

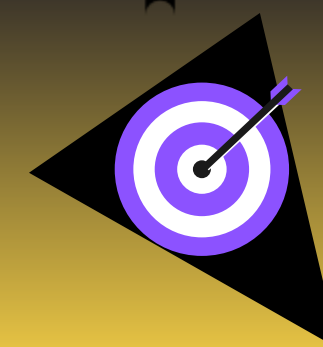
The Entertainment
Software
Association's



ELECTRONIC ENTERTAINMENT EXPO

Brought to you by

THE PETUNIA MARKETING FIRM



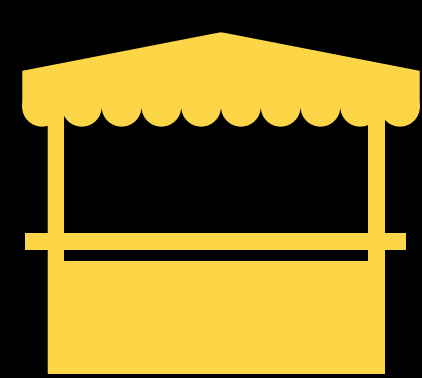
Presented by
Duncan Everson

What is the E3 Expo?

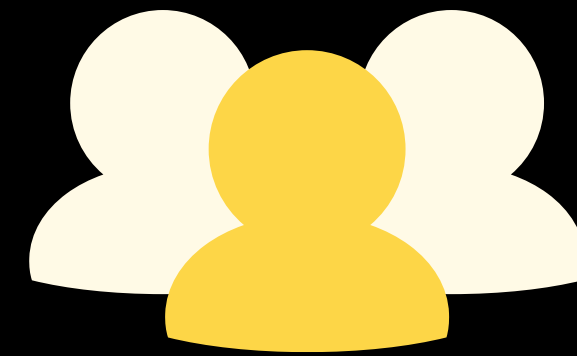


E3 Revenue Model

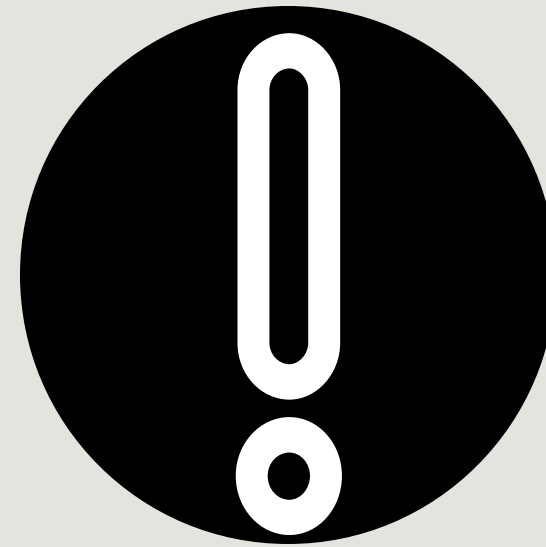




E3 Perception Map



Campaign Goals



Within a 45-day window...

Increase Excitement Towards Games at Conference

Increase by 2 points on a scale of 1-10



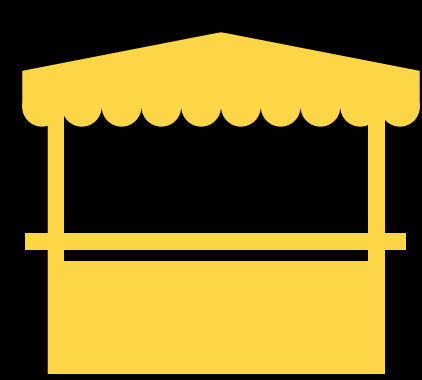
Increase Awareness of Games at Conference

