

# ADVERGAMING IN FURNITURE COMPANIES

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# FAMILY, FMK, CYCLING



We have over 50 brands with revenues greater than \$100 million



KFT  
LISTED  
NYSE

1996 CONFIRMING IMPORTANCE OF MARKETING COMMUNICATION

# INFORMATION BLINDNESS

- DESIRE TO SEARCH NEW AND NON  
TRADITIONAL APPROACHES FOR REACH  
THE MARKET

- INNOVATION IN MARKETING  
COMMUNICATION
- INTEGRATION

PRODUCT  
PLACEMENT

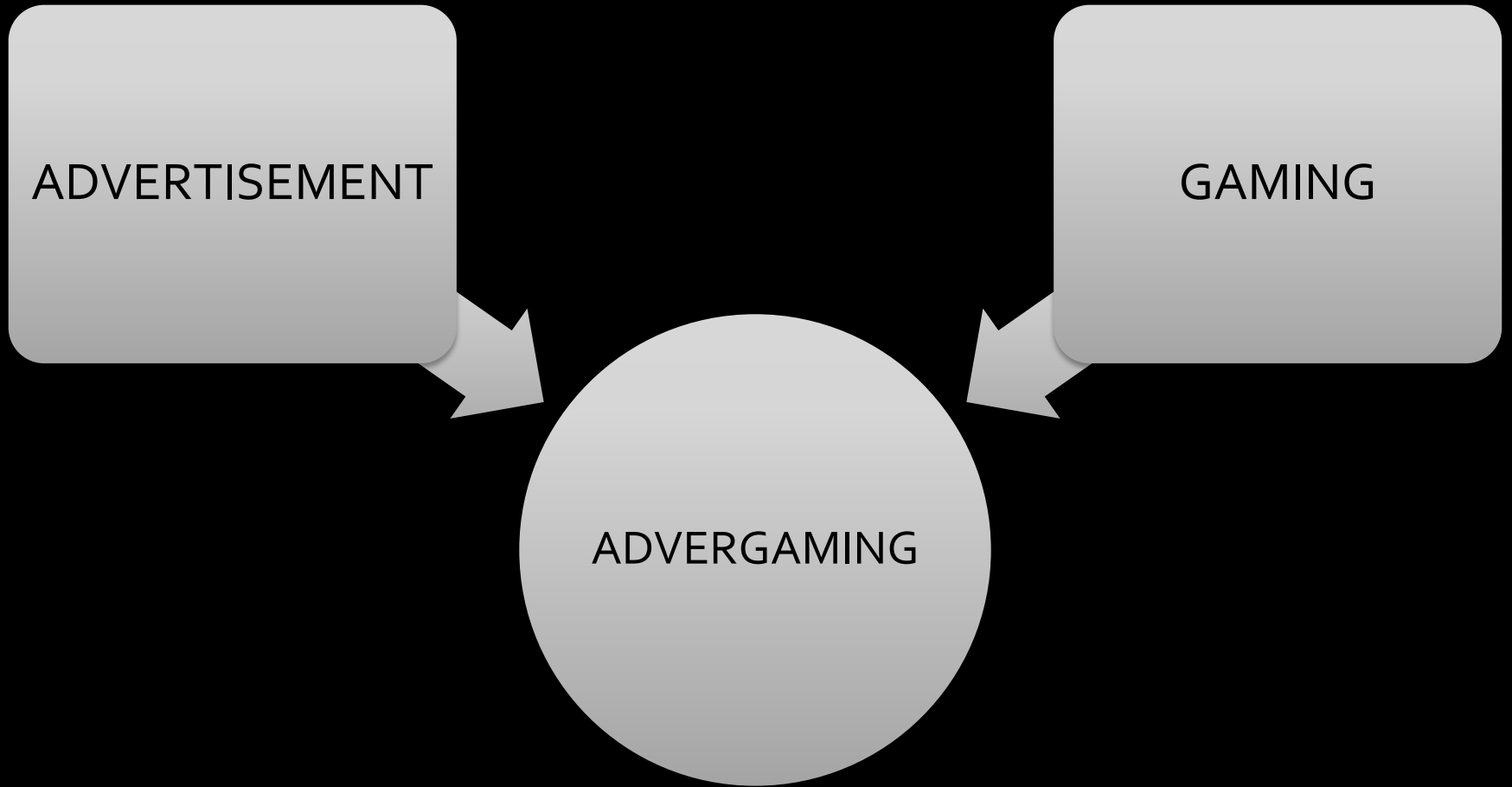
GUERRILLA  
MARKETING

VIRAL  
MARKETING

MOBIL  
MARKETING

DIGITAL  
MARKETING

# ADVERGAMING







GAMES AND APPLICATIONS CARRY ADVERTISING MESSAGE

# FACTORS WHICH DEVELOPE ADVERGAMING

- EXPANSION OF THE INTERNET
- EXPANSION OF ONLINE AND MOBILE TECHNOLOGIES
- INCREASING THE SPEED AND AVAILABILITY OF  
TECHNOLOGY
- CHANGES IN LEISURE TIME
- CHANGES IN SOCIAL BEHAVIOUR

# WHEN USE ADVERGAMING?

- INFORMATION ABOUT NEW PRODUCT
