

## **Advergaming on Facebook a new approach to improve the Fashion Marketing**

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### **Abstract:**

Social media technology helps people with similar interests or behaviors find and meet each other and share problems and solutions. You can use social media to improve efficiency in any customer or internal corporate communication. Social networks in the Fashion industry are advertising styles that allow brands to connect with their target market through outlets such as Facebook, Twitter, and YouTube. Until recently, the fashion industry has been fashionably late to the social media party, refusing to adopt it at all, or merely adopting one-way communication via social networks for sales and promotions. Facebook as one of the largest used social networks with more than 900 million active users introduced online videogames to its users as a way of entertaining for them. In addition to advergaming who are those types of games where we can share advertisements, most of them can be seen inside, but always an advergame is related to a particular brand or product. The objectives of the research is to examine out how online videogames on Facebook can be used as an indirect advergaming with its telepresence and product experience embedded in the computer game to affect users' intention to purchase the proposed costumes' fashion designs. We propose to use the avatars in online videogames which present players inside the game as models to present the fashion designers' collections, as a novel way of online fashion advertising. The research assumes that players (customer) can be introduced to different fashion designs for different brands or designers with the ability to purchase them online while they are playing in an entertaining way differ from advertisements that appear suddenly and interrupt them. For producers this can give a good feedback to the designer or factory about the most popular designs pecked by players in every network, which can help them to improve their marketing strategies in real market. In addition to converting online videogames to advergaming which is not related to a particular brand or product can give the chance to any brand to introduce its designs to different types of consumers.

The researchers are going to examine this work by making an experimental work by choosing an online videogame and present it as a new medium for advertising (convert it to advergame) and applying in through designing a fashion collection and applying it on the avatars and also insert the fashion collection as a fashion show that can appear to the player during his interactive with the game.

**Keywords:** Advergaming, Social Networks, Facebook, Fashion Marketing, Online Fashion Marketing.

### **Introduction**

Social networks as Facebook and Twitter were a result from the information technology revolution that helped people to communicate with each other. And this makes it possible to create a new marketing environment. Where the advertising spread through these networks to attract a large number of users to identify products, through different types of online advertising as displayed banners, pop-up ad, Floating ad...etc. or through the created pages for products on social networks as on Facebook,

to join them to identify their products. Online videogames were one of the products introduced through social networks as a way of adding entertainment to users during their used time on social networks. Advergaming are those types of videogames that were used as a new marketing concept with advertisement capabilities appeared due to the fact that people live most of their social life through mobile devices or internet services. Companies used videogames on social networks to advertise themselves by developing an advergame with their marketing products, so users of social networks can be introduced to the

brand products through its game, or through advertisements of the brand on any videogame.

Online videogames on social networks can be a very efficient market for fashion designers to present their fashion collections to players through their avatars as all players' use the avatars to present them inside the game. Avatars can be used as models to show designs, so the game gives the player the ability to see the selected pieces on his avatar with the possibility to choose and buy the new clothes designs from the game market, and pay by credit cards as other different online payment.

## **Review of literature**

### **1. Fashion Brands and Social Commerce**

E-commerce (electronic commerce or EC) is the buying and selling of goods and services on the Internet, especially the world wide web. In practice, this term and a newer term, e-business, is often used interchangeably. Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions [24].

E-commerce can be divided into:

- E-tailing or "virtual storefronts" on Web sites with online catalogs, sometimes gathered into a "virtual mall."
- The gathering and use of demographic data through Web contacts.
- Electronic Data Interchange (EDI), the business-to-business exchange of data.
- E-mail and fax and their use as media for reaching prospects and established customers (for example, with newsletters).
- Business-to-business buying and selling.
- The security of business transactions [2].

Ecommerce can be broken into four main categories: B2B, B2C, C2B, and C2C.

- B2B(Business-to-Business) : Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.
- B2C(Business-to-Consumer) :Businesses selling to the general public typically through catalogs utilizing shopping cart software.
- C2B(Consumer-to-Business) :A consumer posts his project with a set budget online and within hours, companies review the consumer's requirements and bid for the

project. The consumer reviews the bids, and selects the company that will complete the project.

- C2C(Consumer-to-Consumer) :There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to on-line payment systems like PayPal where people can send and receive money on-line with ease. EBay's auction service is a great example of where person-to-person transactions take place every day since 1995 [25].

Accepting credit cards for commercial on-line sales, Generating on-line advertising revenue, and trading stock in an online brokerage account are all examples of e-commerce [23].

