

GameCo

Data Analysis

Marketing Budget Plan 2017

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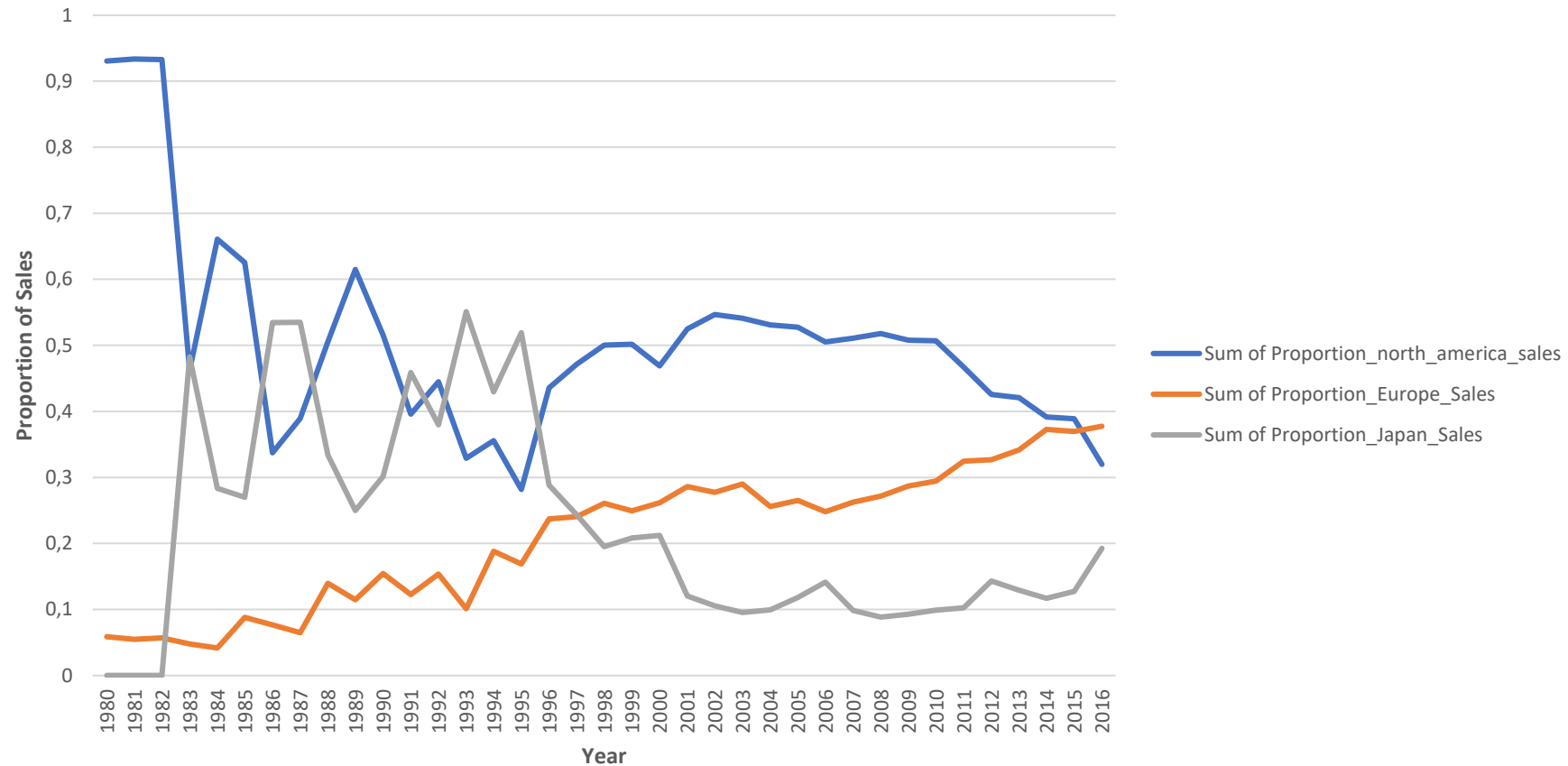
GameCo's current assumption

Until 2016, GameCo has been consistent in dividing its marketing budget over the main three regions: North America, Europe and Japan.

