



GameCo Marketing Strategy

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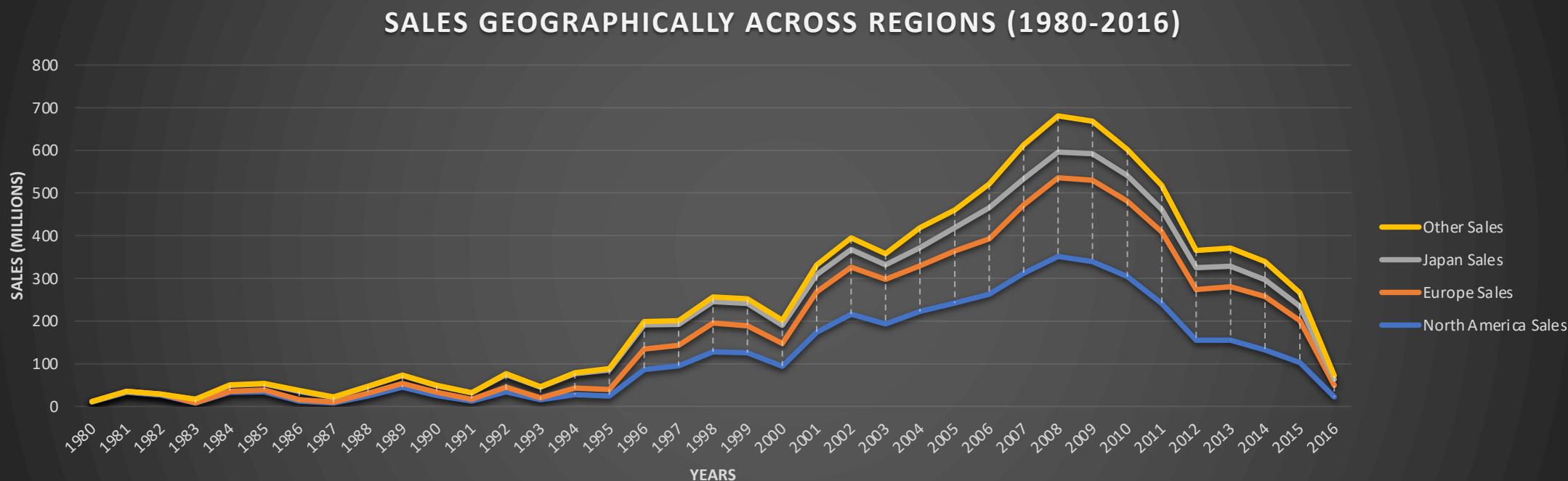


THE GAMECO PLAN ANALYSIS

The data set from 1980 till 2000 isn't relevant information for GameCo's Analysis due to the market shifts and period of time.

There was a shift in the industry in 2000 causing a spur across all regions and affected their sales.

The sales did not remain the same overtime and eventually declined beginning 2008.