### **1.1 Online Fashion marketing:**

Marketing is a business philosophy or way of thinking about the firm from the perspective of the customer or the potential customer. Marketing can help provide this additional knowledge, and the skills needed to ensure that the creative component is used to the best advantage, allowing businesses to succeed and grow [13].The Marketing process includes identifying customers, determining those customers wants and needs, and tries to deliver benefits that will enhance or add to the customer's lifestyle, and providing satisfying products at acceptable prices to those customers. It also incorporates distribution and promotional activities [12].

Fashion marketing is the application of a range of techniques and a business philosophy that centers upon the customer and potential customer of clothing and clothing- related products and services in order to meet the long-term goals on the organization.

However, the term fashion can be used more broadly and cover a much greater range of goods. Indeed, the two important industries that underpin fashion markets: textiles and clothing. Textile and clothing industries worldwide represented 7 % of total world exports in 2004 [17].

Online shopping is becoming a socially connected event. As shoppers discover new products and reflect on their purchases, they are increasingly sharing their thoughts with their social networks and influencing perception among their peer groups.

Shoppers on the online websites can create a virtual model of their body to see how clothing will fit. And this approach is helping - shoppers

who use the feature are nearly 20% more likely to purchase, and they tend to spend 16% more in their average orders than shoppers who don't use the virtual modeling technology.

Other sites have used technologies that enable on-line shoppers to zoom in on products, so that they can get a feel for fabrics, collars and other product attributes by getting a closer look. Some retailers even have been full-body scanning facilities, available at offline retail outlets, which can take measurements and store them in an online profile [19].

And this is called the company's marketing environment which can be defined as the 'controllable and uncontrollable elements that influence the strategic direction of the company'. And the companies marketing environment can be analyzed in two broad levels:

- **The macro environment** involves looking at uncontrollable variables that influence company strategy.
- **The micro environment** involves analyzing controllable variables close to the company that the company does have an influence over. It is the factors which ideally are within companies' control are their suppliers, marketing intermediaries (which help to get the goods from the factory to the consumer) and the consumers themselves. For customers, the providers of fashion may seem to have a variety of sources, for instance, the designer who has the idea for the style, the manufacturer who makes up the garment, or the retailer to whom the consumer goes to buy the garment [13].

## **2. Using of social networks to advertise**

### **Fashion industry**

#### **2.1. Social networks**

Social networks provide a variety of ways for users to interact. Through chat, messaging, email, the development of social networks was based on the concept of friends; the more active a consumer is on the Internet, the more likely they participate in multiple social networks. Everyone on social networks is motivated by some combination of the human needs as (self-expression / emotion, sharing opinions, fun /escapism/humor, making money, memories and nostalgia, showing off) [3].

Hitwise and Experian (2007) state that: "Social networking websites are online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Furthermore, we can say that

it's an Internet- or mobile-device-based social spaces designed to facilitate communication, collaboration and content sharing across networks of contacts. Social networks are a form of promotion that uses the Internet and Web for the express purpose of delivering marketing messages to attract customers. It makes up almost 10% of the overall spending on advertising (across all media types such TV, radio, press, outdoor etc.). And it is a formal relationship between the advertiser and the publisher, each party in this relationship has a different objective. Advertisers want to convey a message to the consumer about a product or service to convince them to purchase or use that product or service; the more consumers that sign up the more revenue the advertiser makes. [11].

Boyd & Ellison define social networking sites as having three common elements: a member's profile (in their definition this is always a web page), the ability to add other members to a contact list, and supported interaction between members of contact lists (interaction varies greatly, and there will typically be some degree of interaction facilitated between people who are not on each other's contact's lists) [14] [3].

Social networks sites like Twitter, LinkedIn, Facebook and Google Plus are amplifying the voice of people in the marketplace and are having profound and far-reaching effects upon the ways in which people buy. Customers can now research companies online and then ask for recommendations through social media channels, as well as share opinions and experiences on companies, products and services. As social media is not as widely moderated or censored as mainstream media, individuals can say anything they want about a company or brand, positive or negative [18].

Using Social networks in the Fashion industry can achieve the major objectives of the organizations; Companies' awareness of society's dependence on technology drives them to delve into social media. For example, organizations can use Facebook to promote fashion trends and give full news stories... Both social media sites have the excellent ability to promote the updated Fashion events. Avoiding the use of social media platforms have been seen as detrimental to a brand's success. Social media has enabled consumers to feel more "connected" to companies. It has also proven to give more exposure to individual brands.

