



MARKETING BUDGET PLAN 2017

GameCo

October 2016

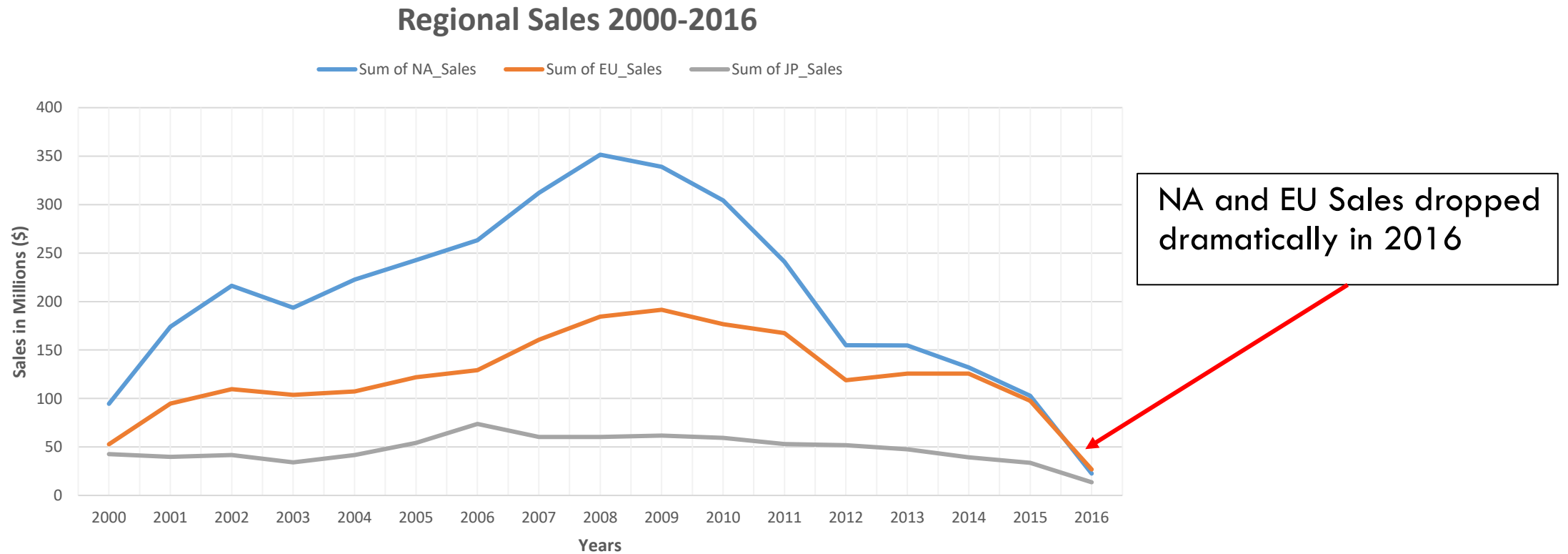
Goal: The marketing budget distribution among the regions to maximize return on investment

Geographic regions: North America (NA), Europe (EU), Japan (JP)

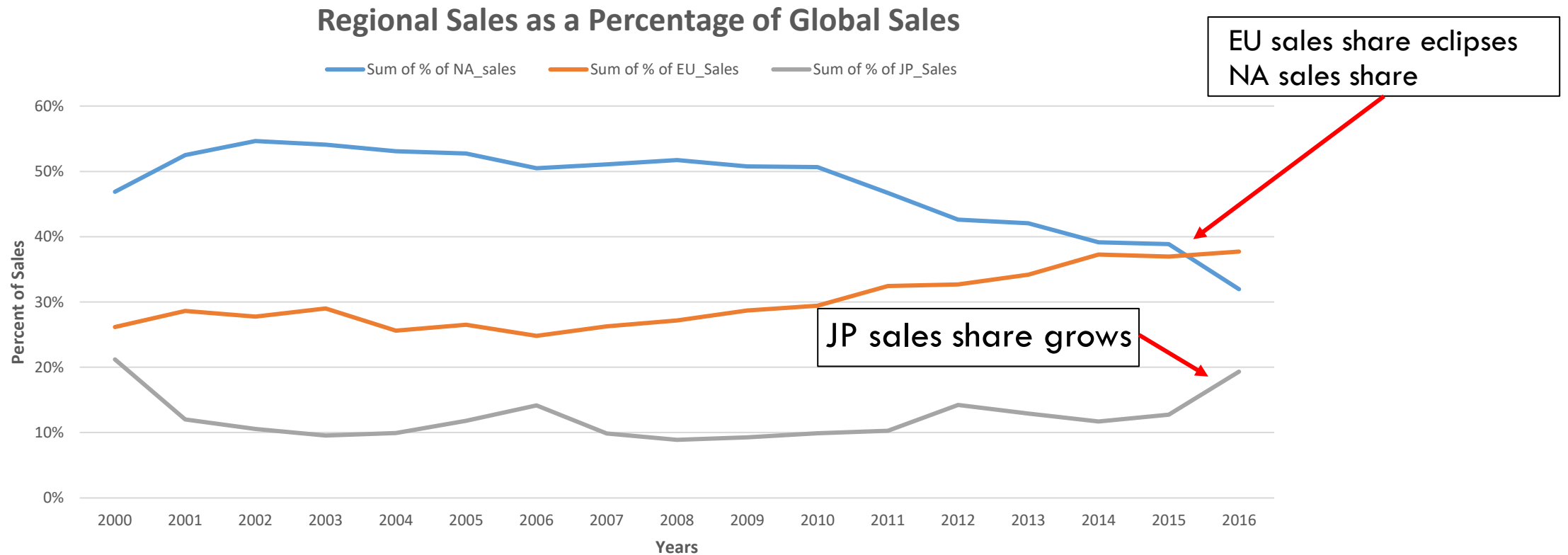
Assumption: Sales for the various geographic regions have stayed the same over time

