

2017 Marketing Budget Plan

GameCo Insights

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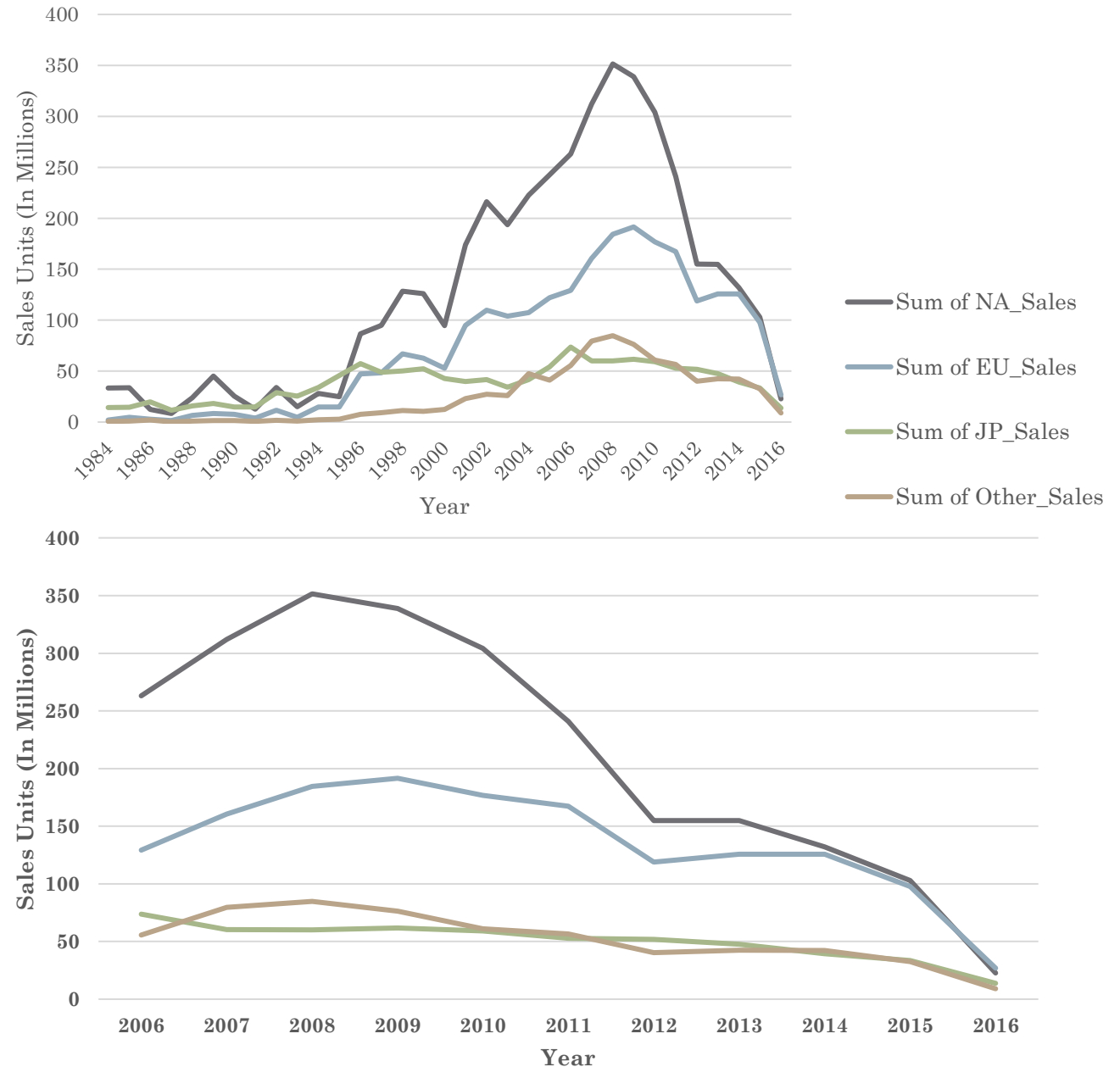


Current Assumption

Sales for various geographical regions
have stayed the same over time

Sales History

- These graphs show GameCo's Historical sales
- Fair consistent during the begging from 1984 to 1996
- NA explodes in sales with EU growing but not as much
- With a closer view of 2006 – Current you see overall sales units decreasing with many possible factors.



