

Psychological insights in interactive marketing

How interactivity aligns with how the brain is designed to learn, adapt, and connect

Rapport made for: LifeForceGameScience

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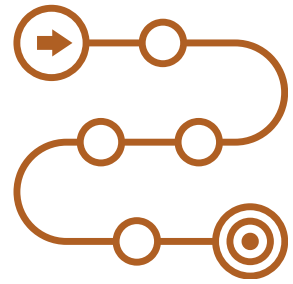




Contents

02	Research Questions & Process	07	Bringing it together
03	Introduction	08	Summary & conclusion
04	Motivation: choice & autonomy	09	Actionable insights
05	Cognition: engagement that endures	10	DES Score
06	Social connection: belonging and identity	(11)	References

Research Question & Process



Research Question

LifeForceGameScience envisions a future where interactive marketing (creating immersive, game-like worlds) is the primary driver of audience engagement.

This report is dedicated to answering one central question: What is the psychological science behind this vision?

Rather than just looking at the creative execution, we explore exactly why interactive experiences successfully capture attention, build trust, and foster deeper human connections. Our goal is to uncover the fundamental psychology that makes this new era of engagement so powerful.

Process

At Damzel, we translate psychological research into actionable guidance through a clear, structured approach:

1. Product and experience analysis: We examine the game or interactive campaign to identify key user touchpoints and decision moments.
2. Application of psychological frameworks: After a thorough review and selection of relevant research and studies, we apply established theories - SelfDetermination Theory, Cognitive Engagement, and Social Identity Theory - we interpret how the experience engages motivation, cognition, and social connection.
3. Business alignment: We demonstrate how these psychological mechanisms support marketing goals, showing why interactive design is an effective strategic choice.

Introduction

In recent years, experimental research in advertising and game-based media has demonstrated that interactivity fundamentally changes how people engage with brands. When individuals participate in experiences - through play, choice, or co-creation, they process information more deeply, form stronger emotional connections, and remember messages longer than when they are passive viewers (Yang et al., 2006; Herrewijn & Poels, 2013; Vashisht & Chauhan, 2017).

These effects are not coincidental. They reflect underlying psychological mechanisms, attention, motivation, reward, memory, and social validation, that govern how humans engage with the world. Interactive marketing works not because it is novel, but because it aligns with how the brain is designed to learn, adapt, and connect.

Traditional marketing interrupts. Interactive marketing integrates, turning audiences into participants and campaigns into shared experiences. Experimental advergame studies consistently show that high interactivity and brand-game congruence enhance user enjoyment, recall, and brand favorability (Redondo, 2012; Vashisht & Chauhan, 2017). These findings mirror long-established psychological principles: engagement becomes durable when it satisfies the need for autonomy, mastery, and belonging (Deci & Ryan, 1985; Tajfel & Turner, 1979).

At DAMZEL, we translate this growing body of psychological and experimental evidence into strategic insight. Our analyses reveal how interactive design activates the same psychological systems that drive intrinsic motivation, cognitive engagement, and social connection. By bridging scientific understanding and creative execution, we help studios and brands explain not only what engages their audiences - but why it works.