

**UNIVERSITI TEKNOLOGI MARA**

**IN-GAME-ADVERTISING (ADVERGAME)  
AS AN ALTERNATIVE TOOL IN  
INCREASING LOCAL BRAND  
AWARENESS**

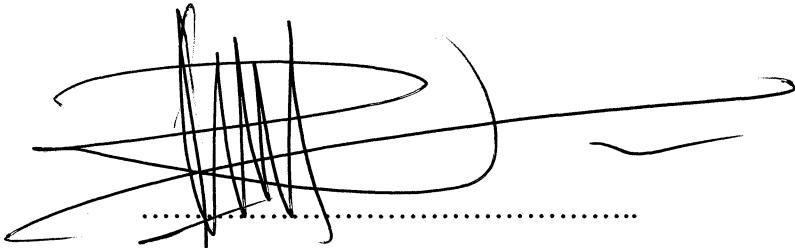
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**Design Report submitted in partial fulfillment  
Of the requirements for the Master Degree of  
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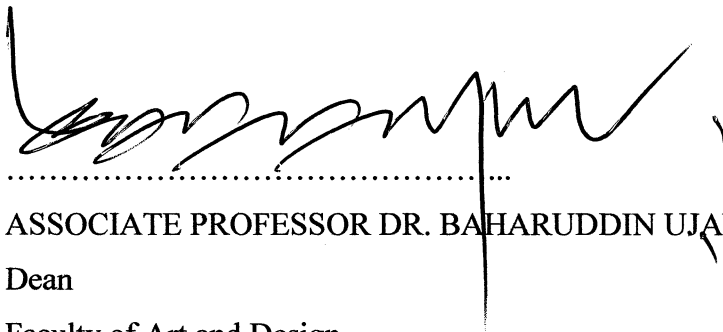
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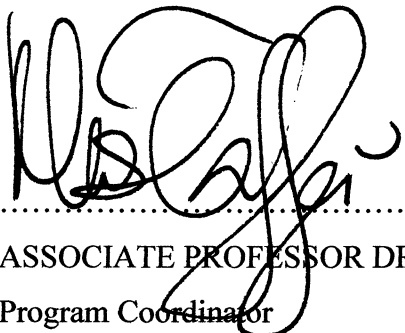
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## **ABSTRACT**

Advergaming had proven to be successful in United States market with million of people visiting online gaming sites. In India, mobile gaming would be a more popular platform for advergaming, than the Internet. Meanwhile in Malaysia, the market of advergaming is still at its infant stage. This study is to identify the potential of advergaming to enter the local branding market in Malaysia. Numerous people had to be interviewed and they are related to gaming industry. A survey was conducted to the Internet users especially among students. The following findings indicate that the potential of advergaming for local brandings can be available in two to five years time in Malaysia. The current Digital Technology is available to support gaming and advertising industry in Malaysia, however there is no market yet for advergaming. The success of advagaming in Malaysia can be made possible with further research, in the future.

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## TABLE OF CONTENTS

TITLE PAGE	i
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF PLATES	xiii

### CHAPTER ONE: (INTRODUCTION)

1.1	Background of Study	1
1.2	Product Placement	2
	1.2.1 Product Placement in Movies	2
	1.2.2 Product Placement in Video Games	4
	1.2.3 Product Placement in Local Brand	6
1.3	Definition of Advergame	8
	1.3.1 Casual Game	10
1.4	Problem Statement	11
1.5	Purpose of the Study	12
1.6	Aim of the Study	12
1.7	Objectives of the Study	12
1.8	Research Question	13
1.9	Scope and Delimitation	13
1.10	Limitation	14
1.11	Significance of the Study	14