Online Social Gaming Case Study: A Viable CPG Marketing Opportunity?

Description: Introduction

The rise of social-networking companies such as Facebook and Twitter Inc. has spurred hiring and the creation of new sectors such as online social gaming. Online social gaming is now a fast-growing area and a revenue driver in its own right, as well as an important way of motivating consumers to sign up for, and keep using, social networking websites.

Features and benefits

- A detailed evaluation of online social gaming has risen to prominence in recent years and how this might translate into improved brand engagement
- Stimulate ideation and invigorate brands by learning from industry leading examples with supporting consumer, product and market insight data
- Enhance your market positioning and concept development efforts. In doing so, reduce new product launch risk and increase the chances of success

Highlights

- CPG companies have so far lagged behind other industries in engaging with digital media, with only 2% of advertising budgets spent online according to CapGemini. However, the industry’s biggest players have resolved to increase their digital spend substantially over the coming years.
- Social games are an important driver of social media usage, both in terms of initial sign-up and time spent using social media. Unlike traditional computer games, they attract audiences of both genders and all ages. As the number of different game types in widespread play increases, the scope to target specific audiences is increasing.
- Recent examples of sponsorship in social media include Cascadian Farm and McDonalds' promotions on Farmville. While they lie outside the CPG area, Volvo and H&M’s campaigns on MyTown are good examples of direct product promotion, while KLM’s Surprise campaign on Foursquare is an innovative way of promoting the airline’s wider image.

Your key questions answered

- What is online social gaming and how can I make it work for my brand?
- What is driving the growth of online social gaming? Who are the social gamers
- What online social games and associated marketing campaigns can I learn from both within and outside of the packaged goods arena?

Contents:

DATAMONITOR VIEW
CATALYST
SUMMARY
ANALYSIS

Social gaming is a growing category, and has potential to grow still further
Online social marketing is an increasingly important tool for CPG companies
Iconic social media campaigns have had substantial measured effects on sales
Keeping consumers engaged rather than offering a ‘me-too’ product is challenging in social media
Social gaming helps drive consumers and their friends directly to a brand
Sponsored products allow marketers to capitalize on existing social games
Companies can create their own games specifically to attract social network users

Conclusion and implications

APPENDIX
Case Study series
Methodology
Secondary sources
Further reading
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