

## Designing Advergimes For Awareness Campaigns: An Engaging Tool

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### Abstract

Awareness campaigns lack the interactivity and engagement factors, especially when the target audience are children. Gaming provides an engagement tool that may help change attitudes, behaviors and ideas of the audience. "Advergimes" could be used to integrate information and awareness messages in a more engaging and effective manner. This paper suggests creating an advergime as part of an awareness campaign to engage children and make them aware of a serious social issue. The effectiveness of the advergime in achieving the campaign objectives is tested using two questionnaires: the first was addressed to experts in different fields including Electronics and Communication Systems, Sociology, Mass Communication and Animation Design, and the second was distributed among Egyptian primary students to find out their preferences of the characters designed for this advergime. The results indicate that an advergime can be applied in awareness campaigns according to the suggested framework, taking in consideration that player prefers to play with members of the same gender and that there has been a little variation in preferring of a game character according to age variation.

### Keywords

Advergimes; awareness campaigns; engagement; gaming; virtual reality