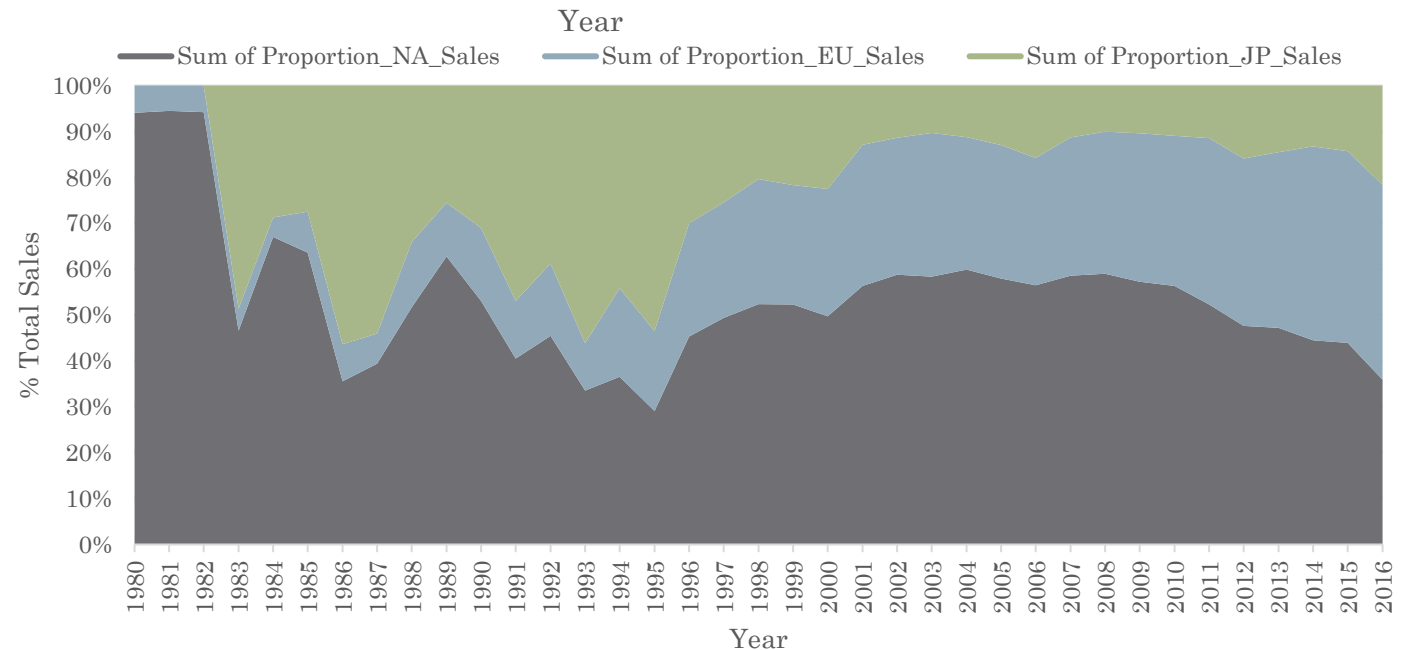
