



# GAMECO'S MARKETING FOR 2017

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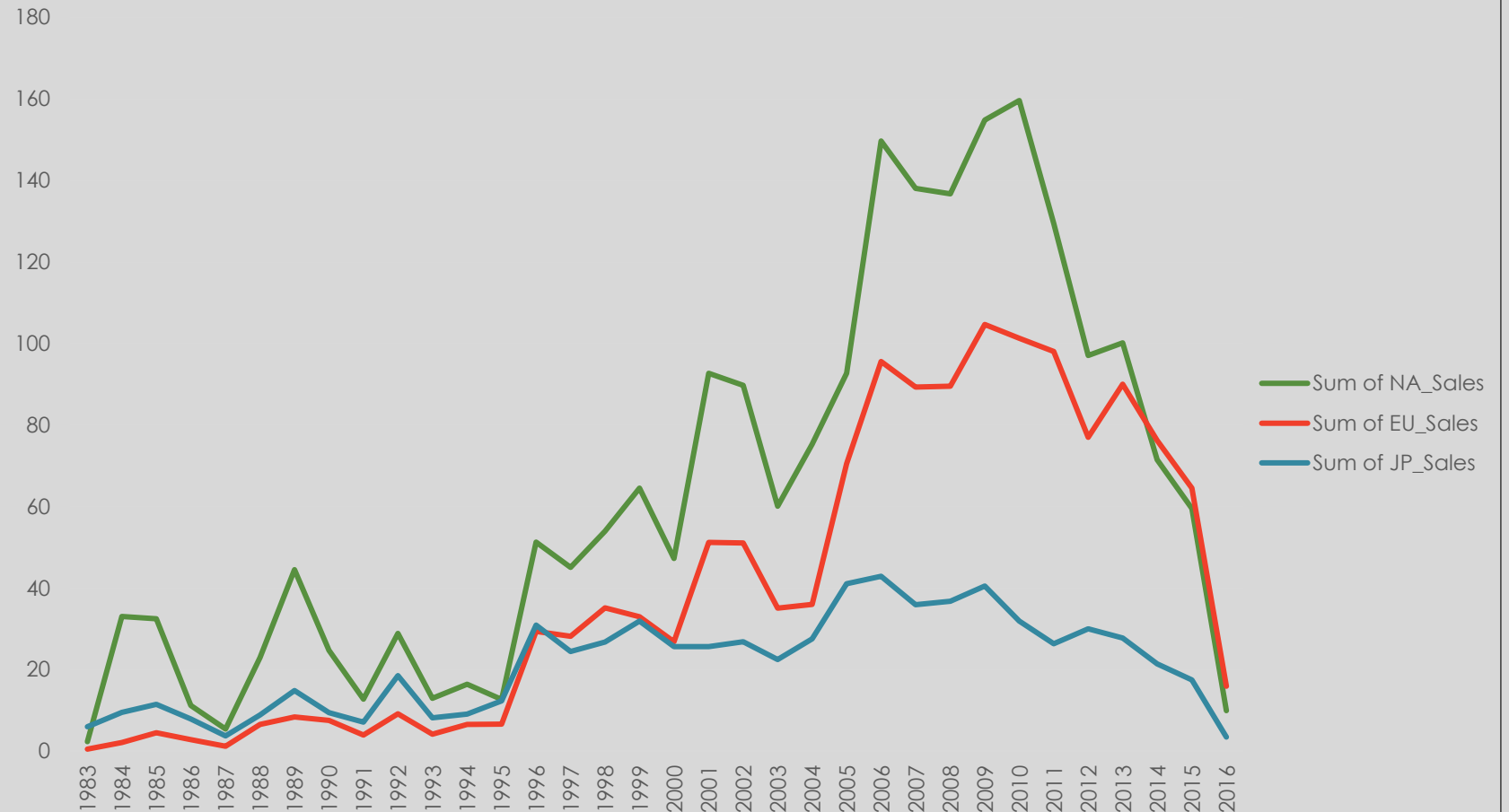
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# Introduction

GameCo's assumption is that sales have remained consistence overtime, however the data doesn't indicate this.

