



# GameCo

2017 Strategic  
Marketing Plan  
October 15, 2016

# Where should we focus our 2017 marketing?



REGIONAL SALES



GAME GENRE



OTHER FACTORS

# GameCo Dataset

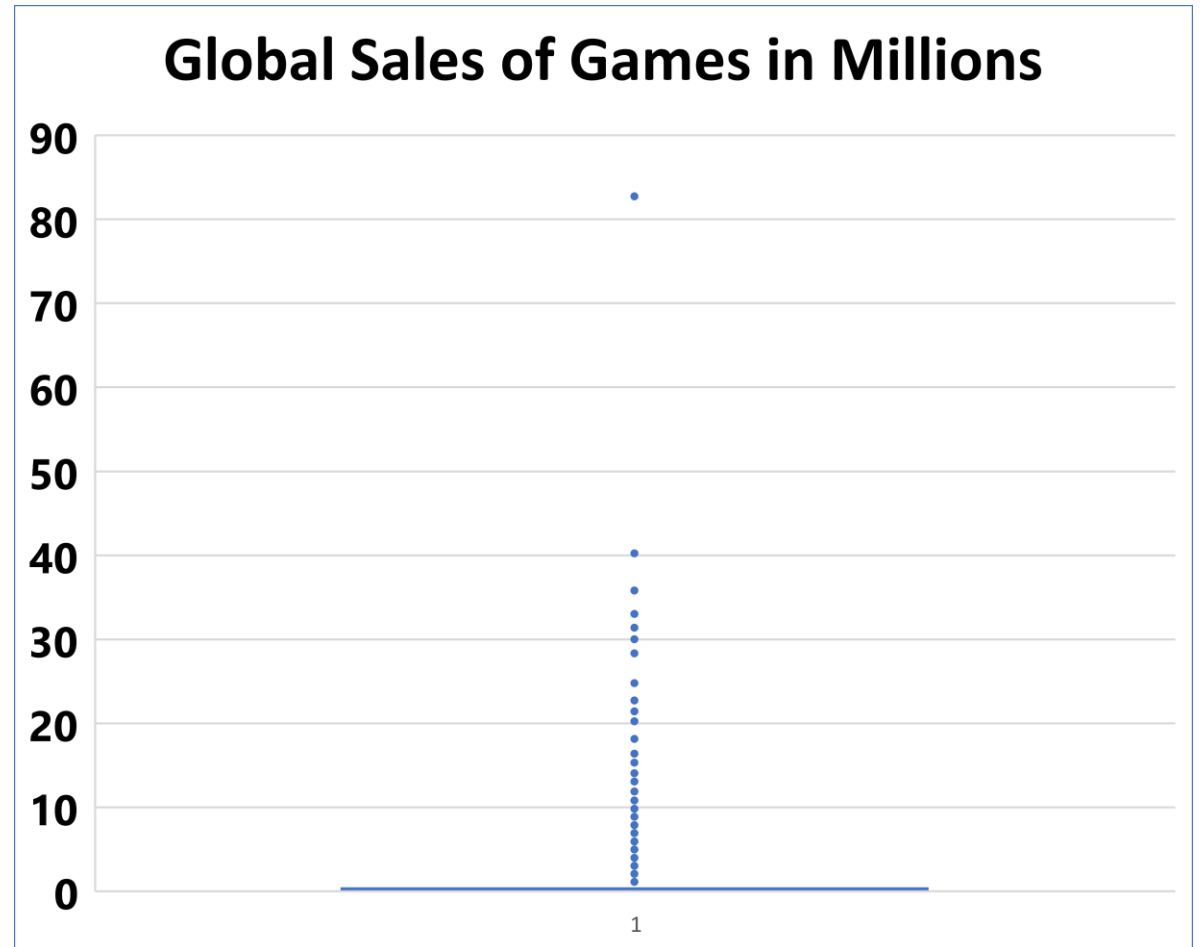


16,600 records of units of game software sold to consumers worldwide from 1980-2015

<https://www.vgchartz.com/>

- Records without year or game publisher were removed
- Records changed to reflect average game sales across all years when no sales numbers listed for a particular year

“Super-seller” games  
inflate the average  
sales numbers:  
11% of games made up  
61% of global sales from  
1980-2015

