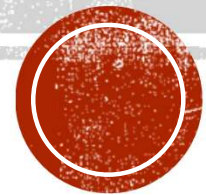




2017 MARKETING STRATEGY

-Ponni Laxmi Rajakumar



ASSUMPTION

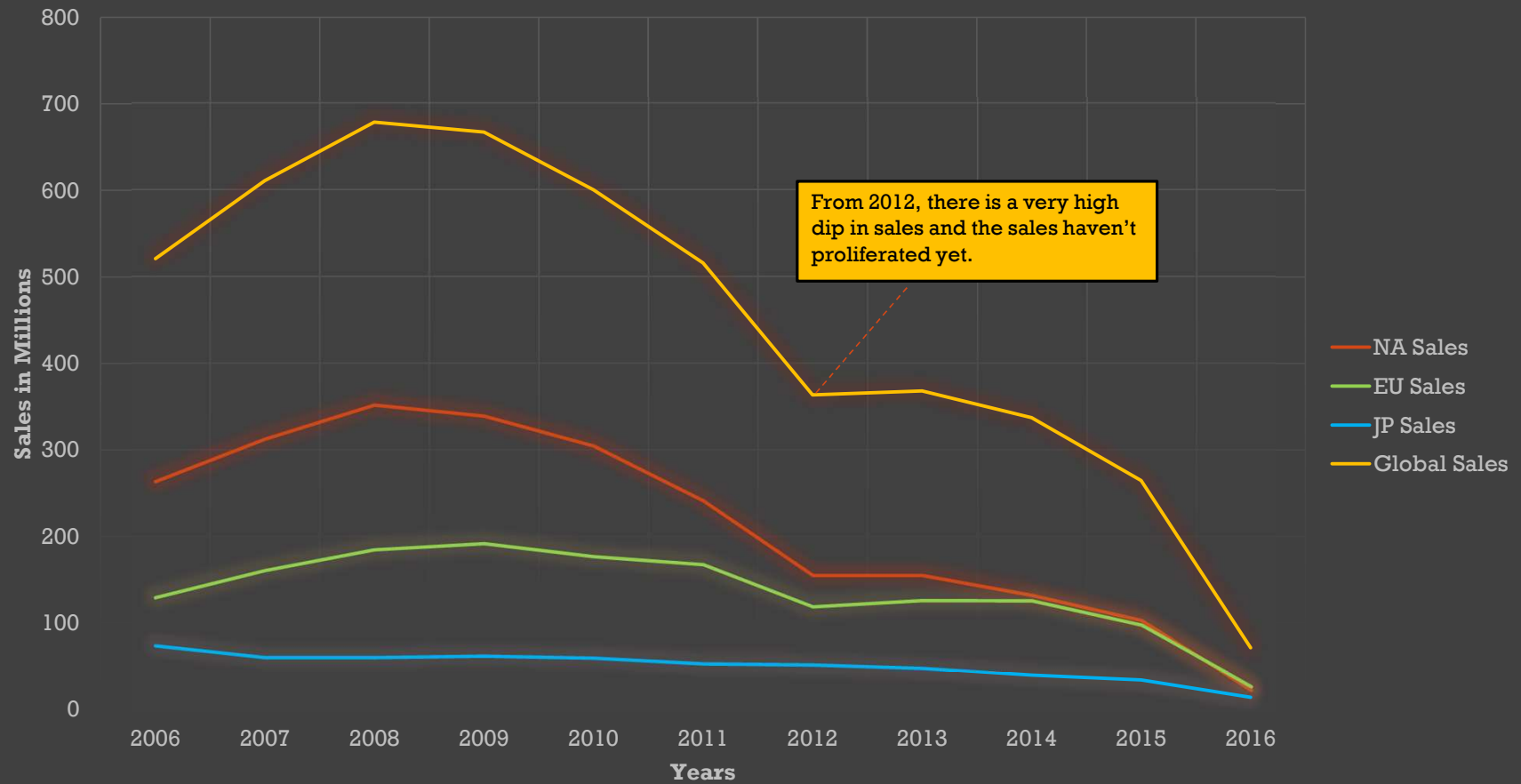
Sales for the various geographic regions have stayed the same over time



