# Computer Games Marketing CE00769-6



# Marketing Strategy

## Gary and the Ghost

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# Analysis of Game

## Description

*Gary and the Ghost* is "an asymmetrical platform/puzzle adventure exclusively for multiplayer."[1]
"Two players take control of a young boy and his ghost friend as they solve puzzles together and defeat evil spirits on an emotional journey to a bittersweet reunion."[1] Players must "run, jump, climb and flip your way through obstacles as *Gary*. Float, phase, build and fight as the *Ghost*. Neither of you will get far without help from the other side, so cooperation is key."[1]
The game features cel-shaded visuals with levels and environments such as forests, swamps, haunted houses and city streets. Although dark the game is still light hearted only featuring small amounts of peril and deemed suitable for young audiences.

## Formats

The game makes use of motion controls to control the characters and gestures to complete tasks, although all 3 major consoles make use of motion controls the game needs buttons to operate therefore the game will be published for the *Nintendo Wii* and the *Sony Playstation 3*. The *PS3* version only works with the *Playstation Move* peripheral.

## Mechanics

The game features two totally different playing styles, one player moving *Gary* around the levels "like a traditional side scrolling platform hero"[2] while the other player plays as the *Ghost* who can move "freely about the map dashing to phase through walls" [2].
Both players must use each other's abilities to defeat enemies and overcome puzzles to complete levels meaning the co-operation is key.

## Target Market

Due to the co-operative nature of the game and its suitability for young audiences makes this game perfect for parents and children aged 8 to 14 to play together. The bond between child and parent can be manipulated for gameplay and the use of motion controls makes the barrier of entry extremely small. Although seen as the "casual market" this share of the market is quite large and is becoming increasingly popular.

## USP

As stated above the game will be targeted at children and their parents with emphasis on co-op play focusing on solving puzzles together as a family and building on teamwork ideals which parents will want to teach their children, the game will not punish players for doing bad and grade them on ability, instead it will promote co-operation by giving a friendly atmosphere and pick-up-and-play gameplay. Although a lot of "family games" exist in the market few do that get family members to work together as a team to overcome a goal instead they promote competition and emulate popular board games.

## Competitive analysis

### Kirby's Epic Yarn[3][4]



Released in 2011 for the *Nintendo Wii*, *Kirby's Epic Yarn is* a platforming game based on the popular Kirby franchise. The game features local co-op for up to 2 players using characters with different powers to make it to the end of the level while attacking enemies. The main campaign takes into account co-op play and is built around it. The game also has bright, colourful visuals and mechanics in place to aid lesser skilled players so as to not block progress.

Although this is a co-op game developed primarily for children it focuses more on combat using each player's unique abilities and has little in the way of puzzles for the two players to overcome.

### Super Mario Galaxy 2[5][6]



In 2010 *Super Mario Galaxy 2* was released for the *Nintendo Wii,* it featured *Nintendo*'s mascot and was well received, the game primarily focuses on *Mario* and his adventure but there was a co-op mode. A second player with a remote can control an on screen sprite called a Luma which is tasked with collecting hard to reach items such as coins and lives. The second player can also stun enemies that are close to *Mario* and fire star bits to defeat them.

In all honestly the second player experience is not as fleshed out as the single player, this co-op feature feels bolted on and does little to enrich gameplay. The game can easily be completed by a single person without any outside help and so the second player option seems to be for people that are just watching and want to help a little. Also the second player doesn't help solve any puzzles, it is a more an aid then anything.

### Little Big Planet 2[7][8]
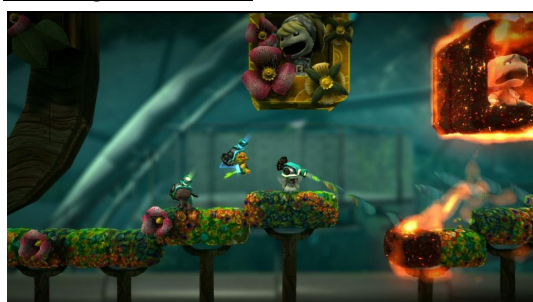


*Little Big Planet 2* is the sequel to the original *Little Big Planet for* the *Playstation 3* and was released in 2011. Like its predecessor the game featured 4 player drop in/drop out co-op and a large amount of custom content for players to enjoy. The co-operative aspects also included level building with players being able to create levels and content with each other.
Although the game features puzzles for multiple players to solve it is a different to *Gary and the Ghost*.

Firstly *Little Big Planet 2* features 4 players controlling what is essentially clones of each other, each character is the same and don't have unique abilities, secondly the puzzles are quite basic favouring reflexes over skill and planning. Finally the game features a competitive feature for co-op play; each player is graded on skill and their time when completing a level.

