

# **GAMECO MARKETING STRATEGY 2017**

**FINAL PROJECT PRESENTATION**

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# **AGENDA**

Project Brief

Key insights

Additional insights

Recommendations

# SCENARIO

It is October 2016 and GameCo's executive board is planning the marketing budget for 2017.

# AUDIENCE

GameCo's executives:

- Vice President of Marketing
- Chief Financial Officer
- Senior Vice President of Sales

# HYPOTHESIS

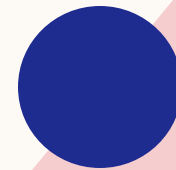
Sales for the various geographic regions have stayed the same over time.

# GOAL

Data Analytics are asked to look into the data to test the hypothesis. If it's not true, the marketing budget will need to be redistributed among the regions to maximize return on investment.

# KEY INSIGHTS

Hypothesis analysis



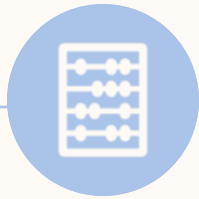
“

IT'S ESSENTIAL THAT WE UNDERSTAND SWINGS IN THE MARKET. IF ONE MARKET BECOMES MORE DOMINANT OVER TIME IN TERMS OF SALES, WE'LL WANT TO KNOW SO WE CAN MAKE SURE WE HAVE A SUFFICIENT NUMBER OF SALES REPS SERVING THAT MARKET.

”

Senior Vice President of Sales

# 3 MAIN TAKEWAYS:



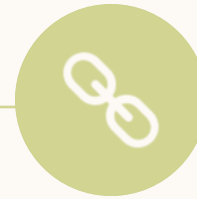
## GLOBAL SALES

Global sales per region:  
We can notice that since 2008 **all 3 markets have shown a decrease in sales.**



## GLOBAL SALES CONTRIBUTION

Global sales contribution per region: We see slow growth in sales on European and Japanese market. **North American market shows the trend of declining sales**



## TOTAL GLOBAL SALES CONTRIBUTION

NA, Europe, and Japan, our 3 biggest markets **dropped by 10% in Global Sales**, losing their sales to other markets.



# GLOBAL SALES

We can notice that since 2008 **all 3 markets** have shown a decrease in sales of:

