# Brand Template

1. **Executive Summary**
   - Key issues addressed by the brand plan
     - What is our brand plan
     - What do we want to personify
     - What makes us unique
     - How do we want to be perceived
   - Key brand strategies and tactics in place to address key issues
     - What channels are we using to communicate
     - How do we gain attention
     - Where are we publicizing our products
     - Do we have a market to sell to
   - Key expected outcomes for the business
     - Current outcome projection, failure to sell.

2. **Table of contents**

3. **Competitor Analysis**
   - Description: Brands, products, market share, etc.
   - Brand strategy: How do they differentiate themselves?
   - How do they currently communicate to our customer segment?
   - What is their brands equity?
   - Strengths
   - Weaknesses
   - Likely future moves

### A. *Simula Games*

Product(s): Trucks and Logistics Simulator. Released in 2019, the game solely is fixated on, Load > Drive > Deliver. This is a model that is almost completely replicated in Shift.

**Market Share: Low**
Simula games does not have a large market share for simulated games. This company is relatively new (2014) and the game mentioned above is their only titled. They are overshadowed by Giants Software. Giants Software is an indirect competitor that publishes popular simulators, such as, Farming Simulators.

**Brand strategy:**
Simula Games strategy is to build games purely on simulated realism experiences. They try to capture real life jobs to the truest intent. The strategy is to replicate realism in markets that Giants Software has not yet ventured in. They wish to use Giants as a catalyst of establishment and grow their brands with brand confusion. By that, it refers to Giants brand equity's ability to sell purely based on "Simulator." Simula is a direct competitor as they replicate delivery services with realism as Shift is attempting to produce as well.

**How do they communicate to our customers?**
Simula games communicates to our customers primarily through social media. The use Facebook, Instagram, blogs and discord to communicate to their customers (and potentially our customers). It is unspecified as to which trade shows they attend. The company is based in Turkey. If they are not attending shows here, this is a huge opportunity to get noticed before them.

**Brand equity**
- Awareness
  - Very little awareness in the market place. They are very new and their first title has not been publicized in many areas.
- Brand Association
  - The association can be mistaken for a game produced by Giants Software. As a result, the association to simulated games is very strong.
- Brand experience
  - Not enough information is provided to give an accurate assessment.
- Perceived quality
  - Medium quality simulated games. Simula aims to replicate the level of realism in Giants Softwares games. However, they appear from a visual standpoint to be a knock off.
- Brand Loyalty
  - None.
- Brand preference
  - None.

**Strengths**
- Their games have a good level of art and correct physics. The mechanics are well developed. There are not a lot of errors in their games produced.
- They entered a market with the opportunity to garner sales based off of brand confusion

**Weaknesses**
- They entered a market dominated by a giant.
- New company with no established brand equity
- Only one game has been released
- Brand awareness is very low
- Website for marketing communications is sloppy

**Likely future moves**
- Showcasing the game at events after COVID
- Reworking and updating their game, Trucks and Logistics simulator

**B. We're Five Games**
Products: Totally Reliable Delivery (2019). This game is based around cartoony bad delivery drivers / companies.

**Market Share: Low**
We're Five Games are a direct competitor on the front of delivery games. They depart from our style and target our younger customers. Delivery games do not have a large market and there is not too much popularity in this field. Arcade Delivery games are considered niche. Fragmented in the sense that the market may have multiple companies involved. However, there is no prevailing dominant force.

**Brand Strategy**
We're Five Games have built their strategy around adhering to a youthful audience. This is evident in art styles, wacky mechanics and "5 year old humour."

**How do they communicate to our customers**
We're five games attends many shows to promote their titles. As well, means of social media is also a popular method they use. Primarily Twitter is their key social platform.

**Brand equity**
- Awareness
  - Mediocre awareness in the market place. They are predominantly new (2016). However, they have produced several titles. The also have worked with Crescent Moon Games on a kickstarter title, The Deer God
- Brand Association
  - Their brand has not been defined to its truest intent. Therefore, the relatively new company is still in a phase of having no real association. All that can be said is that they make wacky games with cartoonish experiences.
- Brand experience
  - Cartoony, fast paced, wacky game developer.
- Perceived quality
  - Upon research, the perceived quality was that of a poorly done Wii Sports resort. The title under research has many similarities to how the physics worked in Wii Sports resort. The overall quality appears as a small indie company that does not have enough man power or funding to pursue higher qualities.
- Brand Loyalty
  - None.
- Brand preference
  - None.