- CREATING A POSITIVE IMAGE
- EXPANDIND BRAND AWARENESS
- DIRECT MARKETING TOOL
- SUPPLEMENTARY TOOL FOR ADVERTISING



# ADVANTAGES

- BRANDS AND PRODUCTS ARE NOT TAKEN NEGATIVELY
- INCREASING SEO
- GAMES TEND TO INTEREST THE CONSUMER LONGER TIME THAN ADVERTISEMENT
- BLURING LINGUISTIC AND ETHNIC BARRIERS
- ATTRACTING MEDIA ATTENTION

# ADVERTGAMING IN FURNITURE COMPANIES

- HOME DECORATION CONTACTS US  
SEVERAL TIMES IN LIFE
- EXCITING/STRESSFUL ACTIVITY
- NOT UNPLANNED SPONTANEOUS  
PURCHASE



# FORERUNNERS IN ADVERGAMING IN FURNITURE BRANDS

Google SketchUp

LIVE CAS

Sweet Home 3D

Room Arranger

Home Archytect

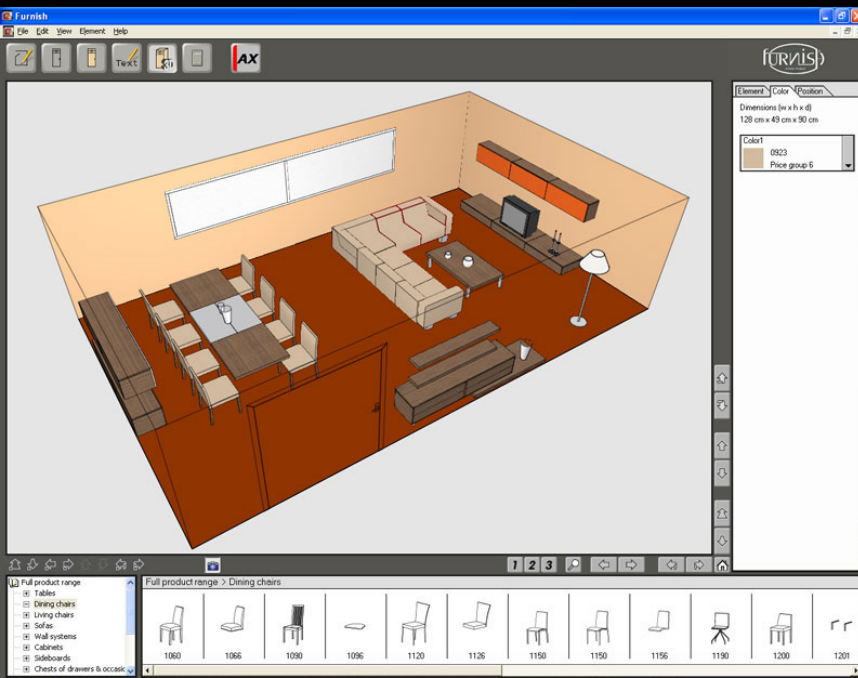
Floor Plan

Envisioneer express

# 3D Furnish



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# IKEA HOME PLANNER

RESPONSIBILITY TO CUSTOMERS



# 2000 IKEA GO TO SIMS

12+



**ILONA  
LIKES  
IKEA**



DIESEL



AUGMENTED REALITY IKEA

THANK YOU FOR YOUR ATTENTION!

