MARKETING PLAN

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

Juan Carlos Santiago

(Month) 2018

# Executive Summary

# 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

* Outlines the nature of the product for easier identification of strategies
* Determine product’s:
  + Goals (what the product wants to achieve)
  + Focus (what specifically does the product tackle)
  + Strengths (what are the advantages of the product)
  + Weaknesses (what are the disadvantages/hindrances of the product)
* Goals
  + The goal of the website is for Filipino gamers to find and patronize Filipino-developed Video Games
  + It will also serve as a one-stop gamer circle where you may post on forums where they would talk about the games and their reviews.
* Focus
  + ??
* Strengths
  + The website will provide detailed information about the company and the game
  + 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

* Outlines the nature of the primary (or even secondary) customer to identify specific strategies
* Answer the following questions:
  + Who is the target consumer/buyer/audience? (Consumer Segment)
  + How does the consumer/buyer/audience see the product? (Consumer Beliefs)
  + Why do they see it that way? (Consumer Attitude)
  + What makes the product different from other products? (Distinctive Qualities of the physical product)
* What is the USP? (Unique Selling Proposition)
* Consumer Segment
  + Gamers aged 16 – 35/40
  + Non-gamers who might be interested in playing Philippine-made video games
  + Patriotic Filipinos
* Consumer Beliefs
  + ??
* Consumer Attitude
  + ??
* Distinctive Qualities
  + ??
* Unique Selling Proposition (USP)

## Competition Analysis

* Outlines the nature of competing products to determine specific strategies
* Determine the following:
  + Market position (how strong is the competition in the marketplace)
  + Strengths (what are the advantages of the competing product)
  + Weaknesses (what are the disadvantages of the competing product)
  + General strategies (what strategies/tools/techniques do the competing products use to promote or market themselves)
* Discuss the trends in the marketplace and if there is still a need for your product or if your product is anticipating a change in the trend
* How should the product be positioned in the marketplace? (PP)
* Market Position
  + There are multiple websites where Filipino game developers try and market their games, these websites include Steam, Game Jolt, Itch.io, 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.
* Weaknesses
  + The competition’s websites are oversaturated with foreign developed games that Filipino-made video games are close to unknown.
* General strategies
  + ?????
* Product Position (PP)
  + ??

## 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



### Opportunities

### Threats

* (The opportunities and threats above are external in nature and can come from competition, the market, the economy, or other external elements)

# Strategy

## Product Relativity Statement

* Summarizes the above analyses into a coherent statement or strategy
* The PRS (Product Relativity Statement) is the resulting rational or emotional benefit that comes from the combination of the USP (Unique Selling Proposition) and the PP. This can be shown as USP + PP = PRS
* Is presented as a sentence for clarity.
* Sample
  + *My Pet Plant is the ideal companion and pastime for people regularly working on computers*

## Creative Strategy Statement

* Developed from a PRS and summarizes the marketing strategy that the product will follow
* Presented as a statement for clarity
* General Format:
  + *To convince <target market> that <Product Relativity Statement> because <Unique Selling Proposition>*
* Discuss the expected consumer/buyer/audience response to this strategy
* Guide Questions:
  + What are your desired results?
  + What actions would you like your consumer/buyer/audience do after being subject to your marketing strategies?
* Sample:
  + *To convince* ***students and your professionals aged 16 to 25*** *that* ***My Pet Plant is the ideal companion and pastime for people regularly working on computers*** *because* ***it provides a low-maintenance, yet interactive, activity that brings together real-life nurturing and online, inter-personal communication and communities****.*

**Target Market** + **Product Relativity Statement** + **Unique Selling Proposition**

## 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