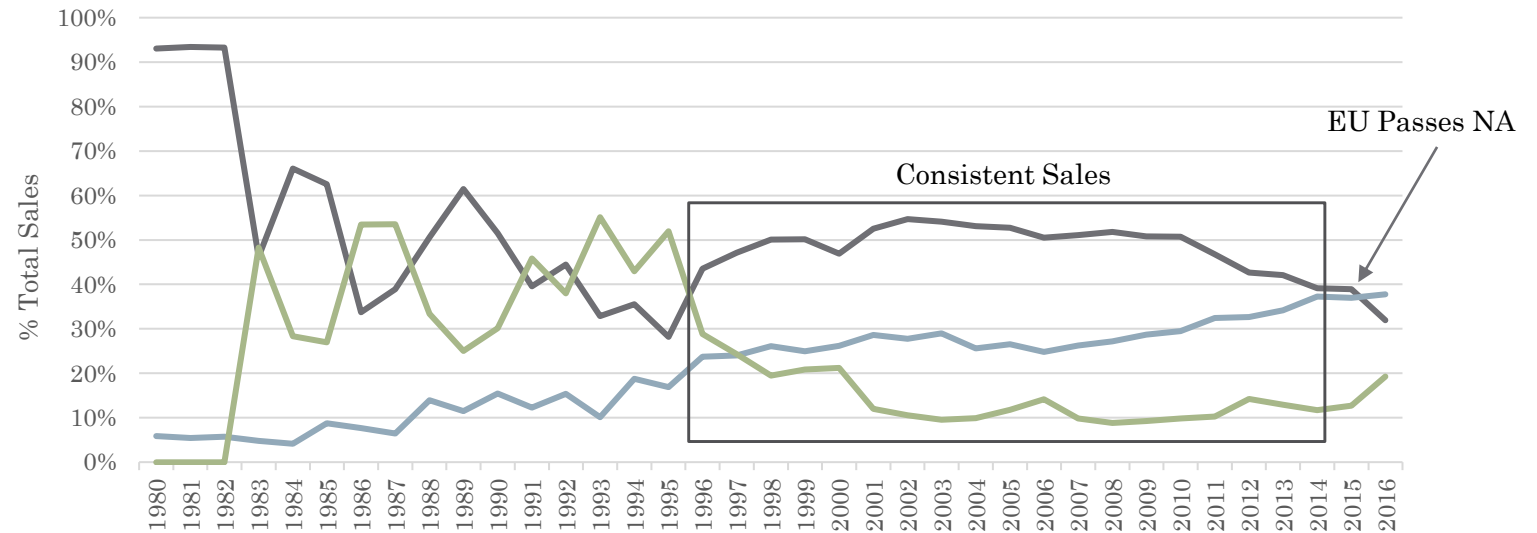