Source: Global and regional sales data 2000-2016, sales by genre 2015-2016

REGIONAL SALES, 2000-2016



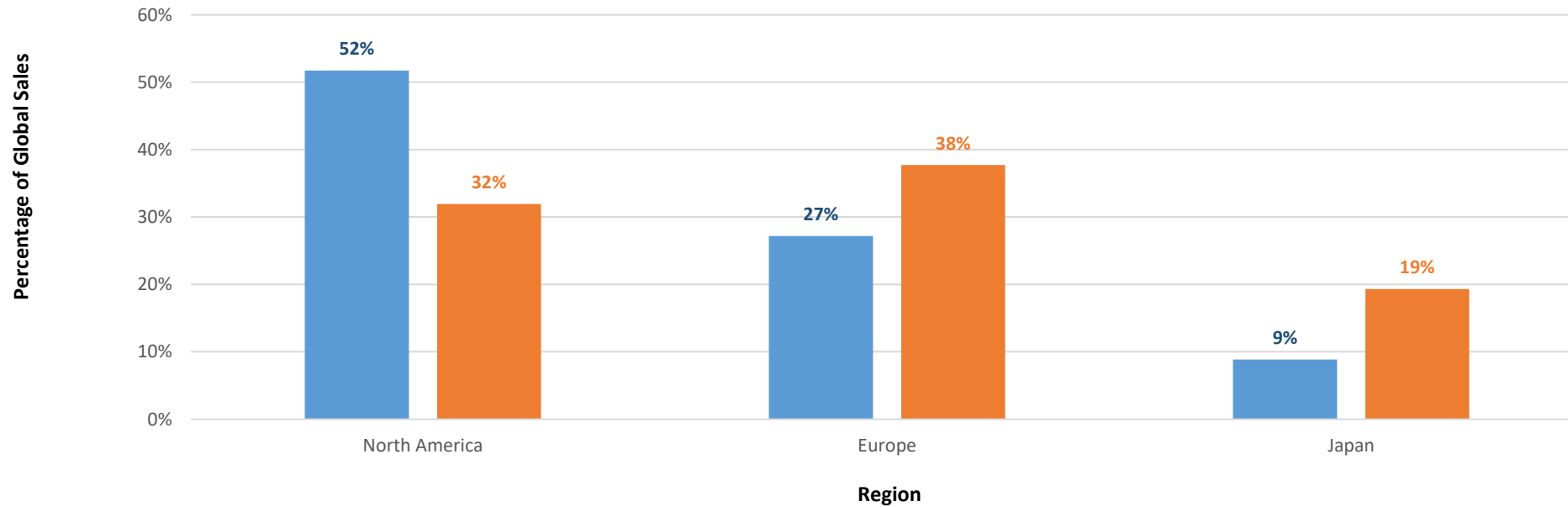
REGIONAL SALES, 2000-2016



SHARE OF REGIONAL SALES, 2008 VS 2016

Sales by region 2008 vs 2016

■ 2008 ■ 2016



- Share of NA Sales changed by 20%
- EU and JP sales share increased 11% and 10% accordingly

REGIONAL SALES, 2000-2016

Conclusion:

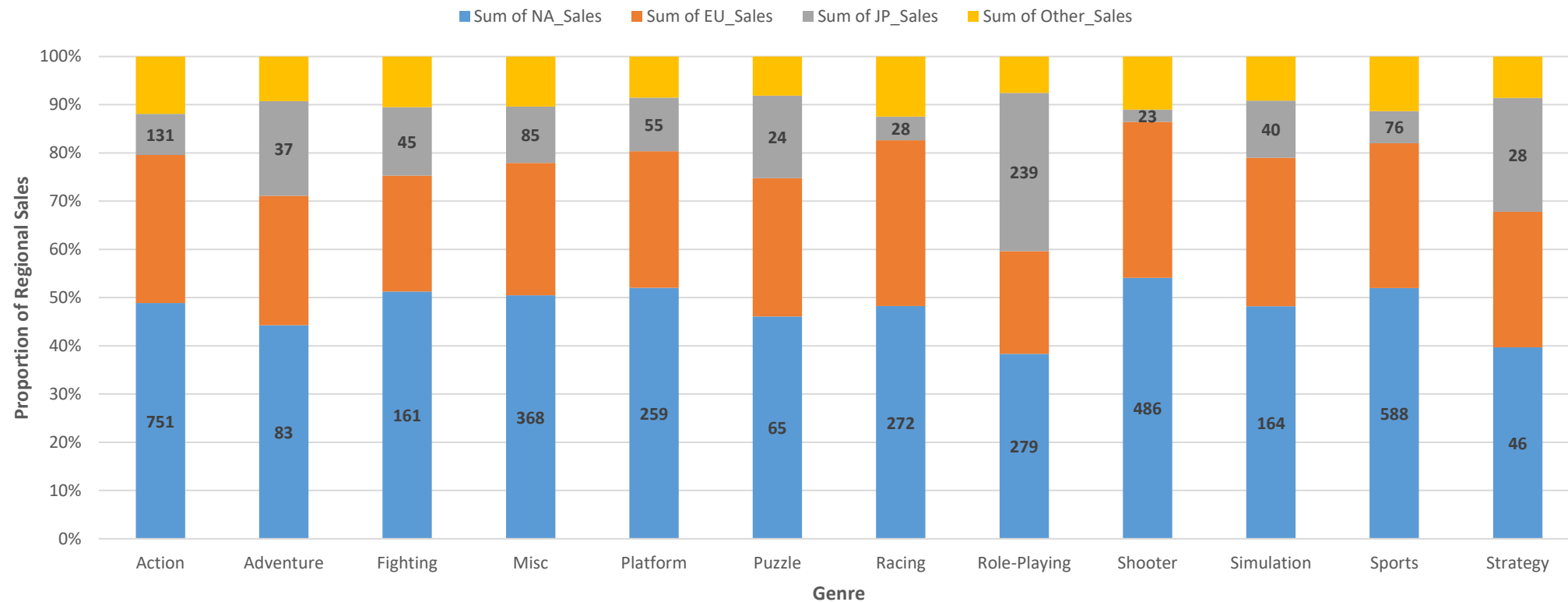
- **North American market** has a decreasing trend, dramatic changes happened in 2016. What and why should be explored additionally. The target is to stabilize sales to prevent further decline by focusing on current and former customers using the large historical customer base.
- **European market** – to support the sales with the same marketing efforts to keep the growing trend over time. The market might have loyal customers who trust the company over the years. Additional information about loyal EU regions should be explored to narrow marketing efforts.
- **Japanese market** – more marketing budget should be allocated to support the last year growth. The market shows a business opportunity.