## **2.2. Categorizing Social Networks:**

Social networks have two main formats: sites that are primarily organized around users' profiles and those that are organized around collections of content, the most popular forms are:

- **Profile-based social networking services:** They are primarily organised around members' profile pages – pages that mainly consist of information about an individual member, including the person's picture and details of interests, likes and dislikes. Bebo, Facebook and MySpace are all good examples of profile-based services. Users develop their spaces in various ways, and can often contribute to each other's spaces, typically leaving text, embedded content or links to external content through message walls, comment or evaluation tools. Users sometimes include third-party content (in the form of widgets) to enhance their profiles or as a way of including information from other web services and social networking services [14].
- **Content-based social networking services:** The user's profile remains an important way of organizing connections, but plays a secondary role to the posting of content. YouTube.com for video sharing is an example of this type of service in which the content is arranged by software that monitors and represents the music and videos that users view.
- **White-label social networking services:** **Most** social networking services offer some group-building functionality, which allows users to form mini-communities within sites. Users can create their own “mini-My Spaces” – small-scale social networking sites that support specific interests, events or activities.
- **Multi-user virtual environments:** **Sites** as Second Life and World of Warcraft – online virtual environments – allow users to interact with each other's avatars. (An avatar is a virtual representation to the site member.) Although the users have profile cards, their functional profiles are the characters they customize or build and control. Friends' lists are usually private and not publicly shared or displayed.
- **Mobile social networking services:** MySpace and Twitter networks, offer mobile phone versions of their services, they are allowing members to interact with their

friends via their phones. Increasingly, too, there are mobile-led and mobile-only communities, which include profiles and media-sharing just as with web-based social networking services. MYUBO, for example, allows users to share and view video over mobile networks.

- **Micro-blogging/presence updates:** **Micro-blogging** services such as Twitter and Jaiku allow you to publish short (140 characters, including spaces) messages publicly or within contact groups. These services are designed to work as mobile services, but are popularly used in the web as well.

All previous services allow users to update their status and interact with each other's through web sites or phones users on social networks doesn't use these sites to interact only but also to buy some products that they can see their ads through the network.

## **2.3. Advertising Fashion on Social media**

Social media is an excellent advertising platform for designers and brands to reach a wide range of customers and potential customers online. Social media has the power to reinitiate the passion for the brand, increase awareness and customer loyalty. Advertisers uses social mediums like Twitter, Facebook, Blogs and other communities to successfully driving sales online as well as retail store traffic. Tools such as facebook and twitter provide a two-way communication where brands are able to market digitally new collections with ease and convenience. Customers are encouraged to describe their personal shopping experiences and real time service can be provided if anything does go wrong.

Social media and digital technology have forever changed the retail industry. In 2011, brands and retailers have reached a tipping point; digital innovations have decentralized commerce, and real-time consumer demand for designer merchandise has perpetually changed retail production cycles.

Through their embrace of social media and social commerce, fashion brands are now innovating and profiting from their on-line marketing strategies. Luxury and premium brands are starting to lead the way for all retailers looking forward to connecting with their customers and build on-line revenue channels [23].

## **2.4. Facebook as one of the most popular social networks:**

Facebook was ranked by Compete .com Study as

one of the most popular social networks that have a rapid growth in users reached 900 million users by April 2012, Second Market Inc., said that it became the third largest U.S. Web company after Google and Amazon, while, while <http://en.wikipedia.org/wiki/Quantcast> estimates Facebook has 138.9 million monthly unique U.S. visitors in May 2011[15].

Facebook social network was founded by Mark Zuckerberg on February 4, 2004, and it was available for users over age 13 on September 26, 2006 by providing them with a valid email address. And by the year 2007, Microsoft felt the rapid growth of Facebook that's why it purchases 1.6% share of Facebook with the right to place international ads on Facebook. Traffic to Facebook increased steadily after 2009. On March 13, 2010, Release of statistics by double-click showed that Facebook reached one trillion page views in the month of June 2011, making it the most visited website in the world. June : Move Fast and Break Things.

**Table (1) show the rapid growth in Facebook users [15]**

Total active on users			
Monthly growth	Days later	Users (in millions)	Date
1.74%	215	900	April 24, 2012
3.73%	115	800	September 22, 2011
3.45%	145	700	May 30, 2011
3.57%	168	600	January 5, 2011
4.52%	166	500	July 21, 2010
6.99%	143	400	February 5, 2010
9.38%	160	300	September 15, 2009
13.33%	225	200	April 8, 2009
178.38%	1,665	100	August 26, 2008

