

# EXPLORING IN-GAME ADVERTISING AND BRAND RECALL

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## Abstract

Digital gaming is increasingly recognized as one of the most important entertainment sectors worldwide, turning it into a promising medium for advertisers. Games are extremely engaging, interactive and challenging, as a result, it attracted advertisers who are seeking the attention of the customers through a nontraditional medium to convey their advertising messages. Along with this growth in digital games, there are several important contextual factors to consider in the selection and placement of the advertising messages in digital games. The objective of this research was to explore the effect of in-game advertising on brand recall processing. The quantitative approach was employed and a survey was distributed on 201 respondents applied on FIFA game players in Egypt. The results showed that in-game advertising has an effect on brand recall. Additionally, the position of the advertisement and time of appearance appear to be the most significant factor in affecting brand recall.

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