Increase by 2 points on a scale of 1-10

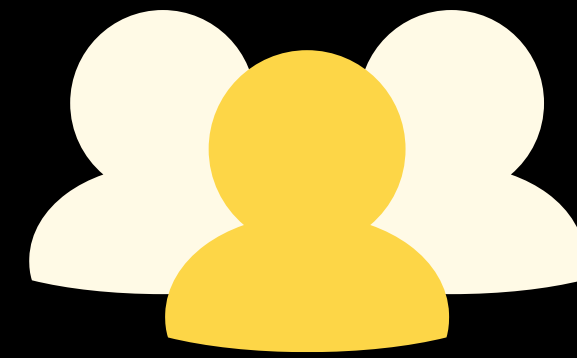


Increase Internet Traffic Surrounding E3

Increase to be 65% of total traffic in 2015



TARGET MARKETS



Primary

Secondary

Tertiary

Indie Game Developers

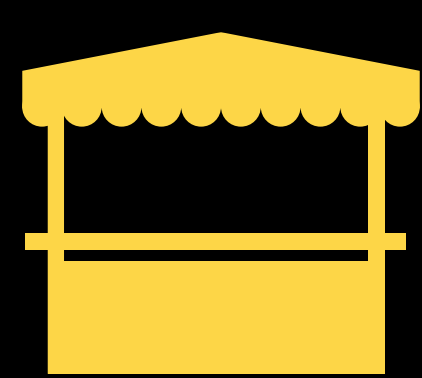


Media Firms

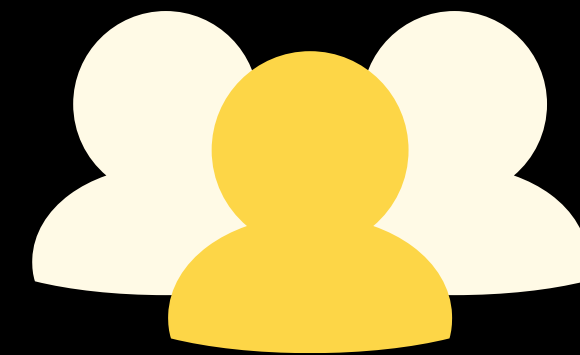


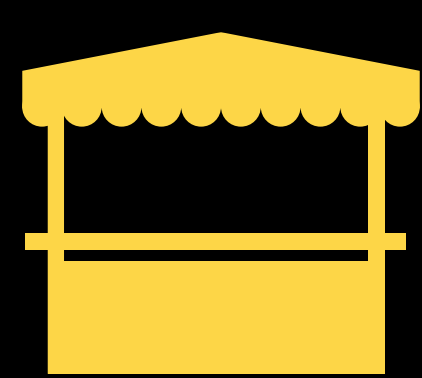
Gamers with ages 18-34



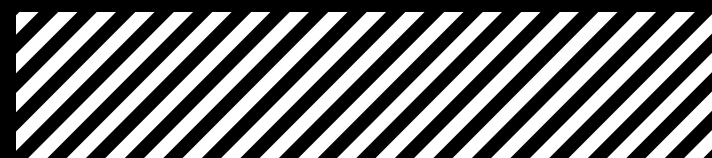
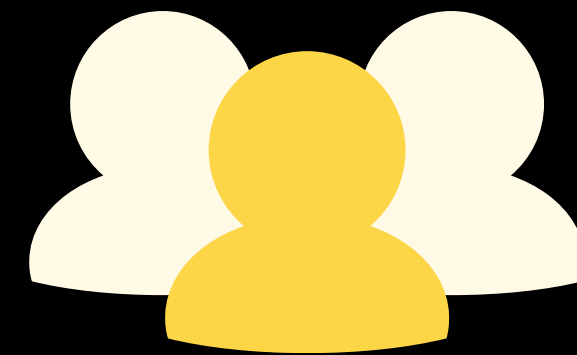


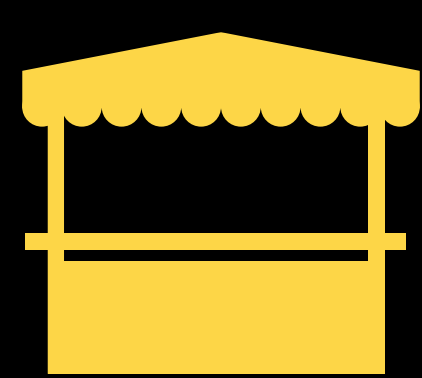
The Indie Game Section



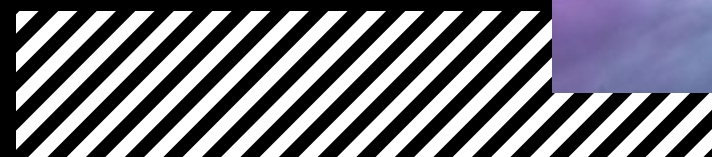
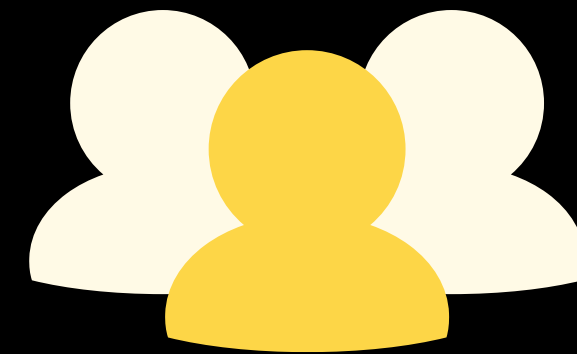


