

# GameCo Marketing Strategy for 2017

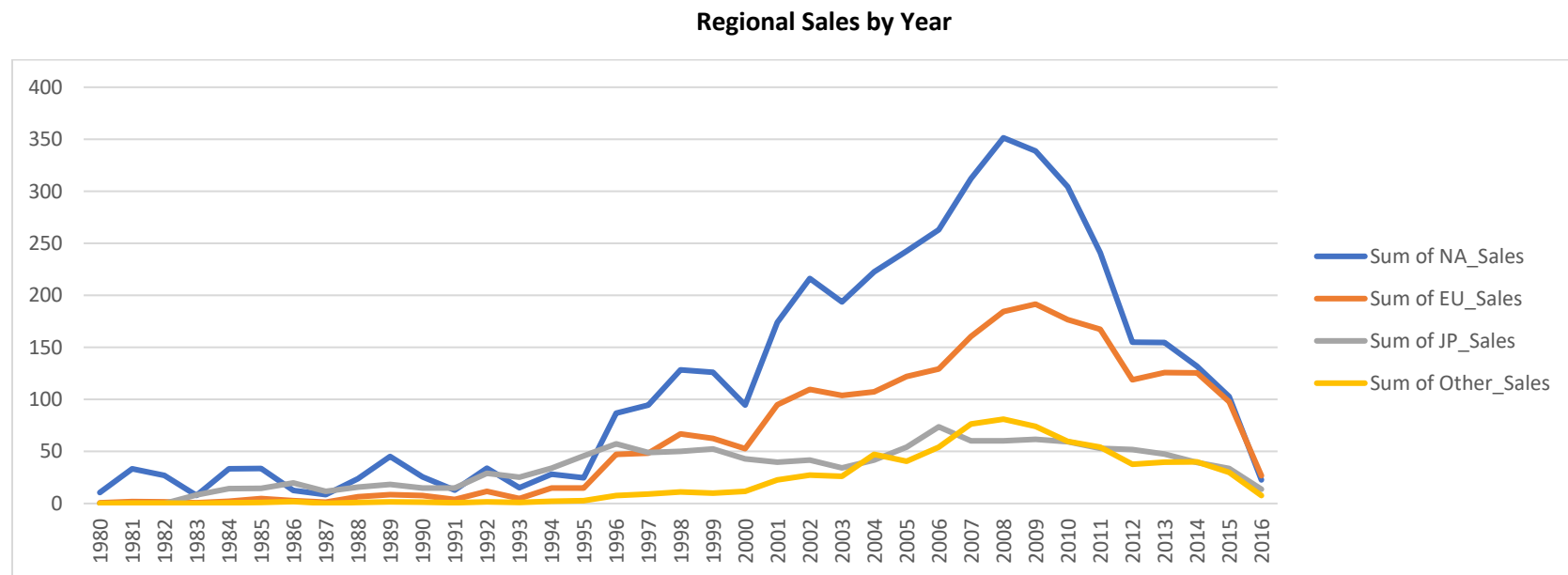
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## Current assumption:

Sales for the various geographic regions have stayed the same over time.