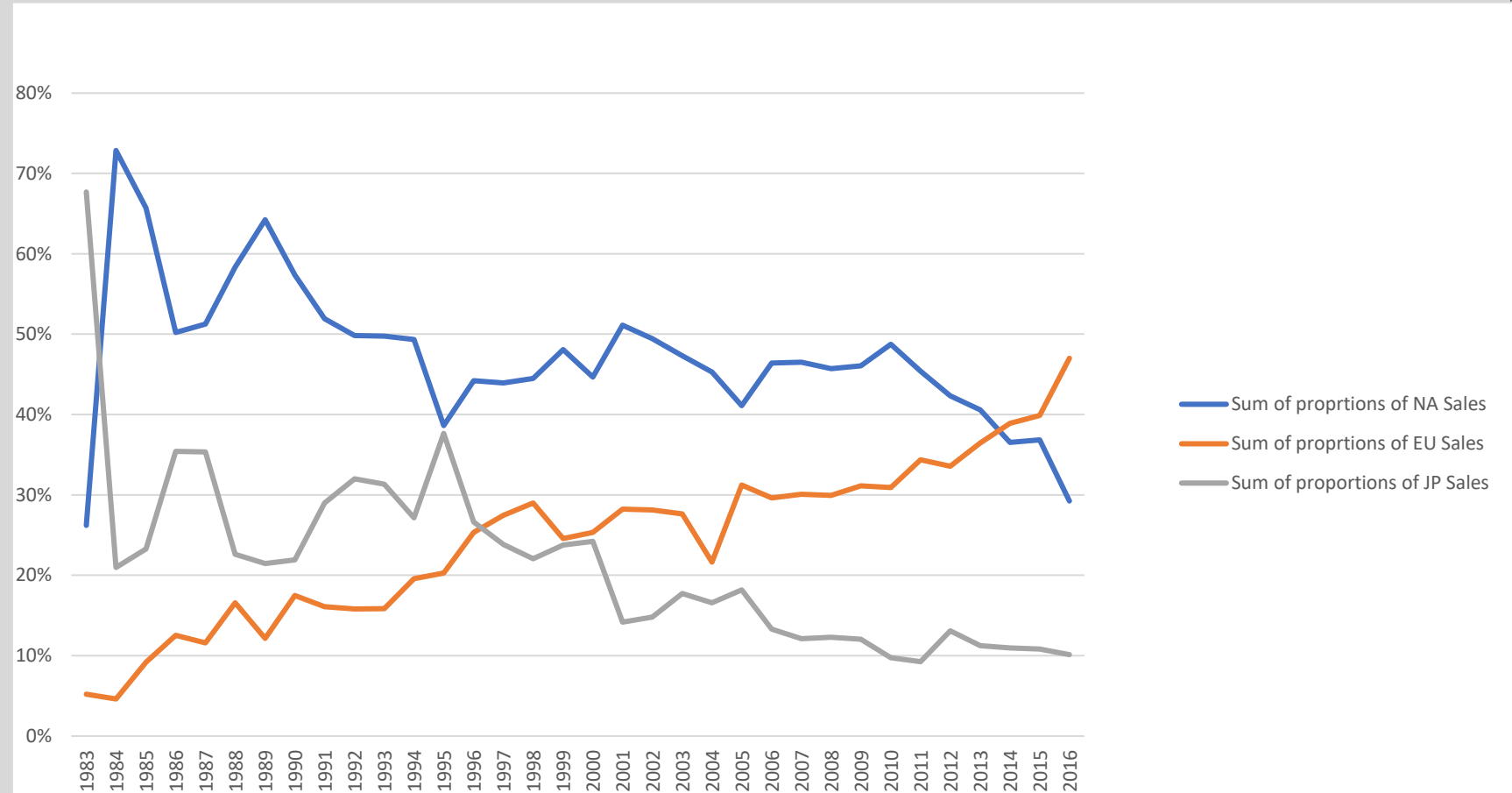
# Regional sales overtime:

- The sales for NA, EU and JP while had a slow start it boomed in the mid 90's.
- And tapered for 2007 to 2008 likely due the recession, then it peaked in 2010 to 211.
- Since then the sales have steadily decreased in all regions.