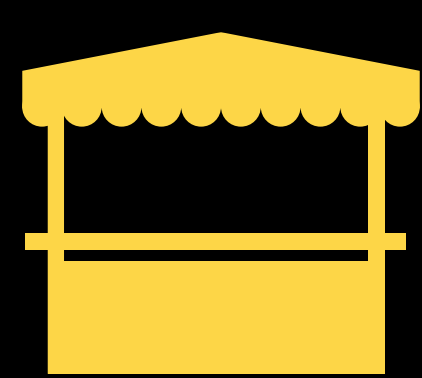
Atmospheric Expansions



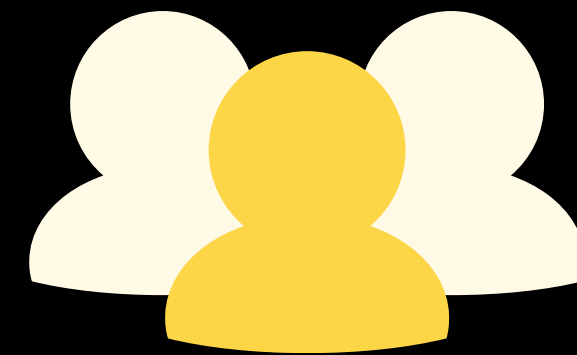


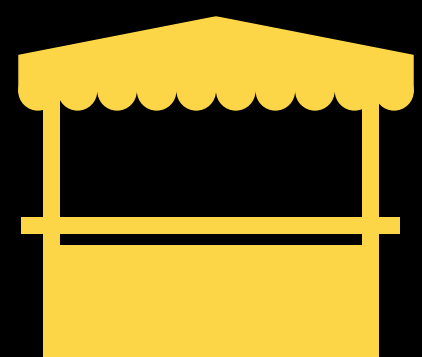
Additional Expansion Types



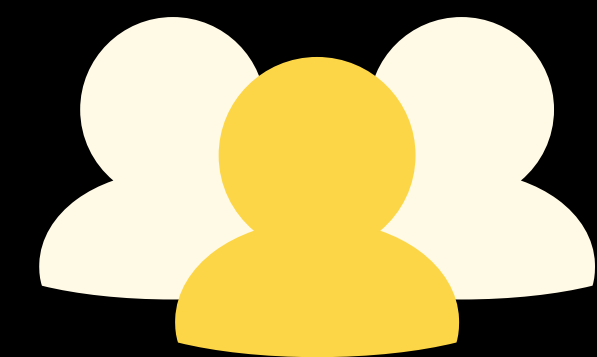


What is Channel E3?





Advertising Presence



Activity Focus

1
(Indie)

Console Stores

Google Ads

**Youtube/Twitch
Sponsorships**

Email

Solicitation of Media

Focus %

70%

2
(Expansions)

Google Ads

Email

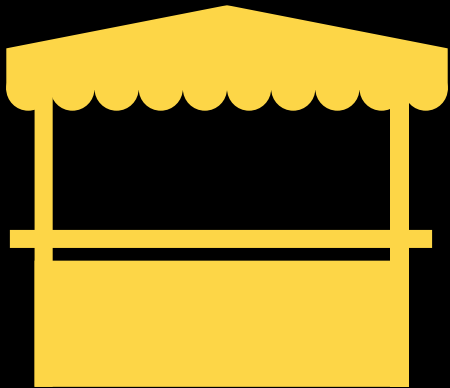
**Youtube/Twitch
Sponsorships**

15%

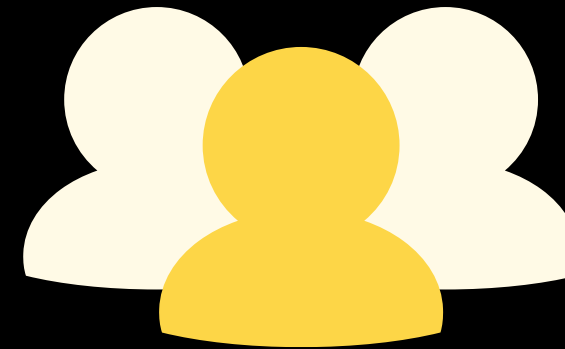
3
(Channel E3)

