

Project 3  
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ITWP 2600

For this project I picked two commercials and companies related to video games that I found on the ispot.tv website. The first being Jackbox Party Games and the second being Nintendo Switch 'Brining the Fun'. I'll dive into each one first and at the end I'll compare them a bit from a customer's point of view.

### Company #1: Jackbox Party Games

**Product advertised:** The Jackbox Party Pack #9 (Video Game)

**URL:** <https://www.jackboxgames.com/>

**Commercial URL:** <https://www.ispot.tv/ad/2u6Q/jackbox-games-the-jackbox-party-pack-new-games-for-your-holiday-gathering>

This commercial is advertising their ninth game pack, "The Jackbox Party Pack 9" which is a party game. Show casing the different game modes within this pack, the art style of the characters you play as, and how it works, i.e. that you use your phone to play with a group of people. Clearly stating at the end of the commercial that more information can be found at the provided URL, the games rating and the systems available to play it on (Nintendo Switch, Steam, Xbox etc.)

With that last part I want to point out that it states you play the game on your phone but lists gaming console systems which can be confusing for someone who may not know much about the Jackbox Games. I have played them before and know that only one person needs to own the game to host it on one of the listed available systems and invite the rest of the group to join from their phones. While this is confusing, they at least provide a direct URL for someone to learn more about the game and how it plays.

This commercial does well at showing you the different game modes within this pack. Displaying a small gameplay preview, and a description of the type of game such as trivia, role playing, drawing and so on. Watching the video, I can see anyone within the appropriate age being interested in learning more or playing. It is rated T for teen, and I don't feel they are aiming for

one side of the age range, giving enough for anyone in their teens to older adulthood to be interested.

Jackbox's commercial really does need the URL that viewers can go to and learn more, and thankfully they do include it at the end. While we live in an age where search engines can find almost anything you need, providing the proper link to their product ensures no one ends up on the wrong site and making judgements based on that. I can't recall how many times I, or someone I know, ended up on the wrong website looking for a completely different company due to their URL being just a little different, so I truly believe every company should provide a URL in any sort of ad.

However, in relation to the four Ps of marketing explained in our book, Jackbox doesn't have anything in their commercial related to how much this game pack is. The URL provided does have a 'Shop' navigation that does naturally have prices, but it is a bit of information missing. I will point out, however, that as short as a commercial is, listing the games price without explaining that only one person needs to own the game within the party, could be a bit jarring to some. I think overall they did work to build some sort of connection to whomever the customer watching their commercial is, it's an entertaining video showing a game that many people would have some interest in.

Onto the URL provided, the first page showcases their newest game pack, a clear navigation at the top that has a 'How to Play' option that is very easy to find and click on as well as a shop. The Shop has a few sub menus but clicking on games it has clear listings for the product they were advertising. You can purchase their games directly on their website and list which system you are purchasing the game for so no matter what you planned to play on you are able to get it right from them. Clicking on the 'How to Play' opens a page that provides a video explaining the game but also written text instructions which I love the inclusion of both forms. Overall, I think the URL naturally is more information and sells their products a bit better, but the commercial showcased the game itself much better and provided a way to spread the word of their product and company.

## **Company #2: Nintendo**

**Product advertised:** Nintendo Switch console (Possible Mario Kart as well).

**URL:** <https://www.nintendo.com/us/>

**Commercial URL:** <https://www.ispot.tv/ad/6gOo/nintendo-switch-bringing-the-fun>

Nintendo commercial titled “Bringing the Fun” seems to be advertising at least their Switch console, but the only game being shown is Mario Kart so it could be a two for one sort of ad. The video shows a family gathering at which the younger members start playing on the switch and eventually other members of the family gather and join, showing a heart-warming family moment that Nintendo helped bring together. Game play is being shown as a four-player split screen of a Mario Kart but nowhere in the video does the game title get displayed. At the very start, and end does Nintendo branding show up and a few seconds showing the console on the doc. Otherwise, nothing is said about what the product is, no price, no URL or any information to learn more.