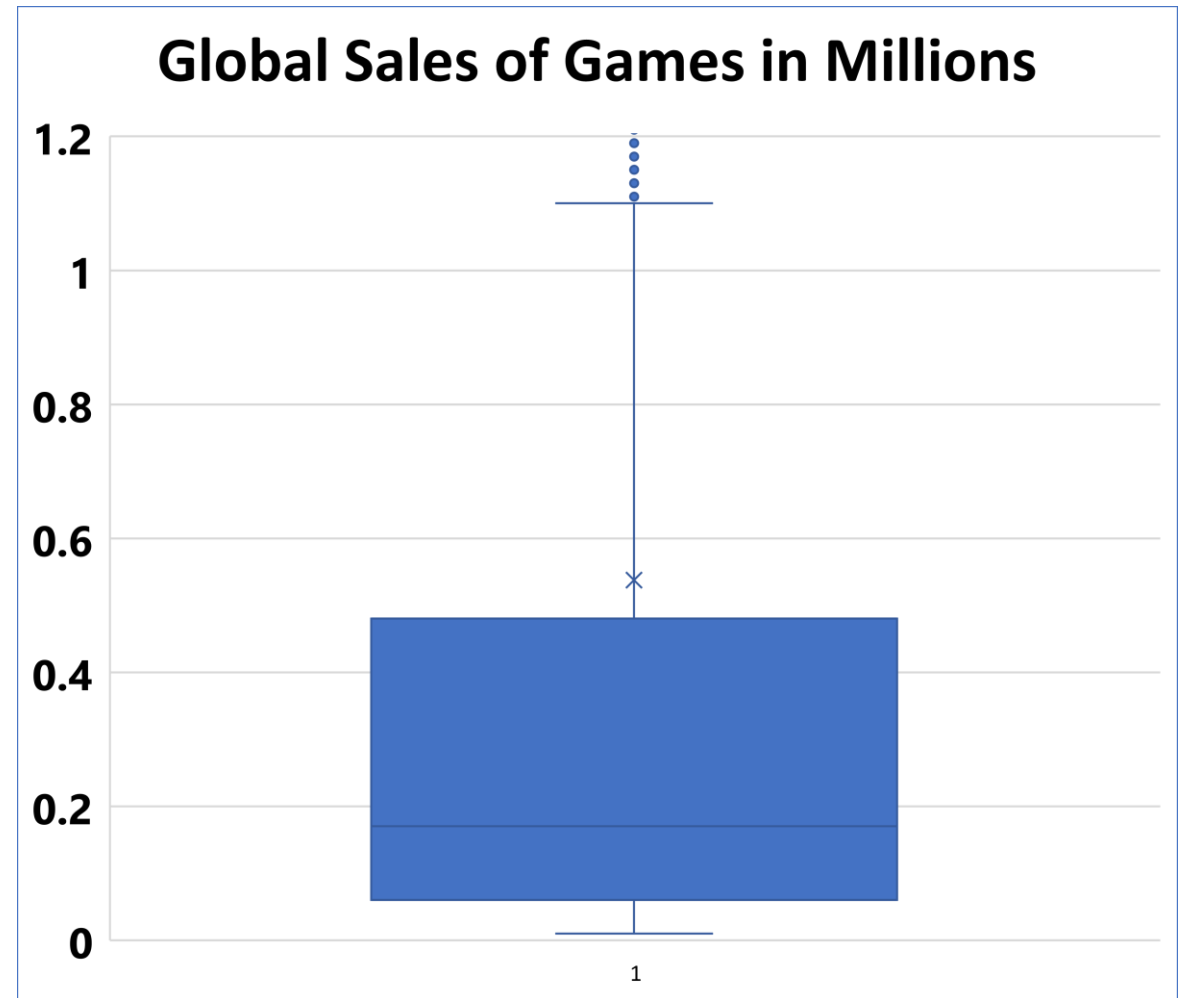


## Focus for this marketing analysis:

The 89% of games with global sales of 1.11 million\* per game or less

These serve as a more representative sample of our competitors' sales than total global sales