### **3. Advergaming:**

Advertisers tried to overcome the resistance of consumers dealing with ads on different media by trying to find other high-powered ways to persuade them. Friestad & Wright, 1994, 1995 states a persuasion knowledge model where a consumer's consciousness of being persuaded could motivate them to resist an advertisement by avoiding it or by a "change of meaning" in how they interpret the message [8] [7]. Ogilvy (2004) argues about the most powerful mode of advertising is that which arouses consumer curiosity. Using this as a yardstick, it could be

argued that Internet advertising allows the consumers to follow their curiosity to detailed information about the consumable, in a similar way to infomercials on television. [14]

"Games" is one of the top 10 search terms in most search engines like Google and Yahoo, which means that everybody likes playing games... no matter what age, no matter what gender, or nationality. Online Videogames were one add that facebook provide to its users by which they can spend an entertaining time while communicating with others and an advergaming is one form of videogames that is considered to have this ability proposed with advertisement that can involve a person's interactive participation. Advergaming can stimulate the audience to think creatively and yield higher perceptions as compared with other forms of media. This means, different levels of "learning, curiosity, surprise, and suspense". Advergaming can stimulate players "emotional, arousal, or orienting responses", since it allows a user to interact and control their actions from their own "point of view" [1] [22].

In general two different forms of advergaming can be distinguished:

Either advertising a brand or product with a computer-game (done on the Internet with so-called Adgames) which is often synonymously called advergaming, or advertising in computer is described under the term in game advertising [7].

Advergaming is the combination of the words "advertising" and "gaming"; it is the practice of using video games to advertise a product, organization or viewpoint. The word "advergaming" first appeared in Wired magazine's "Jargon Watch" column in 2001, and has been used by various, free online games broadcasted by major companies such as Coca Cola, Daimler Chrysler, Nokia, Nike. We can say that advergaming is the use of interactive gaming technology to deliver embedded advertising messages to consumers. With an advergaming, you lure the consumer in order to interact with your brand, so they can find out on their own that they appreciate and value your brand ideas. [4].

Hernandez, Suh, and Minor (2005), stated that an advergaming is "an Internet promotional method consisting of the delivery of advertising messages through electronic games" [10] and according to Chen and Ringel (2001) advergaming is incorporates branding directly into the gaming environment... Advergaming

place a brand or product as the central feature of the game and should be differentiated from in-game advertising that places products or brands in the background of the game. Advergaming allow you to market your product or brand subtly [4].

### 3.1. Types of Advergaming

Chen and Ringel (2001) provided a typology based on brand integration and immersion in the game, according to which three types of Advergaming exist: [20].

- **Associative Advergaming** can drive brand awareness by associating the product with the lifestyle or activity featured in the game.
- **Illustrative Advergaming** can prominently feature the product itself in game play.
- **Demonstrative Advergaming** can leverage the full arsenal of interactivity by allowing the consumer to experience the product within the virtual confines of the gaming space.

The type you choose depends on the type of message you are looking to get across.

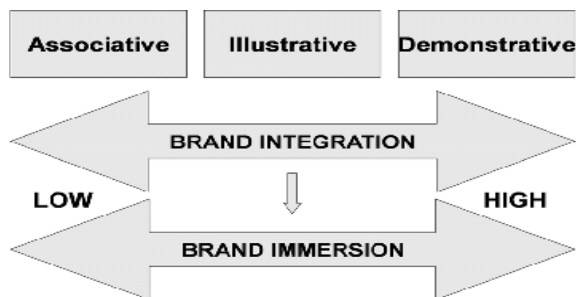


Figure (1) Chen & Ringel's typology

### 3.2 Benefits of Advergaming are:

- Brand image reinforcement.
- Databases created from the advergaming can be used for demographics research.
- Targeted markets can be reached by your advertising (when the game link is emailed).
- Visitors may spend more time on your site.
- Increased traffic due to viral marketing [6].

### 3.3. Online video games on Facebook

Simply, games engage users for long periods of time, immersing them in an environment where they can develop an affinity for the brand. Rather than merely watching the action (as they do when viewing a sponsored sporting event on TV), advergaming consumers actually become part of the action [16].

In order to recognize the huge impact of the Facebook on the consumers and the benefits from using it, we have to go back to some

statistical studies that shows that the average time spent in an advergaming is 7 to 30 minutes – far beyond the time spent looking at a magazine advert. In fact games are a low cost marketing spend compared to traditional channels like radio and TV. And recent research from the Conference Board, NFO and Forrester reveals that 67% of males under 35 are online gamers with 62% of females in the same age category also following suit [26]. The study also present that 50 % of gamers are regularly involved in creative activities, such as painting, writing, or playing an instrument. In addition, adult gamers exhibit a high level of interest in current events, with 94% following news and current events, and 78% reporting that they vote in most of the elections for which they are eligible. [26].