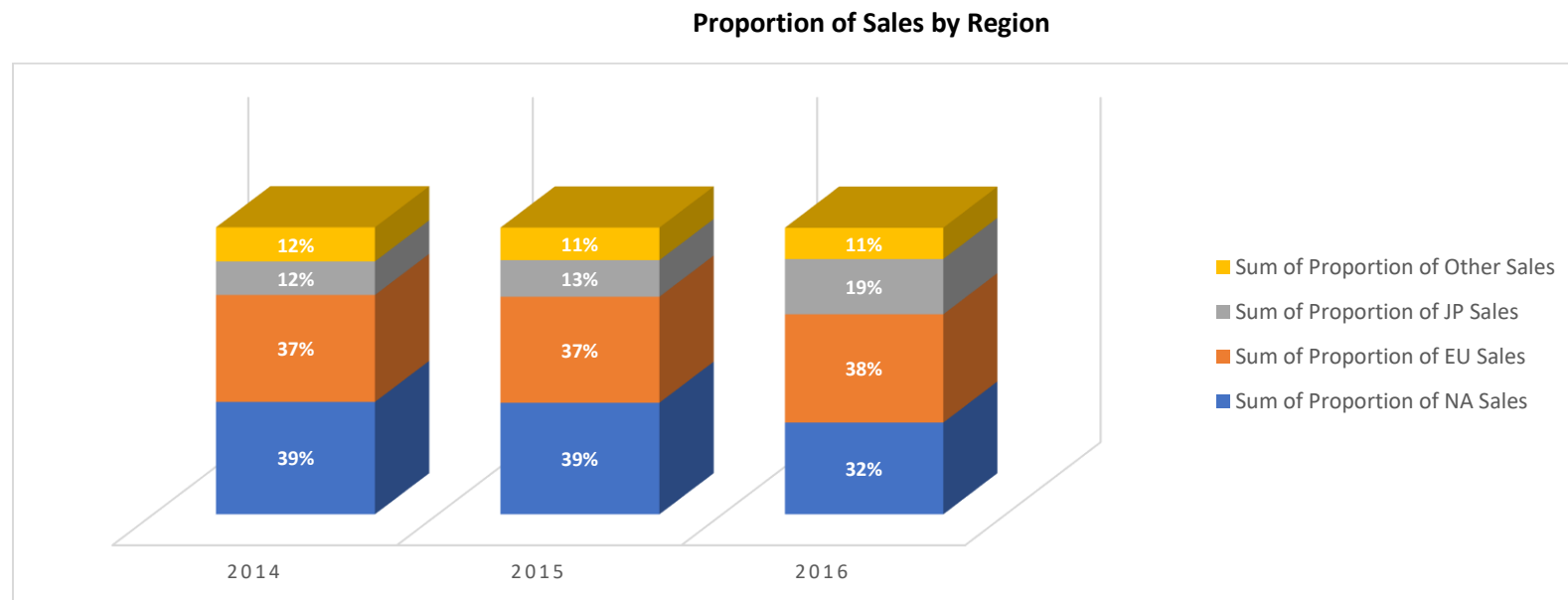
## Insights from data

Chart 1: I analysed video game sales data from 1980 to 2016. *The numbers represent units sold in millions.*