**Strengths**
- Have collaboratively worked with other studios
- Have produced multiple games in 4 years of history.
- Efficient staff
- Competent staff
- Good online presence
- In a niche, fragmented market

**Weaknesses**
- Unknown in a niche, fragmented market
- New company with no established brand equity
- Brand awareness is very low
- Website for marketing communications is plain
- Marketing staff is weak

**Likely future moves**
- Showcasing the game at events after COVID
- Reworking and updating their game, Totally reliable delivery services

**B. Majesco**
Products: Pizza Delivery Boy (2010). This game came out for the Wii as an exclusive in 2010. Currently available for $29.99. This is a direct competitor to Shift as Pizza Delivery boy is one restaurant. Shift is comprised of multiple restaurants and a different narrative. This is the closest embodiment of a competitor as we will have

**Market Share: Low**
Majesco flopped with this game and no title has ever reached the potential the company has hoped for. They have produced a multitude of different games in different genres. However, they have inadvertently harmed themselves by not defining an identity.

**Brand Strategy**

An innovative provider of interactive entertainment and video games for core gamers and casual gamers alike. Focus primarily on developing and publishing a wide range of titles on consoles (PS, XBOX, Nintendo) and portable systems (IOS and Android). The plan is to sell to as many markets and customers as possible.

**How do they communicate to our customers**
- Twitter is the primary source.
- They also attend some industry events to promote titles.

**Brand equity**
○ Awareness
   ○ Medium, large history (25 years) in the industry and have published many titles across the leading platforms.
○ Brand Association
   ○ No strong ties to this company. This is largely induced by brand confusion. They do not have an identity and they make too many different products.
○ Brand experience
   ○ Unpolished, uninspiring and incomplete. Pizza Delivery Boy scored low from many consumers of the product.
○ Perceived quality
   ○ Low quality based on customer review.
○ Brand Loyalty
   ○ None
○ Brand preference
   ○ None

**Strengths**
- Published content on all leading systems
- Longevity with multiple titles
- Experience in the field
- Good online presence
- Entered a fragmented market with a niche following

**Weaknesses**
- **No brand identity**
- Poor quality games
- Consumers are not satisfied with the published work

**Likely future moves**
- **Currently they are stagnated.**
- They should revise their marketing plan and brand plan.
- They have opportunities to refine Pizza Delivery Boy.

**4. Customer Analysis by segment**
- Target customers
    - 15+ boys and girls
    - Enjoyment of management, arcade, driving games
    - Those who enjoy crude humour

- Customers needs - current and future
- Customers path to purchase: decision making journey
- **1) Where do they look for advertisement**
    - Gamers follow a variety of networks to discover new games.
    - Attending conferences/events such as E3 or residential events such as EGLX
    - Customers also look for E-blasts from game retail stores such as Wall-Mart, EB games, Gamestop.
    - Customers also look towards social media for updates from their favourite companies.
    - Xbox, PS4 have stores that highlight anticipated releases
    - Mobile highlights top new games.
    - Steam requires more research
- **2) Plan their budget**
    - Games are very expensive. If players wish to purchase, many have to plan accordingly to be able to afford it. Free to play games right now with micro transactions are very popular as they do not have a lot of risk in investment.
- **3) Looking for deals**
    - Pre-ordering offers many great additional qualities and content to games. Shift needs to figure out how to give a pre-order benefit.
- **4) Purchase**
    - Due to convenience and the digital world, the convenience of buying from your home is quite sought after. Physical game sales are vastly lowered.
        - Shift needs to plan for digital release

- What is our brands equity?
    - Awareness
        - None
    - Brand Association
        - None
    - Brand experience
        - Not applicable
    - Perceived quality
        - Have not publicized or showcased. Therefore, not applicable
    - Brand Loyalty
        - None
    - Brand preference
        - None

- Customer satisfaction levels
    - Currently, we do not have customers. Therefore this is not applicable for an answer.

- What source of marketing communications influences them the most?
    - Social Media
    - Game events such as an E3
        - Those two avenues garner the most attention and excitement from our consumers.
- What brand messages will work best?
    - As a collective staff, we need to develop a message together. Currently a quick message could be cliche such as: "Games for gamers by gamers"

- How will they decode our brand message?
  - They can decode the message easily and understand that we will always listen and cater to what they want.
  - To be successful, you need to respond well to your consumers. By listening to what they want, making a poll of the most sought after additions and working on that is important. This will show them that we are gamers and we want other games to enjoy what we do. This bridges us closer to those who support us and make it possible to continue our work.
- What communication channels will work best?
  - To promote our brand message, social media is the best channel to do that. Promoting what we stand for at industry events seems redundant to what our purpose there should be fixated on.

## 5. Key issues analysis
- Opportunities for our brand
  - Fragmented market
  - Niche Market with fair potential for growth
  - No direct carbon copy competitor

- Any threats we should be aware of?
  - Simulated games dominate a lot of this field
  - Competitors games have failed with similar ideas (Food Delivery Boy)
  - We have not analyzed competitors closely enough
  - We have not analyzed customers enough
  - We have not planned on how to grow our brand
  - We have not built any plan for sales

- What brand identity can we own?
  - This requires a much more additional thoughts
    - Currently, we make games for mature audiences and do not target youth
    - We are creating a game to replicate the experiences of being a young adult that works a delivery job
    - Realistic art, Crude humour, expressionism
    - Those three factors is what the brand is currently being built on.

