

The gaming industry

Sociology



“ Now, many of those sound just fine. The series has long needed better menus, and some less " plastic" presentation would also be great. But tiny little updates and a roster change is what bums people out about Madden year in year out, so as a massive FIFA fan Heres hoping there are some more substantial improvements yet to be announced.” (The New FIFA)

The advertisement has been designed mainly for the gamers, it is also likely to intrigue all people who love sports, it brings out the important and exciting aspects of the new edition of the game. The advertisement has been really well crafted, the major changes have also been highlighted, these are some of the changes which every gamer would like to see.

The advertisement does not ask the reader to do anything, its main job is to take the excitement level of the gamers to another level and lure them into buying the game. The text of the advertisement only focuses on the strengths of the game making the reader believe that it is the best football game that has ever been made. Hence, the main job of the advertisement is to force gamers into buying the new game.

There are no competitive advertisements, Konami a Japanese company releases a game called Pro Evolution Soccer to compete with the FIFA series but nothing has been heard of the new game by Konami so there is no competition as of yet.

This is a very fine investment, it is a great investment because it is very important to let the gamers know about the differences from the earlier editions only then will they buy the latest game, and only then can EA sports make a profit. To conclude it is very fair to say that it is a very sagacious investment which will very soon pay off.