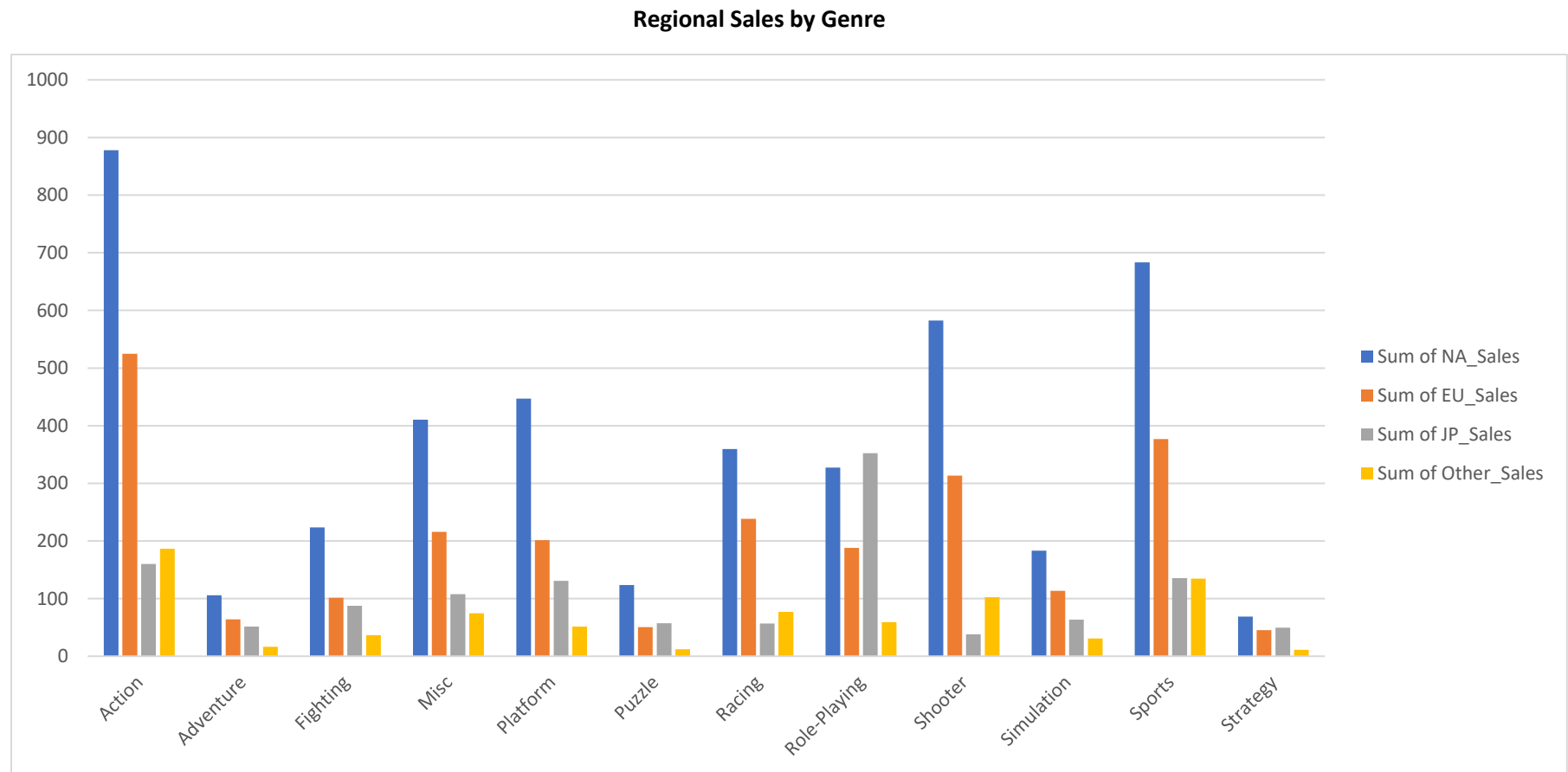
- North American sales peaked in 2008, but there has been a decline since then.
- EU sales have trended upwards for the most part.
- There seems to be a correlation between EU sales and NA Sales. They rise and decline at the same points.
- North American sales have been dominant for the most part, however Europe surpassed North America in 2016.

Chart 2: I analysed the proportion of sales by region against global sales in the last three years.



- Sales have been similar in the past three years. However, the proportion of sales in North America dropped by 7% in 2017, while Japan increased by 6%. The proportion of Europe sales increased only by 1% in 2016, but this is significant because it was higher than North America for the first time.

Chart 3: I analysed regional sales by genre from 1980 to 2016.



- North America and Europe have their highest sales figures in the same genres. Action, Shooter, and Sports games have had the highest sales in both regions, which means consumers in those regions are similar.
- Role-playing games are popular in Japan.

## Does the expectation meet reality?

When we look at the last three years (2014 to 2016), we see slight differences, but once we take a glance at sales from 1980 to 2016, we see that sales for the regions have not been the same. Sales in Europe and Japan have been on a steady incline, while North American sales have been in decline. Europe is a fast-growing region.

## Recommendations

- We saw that there are correlations in sales in North America and Europe – sales have increased and dipped at mostly the same points in time, and both regions have almost equal proportion of sales in the last three years. GameCo should increase the Marketing budget in both regions, to increase sales in North America, which have declined, and to maintain growth in Europe.
  - Allocate marketing budgets by Genre in the different regions:
    - In North America and Europe, allocate most of the budget to Shooter, Sports, and Action games as they have the highest sales,
    - and allocate most of the budget to Role-playing games in Japan as they perform the best.
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