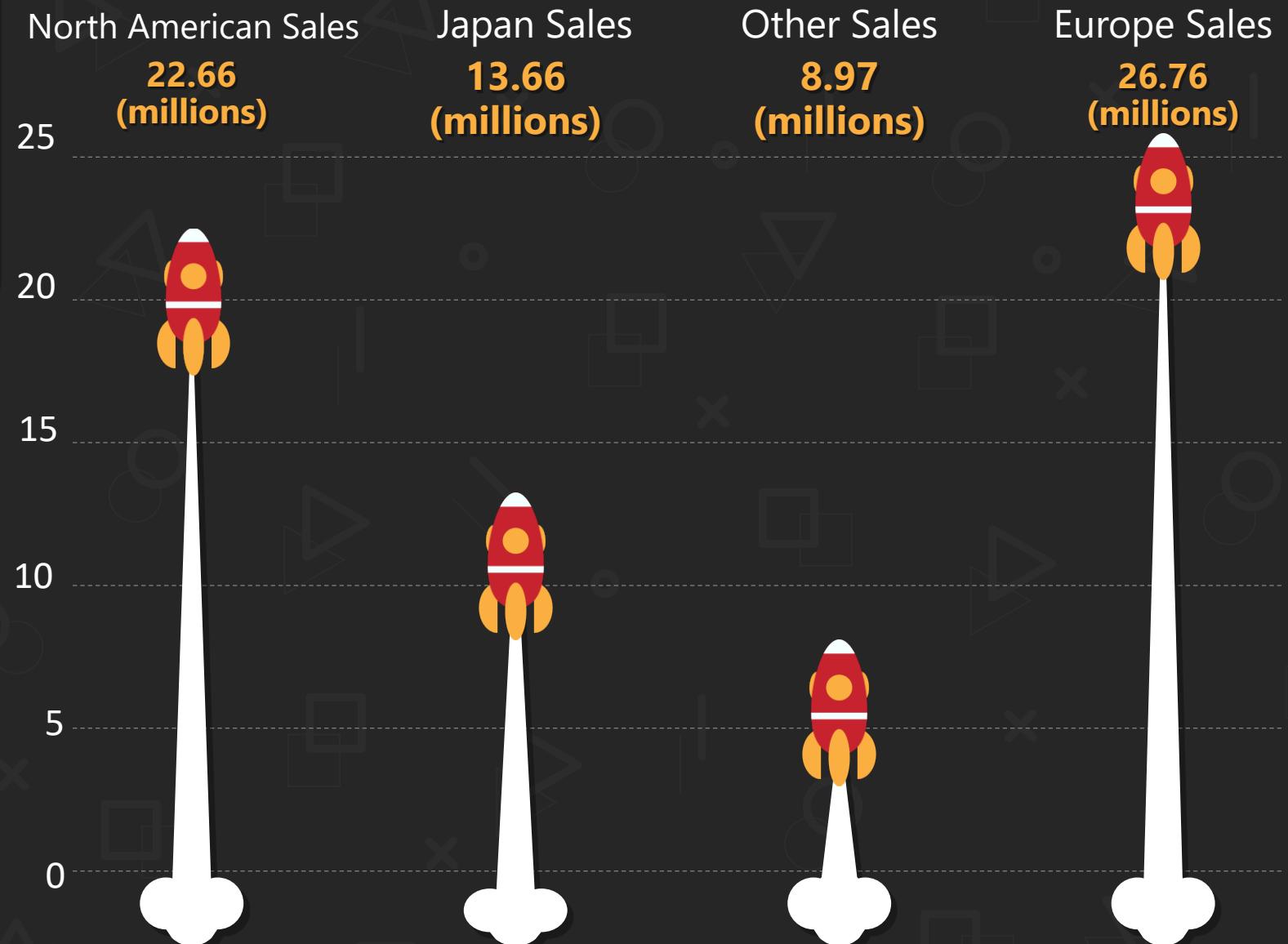


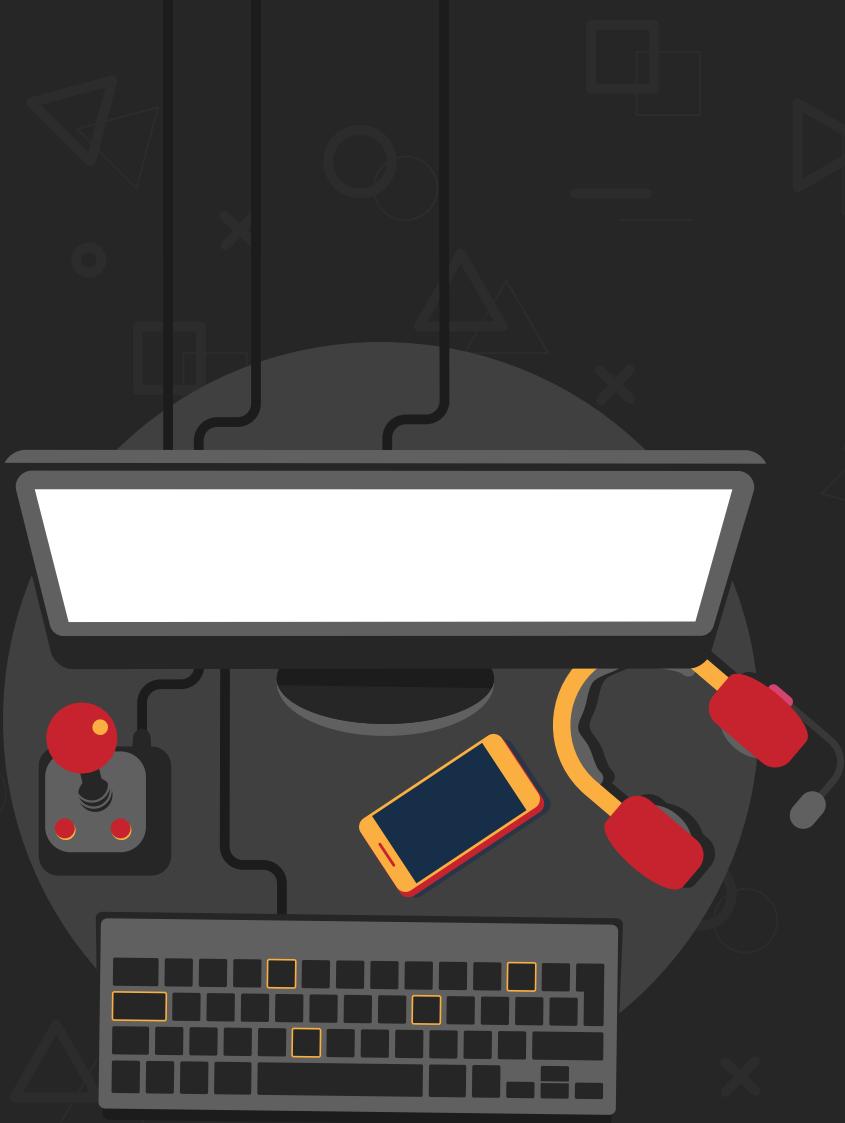


2016 Sales Margins

The sales preview the final sales margin by region by the year 2016.

We notice that there's a continuous trend in the North American and European regions which produces a lot more than any other region.





WHAT HAVE WE OBSERVED IN CONCLUSION?



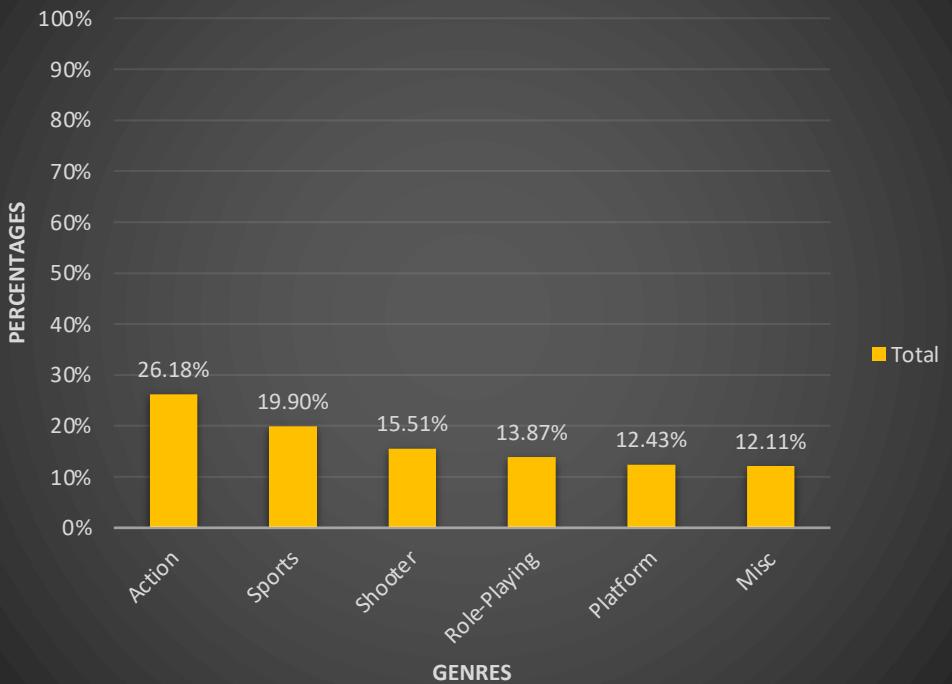
- ✓ Europe has the most consistent upward trend in their overall market.
- ✓ The market is volatile and seems unpredictable in the years 1980-1996
- ✓ The relationship between regional and global sales is positive. North America has accounted for the largest share of global sales since 2008. Consequently, the region's sales decline is probably a significant factor in the overall decrease in sales.