A study take place by chun-ming and Yu- Ting (2011) about the effect of facebook on users males and females and the study concluded that, Facebook users were attracted to Facebook mainly by social motivations, though some were attracted by the Facebook game simulation of “Farmville”, highly publicized in the media. A study of background variables further found that female users who had low education level and low age were more likely motivated by the gaming platform; male users who had low education level and a higher age were likely attracted by both a high degree of social interaction and high use of game-playing. Facebook users were online more often, but for most there was no significant increase in the total number of hours online. Facebook users who were motivated by both game play and social interaction do actually increase their online time using Facebook [5].

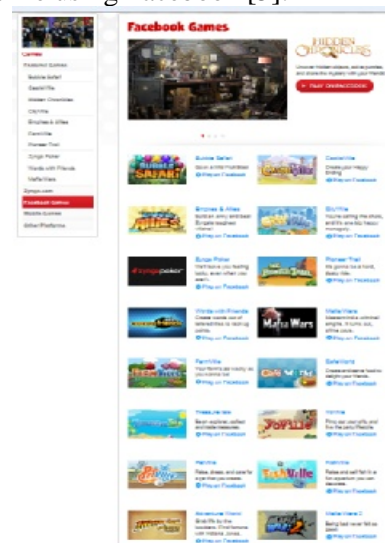


Figure (1)

Facebook provides players with a large number of online videogames where they can explore themselves through an engaged company Zynga Inc. which is the world's leading provider of social game services with more than 240 million monthly active users playing its games, which include CityVille, Hidden Chronicles, FarmVille,

CastleVille, Empires & Allies, Café World, Indiana Jones™ Adventure World and Mafia Wars. Zynga's games are available on a number of global platforms, including Facebook, Zynga.com, Google+, Tencent, Apple iOS and Google Android.

