

Market Research

COMP240 Market Research

1507516

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1 Introduction

Firelock is a game being developed by R-LOC Studios. The game is a turn based multi-player First Person Shooter (FPS).

2 USPs

Strategic gameplay in a third person shooter setting. Multiplayer. Colorful art direction.

3 Target Market

The market for strategic turn-based multiplayer shooters is pretty small with only 2 popular games that have similar gameplay mechanics. These games are Valkryia Chronicles and Frozen Synapse [1, 2].

Both these games are fairly popular with Valkryia Chronicles having over 900,000[1] in sales and Frozen Synapse with just over 700,000 [2].

There is currently a large market for first person multiplayer games (citation needed).

There is also a large market for turn based games, i.e. Xcom 2[3] which has almost 1.4M in sales and Sid Meier's Civilization V which has over 10M [4].

4 Target Audience

The main Target Audience for this product is people who like games such as Valkyria Chronicles and Frozen Synapse, furthermore those who like to play games with friends. The demographic for the game would be males and females in the age range of about 12+.

Because the target audience is young and will generally not have a lot of disposable income, the game is priced at £7.99. This is almost half of what competing games are selling at. (Valkyria Chronicles is £14.99 and Frozen Synapse is £18.99) [1, 2]. The reason why the game is priced so low is because we are a new company so we need to build a reputation before being able to charge more.

5 Marketing

To help market the game R-LOC is planning to target youtube and twitch streamers and content creators to help gain interest in the game. Because streamers such as Yogscast and pewdiepie have such a large audience they can significantly help the sales of a game [5]. To help encourage streamers to review the game, R-LOC is intending to create 3D models of in game objects, which can be created using a 3D printer. The 3D objects will [6].

Free advertising i.e. social media.

humble bundle keep 95

Primary distribution will be on steam.

References

- [1] Steamspy, "Valkyria chronicles." [Online]. Available: <https://steamspy.com/app/294860>. [Accessed: 22-Mar-2017].
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- [4] Steamspy, "Sid meier's civilization v." [Online]. Available: <https://steamspy.com/app/8930>. [Accessed: 24-Mar-2017].
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