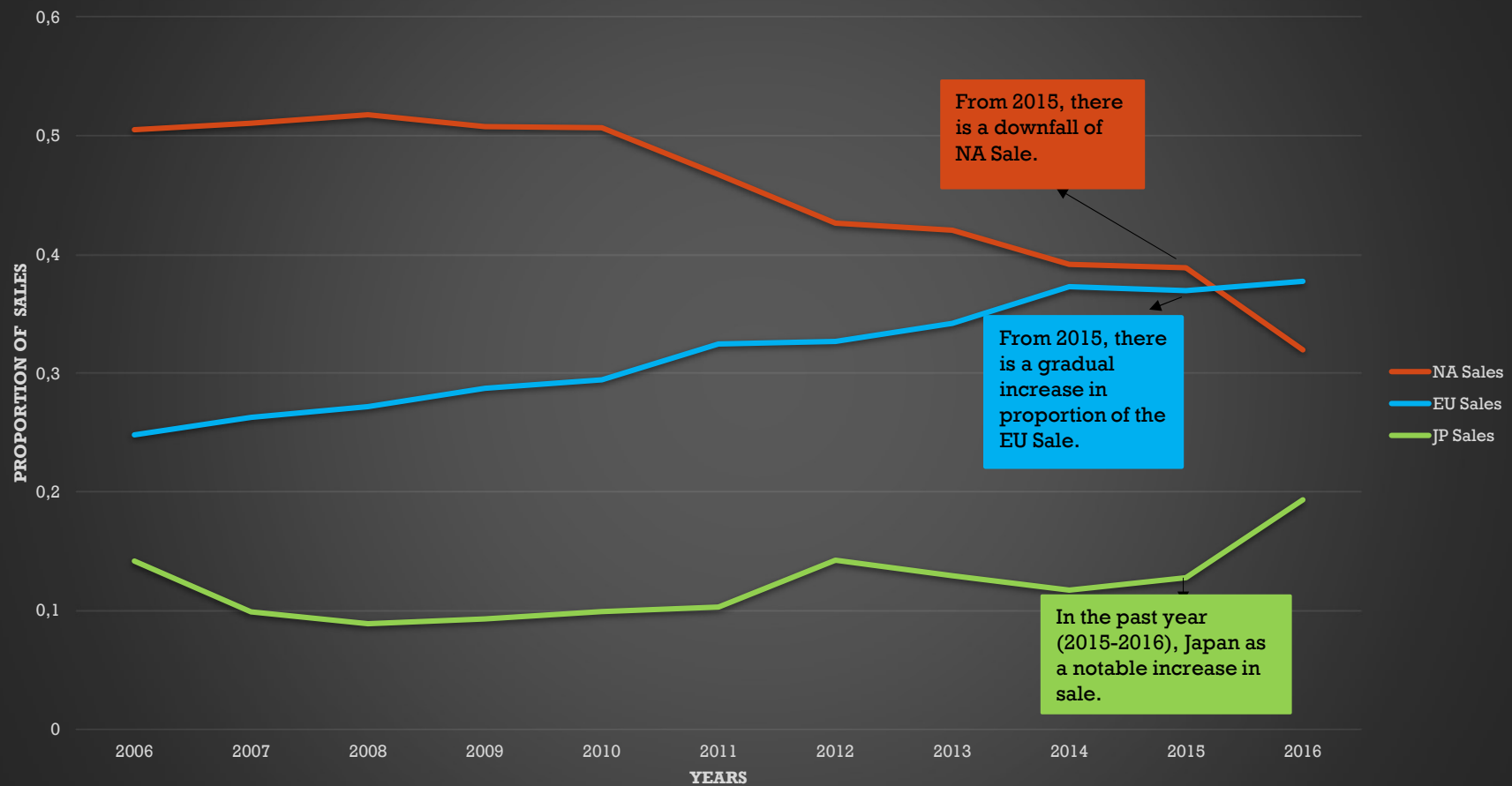
IS THE ASSUMPTION TRUE?