North America

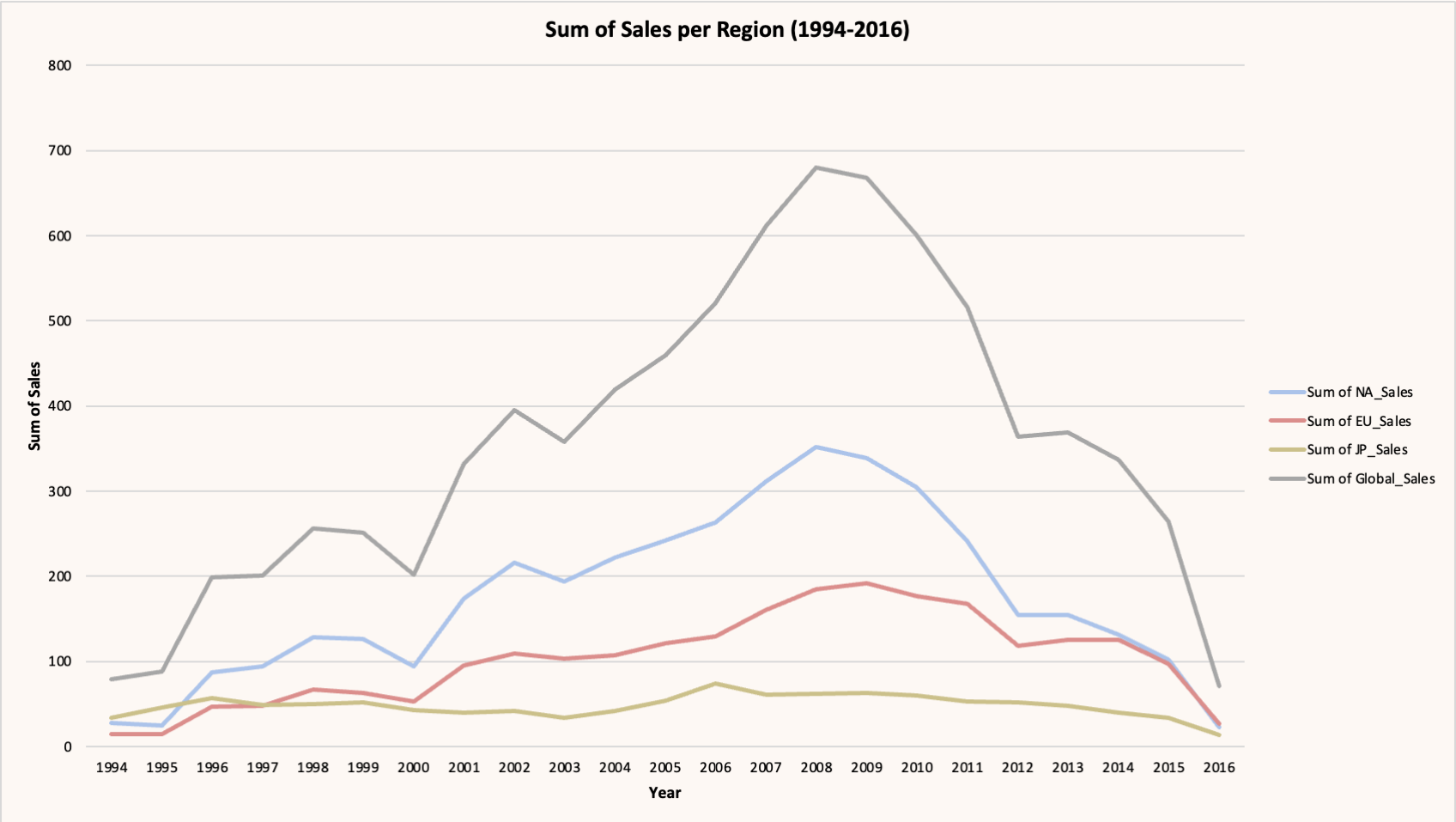
94%

Europe

86%

Japan

78%

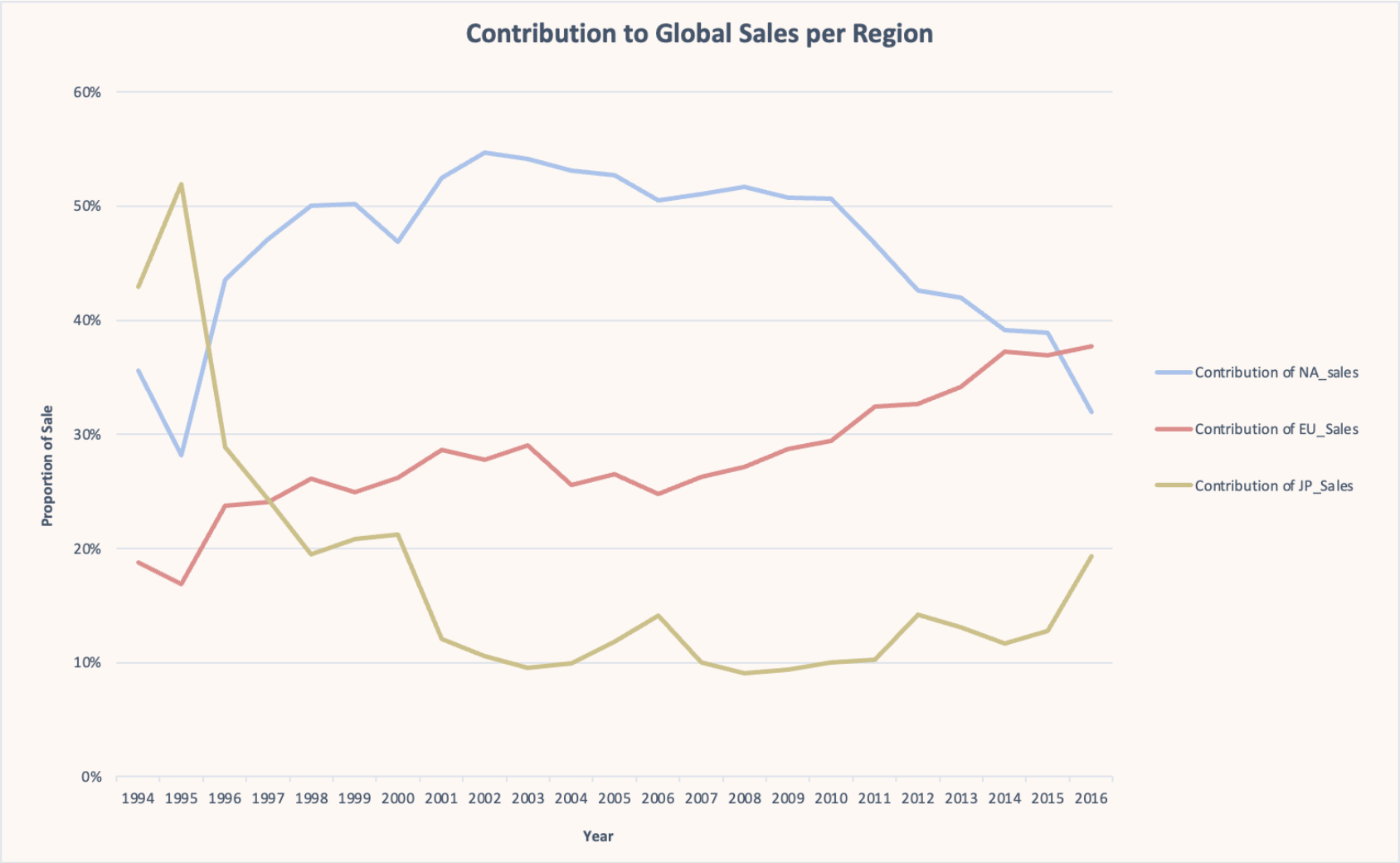






# GLOBAL SALES CONTRIBUTION