- Strength and weaknesses of business to respond to opportunities and threats
  - Opportunities
    - Strengths
      - 
    - Weaknesses
  - Threats
    - Strengths

- What noise exists in the marketplace?
  - Currently, none.
- Key brand issues to be addressed
  - Comprises mostly of threats listed above

## 6. Objectives to be achieved by segment
- Brand Awareness
  - Who are we selling to?
    - Age range was 15+ essentially
    - How is our Brand being sold to them?

- Brand Identity
  - Expressionist, raunchy/crude, realistic gameplay
- Brand Behaviour
  - Currently the brands behaviour is juvenile. Subtext suggests rebellious tendencies towards capitalists and government involvement/oppression

## 7. Brand Strategies
- Market segments selected and targeted
  - Premium: Those familiar with our games and have experienced our games. These customers are ones who are die hard fans and push our developments. We make additions with them in mind first and figure how to mitigate our ideas to be balanced for all.
  - Middle: These are casual players that are recurring customers.
  - Unexperienced: New entrants into the Shift family.

- Brand experience at every touch point
  - Acquisition: How do they feel when they acquire the game
  - Activation: How do they feel when logging on for the first time
  - Retention: How is our ability to keep them
  - Referral: Is our game entertaining enough to share?
  - Revenue: How are we profiting

AARRR stands for Acquisition, Activation, Retain, Referral and Revenue. In the acquire section, this metric is all about tracking a consumer and if they go to download the app or not. Example, once a user is interested, they will go to the app store and check out the product. Free games are low risk for consumers as there is no up front money the need to pay to test the product. Once acquiring the consumer by having the mobile app downloaded, the next step is activation. Simply put, activation deals with account creation, linking to an email and details their first experience in game. Retain is next, after understanding how to acquire a consumer and have them download the game. The next challenge tests a developers ability to retain the attention and interest the consumer.  A consumers first impression will dictate whether or not they will drop the game or continue playing. In accordance with that, on-boarding is vital to retention. On-boarding needs to be seamless. Clean and concise presentation with little clutter is very appealing. There is no need to overcomplicate the on-boarding. If the on-board is cluttered, this may intimidate games as they could believe there is a steep learning curve. The next steps are referral and revenue. If a consumer/user enjoys the game, word of mouth is still a very important form of free marketing. Friends wish to game together. If one friend likes it, more gamers will come. After gaining the loyalty of the player, revenue is more likely. The 'once every now and again' purchase is more likely to commence if referrals occur.

○ What will be communicated (Content)
  ○ Our brand focuses on a niche market.
  ○ Our brand is one that reacts to the needs of our customers
  ○ Our brand is built around making games for our customers and not for ourselves

○ How will we communicate (channels)
  ○ Twitter for updates
  ○ Blogs to feature a large amount of information
  ○ Instagram to showcase tiny trailers and updates on development
  ○ Forums for game discussion with fans

○ How will we maintain consistent effort across content, channels and cross functional work?
  ○ Need a marketing communications liaison to effectively tackle constant updates

## 8. Brand implementation
○ What will be done (tactics)
  ○ Identify brand
  ○ Identify our goal
  ○ Identify our consumers
  ○ Identify our competition
  ○ Provide more clarity on the market and consumer interest

○ When will it be done (timeline)
  ○ 6-12 months before release of shift

○ Who will do it (person responsible)
  ○ Marketing and Marketing communications team

○ What help will be needed (resources)
  ○ Need to set up a meeting with a web developer team that specializes with SEO management. Mindshape is a good reference. Good prior experience.

○ Brand Budget
  ○ Currently $0
  ○ If serious, this endeavour would be $30,000+ CAD

○ Contingency plans in event of blockage of marketing communications plan
  ○ Without crystallizing above issues, we cannot have blockage as we have no definitive direction.

## 9. Key outcomes for the business
○ Brand health outcomes
  ○ This will affect how the business either flourishes or falters

○ Revenue and profit impacts of brand strategies
  ○ Exponentially apparent.

○ Marketing return on investment (MROI)
  ○ If successful and a game hits home, the return is an exorbitant amount.
  ○ With no marketing and planning, the game has a low chance to yield profits and will result in loss of revenue.

## 10. Brand plan control
- Goals to be achieved by period
  - Needs to be discussed
- Information needed to track goals
  - Need to set up spread sheets and word processing dedicated to maintaining progress.

- What mechanisms are placed to test brand plan assumptions, track progress and make corrective changes?
  - Excel
  - Word