The executive board expects that the sales of these regions have not changed over time and therefore thinks there will be no changes in the marketing budget plan for 2017.



Data on the proportion of sales of each region, from 1980 until 2016

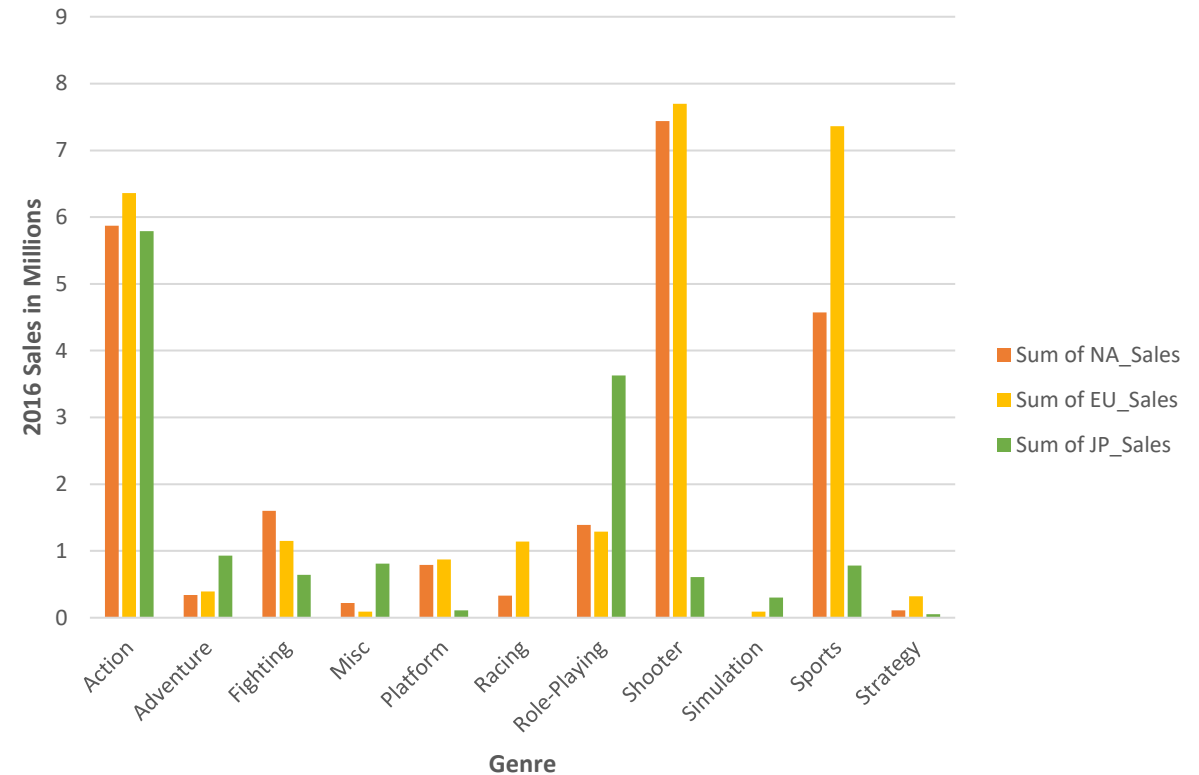
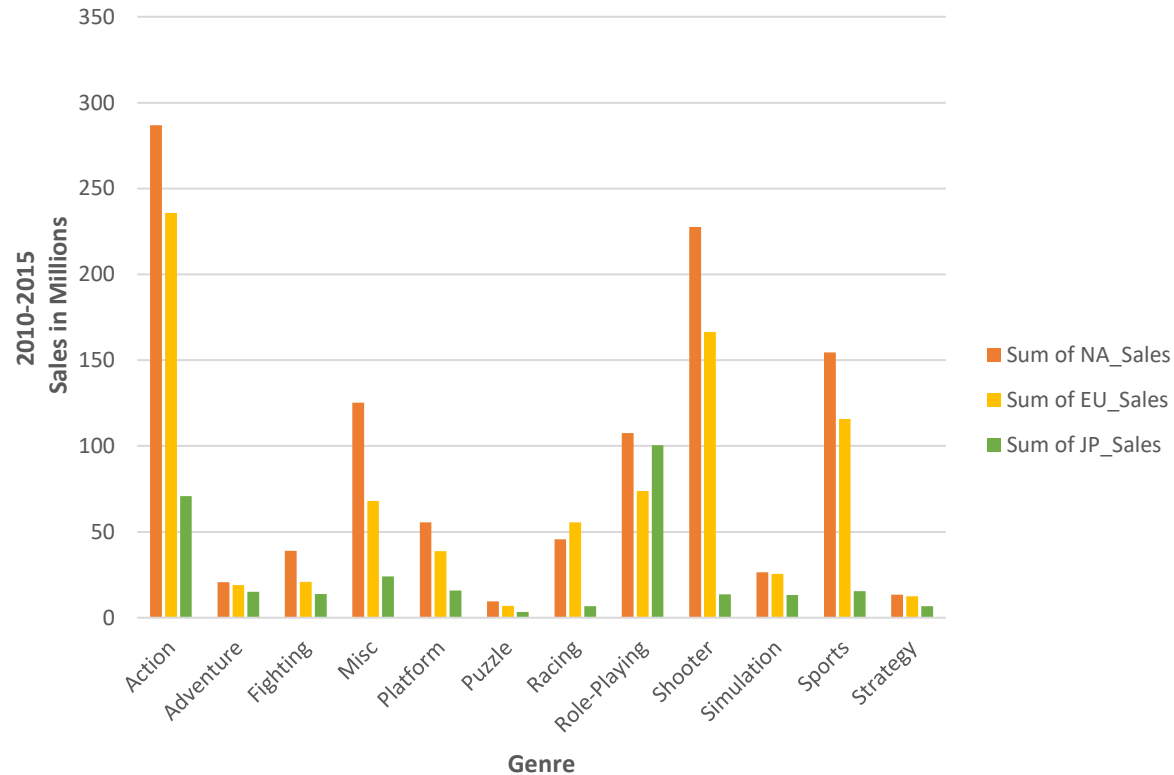