TOP 6 GLOBAL GAME GENRE

Globally, the six most popular game genres, out of a total of twelve, are as follows by sales: Action, Sports, Shooter, Role-Playing, Platform, and Miscellaneous.

2016 TOP 6 GAME GENRES GLOBALLY



Sports
19.90%



Role-Playing
13.87%



Misc.
12.11%



Action:
26.18%



Shooter
15.51%

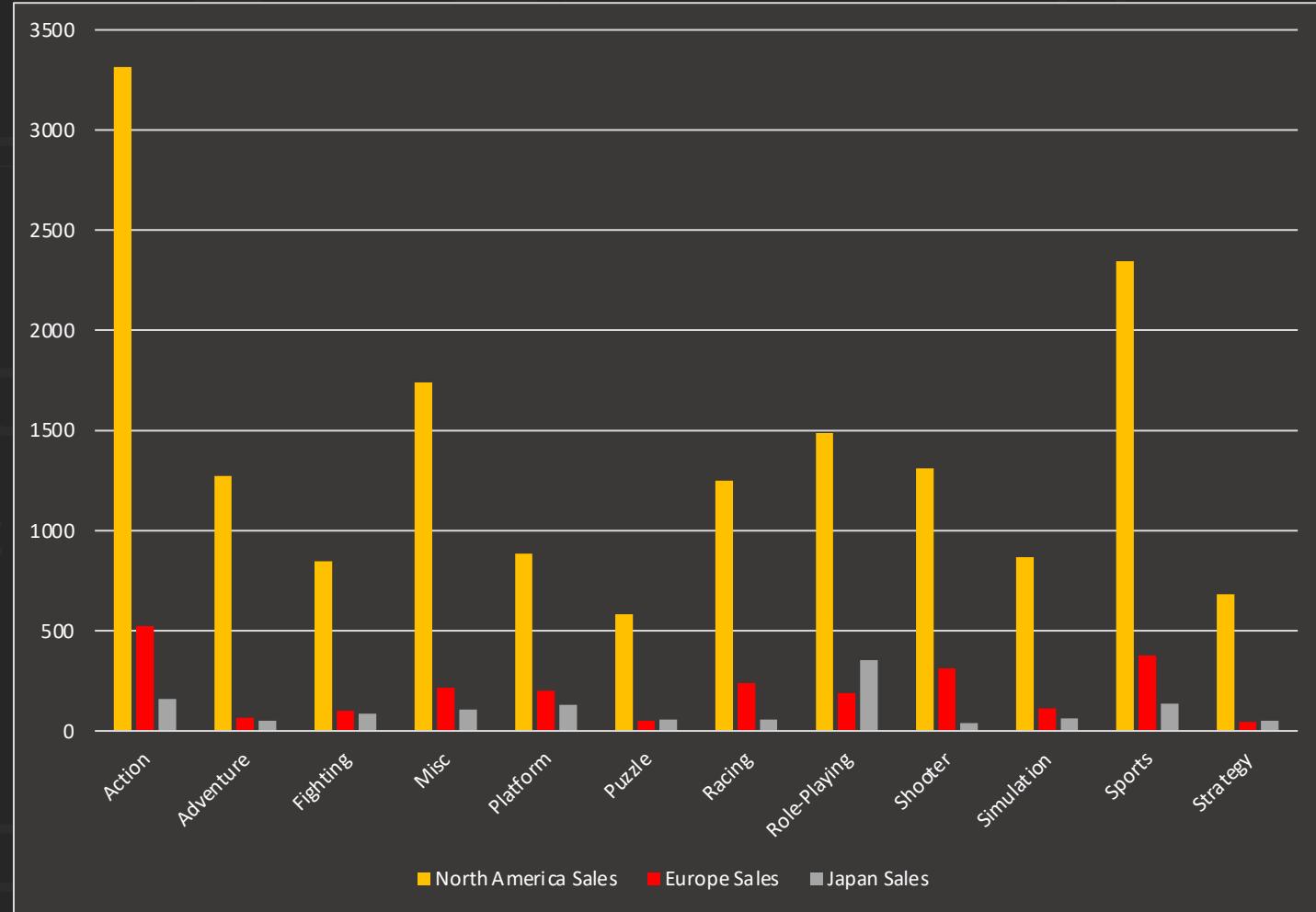


Platform
12.43%



26% is devoted to Action, the highest proportion of any genre in 2016 globally.

REGIONAL SALES BY GENRE (2000-2016)



EUROPE

The European and Japanese regions are head to head almost having similar sales margins within the genres of: Adventure, Fighting and Role-Playing.,.



NORTH AMERICA

North American clearly dominated across the board in all genres.



