FOR YOUR CHANCE TO WIN!

The Agency Register

& receive 6 months FREE

MARKETING

ATARI GETS PRODUCTS IN SHOT

COMPANY

Atari Australia Pty Ltd

Melbourne-based product placement agency In Shot has secured a programming alliance with Atari Australia and New Zealand to place brands in its video games.

Advertisers will be able integrate their brands into Atari's video games played on Sony PS2, Microsoft Xbox and Nintendo Gamecube consoles.

In Shot MD James Grant Hay said Atari and In Shot will work together on matching brands by genre title.

"The move is expected to significantly boost Atari's additional revenues in the Australian marketplace, with world-wide in-game advertising revenues expected to reach US$700m by 2005," Hay said.

"What makes video games so attractive to advertisers is the increase in males aged 18–34 playing these games. They are no longer tuning into television the way they used to and video games are a great way for advertisers to reach this audience," he said.

After launching less than eight months ago, In Shot has forged several key programming alliances in the Australian film, television and multimedia industry, including an alliance with Hoodlum Entertainment, producers of the *Fat Cow Motel* television series on the ABC.

22 January 2004

Ads by Google

Need a Creative Agency?
Global Database of Ad Agencies View and List Profiles Here

Marketing Consultant SMEs
Bris. brochure, marketing plans, graphics, web, all media specialist

[printable version]
[send your comments]

MORE BY CATEGORY

Coffee king targets cafés *(24-Mar-2005)*
Consumer confidence hit by rate rise *(11-Mar-2005)*
Speedo strengthens swim team sponsorship *(11-Mar-2005)*
Palace team wins Siren award *(18-Feb-2005)*
MCA gets mobile *(15-Dec-2004)*

MORE BY TOPIC

Americans happy with product placement ...for now *(31-Mar-2005)*
Rappers wooed by McDonald's *(31-Mar-2005)*
VW signs deal with NBC Universal *(20-Jan-2005)*
Product placement problem *(14-Oct-2004)*
United takes product placement to new heights *(2-Sep-2004)*

home | campaigns | contact us | about us | privacy policy | advertising | add my company | news archive | subscribe | login