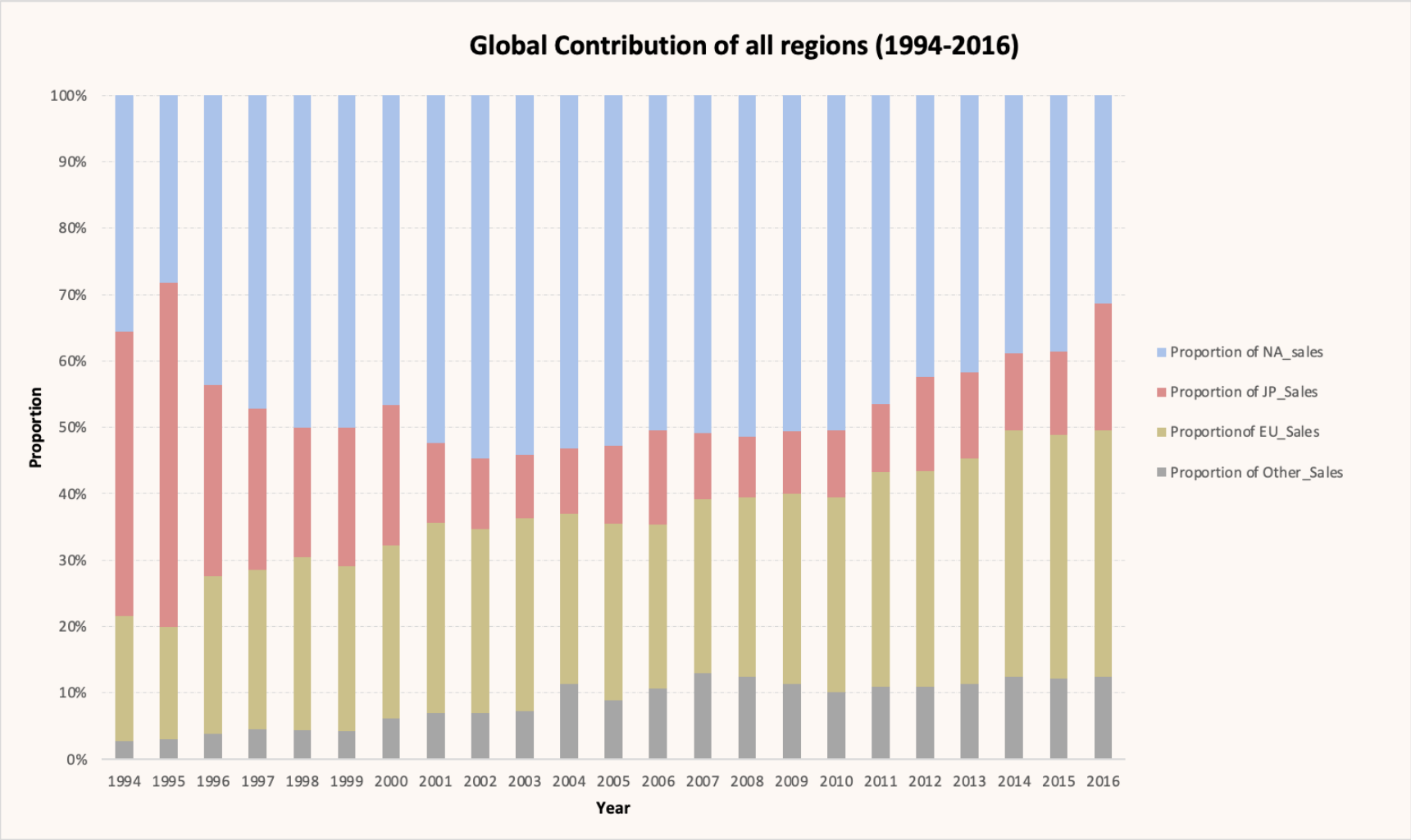
Europe has a slow but steady growth in sales, surpassing the **NA** contribution in Global sales in 2015. **NA** has the biggest contribution in sales, and the fastest declination. **Japan** has a slow growing curve with volatile nature (spikes in years 2000., 2006. and 2012.)