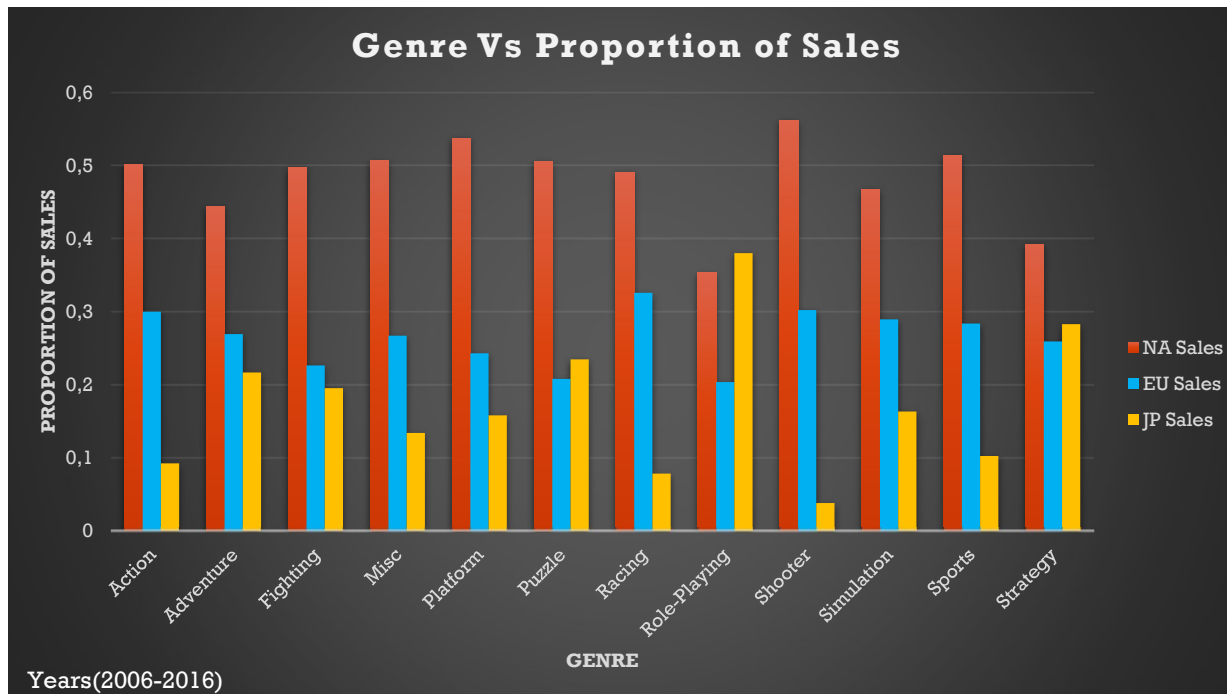
Years (2006-2016) Vs Total Sales



Years (2006-2016) Vs Proportion of Sales



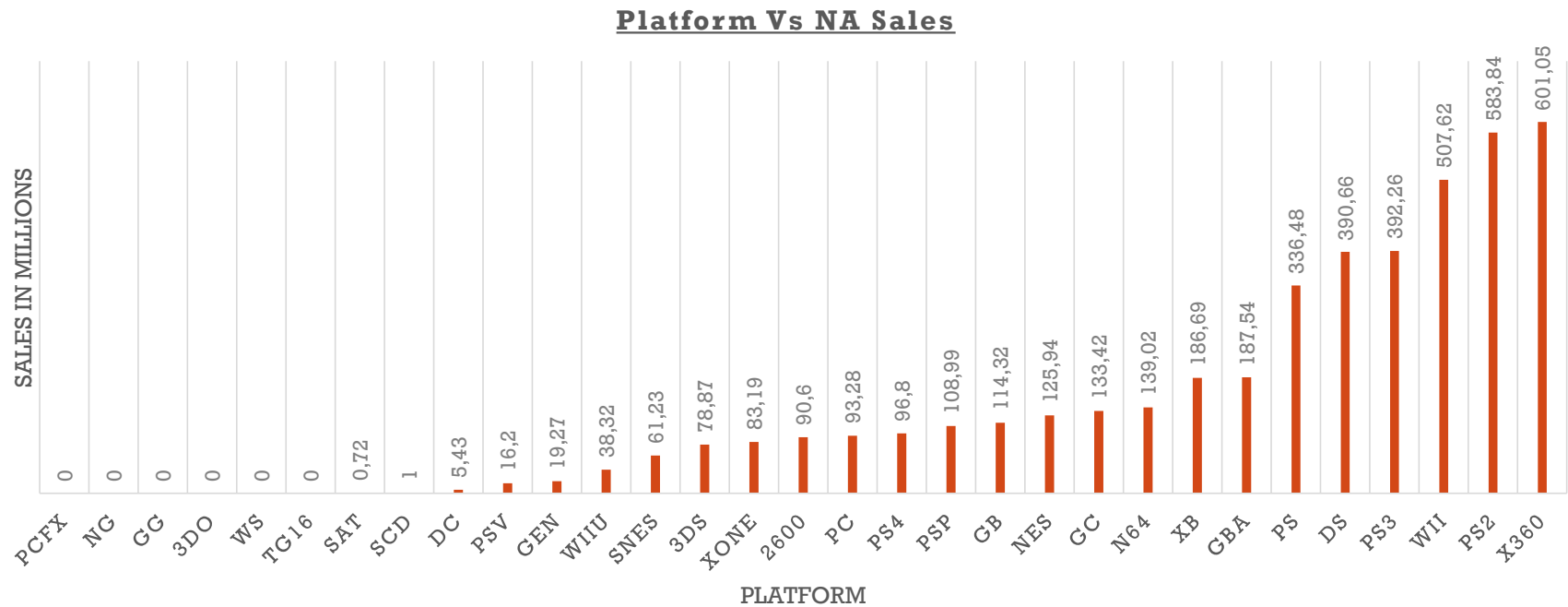
What is the most and least favorite Genre?