REGIONAL SALES BY GENRE 2000-2016

Role-playing is popular in Japan

Shooter, Action and Sports dominate in NA and Europe

Proportion of Regional Sales by Genre 2000-2016



NEW GAMES AND SALES BY GENRE 2015-2016

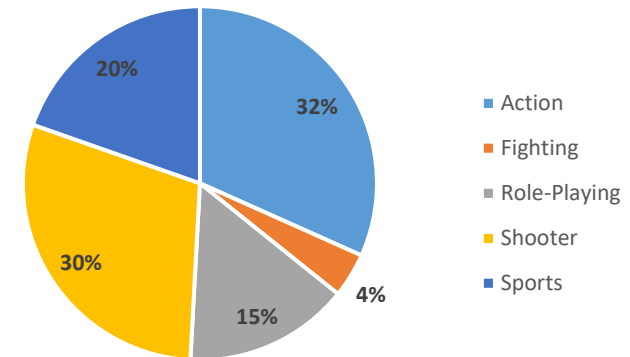
New games drive sales

Shooter dominates in NA

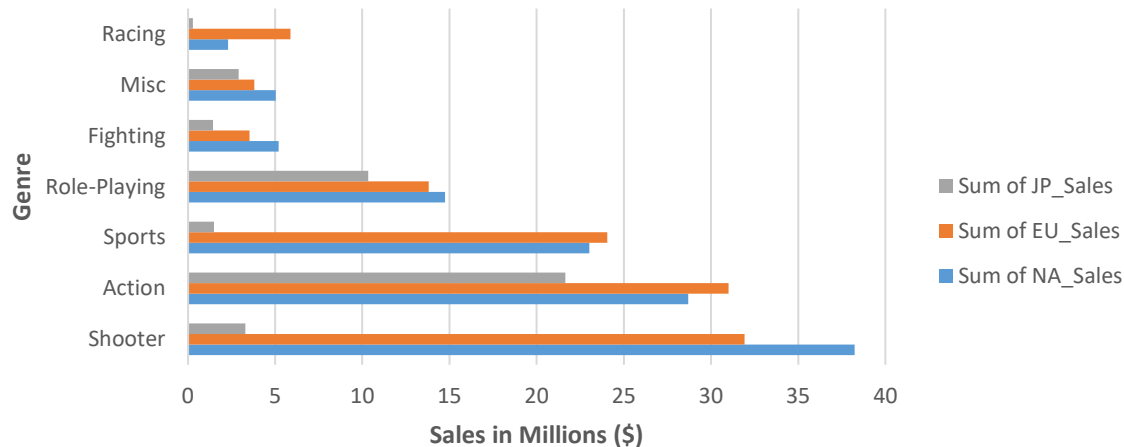
Action is popular in all regional markets and it has the highest number of new games

Role-Playing is the second leader in Japan

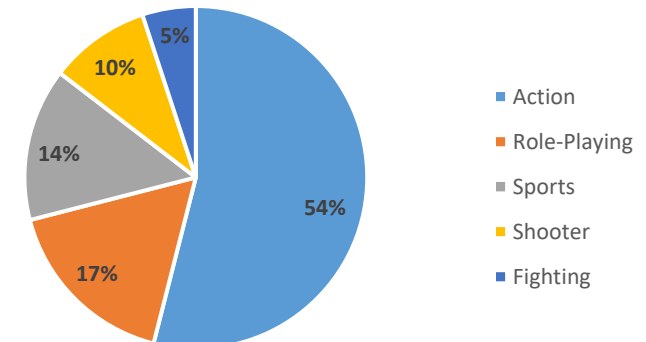
Global Sales by Genre 2015-2016



Regional Sales by Genre 2015-2016



New games by Genre 2015-2016



REGIONAL SALES BY GENRE, 2015-2016

Conclusion:

- **New games** – to allocate marketing budget for increasing number of new games in Sports and Shooter category, Action and Role-Playing needs to be supported at the same level.
- **North American market** – focus on launching direct marketing campaigns on promoting new games in Shooter, Action and Sports genres using existing customer base.
- **European market** – to promote intensively new games for loyal customers via marketing campaigns such as BOGO - buy one game in Shooter/Sports genre and get one in Action/Role-Playing genre with a certain discount or bring a friend and receive a new Action game for free.
- **Japanese market** – allocate more marketing budget for emphasizing promotion Action and Role-Playing games with the same approach to support the last year growth.

RECOMMENDATIONS

FOR MARKETING BUDGET ALLOCATION IN 2017

- **North American market** – refocus the budget allocation:
 - **goal** - stabilize sales in preventing further decline
 - **target audience** - current and former customers using the large historical customer base
 - **actions** - launch direct marketing campaigns on promoting new games in Shooter, Action and Sports genres
- **European market** – support the sales with a slight increasing resources of the budget:
 - **goal** – to keep the growing trend over time
 - **target audience** - loyal customers and acquire new customers
 - **actions** - promote intensively new games via marketing campaigns such as BOGO - buy one game in Shooter/Sports genre and get one in Action/Role-Playing genre with a certain discount or bring a friend and receive a new Action game for free
- **Japanese market** – allocate additional resources in the budget for emphasizing promotion and attracting new customers:
 - **goal** - continue a growing trend started the last year
 - **target audience** - current customers and attract new ones
 - **actions** - advance promotions using the last year approach and keeping the main accent on Action and Role-Playing new games