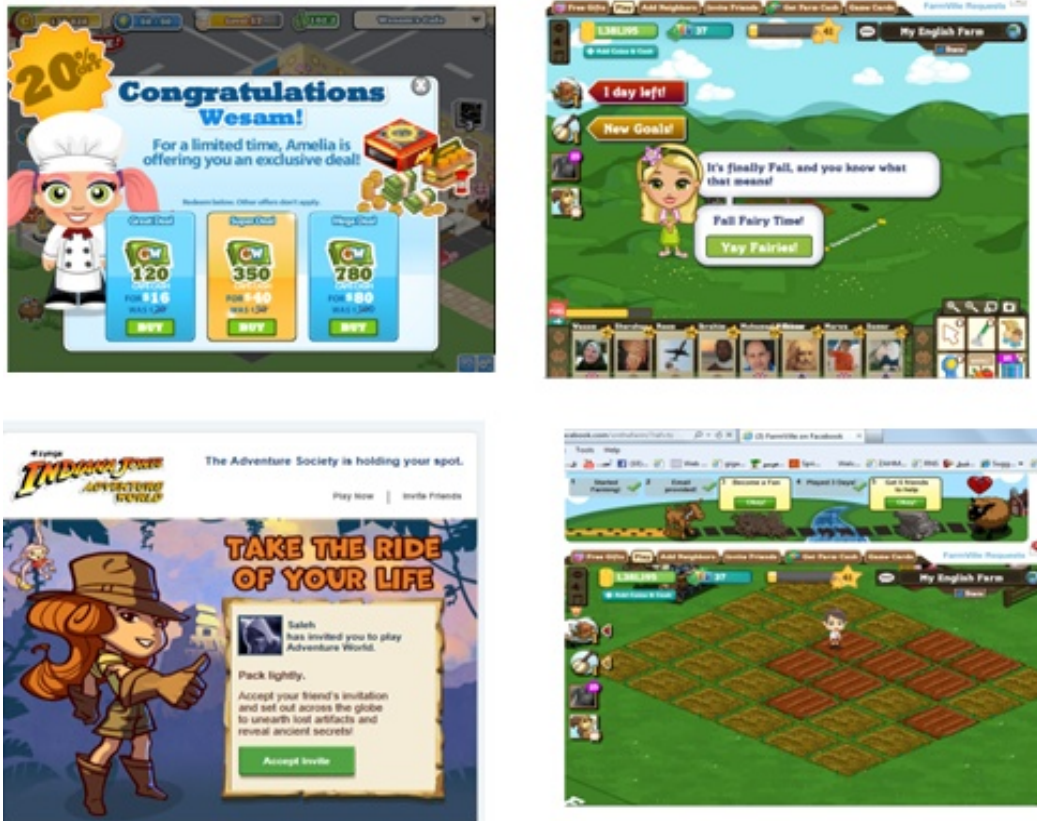


Figure (3) show different games on facebook

When we talk about these online videogames, we will find that most of these games provide the player with an avatar that presents him in the game. An avatar is the graphical representation of the user or the user's character. It may take either a three-dimensional form-as in games or virtual worlds-, or a two-dimensional form as an icon in Internet forums and other online communities. These avatars can be custom-designed to create a truly unique appearance for each player, as the player at the beginning of the game is asked to choose the feathers of this avatar from gender (male or female), also asked to choose his avatar body feathers like eye, nose, skin, hair color and style, and here the player is provided by a number of designs by which he can choose even to present his personality or to present the body feathers he would like to be. To fulfill this step the player is asked to choose body wear from a number of available designs.

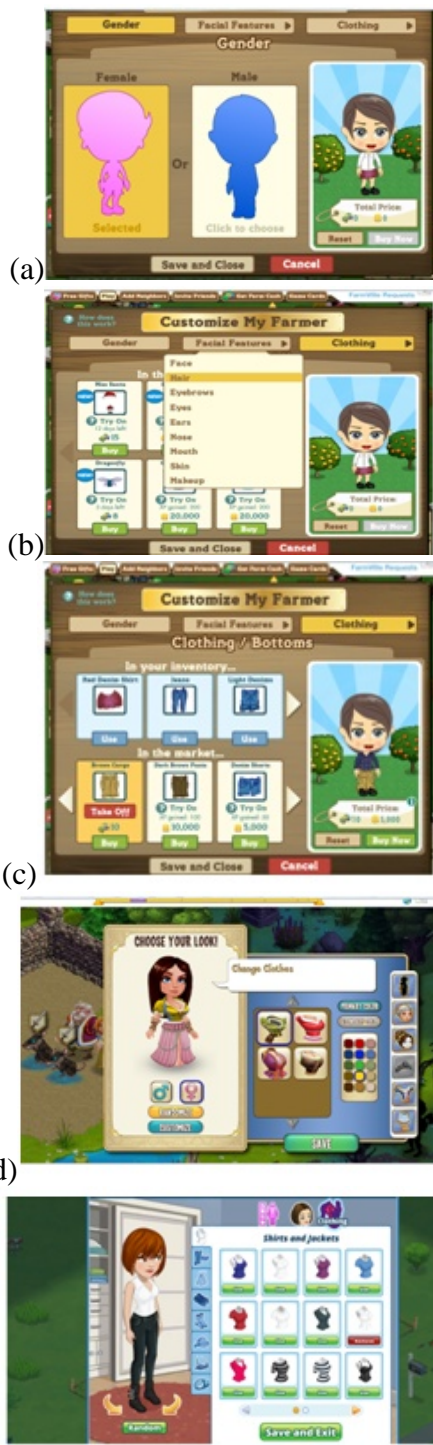
Once a user has created an avatar, he or she becomes part of an online community filled with other users' avatars. Players can interact with other avatars and talk to them using text or voice chat.

During the game, the player is informed by new products in the marker which he can buy to improve his city or restaurant...etc. due to the game concept he is playing.

Also players are informed by new products like clothes or accessories that they can buy to their avatars to change its out looking.

Once the advertiser understands that video games create its own experience with the player in a third-person position dominating the action and bearing the consequences which exist in the world a game creates, he is already one step closer of being able to use these games as a marketing tool. This is the point of the research we are going to use by which we can use these avatars as a new advertising medium (models

for fashion designs) by converting the online game to an indirect advergame used to advertise fashion designs.



**Figure (4,a,b,c,d,e)** The use of avatars in online games to show the players choosing the style they would like to be through

### Methodological Approach

Fashion brands have taken the opportunity to utilize social networks in several ways, the most prevalent being marketing. There is no doubt

that, using the social network to promote products allows companies to achieve a better spread between consumers.

The main purpose for free on-line games on facebook is entertainment only. But we can say it can be used as a very good advertising medium for fashion designs, as lots of facebook users spent some time playing these types of games. Online videogames have a great advantage that it's not that type of advergames which is used to advertise a main brand or product or even uses embedded ads inside which can annoy the player. Advergames is always related to specific brand as we mentioned before but online videogames (as it is not used to advertise any product) is not related to any brand so using it as an indirect advergame will be more effective for many designers and factories on the fashion field .

Our experiment went through choosing an online game in order to prove our point of view by converting it to an indirect advergame for fashion brands. We will present a fashion collection and show how can avatars on the game can be used to show the designs (used as a model) and the methods by how can we advertise the designs on the first stage of the game to push players to see them and then show a payment method that can help the player to buy the chosen pieces.