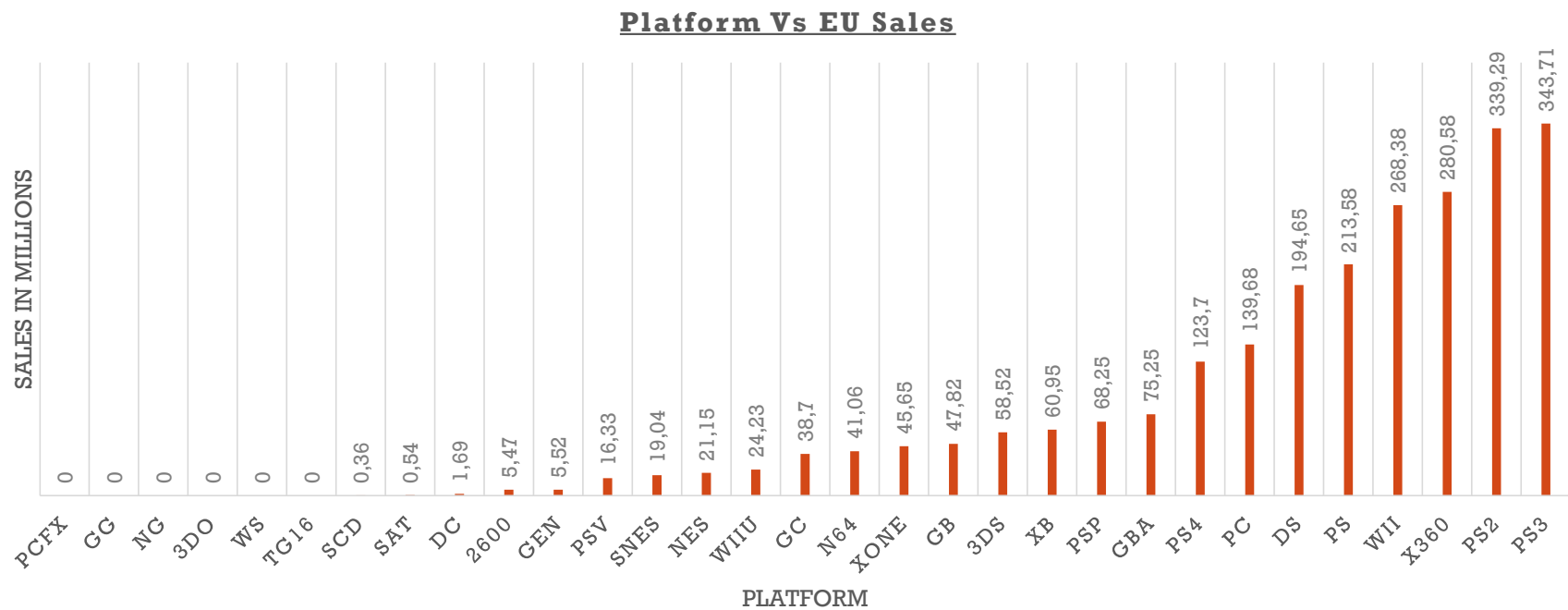
Region	Most favorite	Least favorite
Europe	Racing(33%)	Role-Playing(20%)
North America	Shooter(56%)	Role-Playing(35%)
Japan	Role-playing(38%)	Shooter(4%)