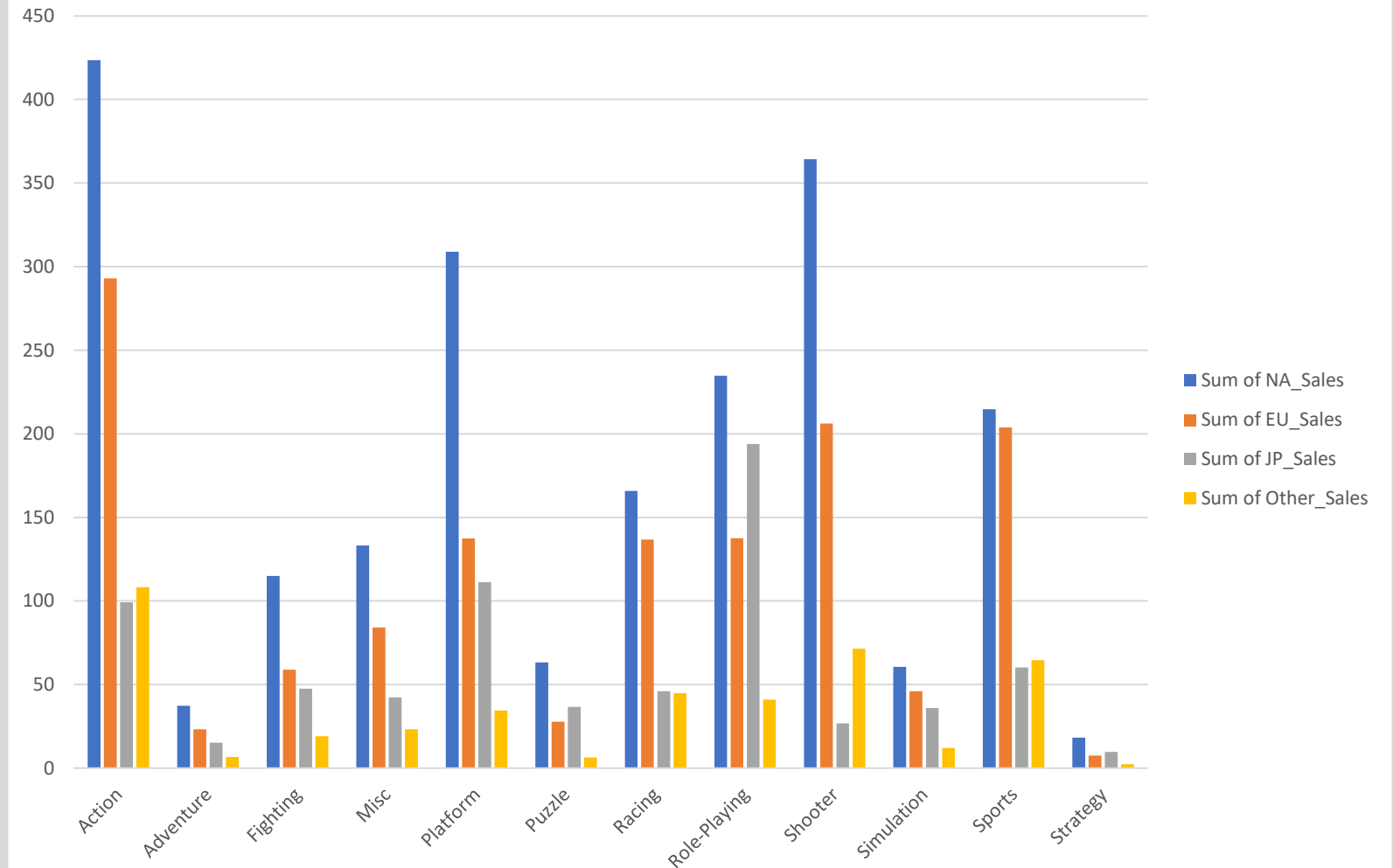
# Global sales overtime

- As the chart shows NA kept the majority of global sales
- Beginning in 1987, we see the EU steadily increase in sales over the years until it finally surpasses NA and JP in 2016.
- While both EU AND JP are increasing in sale NA is the only one decreasing.



