Marketing Plan

The video game industry is currently valued at around $99.6 billion and is continuously growing; the market is packed with thousands of different and diverse products making it incredible hard to stand out. Consumers come under two different labels which are, Hardcore Gamers and Casual Gamers. Hardcore gamers see games as a hobby and spend a lot more on games, usually they get more involved with online communities. Casual gamers are people with a more relaxed approach to gaming, they buy a few games and usually only play if they are bored or have spare time. Mist will focus towards casual gamers due to its simplistic gameplay, generous difficulty and emphasis on co-cooperative and online gameplay.

The game is being released worldwide in mid-July 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. During the summer, very few games are released, we believe that the summer is the perfect time for the games release due to little competition and the summer holidays. During this break, our target audience which are primarily male aged 15-19 may look for something to keep them entertained over the holiday period.

To help build up awareness of the game the advertising campaign will start 2 months before the games release, this give us ample time during the summer months to spread the word and let customers know about our game. Although we will be posting development update on Kickstarter and social media/blog throughout the entire project.

After release Mist the campaign will continue for another 2 months to help sell more copies and keep up product awareness, also this means the campaign will end roughly in September when other triple A titles will start advertising. The physical aspect of our advertising plans like printed adverts will only be available in the UK because planning a worldwide campaign would take up more resources and requires more detailed planning due to foreign market trends, currency and translation. If a game sells in one country it doesn’t mean it will sell in another, although the online aspect of marketing like our website or ads on websites will be available worldwide.

# **Objectives**

To measure how well the advertising plan has gone we will create set objective we want to achieve; these must be met to ensure the release is a success and that the game breaks even financially and starts making profit. The objectives are:

* To create brand awareness of Mist and Shadow Games LTD

As Mist is a new IP very little will be known about the game, the marketing campaign aims to change that by getting potential customers familiar with the brand and possible future products.

* Be placed in the most sold indie game section on steam

This is a great way to gain exposure, having any game in a top 10 best list means more consumers will be willing to purchase the game.

* Sell 50,000 copies in a year

We would like Mist to sell this amount to see if the game and marketing has been successful, this is so the game breaks even and starts making profit paving the way for future products like a sequel.

Core Strategy

# **Promotions**

To help customers get interested in the product, a competition will be run 1 month prior to the release on our website. All links and reminders will be posted on all social media site and Kickstarter. A demo will be released for this competition

The competition will require players who have downloaded and played the demo to give us feedback about additional content they would like to see in the full game, this feedback will be posted on our website, members on our site will then vote on which idea is the best. This creates an active community on our website and increase the awareness of Mist. The winner of this will get their idea put in the game and an in game character name after him/her, they will also receive a free copy of the game.

# **Social Media**

At the start of the development process 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 Twitch. These accounts will be created by a third party company that specialises in this field but will be maintained by our development staff, as we can give live update and information about the game progress and post videos and pictures.