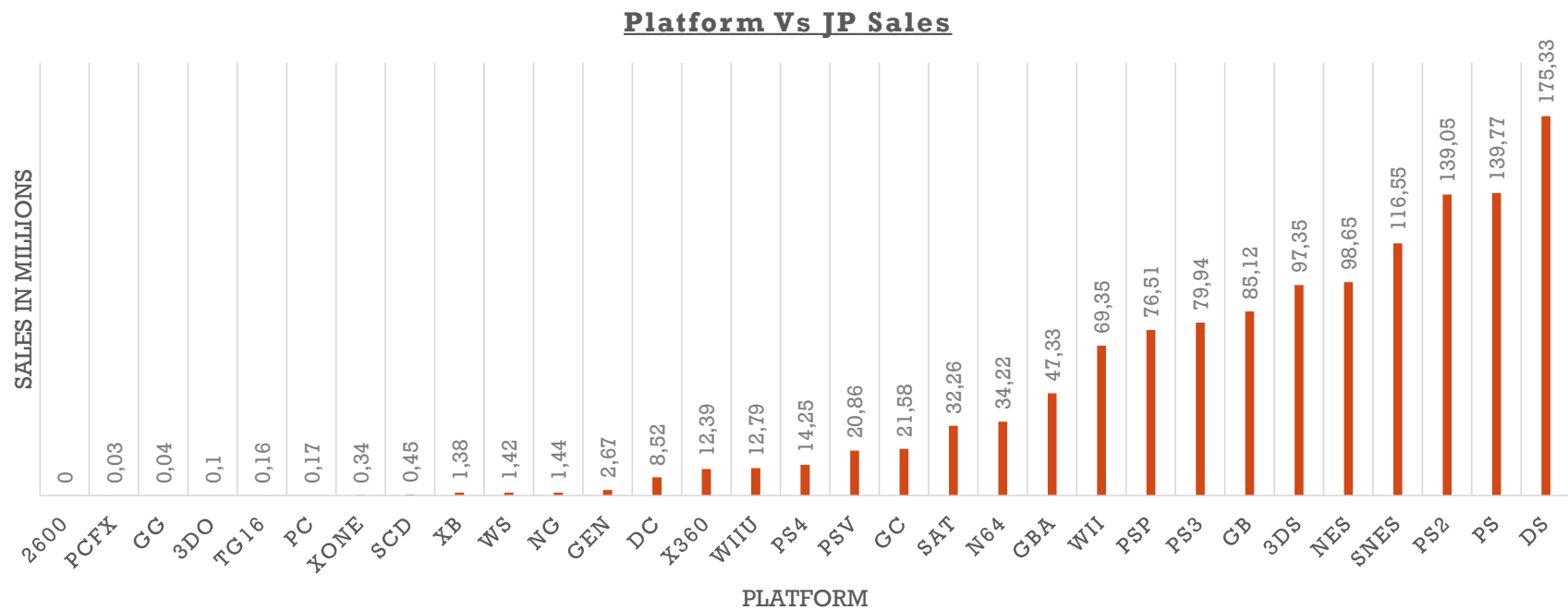
Which is the most popular platform in NA?



Which is the most popular platform in EU?



Which is the most popular platform in JP?



SUMMARY

- The game market has transformed a lot during the last 10 years. Hence, the assumption needs to be reviewed.
- In the years 2015-2016 (slide 5), Europe and Japan have a surge in sales. Whereas, the North American market is falling in sales.
- Racing in Europe, Shooter in North America, and Role-playing in Japan are the most favorite genre in their respective regions.
- X360 in North America, PS3 in Europe, and DS in Japan are the most popular platforms in their respective regions.



RECOMMENDATION

- The existing marketing budget allocation will require some urgent adjustment.
- Europe should be having the most resources as it has consistently been on the rise over the years (now surpassed North America), followed by North America then Japan.
- To increase the return on investment, the marketing team can focus on the most favorite genre and work on the advertising/campaign for these sectors.



THANK YOU

