PhD thesis that answers to the second question. This part consists of six factors that determine persuasive communication through advergames.

Due to the interactive nature of digital games, the factors that determine the conceptualization of advertising strategies for advergames are related not only to the way the advertising message should be conveyed but also to how the game motivates players to play it and how it engages them to keep playing. I have thus identified six factors that should influence advertisers' decisions: advergames' objectives, products in advergames' integration, advergames' target, advergames' visibility, advergames' credibility and advergames' playability. In the following sections I explain how these factors influence the process of decision-making.

## **SETTING THE STAGE**

The theoretical model presented in this chapter has been applied for a content analysis of the advergame *Tem de Tank* (DDB Amsterdam & Flavour, 2010). I have also conducted an in-depth interview with Jain van Nigtevegt, Creative Director at Flavour, the game company that has developed the advergame. In this interview I have collected specific information about the objectives of the advergame, the conditions of the development process and the difficulties they have encountered within it. In this interview, I have also discussed the results of the analysis of the advergame, which has served to adjust some of my appreciations about the content, and therefore the results of the analysis.

Based on the results of the analysis together with the feedback obtained during the interview, I have proposed a series of alternatives and solutions to improve the quality of the game in terms of persuasion. The solutions that I propose here would have not supposed changes in the budget of the advergame or the time dedicated for its development, because the objective was to propose solutions that could be implemented taking into consideration the constrictions of the real case.

## **CASE DESCRIPTION**

### **The Game**

The game selected as game as a case study for this chapter is *Tem de Tank*<sup>1</sup> (DDB Amsterdam & Flavour, 2010), launched in 2010 by Volkswagen as part of a 360 degree integrated campaign to introduce the Volkswagen Polo BlueMotion. The Polo BlueMotion was designed to be environmental friendly and was Volkswagen's response to customers' beliefs that the most important issue for the auto industry was tackling environmental issues. The car had lower fuel consumption and CO<sub>2</sub> emissions. The Polo BlueMotion was the first step of the brand to become the "greenest automaker globally" (Volkswagen Group, 2011, p. 5-8).

As part of the campaign to introduce this new version of the Polo, Volkswagen launched *Tem de Tank* in Holland aiming to make Dutch players aware about the energy efficiency of the car and also to create awareness of the influence drivers have on fuel consumption. In order to convey the advertising message, the designers created a game in which the player's goal was to drive a Volkswagen Polo BlueMotion

13 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:  
[www.igi-global.com/chapter/six-factors-that-determine-the-conceptualization-of-persuasive-strategies-for-advergames/175240](http://www.igi-global.com/chapter/six-factors-that-determine-the-conceptualization-of-persuasive-strategies-for-advergames/175240)

## Related Content

---

### Supporting Marketing Practices: Mobile Network Operators' Value Added Services Changing the Way of Doing Business

Süphan NASIR (2010). *Handbook of Research on Mobile Marketing Management* (pp. 158-172).  
[www.irma-international.org/chapter/supporting-marketing-practices/39144](http://www.irma-international.org/chapter/supporting-marketing-practices/39144)

### An Investigation of the Evaluation of the Viral Marketing Research

Antonius Raghubansie, Hatem El-Gohary and Chandrani Samaradivakara (2013). *International Journal of Online Marketing* (pp. 1-27).  
[www.irma-international.org/article/an-investigation-of-the-evaluation-of-the-viral-marketing-research/109841](http://www.irma-international.org/article/an-investigation-of-the-evaluation-of-the-viral-marketing-research/109841)

### Mobile Wallets in India: A Framework for Consumer Adoption

Nidhi Phutela and Shrirang Altekari (2019). *International Journal of Online Marketing* (pp. 27-38).  
[www.irma-international.org/article/mobile-wallets-in-india/223879](http://www.irma-international.org/article/mobile-wallets-in-india/223879)

### An Update on the Marketing of the F1 Singapore Grand Prix Post 2014

Y. X. P. Phua and H. K. Leng (2019). *Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations* (pp. 91-109).  
[www.irma-international.org/chapter/an-update-on-the-marketing-of-the-f1-singapore-grand-prix-post-2014/222592](http://www.irma-international.org/chapter/an-update-on-the-marketing-of-the-f1-singapore-grand-prix-post-2014/222592)

### The Use of Humor in Award-Winning TV Commercials in Turkey

Erdem Tatli and Urün Anil Özdemir (2015). *Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications* (pp. 972-990).  
[www.irma-international.org/chapter/the-use-of-humor-in-award-winning-tv-commercials-in-turkey/122990](http://www.irma-international.org/chapter/the-use-of-humor-in-award-winning-tv-commercials-in-turkey/122990)