



# **Advergaming Developer's Guide: Using Macromedia Flash MX 2004 and Macromedia Director MX (Charles River Media Game Development)**

*Rod Afshar, Cliff Jones, Duke Banerjee*

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Learn what Advergaming are, how to use them, and how to create your own! Welcome to the world of Advergaming! Interactive games are one of the fastest growing forms of entertainment and they're on track to exceed movie ticket sales. Using them as an advertising tool, however, is a relatively new idea that is catching on fast. Advergaming are created not only to entertain, but to sell a product, brand, or company. More and more companies are using these free, brand-centric games to supplement, and even replace, traditional branding methods. If you are a Web designer, graphic designer, or game developer, you'll want to learn more about Advergaming. They're showing up everywhere, on the Web, cell phones, CD-ROMs, even embedded in email. The Advergaming Developer's Guide teaches designers and game developers the ins-and-outs of this innovative new form of advertising. It shows you how to create a variety of Advergaming from the ground up, even if you have no prior game development experience. The book begins with a detailed overview of Advergaming, branding, gameplay, and the two main creation tools, Macromedia Flash MX 2004 and Director MX. From there you'll learn how to conceptualize, develop, launch, and track the success of your Advergaming. In the last part of the book, you'll create your own games, including a linking, matching, puzzle, memory, pinball, makeover, arcade, and whack-the-mole type game. And finally, you'll learn about the business realities of Advergaming through case studies with leading companies, including Blackdot, YaYa Media, Inc., and AGENCY.COM. This is the one resource you'll need to get started with Advergaming, whether you're a Flash/Director developer already involved in advertising and game creation, a game developer looking to expand your development channels, or a Web designer looking for an innovative new tool.

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