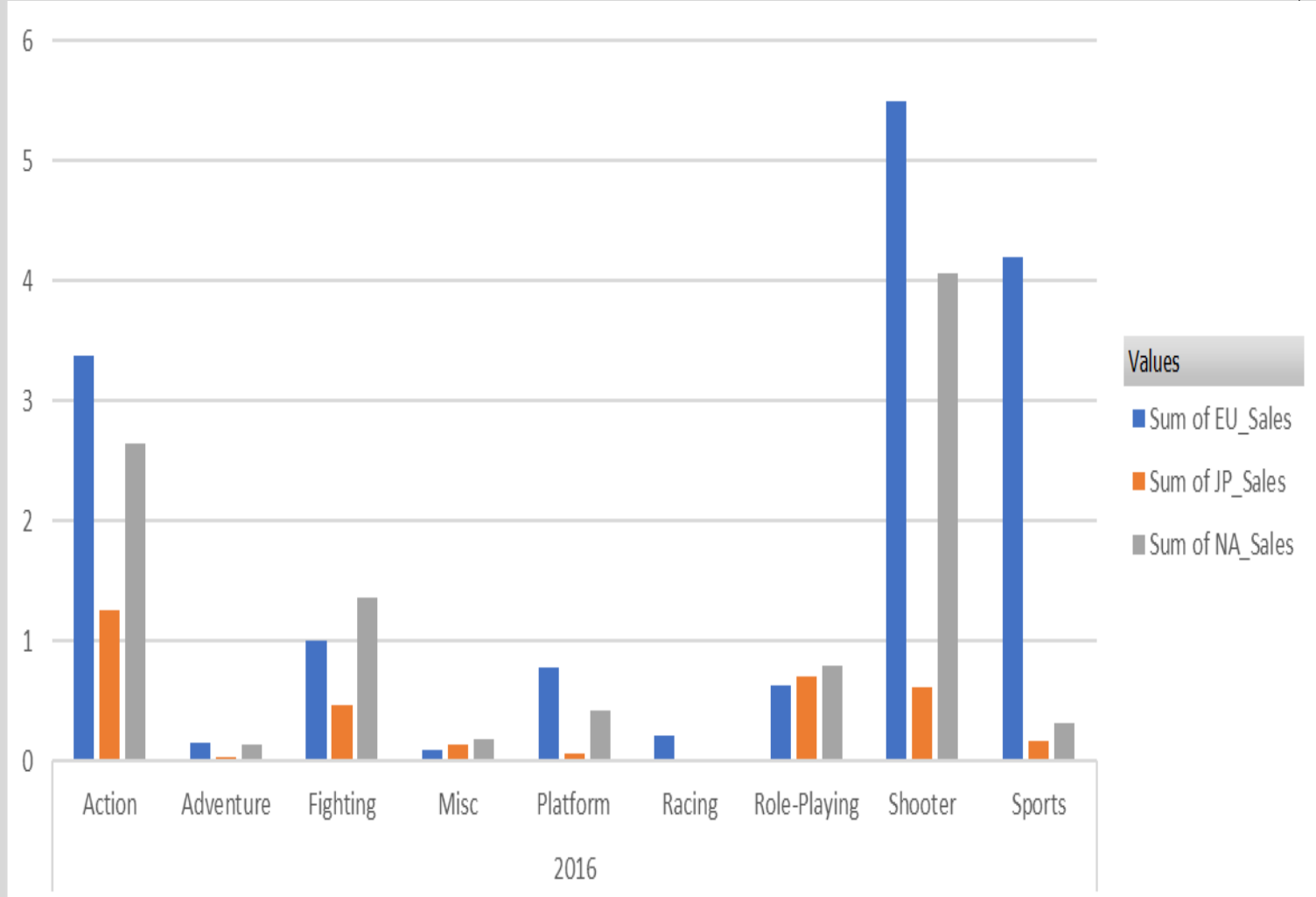
# Sales by genre

- According to the data the best selling game genre globally is the Action genre as close second shooter games in NA and EU.
- The worst selling genres are strategy games and puzzles.



# 2016 genre sales

- In EU and NA, while action games performs well in the previous years, it was out performed by shooter games.
- The same can't be said for JP sales, its highest performer is action games.



# Marketing for the future

Going into next year there are couple of areas we must focus on to succeed:

- Research on why games sales have declined in recent years and where our customer base have gone
- The data shows that games like misc. and racing don't sell well it best to faze out them out.
- campaign for locally relevant marketing and, with research, create more locally relevant games.



# Summary

- the initial assumption that sales would remain consistent over time—was incorrect. Before making any choices, I think more research is necessary to understand these times.