### The Experiment:

#### General points

- An online videogame named The Ville, has been chosen for being one of the most recent popular online games on Facebook.
- The game is an entertaining game present the home of our dream,
- The Ville has more than 57.900.000 monthly players, that was a very good reason to choose this game to apply on it.
- The design of the game is not related to any particular style.
- This type of games is not an advergame but using the avatar presenting the player as a unique unit to choose designs of real designers and try it, will convert the game from an ordinary online game to an advergame with special characteristics.
- During playing, and as the player is doing some tasks and efforts he is asked about, he do gain cash money by which he can use to buy things he needs for his home from the game market.
- Players can use the earned money to buy



anything even for new clothes for his avatar from the market.

- If the player doesn't have enough game earned money and he need to buy any item he can exchange real money by the game money using his credit card.



Figure (5) shows the Ville game.



Figure (6) The red arrow point towards the types of money gained through playing



Figure (7) shows choosing new clothes for an avatar and products from the game market

### Steps of Advertising:

- As we mentioned before the game starts with choosing the avatar presenting the player by which he use to present himself and this will be a start point for him to see that while choosing the avatar clothes there are no. of fashion collection for different brands and designers, and at the beginning he can choose for free any design he likes.
- During playing, an announcement for new product (clothes, accessories, shoes) is always appearing for the player within interval times not to be annoying to him.
- Motivating words will be used to push him to see the new products in every branch (this is usually done in most of online videogames).
- Special slogans will be used to promote the fashion designs found in his market
- (New fashion designs for you in the market), (Go and pick new clothes in our big sale) (Fashionable designs for you and your avatar), (Big sell) (be fashionable).



Figure (8) show advertising message



Figure (9) advertising messages that give announcement to the player and push him to see new clothes designs

- In addition to these motivating words another way of advertising will come up , as we mentioned before the player give orders while playing (for his furniture to be stilled, his home to be cleaned and so on ) during this time while the player is waiting for his orders to be finished, a motivating word will appear

( it's show time ) and the platform of the game will be a stage for his avatar fashion show ( his avatar will appear walking –cat walk- with different designs for different brands and designers).

- After the fashion show finish and actually it will not take more than 1or 2 min, all his avatars will stand on a row to show him the collection.
- Clicking on a chosen design will be the first step to success to persuading him
- Going to the market to see designs for his avatar will be the second successful step towards having an over view for the designed collection prices and colours.



Figure (10) show the avatars fashion show



Figure (11) show casual wear collection designed by the researchers



Figure (12) show different fashion designs for a designer ( Nanooo designs ) where every piece has two Prices one for the avatar wear by using game cash and the other by real cash in order to shop online

- The player in the game will have the ability to choose from a number of fashion designs in the game market (the researchers presented some clothes designs collection and named it by **Nanoo designs** as an example for fashion designers work) and by this way we many brands can present its designs and can take place in the game within agreed interval time may be for 2 weeks or more (it depends on an agreement with the game owner) also more than one brand or designer can present their work within the same interval time.
- Then the player will be beside two options either to choose the design he liked to buy it to his avatar by the cash he gained while playing the game ( some design will be for free) or to buy it for himself online as the game will be provided by the actual price for each piece.( exp 600 v1- 65 \$)
- By clicking on the selected piece price the player will be transferred automatically to another web page where he can find available

measurements and colours and the ways by which he can pay in a very secure way.