Since Nintendo is a large brand that most people recognize, the commercial works in that it shows off a console they have. But it seems limited to those who would already be interested in this sort of product as it relies on high brand recognition, even those that may not be interested themselves would know what Nintendo is. However, I find it a disservice having no information about what is being advertised, as anyone who may not be as knowledgeable in gaming may feel left out or confused.

One thing I really want to point out is that I watched a few of their ads but this one very clearly hits these issues for me. Nowhere in this ad does it provide the name of the game they are showing. Sure, many people know what Mario Kart is and can probably recognize easily that is what Nintendo is showing game play of. For someone unfamiliar or just knows the Nintendo Brand, this can leave them confused and maybe feel left out. Imagine someone seeing this ad and thinking of getting a loved one this game as a gift or someone who never picked up a game before who wants to try something new, but ends up getting the wrong game or console? This is a topic I can dive into but for advertising I feel like it’s relying heavily on the assumption the viewers have previous knowledge or experience, like removing basic controls and tutorials over time that new entries become hard. So having a commercial that doesn’t tell you any information about what you are seeing makes me curious how many people they aren’t building a connection with and how far does brand recognition go in terms of advertising, marketing and sales.

At the very least I think the commercial should have some sort of URL for people to learn more about what they just saw since there was no other information given besides the branding Nintendo Switch at the start and end. No Price or rating for the video game being shown is mentioned. If you end up on the Nintendo US homepage that I linked, they do have a shop option on the top navigation that can make it easy for anyone who ends up here after seeing the commercial. Currently they do have consoles in stock you can order and buy directly from them, games can be digital download, and physical copies are listed if there is a physical copy for that game.

## Comparing

While looking at both commercials, there is one thing I really wanted to point out from a customer's point of view. Nintendo being a company that tries to advertise to a family, they have commercials like the 'Bringing the Fun' one I linked, showing a family getting together in a positive way before they start playing the Nintendo product being advertised. This one starts like a normal family gathering, smiles and spending time together before the younger family members include the younger member that just arrived to play a game with them. Eventually the rest of the family gets involved and it looks like a great family experience for everyone. While Jackbox, however, starts almost the opposite with younger family members bored and miserable at their 'Aunt Carol's home until their product is introduced and everything is better.

While I do get both sides of these ads, I do think the more positive approach Nintendo uses may do them better in sales as it connects to the older family members and younger even. While Jackbox may rub those in the 'Aunt Carol' role the wrong way. That's not to say the Jackbox one isn't relatable, but I think it can be taken in a more negative light which could hurt them in the long run. I find their commercial humorous, and if I find myself in the 'Aunt Carol's shoes I may even consider having it on hand next time I had family over, but I know many people who would be annoyed at the depiction.

Jackbox's commercial focuses on the product they are advertising, showing the game itself, providing a URL to learn more, the rating for the game and where it's available. There is no confusion when I watch their ads to what they are trying to sell, I know it's their 9<sup>th</sup> pack specifically. Nintendo though never states the game they show and only provides the consoles name. Which is something I mentioned above, it can turn someone new away from their products as they don't even provide a URL or any other piece of information to learn more. It's interesting to see the two approaches.

In conclusion, I really feel like seeing the two commercials really shows how a brand's recognition and reputation can alter the way they advertise their products. A company like Nintendo doesn't have to say anything but people will still buy their products, they know the quality they are getting and generally what to expect. A company like Jackbox that develops a specific type of video game, needs to have more information and detail to bring people in and build a connection.

Resources and URLs:

Schneider, Gary P. (2017, 2015). Electronic Commerce (12th ed.). Cengage Learning US.

Company 1:

Company URL (Provided in Commercial):

<https://www.jackboxgames.com/>

Commercial:

<https://www.ispot.tv/ad/2u6Q/jackbox-games-the-jackbox-party-pack-new-games-for-your-holiday-gathering>

Company 2:

Company URL – Not provided in advertising:

<https://www.nintendo.com/us/>

Commercial:

<https://www.ispot.tv/ad/6gOo/nintendo-switch-bringing-the-fun>