*Lego Star Wars III: The Clone Wars*[9][10]



A multi platform title released in 2011, *Lego Star Wars 3: The Clone Wars* was an action platforming game that contained 2 player split screen co-op. Players can work together to defeat large amounts of on screen elements and solve puzzles while at the same time competing to see who can get the higher score, players can also team up to do combos and pilot vehicles.

The game is very family friendly featuring characters and locations from the popular Star Wars franchise and setting it in the very popular world of Lego. It differs from *Gary and the Ghost* however due to the competitive nature of gameplay and being more action focused, puzzles are usually simple collect quests that break up the combat and the game is split screen meaning that players are free to wander off.

# Marketing Plan

## Market Description

The video game industry is currently valued at around $65 billion and continues to grow; the market is packed with many different and diverse products making it increasingly hard to stand out. Currently consumers come under two different labels, "hardcore gamers" and "casual gamers". "Hardcore gamers" are customers that have grown up with and spend a lot on games, they see it as a hobby and usually get more involved with it by making friends with other "hardcore gamers" and talking about it on online communities. [11]

"Casual gamers" are people with a more relaxed interest in games, they see gaming more as something to when bored or when they have a spare 20 minutes. They buy a few games and are content with playing them.[12]

*Gary and the Ghost* will cater mainly towards causal gamers due to its simplistic gameplay, generous difficulty and emphasis on co-operative gameplay.

## Campaign Length and Location

The game is being released worldwide in July and so the marketing campaign to advertise it must be able to work around this. July is a very different time in the video game market as it is part of the "summer drought" of games[42], unlike the film industry that has a season of "summer blockbusters" the games industry chooses to release its bigger games near Thanksgiving and Christmas.

During the summer little is released in terms of games, those games that are released are usually tie in games for movies that have been released. We believe that the summer is the perfect time for the game's release due to little competition and the summer holidays. Parents and children will be looking for things to keep themselves entertained during the break and more likely to buy products that involve them both. [13]

To help build up awareness of the game the advertising campaign will start 2 months before the games release, this gives us ample time during the summer months to spread the word and customers know about the product.

After release the campaign will continue for another two months to help sell more copies and keep up product awareness, also this means that the campaign will end roughly in September when other games will start advertising.

This means the campaign will run for 4 months during the summer, this is a good window to really sell the product to customers.

This advertising plan will take place in the United Kingdom only; the campaign will make use of companies and persons that are only found in the UK and so additional time and planning would be needed to find firms and partners to operate in other countries. Also planning a worldwide campaign would take up a lot more resources and require a lot more detailed thought due to foreign market trends, ethics, currency and translations [43], what works in one country and sells well can be totally different in another [44]. Advertising departments in other territories are free however to emulate the ideas put forward in this plan.

## Objectives

To gauge how well the release of *Gary and the Ghost* is objectives and criteria will be created; these must be met to ensure the release is a success and that the game breaks even financially. The objectives are:

- **To create brand awareness of the *Gary and the Ghost* name and franchise**

  As this is a brand new IP little will be known about it, the campaign aims to change that by getting potential customers familiar with the brand and hopefully comfortable it if additional products are made

- **Reach the #3 spot or higher on the UK multiplatform games charts**

  The charts are a great way to gain exposure, having a game in the top 10 means that the game is put on extra shelves in gaming stores where customers can see it, this should result in more sales. As the game is only being sold a handful of formats and is going up against stiff competition in the form games based on current summer blockbusters it would be unwise to aim just for the #1 spot.

- **Ship 750,000 copies within two months of launch**

  Note this is copies shipped to stores and not sold, to properly see if the game and marketing campaign is a success we must ship a large number. This is so that the game breaks even and starts making profit paving the way for future products like a sequel.

# Core Strategy

## Television Adverts

The first tool that will be used to advertise the game will be television adverts. To promote the game to the two different audiences' two sets of adverts will be created; they will be the same in length and general content but will feature different actors. The adverts made for parents will feature a host from a popular day time/prime time TV show playing with a younger son or daughter, candidates include *Philip Schofield*, *Carol Vorderman* or *Andrea McLean*.
The adverts for children will feature a young, popular actor or actress from children's TV shows such as *Eden Cher*, *Bradley Steven Perry* or *Sierra McCormick* playing with one of their parents.
It is hoped that each advert will appeal to each audience, with well known stars endorsing the product customers will trust the brand and be more likely to buy it. It can also be used in conversation with friends or at family places like the dinner table to increase awareness.
The adverts will be run about a month before the game is released during ad breaks for shows that are mostly watched by the two target markets, namely day time TV topical shows on the major

freeview channels and during shows on kid's TV channels and will continue for another two months after release. Again it is hoped that by showing these relevant adverts at the relevant time potential customers will gain awareness for and will discuss the product.

A total of 4 adverts will be made, 2 with the child star and 2 with the parent star and will be 30 seconds each.  They will each comprise of various shots of gameplay footage and the two players enjoying the game and having fun as a team while the game's soundtrack plays in the background. The advert ends with a screen displaying information of the game such as release date and the two consoles that will play it as well as a boxed shot of the game.

