

An outline for the product - palmers cocoa butter formula skin therapy oil

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An Outline for the Product - Palmer's Cocoa Butter Formula Skin Therapy Oil

I recently bought Palmer's Cocoa Butter Formula Skin Therapy Oil. This product is an advanced all-purpose for perfecting the skin. The user can apply it on any part of the body including the face (Company 69). One of its key components is the cetesomate-e complex and together with another blend of ingredients, it profoundly improve the appearance of stretch marks, scars, aging, damaged or dry skin. Besides, it also removes wrinkles. I have been applying it for close to two weeks now. It has made my skin appear smooth than before. However, its smell is the only downside that I can say. I thought that it had a medicinal odor; however, it has a smell of cocoa butter. Good results come when one use it immediately after bathing. I suggest that anyone who would want to have a soft skin and remove any scar should try this product.

Social games

These are structured activities where users can engage with one another. Social games are digital online games with multiple players usually on social platforms. These games integrate with a social network, which enhance gameplay. The social platforms provide users with an identity and facilitate communication (Fincanon 26). They are usually turn-based enabling the multiple players to take turns, but this is not a strict requirement. Awareness of the actions of other players in games is a key feature of social gaming. It creates a social context increasing interaction with the game. By utilizing a player's social graph, social games provide an enhanced experience. They are casual with easy access. The leading companies creating social games include Facebook, Zynga Gaming Network, Social Gaming Network and

Kongregate.

These games have become significant in the advertisement industry. They have become a key component of a developing strategy of advertising called branded entertainment. This advertising strategy involves integrating elements of brand communication into content that consumers search online or purchase for entertainment purposes (Ruggiero 51). Social games can be designed around a brand for advertising purposes. Such games are called advergames. By using these games, the advertisers aim to engage consumers with the particular brand through interactive, entertaining media content.

I played one brand based advergame that was not challenging and hence rather unentertaining. I found that my attitude towards the brand the advergame was based on my experience and hence the attitude I developed towards the game. I became slightly more drawn to a competing brand although my purchase preference remained unchanged. I, therefore, believe attitudes toward advergames are directly related to attitudes toward the brand in games with a high thematic connection to the products of the brand.

In a different advergame, the product and its message were not part of the game itself. The ads appeared on the game screen and during transitions. This was a slight disruption to my play experiences since I could easily tune out the ads. This game was a better gaming experience, but in my opinion a less effective advertisement strategy when compared to the first style of advergame design. With the first style, the brand product was more memorable since it was integrated into the game. Advergames are an

effective advertisement tool. They have an immersive effect, engaging the potential consumer for a prolonged period. An effect, which is not realized by other advertisement tools.

Works Cited

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