# TOTAL GLOBAL SALES CONTRIBUTION

NA, Europe, and Japan, our 3 biggest markets **dropped by 10% in Global Sales**, losing their sales to other mar kets.



# CONCLUSION

Looking into the data (focus years 1994-2016), we can see that the hypothesis is not correct. The markets sales are declining, steadily in Europe and Japan and rapidly in North America.



# **ADDITIONAL INSIGHTS**

Anomalies in the Global Sales

Contribution graph

(spikes in years 2000., 2006. and 2012)

“

IT'S IMPERATIVE THAT WE KEEP TABS ON COMPETITORS AND WHAT SHARE OF THE MARKET THEY'RE GAINING OR LOSING. PART OF HOW WE COMMUNICATE OUR SUCCESS TO INVESTORS IS BY SHOWING HOW WE'RE ABLE TO GROW OUR BUSINESS IN AN AREA WHERE A COMPETITOR'S BUSINESS IS SHRINKING.”

**Chief Financial Officer**

# PLATFORMS

2000

Play Station 2 by Sony, Game Boy Advanced by Nintendo and Xbox by Microsoft

2004-2006

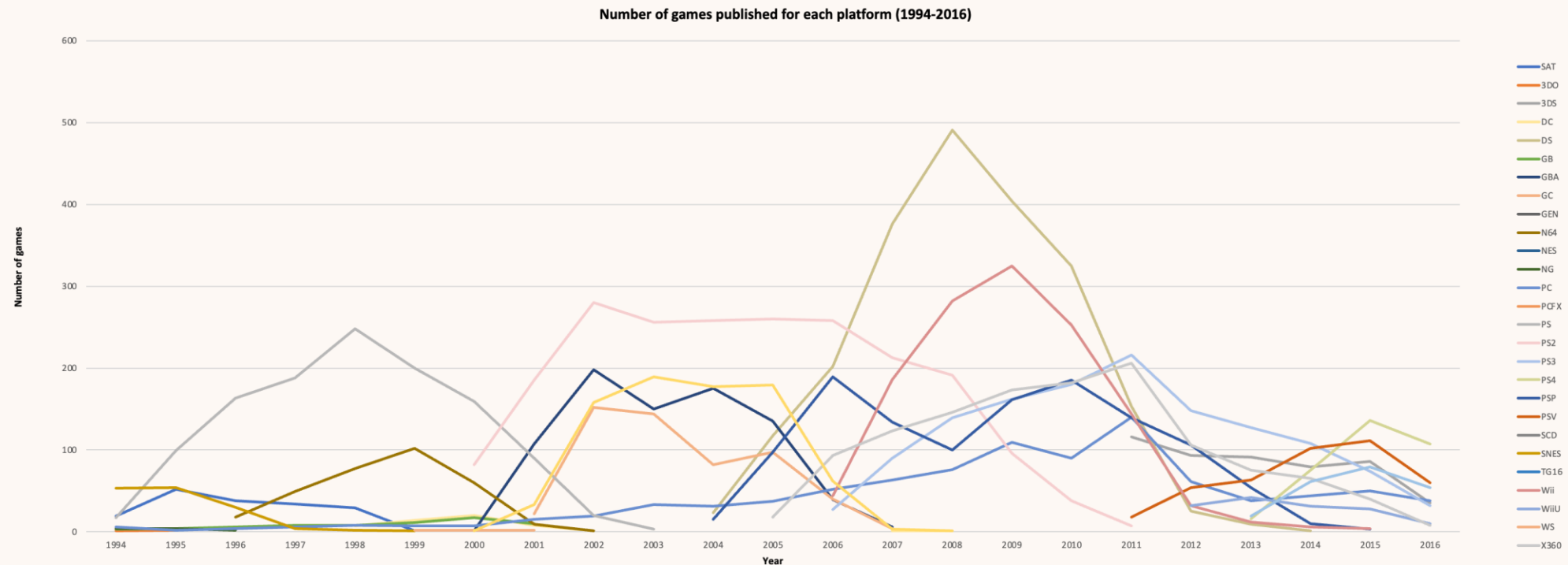
Nintendo DS and PlayStation Portable (2004), X360 (2005), Wii and PlayStation 3 (2006)

2012-2013

PlayStation4 and PlayStationVita (2012), WiiU and XOne (2013)