The sales per region have differed individually and from each other over time, showing the proportion of sales in Europe and Japan have increased the last couple of years and the sales of North America have decreased.

This differs from the current understanding of GameCo of their business.



Data on the sales per region, categorized by genre. Columns compare the results for the years 2010-2015 and 2016



Action games have a high popularity in all regions.

Role-Playing games are popular in Japan.

Shooter Games and Sport Games have high sales in North America and Europe.

The popularity per genre of each region changes over time and stands in contrast with GameCo's understanding of their business.



Insights for GameCo

The sales have changed per region over time. The proportion of sales are increasing for both Europe and Japan, with the highest results for Europe.

The popularity per genre differs in each region and has changed over time. The most popular genres in 2016 are Action, Role-Playing, Shooting and Sports.



Actions for GameCo

Europe: GameCo should expand the part of the marketing budget plan of 2017 for Europe, to facilitate further growth for this region. The company should use specific marketing techniques to keep and grow their customer base within the genres Action, Shooter and Sport. Such as loyalty programs and a customer reward system for attracting new customers.

Japan: GameCo should keep their focus on attracting more customers for their Action games and Role-Playing games. They could do this by researching successful culturally sensitive marketing strategies of local competitors and use this knowledge.

North America: GameCo should use effective marketing tools to reach potential customers for the Genres Action, Shooter and Sport.
For example Social Media or Partnerships with popular brands.



Thank you