Although the adverts are simplistic they will hammer home the co-operative nature of the game and shows the target market having fun with it, it also keeps cost low as only a few different shots are needed of the players which are then mixed in with gameplay footage supplied from the developer.

## Printed Adverts

While the shoot for the television adverts takes place, pictures of the gamers' reactions will be taken to be used in printed adverts.

About a month before release in an effort to build up buzz for the product printed adverts will start to appear in a variety of different places.

The first will be full page spreads in a range of magazines that are sold to parents and to children, the adverts will feature a large shot of the relevant players having fun (child star in children's magazines and vice versa), a selection of screen shots of gameplay, the title of the game with logo, release date and internet links to the game's website and social media pages. These will change after the game is released saying that the game is already in stores and continue to be shown for a further month.

Readers of these magazines will see these adverts which will make them aware of the product, as they continue to see the advert in other magazines and future issues it will create interest.

Secondly billboards around busy areas will feature the adverts, these will have an image of the players, the title and logo and a release date. 2 different images will be produced to used on the billboards, one with the child star and one with the adult star, great care will be made to make sure that both are placed at close proximity to each other. They will start to appear 10 days before release will remain for another 2 weeks before being taken down. Just like magazine adverts it is hoped that the continued viewing of these adverts will spark interest in the target market and remind them about the product on a constant basis.

The same type of advert used on the billboards will also be used for in adverts on bus shelters, these will be scattered around heavily populated areas for maximum exposure and share the billboard's 2 different players approach.  The will follow the same schedule as the billboards, the will appear 10 days before release and stay up for an additional 2 weeks afterwards.

## Point of Sale Adverts

As the game is released point of sale displays and cut outs of the game's characters will be supplied to retailers that are selling the game. We will ask retailers to keep them on display for as long as possible after release to promote the game.

These displays will feature pictures of characters from the game and not of anyone playing; some stores that have TVs displaying products will show the advert shown on TV with a bit more footage of gameplay.

## Social Media

With 2 months to go before deadlines a website will be created for the game as well as accounts for the game on various social media sites such as *Facebook*, *Twitter* and *YouTube*. These will be maintained by a hired community manager who will answer questions, provide information and post up pictures and videos of the game.

By doing this we open up another direct line of communication to interested customers, any burning questions that may be putting them off purchasing can be answered as well continuing exposure to the product. Also the community manager can see what people are saying about the product and report back any problems that can be rectified.

The website will contain information about the game as well as galleries of photos and videos, information about the developer and the game itself, information on the publisher and any news update concerning development. Even after release and the end of this marketing campaign the website and social media accounts will remain active to spread awareness and answer queries.

## Promotions

To help further get customers interested in the game a competition will be run 3 weeks before release on the website, links to it and reminders will be posted on social media sites so that customers remember it.

The competition will require parents and child to show how well they work together via a one minute video, this video is uploaded to *YouTube* and the community gets to vote on the best one, as well as promoting the teamwork friendly image of the game it gets people involved. A few days after release the video with the most votes will be declared the winner and will receive a home cinema package with *PS3* and a copy of the game with 5 runner ups winning copies of the game.

This promotion aims to get customers using the website, either to upload their entry or vote for others, the more exposure to the website the more likely that customer will think about buying the product.

A demo of the game will also be offered for free on both the *Nintendo Shop Channel* and the *Playstation Network* 1 week before release; customers will be able to try out the game before purchasing it as well as read information on it and on the *PSN* download avatars and themes. This again raises awareness for the game and gives customers a chance to sample it dispelling any doubts around buying it, hopefully customers that have tried the game will tell others about it who will try the demo themselves. It will be up to the developer to decide what content goes into this demo and other downloads.

## Timeline

The timeline below represents the timings of the different types of advertisement that will occur during the campaign.
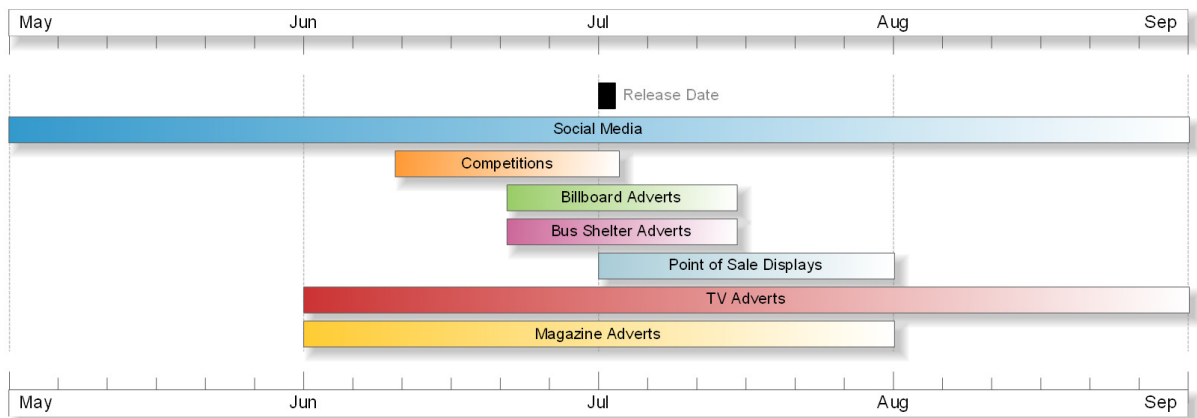
## Rejected Ideas

