MARKETING PLAN

The Dev’s Story: Video Gaming Development in the Philippines

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# The Challenge

* Describe situation where product is entering
* Discuss general sales/promotional objectives/targets
* Describe any challenges you believe your product will face in the marketplace that will hinder its success

# Situational Analysis

## Product Analysis

* Goals
  + The goal of the website is to be the one-stop resource for gamers where they can get up-to-date releases of games, post reviews and garner a community in the forums, and to follow the said developers.
* Focus
  + The website focuses on the different skill levels of gamers, from casual to professional.
  + The website also focuses on the different kinds of gamers: Steamers, Let’s Players, and the like.
  + The website will focus on the different games of the local companies.
* Strengths
  + The website will provide detailed information about the company and the games they made.
  + It could also be a starting website for indie developers to market their games without much of the cost.
* Weaknesses
  + The website might also be of a hindrance to the actual websites of the developers considering the website may not be able to provide traffic to theirs

## Customer Analysis

* Consumer Segment
  + Gamers aged 16 – 35/40
  + Non-gamers who might be interested in playing Philippine-made video games
  + Patriotic Filipinos
* Consumer Beliefs
  + The consumer may see the website to explore new games and review them.
  + The consumer may see the website as a platform for them to advertise their games.
  + The consumer might be looking for immediate delivery of their games at the comfort of their homes.
* Consumer Attitude
  + The consumer might be a gamer and is looking for new games.
  + The consumer might be a patriotic gamer who is looking for games made by Filipino developers.
  + The consumer might be a serious professional gamer who is looking for mental and/or physical stimulation.
* Distinctive Qualities
  + Casual Gamers are gamers who sees games as pastime, or as a relaxant from the stresses experienced outside the gaming environment.
  + Professional Gamers are competitive gamers and would want to win at everything. These gamers want games that has a high-level challenge that would challenge them intellectually and/or physically.
  + Streamers are either Casual or Professional with the sole goal of entertaining their viewers (their audience).
* Unique Selling Proposition (USP)

## Competition Analysis

* Market Position
  + There are multiple websites where Filipino game developers try and market their games, these websites include Steam, Game jolt, Itch.io, indie DB, Desura, Google Play, and the App Store.
* Strengths
  + The competition has hundreds to millions of users and has stood its time allowing even foreigners to play Filipino-made video games.
  + Free platforms make it easy for the developers to just upload their games without needing a median to market the said games.
* Weaknesses
  + The competition’s websites are oversaturated with foreign developed games that Filipino-made video games are close to unknown.
* General strategies
  + The competition provides digital downloading of the games for the gamers’ easy access.
  + The competition provides easy e-commerce which allows them to use their credit cards or other various means of digital trading.
* Product Position (PP)
  + The website provides an up-to-date collection of Filipino made games for gamers and provide another platform for Filipino developers to sell and market their games to the Filipino gamer market in the future.

## SWOT Analysis

### Strengths

* The proponent has a sense of patriotism that of which the proponent wants the Philippines to be known also as a game developing country.
* The proponent believes that with a lot of gamers in the country, having a good product is beneficial to the country’s economy.
* The project can be a big project that of which it can promote a new community and a new way to advertise and market Philippine-made video games.

### Weaknesses

* The project may not look appealing enough for the gamers to stay and view the contents.

### Opportunities

* The project might provide a suitable environment for future developers and might support the website through paying to market their games.

### Threats

* The popularity of other game distributors might hinder the progress of the website

# Strategy

## Product Relativity Statement

* The website provides an up-to-date collection of Filipino made games for gamers to enjoy and/or for them to have a challenging environment with the downloaded games, which could also provide entertainment by streaming or uploading them to a video sharing platform of their choosing while also being a suitable place for Filipino developers to market and distribute their games.

## Creative Strategy Statement

* To convince Filipino gamers that the website provides an up-to-date collection of Filipino made games for them to enjoy and/or for them to have a challenging environment with the downloaded games, which could also provide entertainment by streaming or uploading them to a video sharing platform of their choosing while also being a suitable place for Filipino developers to market and distribute their games.

## Executional Guidelines

* Illustrates the parameters under which the product will be promoted
* Includes any mandatory elements (smoking warnings, logos, etc.)
* Describe the character of the product
* Guide Questions:
  + How will I portray my product? Serious? Comedic? Fun?
  + What character will best appeal to my target?
  + What should the product’s image be? Wholesome? Adventurous?
  + What should the mood of the communication be?

# Promotion

* Outline specific communication materials and tools required to achieve above strategies (i.e. print ads, TV commercials, flyers, etc.)
* Describe general outlets and situations where specific materials will be used or distributed (i.e. MRT stations, noontime shows, etc.)
* Describe alternative and non-traditional strategies that will support the promotion of the product (i.e. public relations, sampling, etc.)
* Describe projected strategic changes if:
  + Product promotion is unprecedented success
  + Product promotion is not gathering desired results

# Proposed Marketing Timetable

* Using a Gantt Chart, illustrate how particular communications materials will be introduced, utilized, sustained, and suspended.
* Project approximately a year into the future.

# Final Marketing Materials and Designs

* Includes final versions of all promotional materials
* Ideally should be deprived from previous studies but should also be reflective of product’s image and strategies