JAPAN

Japan is the anomaly and differs from the other regions performing lower than anticipated.

Uncharted 4: A Thief's End	1.3 million
Tom Clancy's The Division	1.28 million
Madden NFL 17	.92 million

NORTH AMERICA

Yokai Watch 3	1.27 million
Dragon Quest Monsters Joker 3	.63 million
Yokai Sangokushi	.55 million

JAPAN



FIFA 17	3.75 million
Uncharted 4: A Thief's End	2.07 million
Tom Clancy's The Division	1.61 million

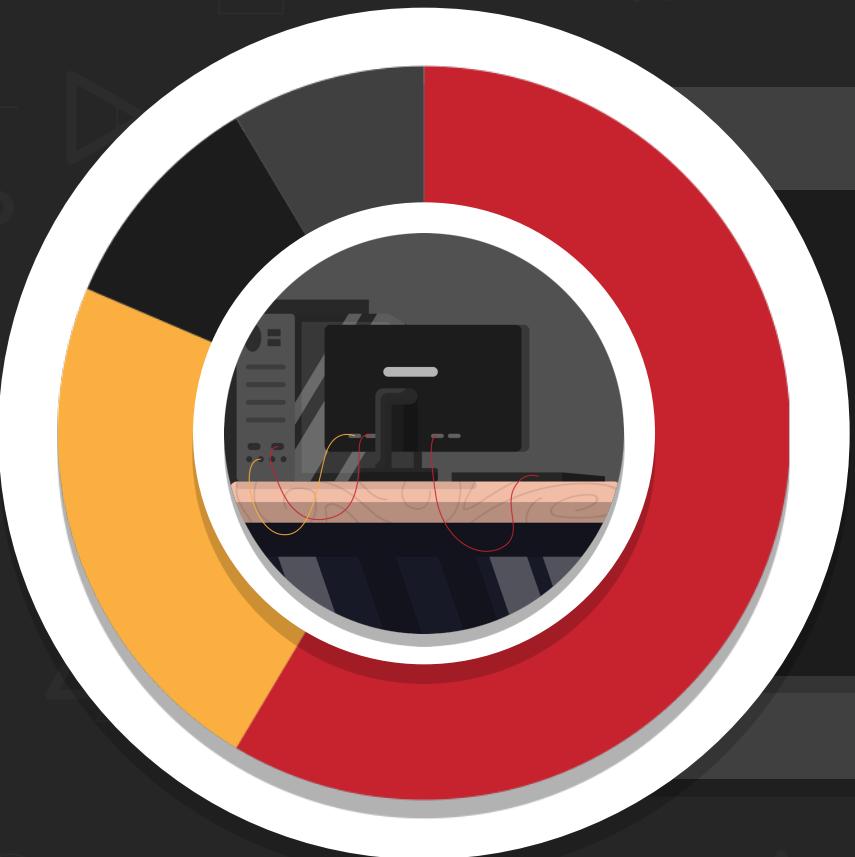
EUROPE

FIFA 17	4.75 million
Uncharted 4: A Thief's End	4.2 million
Tom Clancy's The Division	3.61 million

GLOBALLY

Europe dominated all other regions with FIFA 17 selling 3.75 million in sales and globally. The game performed well overall.