A few ideas were considered before coming up with the final plan:

The first being the use of online adverts such as banners and pop ups on websites used by the target market. These would've been scaled back versions of the TV advert to save bandwidth and to convey the game quickly and would run at the same as the TV adverts.  The reason these haven't been picked is due to the habits of the market, although internet use is common it's not enough to warrant using these adverts. Customers would simply ignore these adverts or not see them enough.

A common marketing move made in the games industry is to offer Incentives to customers when they pre-order the game or buy it from a certain store. Also additional value is added on top in terms of collector's and limited editions. These include more content but shell for a higher price, the idea that it is limited to a certain amount of copies makes it more desirable increasing sales.

Although a great idea to sell more copies it would not work with the target market, these incentives are usually used on blockbuster games and sequels that fans have been following for a long time. As they are "hardcore gamers" they have the extra money to spend on more expensive versions or place down a preorder. A "casual gamer" doesn't really care or understand pre-order items or the difference between buying the product in one store compared to another, they will focus on the cost of the base game and nothing else.

Radio adverts on popular radio stations and online music streaming websites were another form of reaching our customers that we thought about, this was thrown out as we believed it wouldn't convey the right amount of information on the product. As the campaign mainly focuses on gameplay footage and shots of players having fun it would be hard to represent this purely through audio and wouldn't give the same effect as an advert that the customer can see.

Increasing the length of the campaign was also an idea as it feels too short before the release of the game. While it can be seen that increasing the length of the campaign means that more people will see the product we must remember that our audience rarely buys this kind of product. Any mention of the game will be forgotten easily if the release is a few months away and so the campaign must be focused and concentrated to ensure that people know of the product's existence and in turn are more inclined to purchase it.

## Marketing Mix

### Product

The product is a boxed copy of the game *Gary and the Ghost*; it contains a disk of the game, an instruction booklet, and a health and safety precautions booklet.

The front box art will feature the games title, the platform the game plays on and the game's BBFC rating around a picture of the two main characters from the game.  The back will feature screenshots of gameplay, a short description about the game emphasising the game's co-op nature and any legal writing that the publisher desires to put.

### Place

The game will be sold in a variety of locations both in actual retail stores across the country and on e-commerce websites. Retail stores include specialist game stores such as *GAME*, electronic media stores such as *HMV* and general supermarkets like *Asda* and *Tesco*. In these stores the game will take up shelf space in each consoles area, and if it makes it onto the charts then on the chart shelves as well.

The game will be sold on online sites such as *Play.com* and *Amazon* under the game's section, each version will have its own page with links from the main store and the charts page if the game is present on them.

*Price*
The recommended retail price for new games for the *Wii* and *PS3* are roughly £39.99 so that is what we will set the game to. However it isn't uncommon for retail to cut this price to boost sales which we have no power over.
No expensive collector's edition or limited edition of the game will be sold; customers can only buy the base game.

*Promotion*
A variety of different adverts are being used to promote the game and its emphasis on co-operative play. The game will be advertised on television, billboards, bus shelters and social networking sites as well as in stores and magazines. See above for more details.

## Risk Analysis and Contingencies
Although the marketing campaign has been mapped out to fine detail things can still go wrong which can affect the campaign and sales of the game. Below is a SWOT analysis to outline the strengths, weakness, threats and opportunities of the product and its promotion.

## Strengths
- Family friendly game
  - The game has been identified as fun for all the family and features a unique co-op experience for parents and children; this USP makes the game very different from others currently on the market.
- Game is being released on popular consoles
  - The Wii and PS3 are currently two of the biggest selling consoles, because of this there will be a high player base that can buy and play the game.
- Marketing campaign is focused
  - The campaign knows the target market and understands that it needs to expose the product quickly during release to get customers to buy it.
- Popular stars endorsing product
  - As the product is being endorsed by popular stars that they can trust customers will feel that the product is of high quality and thus compelled to buy it.

## Weaknesses
- Game is not part of a brand and is not well known yet
  - The game is the first of a new IP and so little is known about it, although this advertising campaign aims to change that there will be some that do not know anything about the game and therefore will be sceptical when purchasing it.
- Not releasing for *Xbox 360*
  - The *Xbox 360* is a console with a huge user base which sadly must be skipped over due to hardware constraints, by leaving out this market we forfeit sales of the game and alienate some customers.
- Marketing campaign only appeals to "casual gamers"
  - Although not the key market the "hardcore market" isn't really taken into account with this campaign thus alienating some customers that could be interested in the game.

