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.

After release 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 to September when other triple A titles will start advertising.