

GameCo's Marketing Budget Plan

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A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

GameCo's Current Analysis



Current Analysis

GameCo's current perception regarding their sales across different geographical regions have remained constant over time.

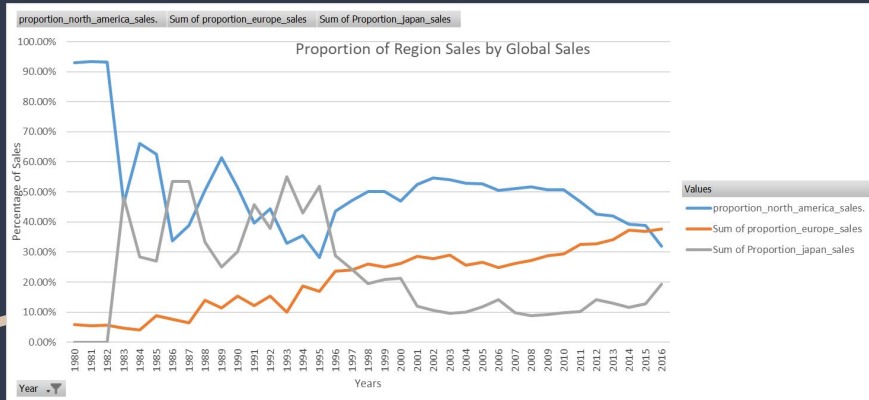
Plan of Action

1. Verify the consistency of sales trends and ensure of the sale stability.
2. Analyze each individual region's sales performance and determine the necessary marketing budget allocation.
3. Ascertain the most effective way to approach sales in 2017.

Overview of Sales Volumes

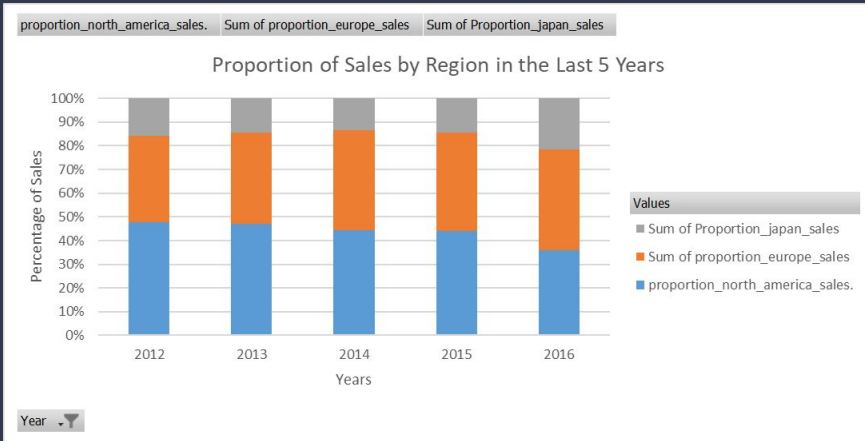


The blue line represents the total Global sales. Sales experienced a continuous rise for an extended period, reaching the peak in 2008 (approximate \$679 million). But from that point forward sales have dramatically decreased.



This visual includes the sales of the regions North America, Europe, and Japan. North America has always been in the forefront of sales eclipsing both Europe and Japan. One thing to note is that Japan may not have tremendous volume but they are consistent in sales.

Proportion of Sales In the Last 5 Years

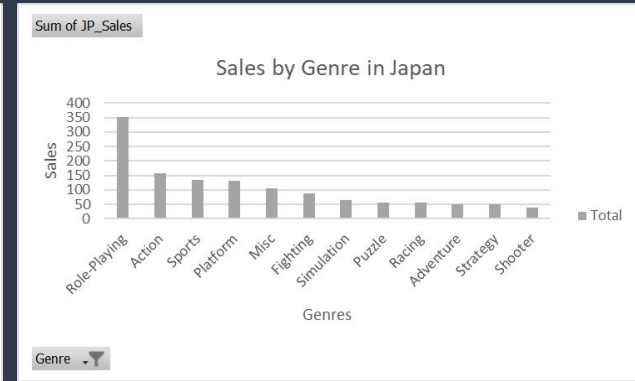
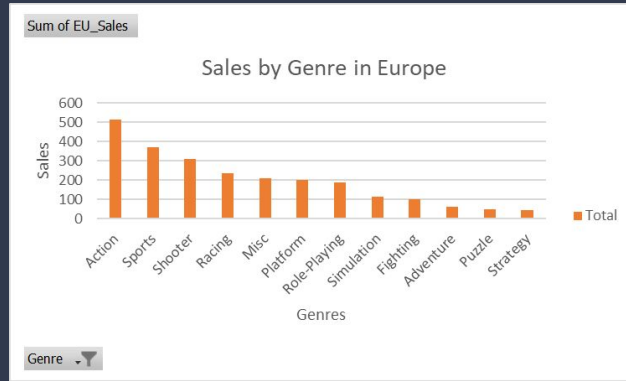
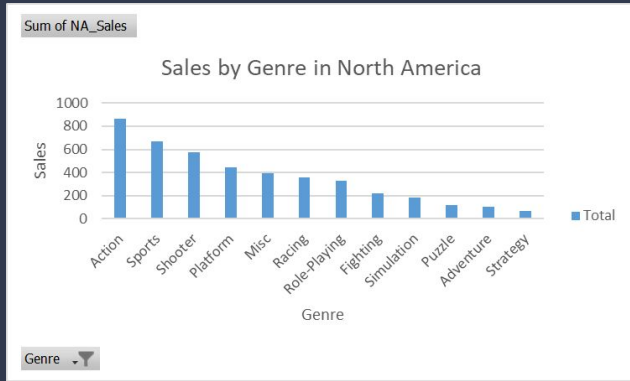