Analysis Insights

Sales for various geographical regions
have not stayed the same over time

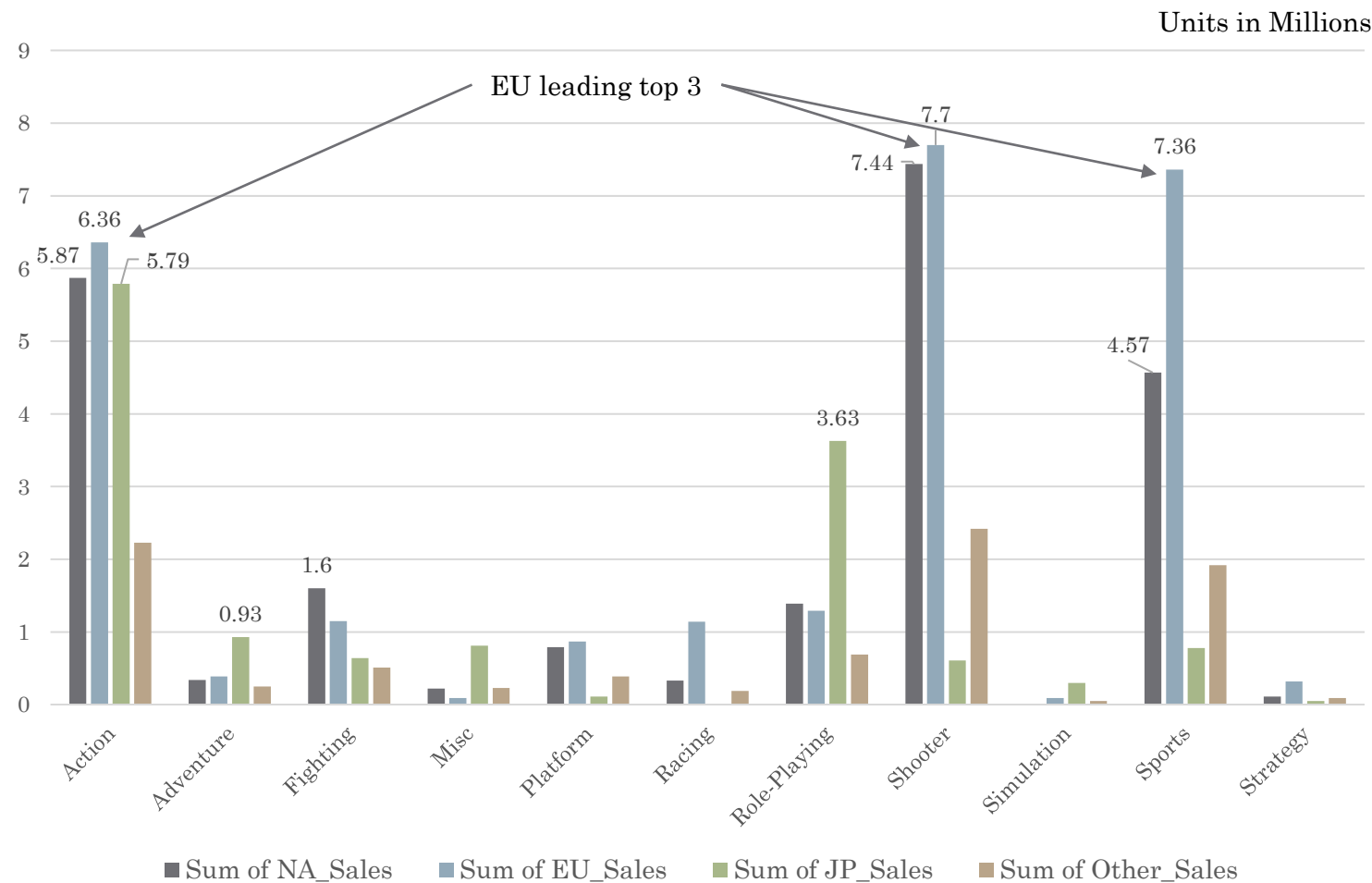
Proportion of Regional Sales

- Over time NA sales % of total has decreased while EU has grown
- JP has varied over the years but indicates growth in 2016
- By 2016 EU is has passed NA in sales and holds the largest shares of the gaming market