## Threats
- Competition from other games
  - As always we must take into account rival companies who may try and create something similar to steal away customers, other games released around the time may appeal more as well so we must be ready.
- Customers may not want to buy games during summer
  - Due to it being a summer launch customers may be too busy with holidays or want to spend time outside and not inside playing games. Also budgets will be tight due to the increase in spending due to the summer holidays.
- Bad reviews
  - Bad reviews from the press may hinder sales as customers may see it as a poor quality product, although the target market aren't known for keeping updated with game reviews some may learn about low scores and tell others.

## Opportunities
- Releasing at a relatively quiet time
  - With so few new releases at the time of the game's release there will be little to compete with making it easier to sell the game and enter the charts.
- Good reviews
  - Just like bad reviews, good reviews could affect sales. However this would promote the game further and could be used in future advertising.
- Word of mouth
  - If the game is well received from customers then they will hopefully tell their friends or show it to them increasing exposure and the likelihood of another sale.
- "Hardcore Gamers" may enjoy the game
  - Even though we haven't advertised directly at them some "hardcore gamers" may try out the game and enjoy it which again could turn into word of mouth and create more interest.

The main risk with this advertising campaign is that despite all efforts made and the sheer amount of different adverts being used the game may not sell as we planned. To prepare for this some contingency plans have been thought up.

The first plan would be to increase the frequency of adverts shown on TV and on billboards; this would increase exposure of the product and hopefully get more people to buy the game. This would however increase costs and be ineffective if too much time has passed since release.

The second plan is to extend the campaign by a few more months, although this would drive up costs and risk more competition it would again increase exposure of the product.

The third and most costly plan would be to totally re-do the marketing campaign, we would have to listen to reasons why customers do not like the current promotion and then change accordingly. This could range from hiring new stars to endorse the product to finding a new USP to promote and would take a lot of resources but it could be worth it in the long run if successful.

The final plan would involve talking to retailers and striking up some form of promotion with them such as a price drop or free toy when the game is bought. Adding this incentive would give the product added value which could increase sales. Obviously doing this would take time and either increase costs or reduce revenue.

# Budgeting

## Cost of services

*TV Advert Production*

The cost of producing the advert has been estimated at £7300, this includes roughly £1000 for each star[14][15][16] and £500 for each co-star as incentive and £2300 for the film crew, editing and post production[17] using gameplay materials. The advert will be shot in an average looking house to promote the feel of family fun which will set us back roughly £1000[18]. A further £2000 will be set aside to pay for extra personal such as makeup artists, photographers and to cover any damages that may occur on set. The directing will be done by a person from marketing that is familiar with the plan and knows what shots are needed.

The cost of this shoot has been kept low due to it only taking a few hours, we will only require about 20 minutes worth of footage to use in adverts and promotional images.

| Actor/Actress Rate | £3,000.00 |
|---|---|
| Location | £1,000.00 |
| Film Crew + Editing | £2,300.00 |
| Extra | £2,000.00 |
| Total | £8,300.00 |

*Printing costs*

Many different images will need to made to order and printed to be used in this campaign.  Firstly we will need to hire a graphics designer to create the adverts using images and screenshots that we will provide. We will pay the average wage of £1952.50[19] for a month's work.

We will be using be using 48 sheet posters for our billboards priced at roughly £155[20], we will be putting up 300 of these across the country so the total for billboard printing comes to £46,500. 6 sheet posters will also have to be printed for bus shelters, these are priced at £35[20] each and we will be requiring 600 be printed which will cost £21,000.

POS displays and retail marketing media are another cost, we will be spending £7,240.64 on 400 free standing displays[21] to distribute to different retail outlets, a total of £730.24 on posters[22] for retail and £22,500 on standees[23]. These will be distributed to retailers as media kits and asked to be put up for customers to see.

| Designer | £1,952.50 |
|---|---|

| Per Billboard Print | £155.00 |
|---|---|
| Billboard Prints needed | 300 |
| Total | £46,500.00 |

| Per Bus Shelter Print | £35.00 |
|---|---|
| Bus Shelter Prints needed | 600 |
| Total | £21,000.00 |

| Per 200 POS Displays | £3,620.32 |
|---|---|
| POS Displays needed | 400 |
| Total | £7,240.64 |

| | |
|---|---|
| **Per 5000 A4 Posters** | £227.64 |
| **A4 Posters needed** | 5000 |
| **Total** | £227.64 |

| | |
|---|---|
| **Per 5000 A3 Posters** | £502.60 |
| **A3 Posters needed** | 5000 |
| **Total** | £502.60 |

| | |
|---|---|
| **Per Standee** | £75.00 |
| **Standees Needed** | 300 |
| **Total** | £22,500.00 |

*Social Media*

We have valued the cost of having a custom website created that is hosted and can handle the amount of traffic we are expecting at £5000[24][25]. This comes as a full package and is fully customizable so that we can continue to update it.