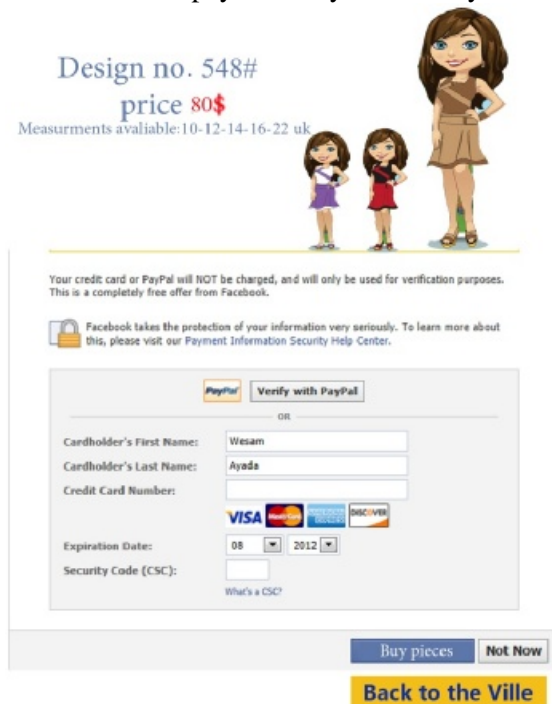


Figure (13) show paying online and choosing the measurement and colour

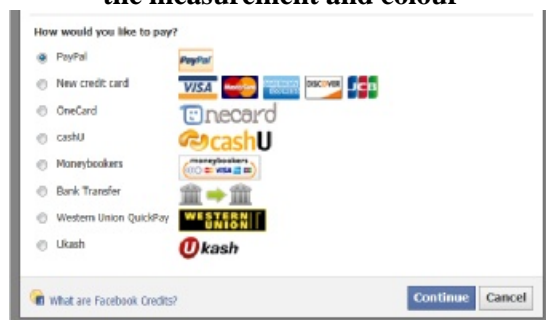


Figure (14) show the ways of payment

## Results

- Some of online videogames can be converted into indirect advergame using the large number of users of them to spread products through.
- A fashion show can be delivered for different designers .
- Due to that users have a full profile on facebook and all this data is transmitted to the game owner, a full profile for the game users demography (age , gender, network place) can be gained and due to these information designers can provide selective designs that suit game users.
- Players will be able to choose designs and try it through their avatars without feeling that they are forced by internet ads but

going to do this while they are embedded in the game .

- Online advergames can be a testing tool for market appeal for designs before mass production in addition to giving a good note about the number of pieces they need to pump to the market in each city or country as the networks represent range of places.
- This kind of marketing medium can suit young designers as a low cost and spreading way of marketing their designs.
- The player has the ability to buy the pieces online through a very secure system provided by facebook itself.
- Owning the selected piece not for his avatar only but also for himself will give him satisfaction.

## Discussion

Choosing online games on facebook to use it as a new medium to promote fashion by converting it to an advergame was due to the fact that the facebook is one of the largest social networks using by users of internet social networks and all games on are available for free playing.

Advergames are always related to a particular brand or product but online videogames on facebook will be an advertising platform for any brand or product, and can be used as a new medium in the marketing strategy of the brand or product.

The development costs of advertising on an online videogame are relatively inexpensive when compared to other advertising vehicles such as print, television adverts or billboards.

Furthermore, the data that can be collected from consumers who engage with your brand through gaming is very invaluable. Data collected includes: demographic, personal details such as age, gender and purchase preferences. Different networks will give you results about the different designs that have been chosen by game users. Information traced from different networks will give good feedback about the most popular designs chosen by players and others that doesn't succeed to have admires in order to redesigning them or make some changes in it . Fashion designers ,brands ,factories will obtain a feedback for each piece (as every click on the design will be recorded in the data base of the game network and the

designer can get this records from the game developer to know the result of players acceptance to his collection) ,and by these way successful designs can be chosen either to have a mass production from it or to spread it on another facebook network ,also failed( not chosen or rear in choosing) ones can be subjective to redesigning or to be experimented in another network. And good marketing strategies can be fulfilled in a very successful way due to this data, with new markets plans to be reached.

Data of game users choosing selective designs give producers a feedback about their designs apple in real market, and targeting group by which the market strategy can depend on. Many brands initially believed social networking would weaken the relationship with consumers, but for most it has turned into a genuine interaction between brand and client.

The success of Advergaming and in-game advertising comes as long as the advertising was not intrusive, too obvious or distracting from the game.

Using Facebook online videogames as an advergaming can help international brands to spread over different networks due to the market research of consumer behaviour, and selected designs can be shown in some networks and prevented to be shown on others. For local brands and individual fashion designers or national factories they will have the opportunity to show their designs on the nearest network to their styles exp. (Egyptian designers can show designs in Egypt network only or to show in bigger networks as all in Arabian countries networks, also factories can choose the number of networks to show their designs through due to the mass production of each design).

Once information (fashion designs) is shared on an online advergame on Facebook, it is out there and can easily be contained, everything is out in the open and largely visible for people to see, and by this way we can trace the impact of these designs on people through each network individually.

The ways of advertising used during the game will not interrupt the player during playing as it will be a part of the game.

A fashion show can be delivered in a cheap way reducing expenses of real stage preparation and decoration and other advertising products for preparing a fashion show and this can be a good opportunity for young designers how are

beginning their way and for brands to reducing marketing expenses.

Designers can hire this platform through an agreement that can be done between them and games owner and facebook management, which will include time of spreading and seasons and number of networks that they need to spread through. We think that facebook management will be responsible for opening this feature on specific networks as a kind of controlling and closing it on another.

Farther more when this medium spreads and it achieves its goals, online digital games owners can take in consideration while designing or development their games that it can be used as an advertising platform.

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