REGIONAL INSIGHTS FOR 2016



The **North American** Region preferred Sports, Action and Shooter games. The most popular genres in each region must be prioritized to boost sales. North America is important because of their historical numbers.



The European Regions preferred Action, Shooter, and Sport games. When compared to North America, sales statistics in Europe are outpacing those in all three genre preferences and this is key to notice for next year.



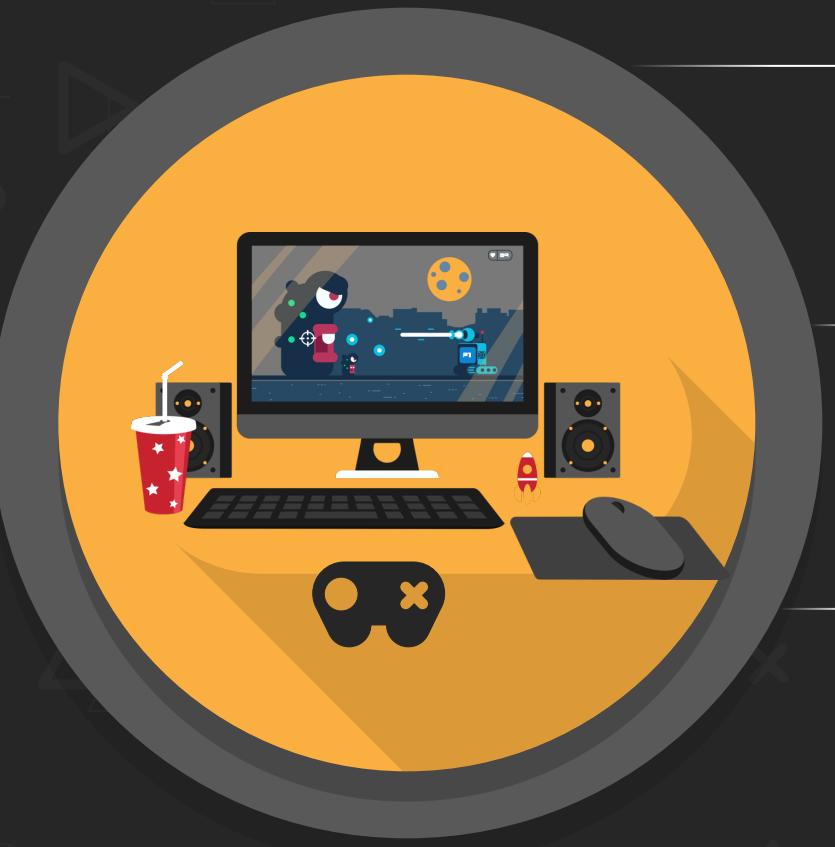
The Japanese Regions preferred Role-Playing, Action, and Sports. The goal is to keep Japan market budget on Action since gaining popularity.



The Other Sales is the anomaly and contributes to a small part of the global data.



RECOMMENDATIONS



- ➡ North America has remained the top region to perform, but it lowly is decreasing. The way to keep up now is to increase resources toward researching new gaming trends.
- ➡ All of the global video game Sales are have been steadily declining since 2008. Now, PlayStation and Xbox are the main platforms selling in North America, Japan, and Europe.
- ➡ Prioritize the most popular games and genres in each region to help boost the sales. Also, be mindful of the industry changes as gamers have moved away from buying platform games and more into online in-game stores for 2017.



Thank You