A community manager will be hired at the average wage - £2,983.33[26] to look over this website as well as accounts made on *Facebook*, *YouTube*, *Twitter* and *Google+* which are all free.

| | |
|---|---|
| **Website Creation** | £5,000.00 |

| *Month 1* | |
|---|---|
| **Community Manager** | £2,983.33 |

| *Month 2* | |
|---|---|
| **Community Manager** | £2,983.33 |

| *Month 3* | |
|---|---|
| **Community Manager** | £2,983.33 |

| *Month 4* | |
|---|---|
| **Community Manager** | £2,983.33 |

*TV Advert Airing*

With different stations offering different rates and only some saying what these would be without an appointment it was hard to pinpoint the exact cost of airing. Despite this we came up with an average of £844.50 for airing a 30 second advert during the daytime which is 9am to 5pm[27][28]. We settled on airing the advert on four different channels for 22 days a month, these channels will be *ITV*, *Channel 4*, *Channel 5* and *CITV*.

This equates to £222,948 in the first month of airing when showing the advert 3 times per channel per day, £148,632 when showing the advert twice a day per channel per day and only £74,316 in the final month of broadcast when the advert is shown once per channel per day.

*Month 2*

| | |
|---|---|
| **Per 30 second advert** | £844.50 |
| **Number of channels airing on** | 4 |
| **Number of showings a day** | 3 |
| **Number of days showing** | 22 |
| **Total** | £222,948.00 |

*Month 3*

| | |
|---|---|
| **Per 30 second advert** | £844.50 |
| **Number of channels airing on** | 4 |
| **Number of showings a day** | 2 |
| **Number of days showing** | 22 |
| **Total** | £148,632.00 |

*Month 4*

| | |
|---|---|
| **Per 30 second advert** | £844.50 |
| **Number of channels airing on** | 4 |
| **Number of showings a day** | 1 |
| **Number of days showing** | 22 |
| **Total** | £74,316.00 |

*Magazine Adverts*

As with airing TV adverts it was hard to pinpoint an exact price for advertising in magazines, with so many different companies charging different rates with some on a need to know basis it was very difficult. However we agreed on an average price of £6000 per magazine for a full page advert[29][30]. The advert will be shown in a maximum of 10 different magazines that cater to mothers, fathers and young teens and comes to £60,000 per month.

*Month 2*

| Per full page spread | £6,000.00 |
|---|---|
| Number of magazines | 10 |
| Total | £60,000.00 |

*Month 3*

| Per full page spread | £6,000.00 |
|---|---|
| Number of magazines | 10 |
| Total | £60,000.00 |

*Billboard Hire*

With 300 sets of printed posters we are going to need somewhere to put them, it will cost £450 per billboard to put these up for 2 weeks[31]. This comes to £96,300 for the first 10 days before release and then £135,000 for the two weeks after.

*Month 2*

| Per billboard | £321.00 |
|---|---|
| Amount to put up | £300.00 |
| Total | £96,300.00 |

*Month 3*

| Per billboard | £450.00 |
|---|---|
| Amount to put up | 300.00 |
| Total | £135,000.00 |

*Bus Shelter Hire*

As with billboard hire we will have to find space to display our smaller advertisements, using a leading outdoor advertising company we decided to place 300 posters on bus shelters and areas in areas of connivance and a further 300 in places designated as "drive by" locations[31]. This will cost us £79,200 in the run up to launch and then £111,100 afterwards.

*Month 2*

| | |
|---|---|
| **Per advert** | £132.00 |
| **Drive by Locations** | 300 |
| **Youth Locations** | 300 |
| **Total** | £79,200.00 |

*Month 3*

| | |
|---|---|
| **Per advert** | £185.00 |
| **Drive by Locations** | 300 |
| **Youth  Locations** | 300 |
| **Total** | £111,000.00 |

*Promotion*

£1000 will be kept back to purchase prizes for competition winners from the competition.

