

**Unit 4****Lesson 4.8 – Advertising**  
Marketing Applications**STUDENT ACTIVITY****Instructions (Part one):**

*You are the Marketing Manager for a major video game production company. You have recently been assigned to manage the production and market entry of a blockbuster new video game. One of your primary responsibilities is to oversee the advertising campaign to promote the game's release. Begin by answering the questions below.*

- 1) What is the name of the video game?
- 2) What type of game is it?
- 3) Which game consoles will the game be produced for? Nintendo? X-Box? PlayStation?
- 4) What is the game rated?
- 5) Will the game require a licensing contract?
- 6) Are there opportunities to generate revenue with in-game advertising?
- 7) What will the game package look like?
- 8) Will your game be available on portable video game consoles?
- 9) What other information is relevant to the development of your campaign?

**Internet Activity Instructions (Part two):**

*After determining the key information about your game, develop your advertising campaign. Use the questions below to guide you.*

- 10) What forms of advertising will be present in your campaign? Why?
- 11) Will your campaign feature a slogan or tag-line?
- 12) Will the campaign feature any "underground" ads? Why or why not?
- 13) How will you rely on market research to shape the basis for your campaign?
- 14) How will the campaign reach your target audience?
- 15) How will your positioning strategy impact the details of your campaign?
- 16) What are the goals of your campaign?
- 17) What other components of your campaign will help you reach those goals?

**BONUS:**

- 18) Your company chose not to outsource this project to an agency. Why?