

Title (en)
FACILITATING SPONSORSHIP OF GAME-PLAY-BASED ACHIEVEMENTS

Title (de)
ERMÖGLICHUNG DES SPONSORINGS DER ERREICHUNG VON SPIELZIELEN

Title (fr)
FACILITATION DE PARRAINAGE DE RÉUSSITES BASÉ SUR UNE PARTIE DE JEU

Publication
EP 2519926 A2 20121107 (EN)

Application
EP 10841464 A 20101209

Priority
• US 65112009 A 20091231
• US 2010059596 W 20101209

Abstract (en)
[origin: US2011159964A1] Methods are provided for utilizing the achievement or the success a gamer has during online game play to unlock offers or coupons sponsored by an advertiser. The value of an offer or coupon may increase based upon the game-play-based achievement attained. By having the variable value, the gamer is incented to play more, which provides additional opportunities for the in-game advertising campaign to be presented. Alternatively, the value of the offer or coupon may remain consistent and the gamer may be permitted to compile multiple offers. Either way, the advertiser is not only permitted the opportunity to showcase its advertisement campaign more but is also provided an avenue for tracking the effectiveness of the advertising campaign by tracking the issuance and redemption of game-play-achievement-based offers or coupons.

IPC 8 full level
G06Q 30/00 (2012.01); **G06Q 50/00** (2012.01)

CPC (source: EP KR US)
A63F 13/61 (2014.09 - EP US); **A63F 13/69** (2014.09 - EP US); **A63F 13/71** (2014.09 - EP US); **G06Q 30/02** (2013.01 - EP KR US); **G06Q 50/10** (2013.01 - KR); **A63F 13/53** (2014.09 - EP US); **A63F 2300/5506** (2013.01 - EP US); **A63F 2300/609** (2013.01 - EP US)

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