| | |
|---|---|
| **Prize** | **£1,000.00** |
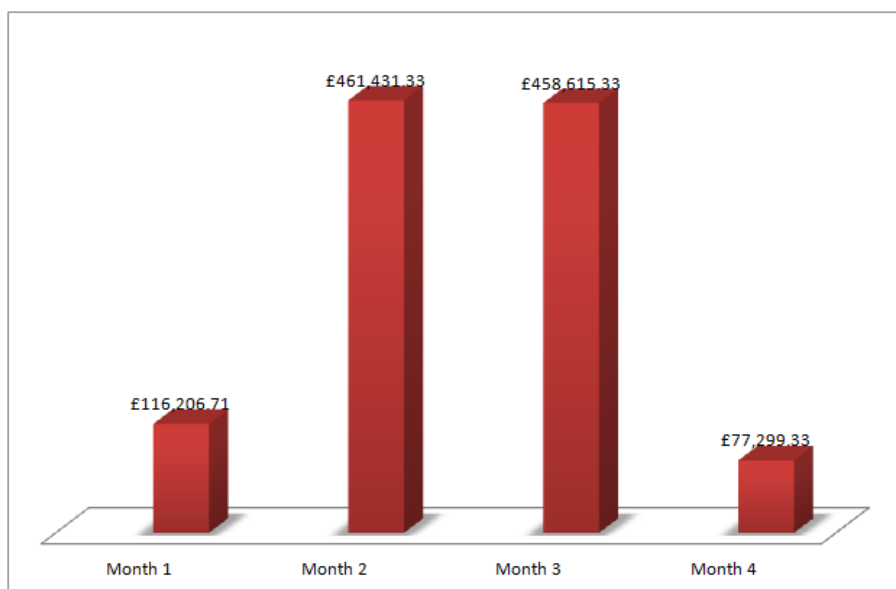


As you can see from this chart the amount invested in advertisement in highest 30 days before and 30 days after release date, this is the most focused part of the industry and where we hope to expose the game as much as possible.
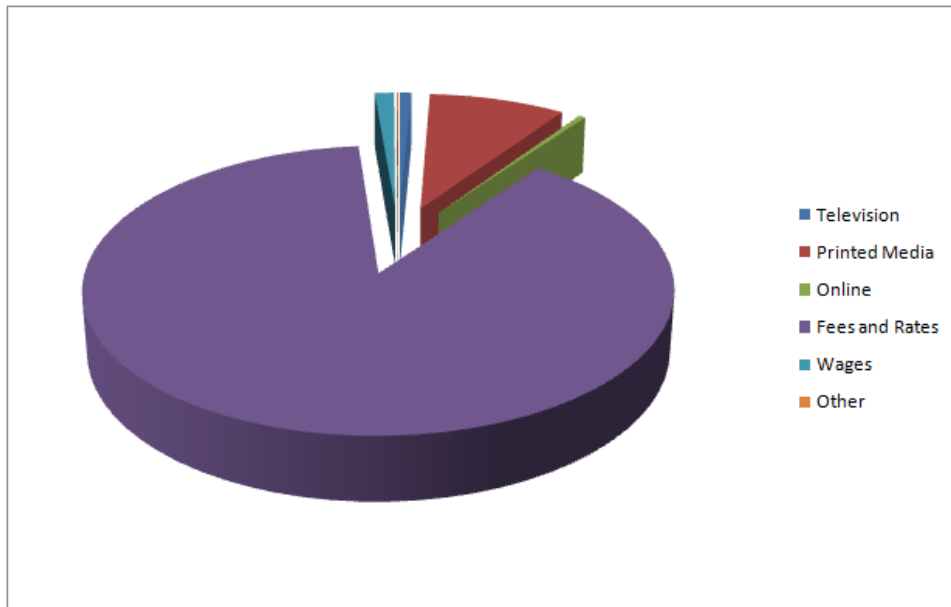
This pie chart shows the distributed cost of the campaign, the fees for hosting our adverts on the air, in magazines and on billboards take up the most room as these were the most expensive. Sadly we cannot change these numbers as they are external, efforts will be made to try and strike a deal to reduce costs.

## Monthly Costs

*Month 1*

| TV Advert | |
|---|---|
| Actor/Actress Rate | £3,000.00 |
| Location | £1,000.00 |
| Film Crew + Editing | £2,300.00 |
| Extra | £2,000.00 |
| *Total* | *£8,300.00* |
| Printing | |
| Designer | £1,952.50 |
| Per Billboard Print | £155.00 |
| Billboard Prints needed | 300 |
| *Total* | *£46,500.00* |
| Per Bus Shelter Print | £35.00 |
| Bus Shelter Prints needed | 600 |
| *Total* | *£21,000.00* |
| Per 200 POS Displays | £3,620.32 |
| POS Displays needed | 400 |
| *Total* | *£7,240.64* |
| Per 5000 A4 Posters | £227.64 |
| A4 Posters needed | 5000 |
| *Total* | *£227.64* |
| Per 5000 A3 Posters | £502.60 |
| A3 Posters needed | 5000 |
| *Total* | *£502.60* |
| Per Standee | £75.00 |
| Standees Needed | 300 |
| *Total* | *£22,500.00* |
| Social Media | |
| Community Manager | £2,983.33 |
| Website Creation | £5,000.00 |
| **Grand Total** | **£116,206.71** |