Solicitation of Media

15%



Budget



Impressions
55,512,229+

Phase 1 Costs

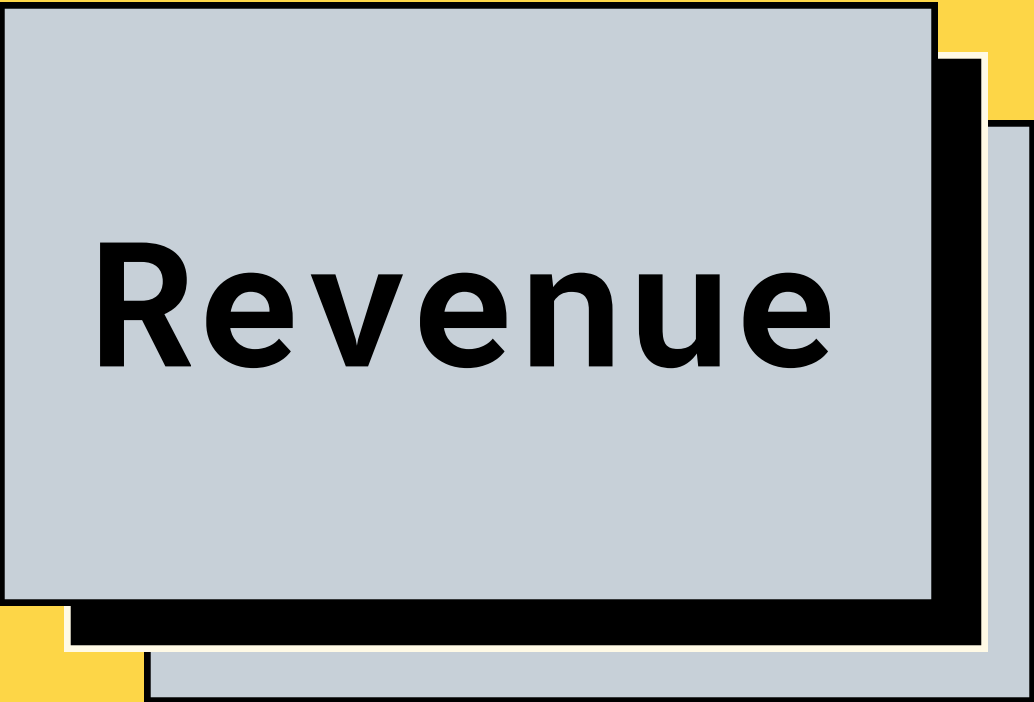
\$441,202

Phase 2 Costs

\$722,998

Budget Total

\$1,470,081



Activity	Expected Revenue	Expected Cost	ROI
The Indie Game Section	\$400,000	\$353,786	13%
Atmospheric Expand	\$800,000	\$708,312	15%
Channel E3	\$401,000	\$383,781	4.5%

