

Meeting summary (28/10/2022)

Marketing department:

Our latest marketing campaign didn't work out well, our social media publications are almost full of dislikes and polemic, and we are reaching red numbers. We estimate the losses will reach 200.000 dollars and invest shall be from at least 672.000 \$.

The finance department invested the same amount of money in both the marketing and production department. This is a really important problem; marketing doesn't require that much money for now, and designers are burnt out; thus, finance department doesn't seem to worry about this issue.

Anyways the Halloween campaign seems to be working pretty bad too, so we expect the X-Mas campaign to produce enough to cover the losses from the last two campaigns. Yet again, we find ourselves in another problem: The game to come out must be delayed at least half-a-year, and we only have a DLC and a collab to announce. We have figured out some few ways of solving this, which include:

- Proposing Netflix a collaboration for making a movie or a series out of our trilogy. We think it will be one of the most important projects mainly because of the big fan base we have been building over these years. Is expected that it will increase the amount of selling products by 60%.
- New merchandising.
- Looking for investors on the market.

Without these solutions, the company may go bankrupt, we cannot afford another bad marketing campaign, and products aren't coming out when needed. We still have hope on the company, and pray for the solutions proposed to actually have an impact on the following marketing campaign.

The marketing team:

- Sergio Navarro Baute.
- Tomás Odasso Rodz.
- Iván Díaz Dorta.
- José María Frías Tejera.