<u>Month 2</u>

| TV Advert | |
|---|---|
| Per 30 second advert | £844.50 |
| Number of channels airing on | 4 |
| Number of showings a day | 3 |
| Number of Days showing | 22 |
| *Total* | *£222,948.00* |
| <u>Billboard Adverts</u> | |
| Per billboard | £321.00 |
| Amount to put up | £300.00 |
| *Total* | *£96,300.00* |
| <u>Magazine Adverts</u> | |
| Per full page spread | £6,000.00 |
| Number of magazines | 10 |
| *Total* | *£60,000.00* |
| <u>Bus Shelter Adverts</u> | |
| Per advert | £132.00 |
| Drive by Locations | 300 |
| Youth Locations | 300 |
| *Total* | *£79,200.00* |
| <u>Social Media</u> | |
| Community Manager | £2,983.33 |
| **Grand Total** | **£461,431.33** |

*Month 3*

| TV Advert | |
|---|---|
| Per 30 second advert | £844.50 |
| Number of channels airing on | 4 |
| Number of showings a day | 2 |
| Number of days showing | 22 |
| *Total* | *£148,632.00* |
| Billboard Adverts | |
| Per billboard | £450.00 |
| Amount to put up | 300.00 |
| *Total* | *£135,000.00* |
| Magazine Adverts | |
| Per full page spread | £6,000.00 |
| Number of magazines | 10 |
| *Total* | *£60,000.00* |
| Bus Shelter Adverts | |
| Per advert | £185.00 |
| Drive by Locations | 300 |
| Youth Locations | 300 |
| *Total* | *£111,000.00* |
| Social Media | |
| Community Manager | £2,983.33 |
| Other | |
| Prize | £1,000.00 |
| **Grand Total** | **£458,615.33** |

*Month 4*

| TV Advert | |
|---|---|
| Per 30 second advert | £844.50 |
| Number of channels airing on | 4 |
| Number of showings a day | 1 |
| Number of days showing | 22 |
| *Total* | *£74,316.00* |
| Social Media | |
| Community Manager | £2,983 |
| **Grand Total** | **£77,299.33** |

## Justifications

With such a high amount being spent on advertising we must make sure that we are getting value for money, we don't waste all this money if it doesn't increase sales of the game.

### *TV Adverts*

These are the biggest cost in the campaign; however the high amount of money spent justifies the results. The channels chosen are *ITV*, *Channel 4*, *Channel 5* and *CITV* which are widely viewed. According to broadcasting statistics for March 5 – March 11 2012[32]:

- ITV was on average viewed daily by 20,653,000 people
- Channel 4 was on average viewed daily by 14,482,000 people
- Channel 5 was on average viewed daily by 10,605,000 people
- CITV was on average viewed daily by 813,000 people

Although the advert is only being shown 3 times a day in the daytime it is still a large amount of people that will see the advert and thus know about the game.

We must remember that these numbers are for viewing on a daily basis and so the number of people that actually see the advert will be lower due to time of day and the program, despite this the viewership is still high enough to get the product known.

### Magazine Adverts

In 2011 the per-issue circulation of magazines in the UK was about 4,200,127[33]. This is a huge amount of people that can be shown our product; although we have only picked 10 magazines to put our advert in this will still be visible to a good chunk of the target market. The specific magazines will be picked at a later date but reader numbers can range from 40,000 to 400,000 making this a great way to give the product exposure.

### Billboards and Bus Shelters

Advertising outside on billboards and on bus shelters is a very common method of getting your product known, by pushing our product onto these formats we can expect many different people to see and therefore know about the game. Although not everyone in the country will see our billboards and posters a high amount will.

Claims such as "500 National Cover 48 Sheets reach approximately a third of the UK adult population every fortnight"[34] and "82% of the UK population see a Primesight 6 sheet every fortnight"[35] show the importance of this kind of advertising and how much exposure it will give.

### Point of Sale Adverts

With 90% of shoppers making buying decisions while shopping[36] it is vital to supply those retail stores with advertising materials to spread awareness of the product while customers are shopping. A wide array of different materials are being sent to stores so that they can feature them, we have taken into consideration different types of stores and floor space and are creating different packages to send out of the adverts we have printed.

### Social Media

It is estimated that 1 in 9 people worldwide use *Facebook* and that 500,000 people join *Twitter* each day[37], with the world becoming more connected through social media we must capitalize on it and spread the word online. Figures show that 37.4 million of UK adults use Facebook regularly, 32.1 million UK adults use YouTube and 15.5 million use Twitter[45], such high numbers will grant very high amounts of exposure to the product.

## Breaking Even

The aim of this campaign is to help promote the game and help sell more copies, as well as having laid out objectives it would also be wise to see how many copies must be sold to break even on this campaign.

The average cut from a game retailing at £39.99 for the marketing department is around 7%[38][39][40][41].

| | |
|---|---|
| **Cost of game** | £39.99 |
| **Marketing cut** | £2.80 |
| | |
| **Campaign Cost** | £1,113,552.71 |
| **Copies sold to break even** | 397,797 |

To pay off this campaign the game must sell 397,797 copies which keeps with the objective of shipping 750,000 copies.

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