Since GameCo is planning to allocate budget for the year 2017, we should take a look at the most recent years in term of overall sale. We can observe that Japan is still struggling in terms of sale as far as the last five years. But Europe actually has been on par in terms of sales with North American and the year of 2016 overtook the number of sales slightly by North America.

Summary of Sale Volume

From the sales volume, it can be seen that GameCo's analysis is slightly incorrect because there is a fluctuation of sales from year to year from different regions. This must be taken into consideration when allocating budget moving forward to 2017.

Popular Genre by Regions



The three top genres in North America are

- Action
- Sports
- Shooter

The three top genres in Europe are

- Actions
- Sports
- Shooters

The three top genres in Japan are

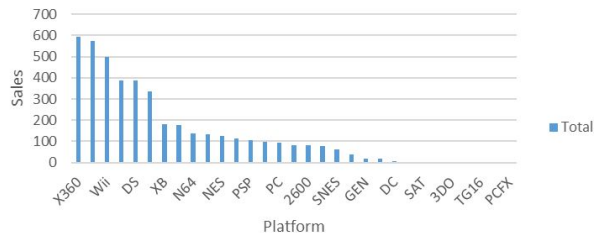
- Role-Playing
- Action
- Sports

There is a common genre between all three regions are Action and Sports, we should keep those in mind when preparing an plan of action for the allocation of budget for the year 2017.

Popular Platforms by Region

Sum of NA_Sales

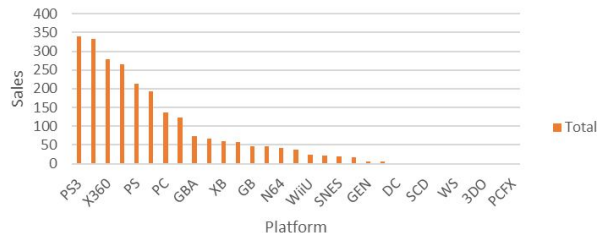
Sale by Platform in North America



Platform

Sum of EU_Sales

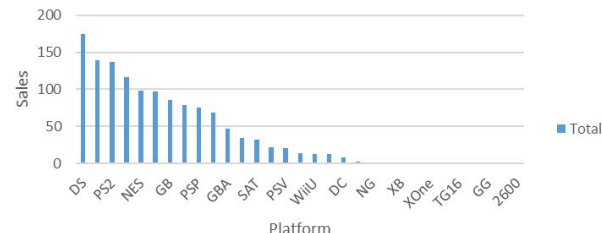
Sales by Platform in Europe



Platform

Sum of JP_Sales

Sales by Platform in Japan



Platform

Top Platforms in North America

- X360
- Wii
- DS

Top Platforms in Europe

- PS3
- X360
- PS

Top Platforms in Japan

- DS
- PS2
- NES

There is a diversity of best selling platforms by region, we want to keep in mind of which platforms have potential or which platforms should keep doing well.

Recommendations for the Year 2017



It is recommended to reevaluate the allocation of marketing resources.

- Give both North America and Europe the same amount of the marketing budget. While retaining a market presence in North America to maintain its market share, this strategy intends to support the rising percentage of sales in Europe.
- Focus marketing efforts in these two areas on the action, shooter, and sports game genres, which have shown to have a high potential for development and consumer interest.
- Japan has also a potentially untapped market and should allocate a sizable budget to bolster the sales.
- Allocate budget as well into the most popular platforms since people already have the platform and they are more likely to buy games from the same platform since they do not need to buy a new console to play a separate game.

GameCo should use a diverse strategy to increase sales in 2017. To do this, the product line must be **diversified** to accommodate a range of consumer preferences, and untapped markets must be investigated for prospective growth. To increase **online visibility**, a **solid digital marketing strategy** should be put into place and make use of tools like **social media, content marketing, and SEO**. Through forums, social media, and events, brands may interact with the gaming community to foster advocacy and brand loyalty.

Thank you for Attending!

Please let me know if you have any further questions.

