

Call for Chapters
Deadline: July 30, 2017

Book Title: “Application of Gaming in New Media Marketing”
A Book to be published by IGI Global

This book is scheduled to be published by IGI Global (formerly Idea Group Inc.), publisher of the "Information Science Reference" (formerly Idea Group Reference), "Medical Information Science Reference," "Business Science Reference," and "Engineering Science Reference" imprints. For additional information regarding the publisher, please visit www.igi-global.com. This publication is anticipated to be released in 2018.

Proposals Submission Deadline: July 30, 2017
Full Chapters Due: November 30, 2017
Submission Date: March 5, 2018

Introduction

In the recent past, a trend was observed in which some professionals from the entertainment industry took up the new advertising tool called Advergaming and focused on it the most and reaped benefits. (Barnes, 2012) reported that the success of the movie “The Hunger Games” lied in its advertising strategy which had launched an online game by the same name nearly a year before the launch of the movie and that time was what kicked in the necessary curiosity as well as craze for the movie. The advent of internet largely changed the landscape of marketing. It is the precursor of a wide variety of marketing communication techniques and creative selling in the virtual platform. One such technique which is the corner stone of this study is the technique of Advergaming. Here an online video game communicates to the audience about the brand and the product playfully and implicitly. It tries to engage the audience which compels people to come back to a brand again and again. It also convinces the how, when and why to use of the product. A game can convey which is the best brand, how to use its products, how to make someone understand complicated insurance products and use the same too. The benefits of games are unending and had been well identified long ago. It is the transfer of games to new platforms that has changed the marketing landscape. This advertising tool was very different from the traditional advertisements and hence had certain advantages. Traditional forms of advertising help reach out to a larger audience but it was failing in the following aspects.

- Traditional advertising techniques send out a common mass communication which is not customized as per the users’ preferences
- Effectiveness of traditional advertising is far more difficult to evaluate than the advertising tools using new media
- Old advertising methods send out static and non-interactive messages which have far poor attention and engagement than the advertising methods using New Media.

Objective of the book: The book aims at capturing various aspects of gaming and innovation that is facilitated and can be further improvised by digital innovation. It shall emphasize upon areas such as the meaning and relevance of Advergaming in marketing, its growth, recent trends, practices, issues and main challenges. Advergaming is a new and upcoming concept and type of new media advertising. A lot of ongoing research in this field will get published and would be a common platform for sharing knowledge about this topic. The book will add to the existing body of knowledge on understanding the role of gaming and new media marketing. The practitioners and industry policy makers will also be able to better plan their strategies, and tap the potential benefits from this highly pervasive and influential mode of offering new media communication to consumers.

Target Audience: The book will serve as a ready reference for the Industry Practitioners, Academicians and Students to understand the notion of innovation in the context of gaming and new media marketing, and to learn from the success stories and academic research in this field.

Recommended Topics

- Emergence of New Media
- New Media Advertising Techniques: A comparative Analysis with Traditional Media
- Why we choose New Media
- Gamification and Advertising
- Gamification simplified
- History of Games in Advertising
- Advergaming the next Level
- Variables in Advergaming
- Variables impacting Brand Recall in Gaming and New Media
- Variables impacting Consumer Motivation Gaming and New Media
- Variables impacting Game Play Gaming and New Media
- Variables impacting Emotions Engagement Gaming and New Media
- Variables impacting Loyalty Gaming and New Media
- Launch of the Advergame
- Media Planning
- Marketing Implications and Future of Advergaming
- Marketing Implications of Advergaming
- Advergaming for the future

Submission Procedure

Researchers and practitioners are invited to submit on or before July 30, 2017, a chapter proposal of 1,000 to 2,000 words clearly explaining the mission and concerns of his or her proposed chapter. Authors will be notified by August 30, 2017 about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by November 30, 2017 and all

interested authors must consult the guidelines for manuscript submissions at <http://www.igi-global.com/publish/contributor-resources/before-you-write/> prior to submission. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

Note: There are no submission or acceptance fees for manuscripts submitted to this book publication, “Application of Gaming in New Media Marketing”. All manuscripts are accepted based on a double-blind peer review editorial process.

All proposals should be submitted through the eEditorial Discovery®TM online submission manager <https://www.igi-global.com/publish/call-for-papers/call-details/2824>

Important Dates

July 30, 2017: Proposal Submission Deadline
August 30, 2017: Notification of Acceptance
November 30, 2017: Full Chapter Submission
January 31, 2018: Review Results Returned
March 5, 2018: Revised Chapter Submission
March 15, 2018: Final Acceptance Notification
March 30, 2018: Final Chapter Submission

Inquiries

Editor's

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