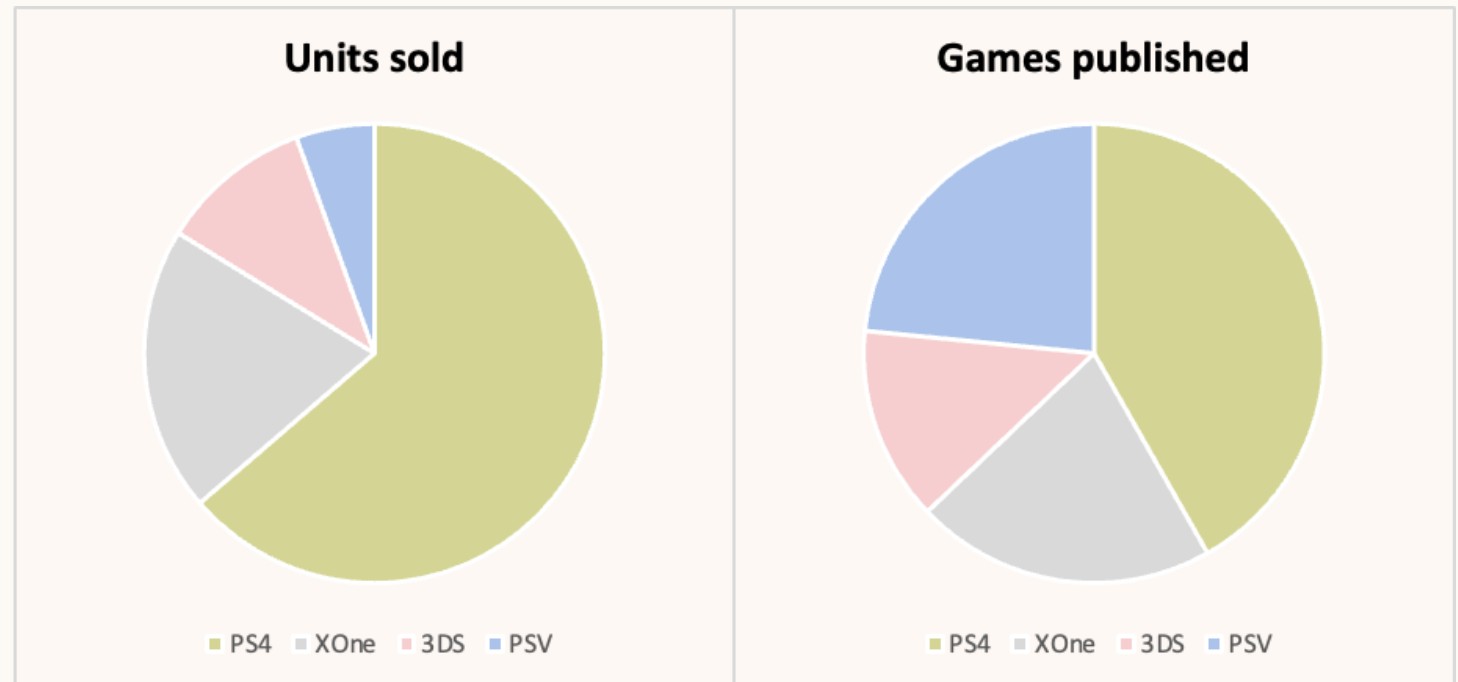
**FINDING: NEW PLATFORMS BEING RELEASED GLOBALLY IN THE JAPAN'S SPIKE YEARS**



# TOP PLATFORMS - 2016

PLATFORM	GAME UNITS SOLD	GAMES PUBLISHED
PS4	39,25	107
XOne	12,37	54
3DS	6,6	35
PSV	3,4	60

**FINDING: THE DISCREPANCY  
BETWEEN SALES AND  
PRODUCTION FOR PSV GAMES**



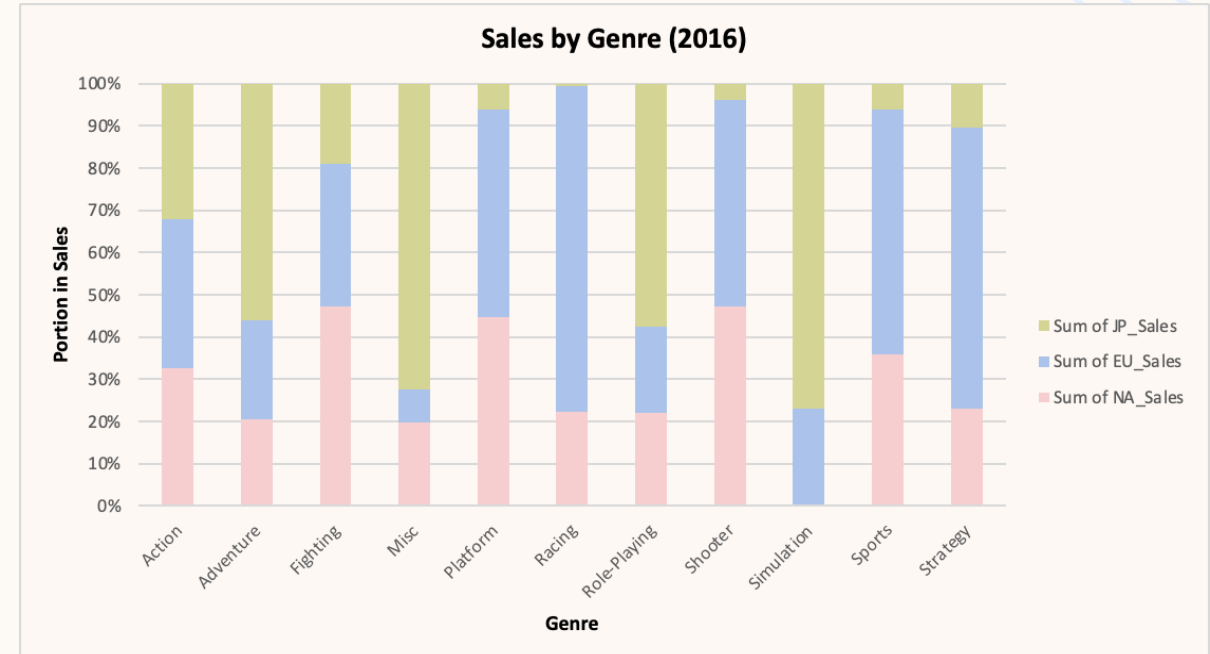
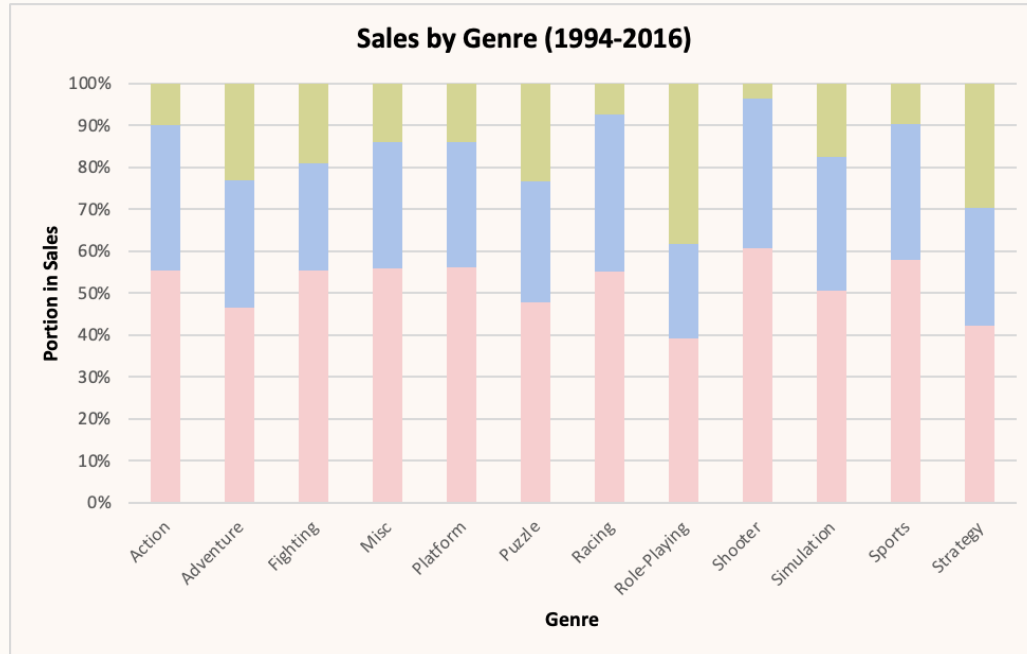
“

WE'RE ALWAYS EAGER TO KNOW WHICH GENRES OF GAMES ARE PERFORMING THE BEST SO WE CAN ALLOCATE OUR MARKETING BUDGET EFFICIENTLY. ”

Vice President of Marketing



# GENRES



**FINDING: JAPANESE MOST POPULAR  
GENRE IS ROLE-PLAY GAMES; NA AND  
EU ACTION, SHOOTER AND SPORTS**



# RECOMMENDATIONS

## 1. CONSIDER INVESTING INTO DIGITAL DOWNLOAD AND MOBILE GAMES

From the first insight it is evident that old technologies are dying out and new ones taking over – we should adjust.

## 3. PUBLISH GAMES ACCORDING TO MARKET NEEDS

We saw how production of games for PVS platform is way bigger than need. This should be revised.

## 2. EXPLORE NEW MARKETS AND INVEST TO EXPAND ON EUROPEAN REGION

European region shows biggest growth in sales, so taking action to understand users' needs and invest in marketing strategies.

## 4. FOCUS EFFORT ON PROMOTING MOST POPULAR GENRES

With our findings on popularities in our 3 biggest regions we should focus on promoting them to the end users.



**THANK YOU**