Total Revenue	Total Cost	Total ROI
\$1,601,000	\$1,470,081	9%



Key Metrics

Primary

ANALYSIS OF
SURVEYS

ANALYSIS OF
SURVEYS

INTERNET
TRAFFIC

Secondary

ANALYSIS OF THE
STAKEHOLDER
FUNNELS

QUALITY OF
EXPERIENCE

ADVERTISING
CHANNEL SUCCESS

RETURN ON
INVESTMENT



Risk Mitigation

DECREASE OF HYPE/EXCITEMENT

Surveys and Test
Marketing

EXHIBITOR EMBARRASEMENT

Warnings for Poor
Behavior and
Surveys to the
Public

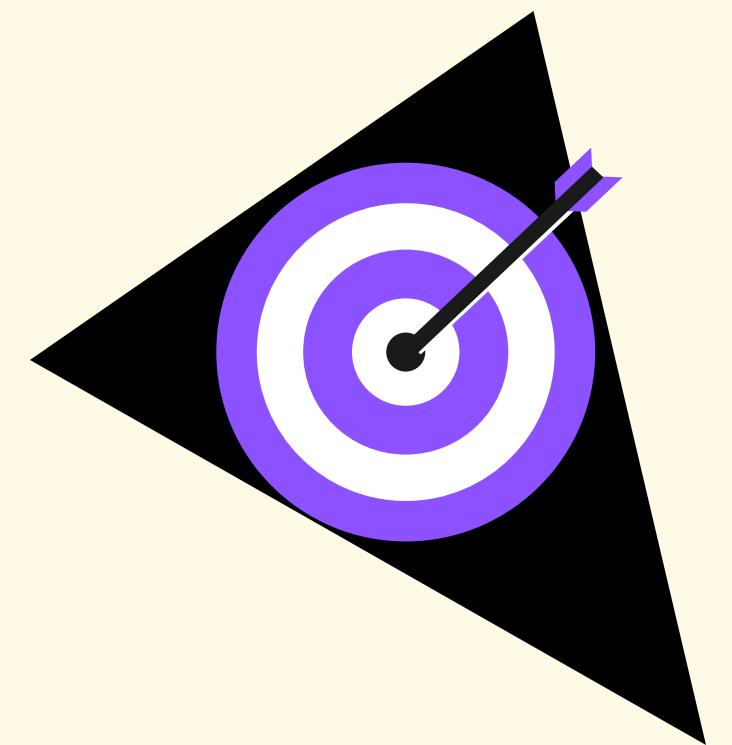
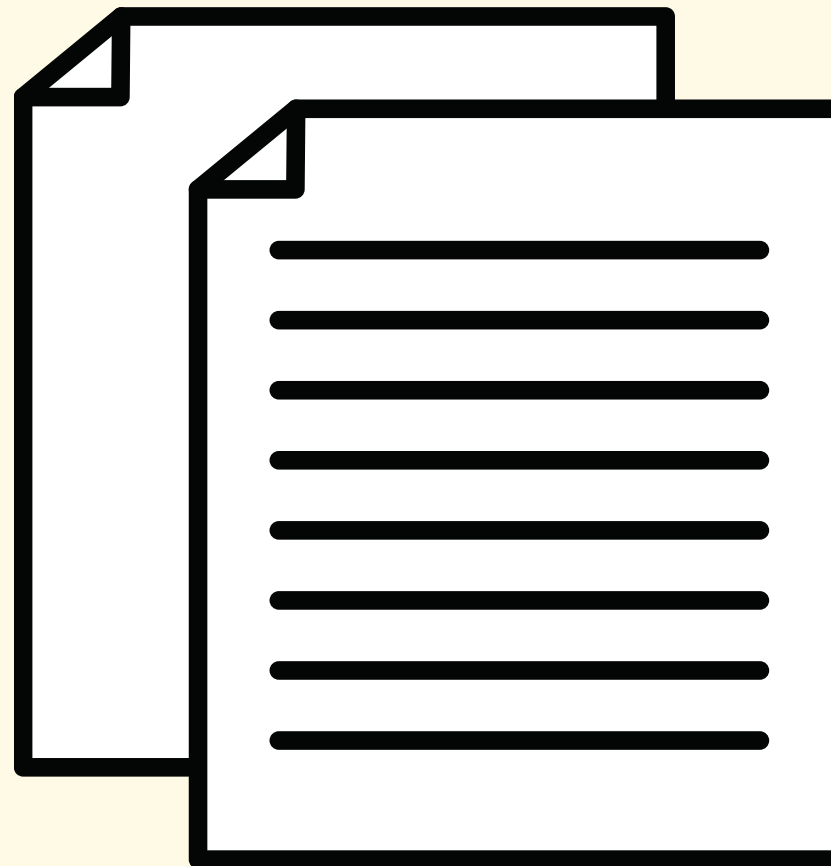
CANCELATION

Storable and
Delayable Nature
of Marketing
Activities

FAILURE

Evaluation
Periods Every 3
Days

Letter of Intent

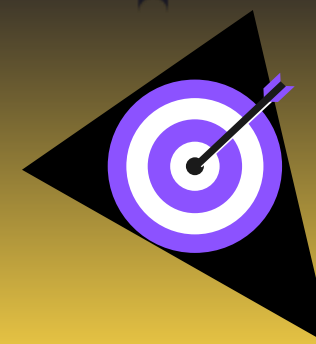




Thank You!

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