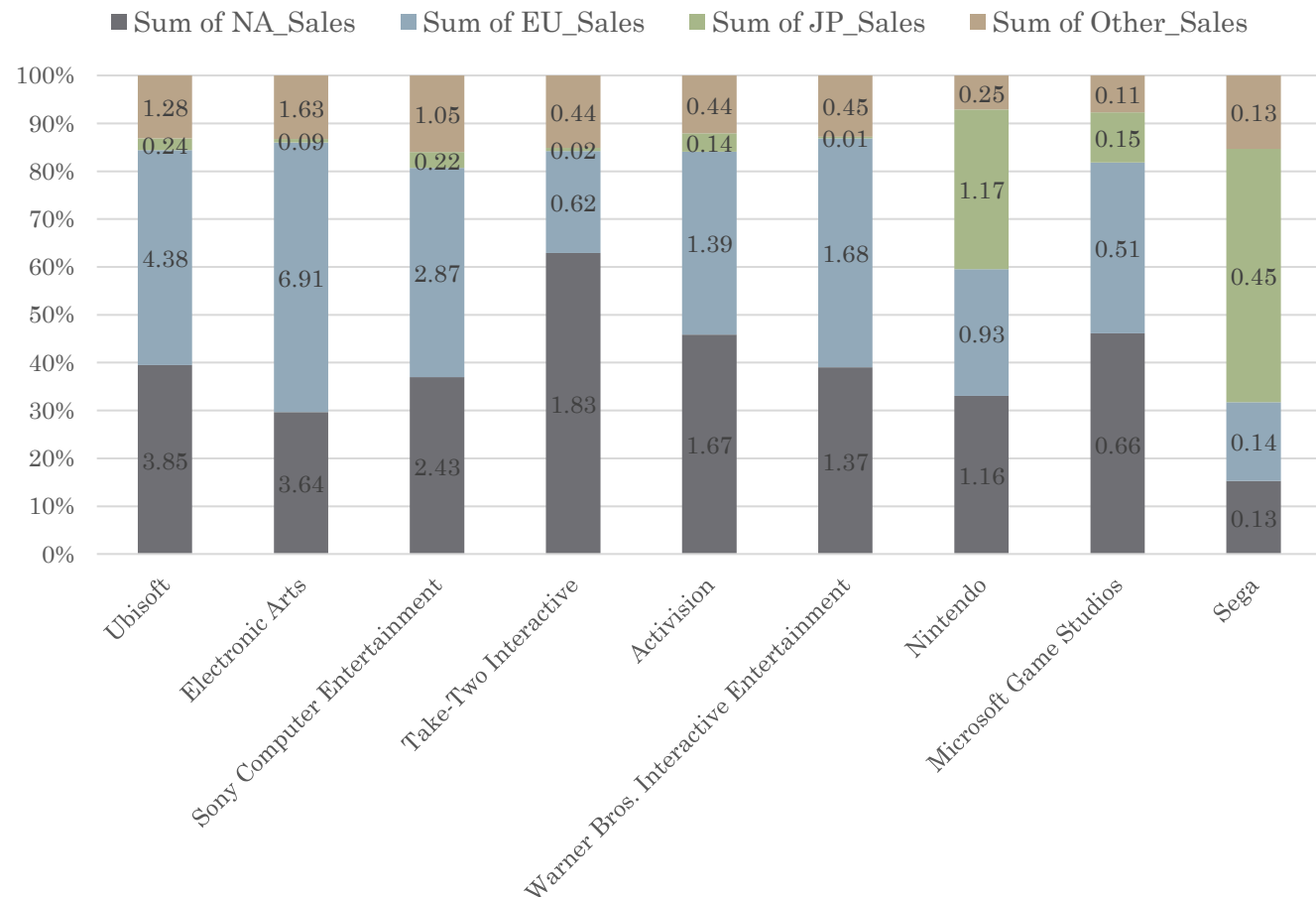
2016 Regional Sales by Genre

- This past year EU has dominated in the major Gaming Genres
- Here we can see strategic targets for the various regions
 - NA Focus – Action, Fighting, Shooter, Sports
 - EU Focus – Action, Shooter, Sports
 - JP Focus – Action, Adventure, Role-Playing



2016 Regional Sales by Publishers

- The leading industry publishers vary with regional interaction
- EU holds most units sold in majority of the top publishers
- NA holds a few but has decreased in market share compared to EU over the years
- JP holds their local publishers which is no surprise





Revised Understanding

We see NA is no longer the majority market share holder

EU has grown considerably, and marketing efforts can be adjusted accordingly

Recommendations

We recommend the following:

- Revised 2017 Marketing budget to allocate increased funds targeting EU markets Focused on:
 - Genre of Action, Shooter, and Sports
 - Publishers: Ubisoft, EA, and Sony Games
- Maintain Current NA Marketing Efforts
- Japan is showing a slight increase in sales in 2016 so:
 - Maintain or Increase 2017 Marketing budget for JP in: Action, Adventure, and Role-Playing Games with Nintendo, and Sega platforms

Thank you

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