Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote sports or to promote some other product, service, business or cause through sports. Sports marketing is also designed to meet the needs and wants of consumers. Longitudinal methodologies to evaluate sports event related marketing effectiveness. Mazo and Quester investigate sponsorship effectiveness at the micro-level of individual consumers. They therefore introduce Latent Growth Modeling as an interesting and powerful approach to model intra-individual changes in consumers perceptions and affect as a consequence of sponsorship. However, when the goal of the analyses is the tracking of evolutions over longer periods of time (unfeasible for many data points in time), or establishing empirical generalizations (unfeasible for many brands), this methodology is less suited. The latter findings are not without consequences for managers that want to track and analyze the effectiveness of their marketing investments over time. Impact of tv advertisement on consumer buying behavior. New Client Questionnaire. Questionnaire m. There have not been many studies on the effectiveness of advertising in games. Only one study was found which focused on first person shooters (Chaney et al. 2004), but it only focused on fictional billboards in a fantasy world and in a multiplayer setting. RQ1: Which types of advertisements are most effective in a first person shooter? In order to determine in which type of in-game advertisement to invest, it must be known what kind of advertisements are effective and thus worth putting in the game or not. Different forms of in-game advertising are derived from the theoretical background and a subset of these will be tested on effectiveness.