Figure 1: Three implemented game concepts to deactivate ads playfully

Gamified Ads: Bridging the Gap Between User Enjoyment and the Effectiveness of Online Ads

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ABSTRACT

Often, online ads are disruptive and annoying. As a consequence, so-called ad blockers are used to prevent ads from appearing on a web page. However, web service providers lose more than 35 billion dollars per year because of this development. As an alternative, we investigate the user enjoyment and the advertising effectiveness of playfully deactivating online ads. This video showcase illustrates the research method and the most interesting results of our research described in [1]. Here, we assessed the perception of eight game concepts allowing users to playfully deactivate ads and implemented three well-perceived ones (see Figure 1). These were found to be more enjoyable than deactivating ads without game elements, with one game concept being even preferred over using an ad blocker. We also found positive effects on advertisement effectiveness as compared to deactivating ads without game elements.

KEYWORDS

Advertising; recall; recognition; effectiveness; enjoyment

REFERENCES

[1] Maximilian Altmeyer, Kathrin Dernbecher, Vladislav Hnatovskiy, Marc Schubhan, Pascal Lessel, and Antonio Krüger. 2019. Gamified Ads: Bridging the Gap Between User Enjoyment and the Effectiveness of Online Ads. *CHI Conference on Human Factors in Computing Systems Proceedings (CHI 2019)* (2019), (to appear). https://doi.org/10.1145/3290605.3300412