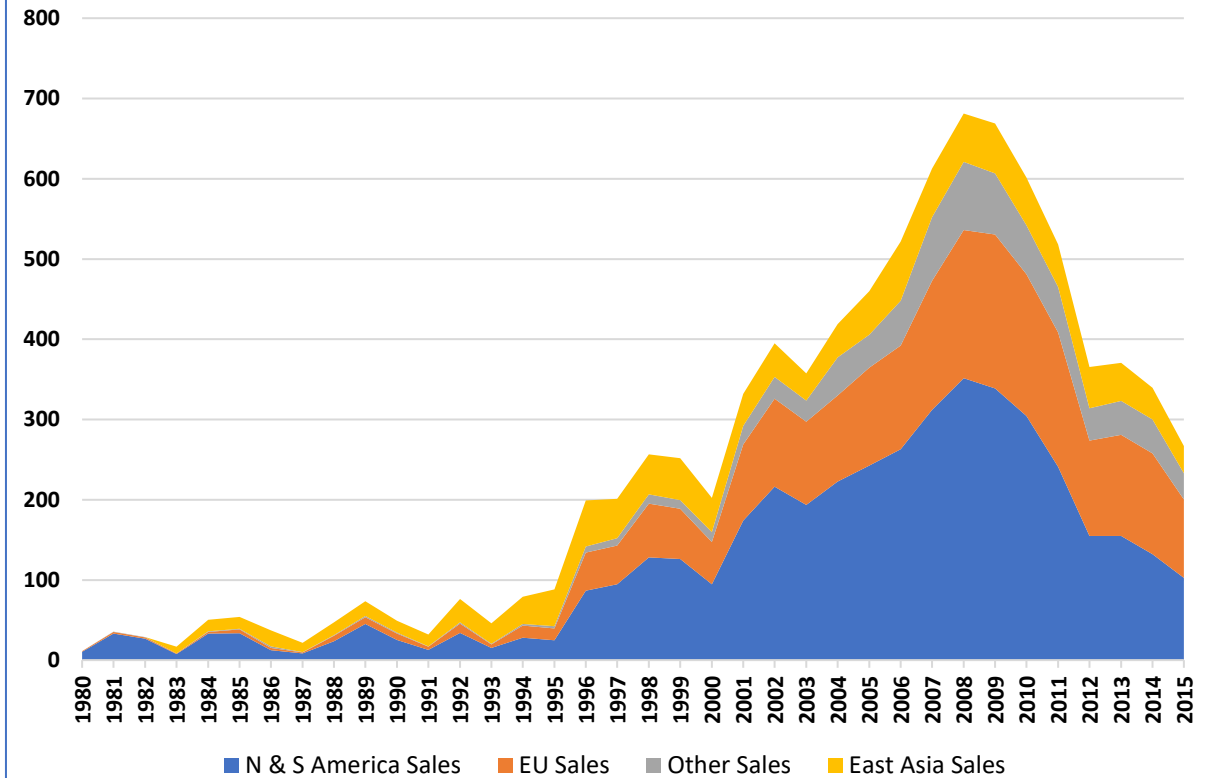
\*The outlier value for global sales



# Changing regional representation in global sales

North and South America  
European Union  
East Asia  
Other Regions

## Regional Proportion of Global Sales 1980-2015

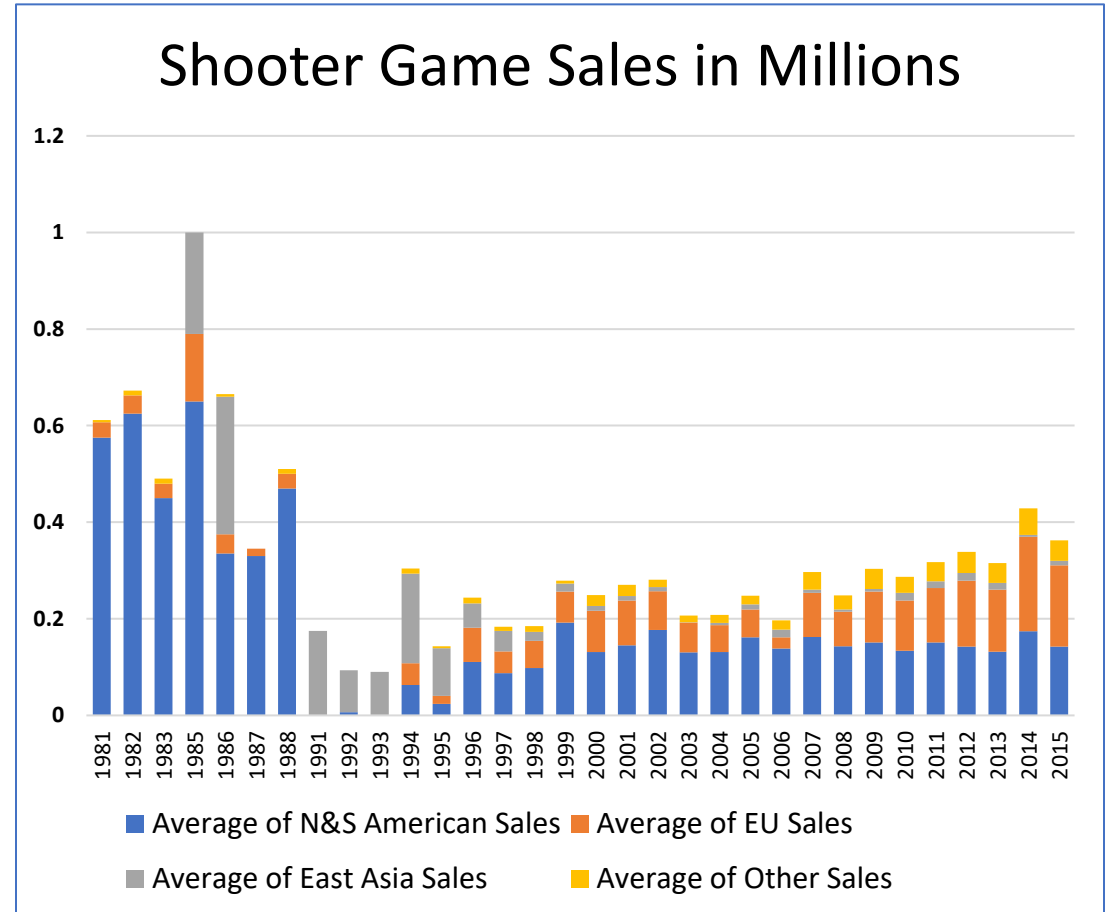
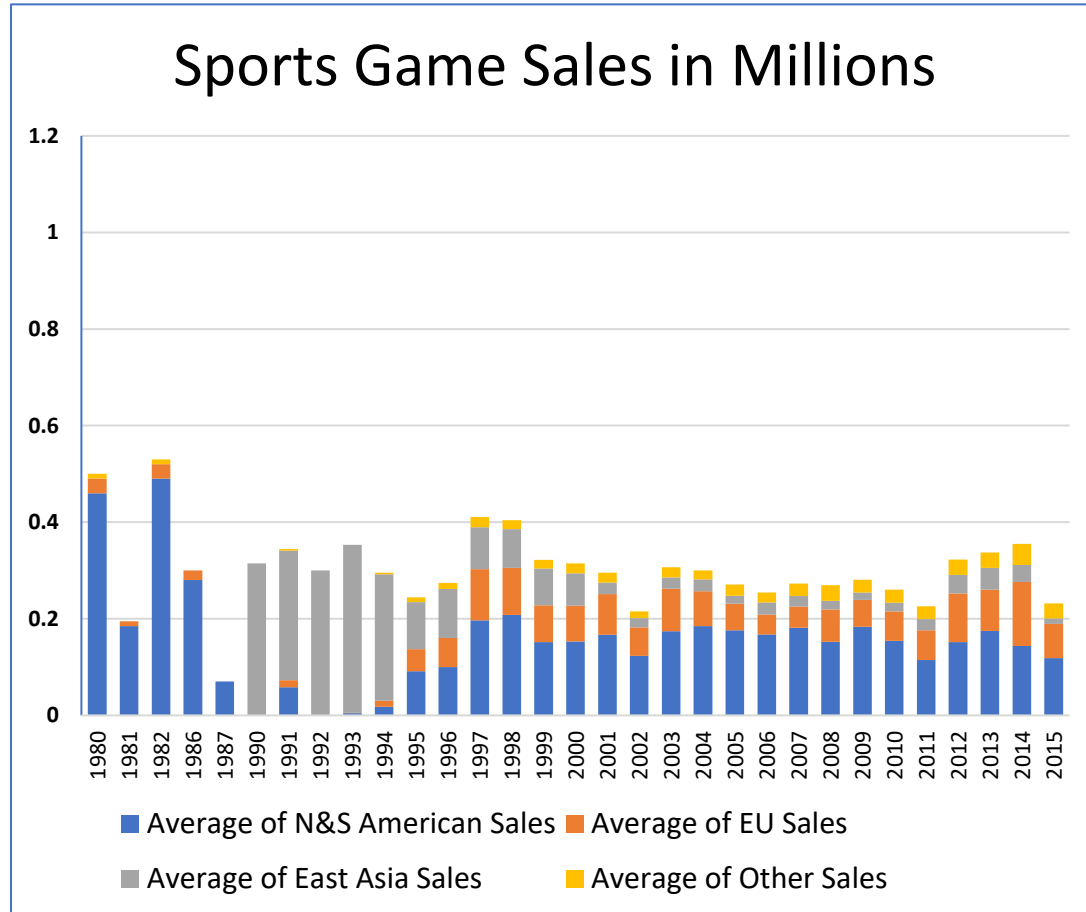


## Breakdown of Global Sales per Game by Genre

Genre	Average of Global Sales (in Millions)
Action	0.2
Adventure	0.1
Fighting	0.3
Miscellaneous	0.2
Platform	0.3
Puzzle	0.2
Racing	0.2
Role-Playing	0.2
Shooter	0.3
Simulation	0.2
Sports	0.3
Strategy	0.2

# Genres with Highest Average Sales per Game

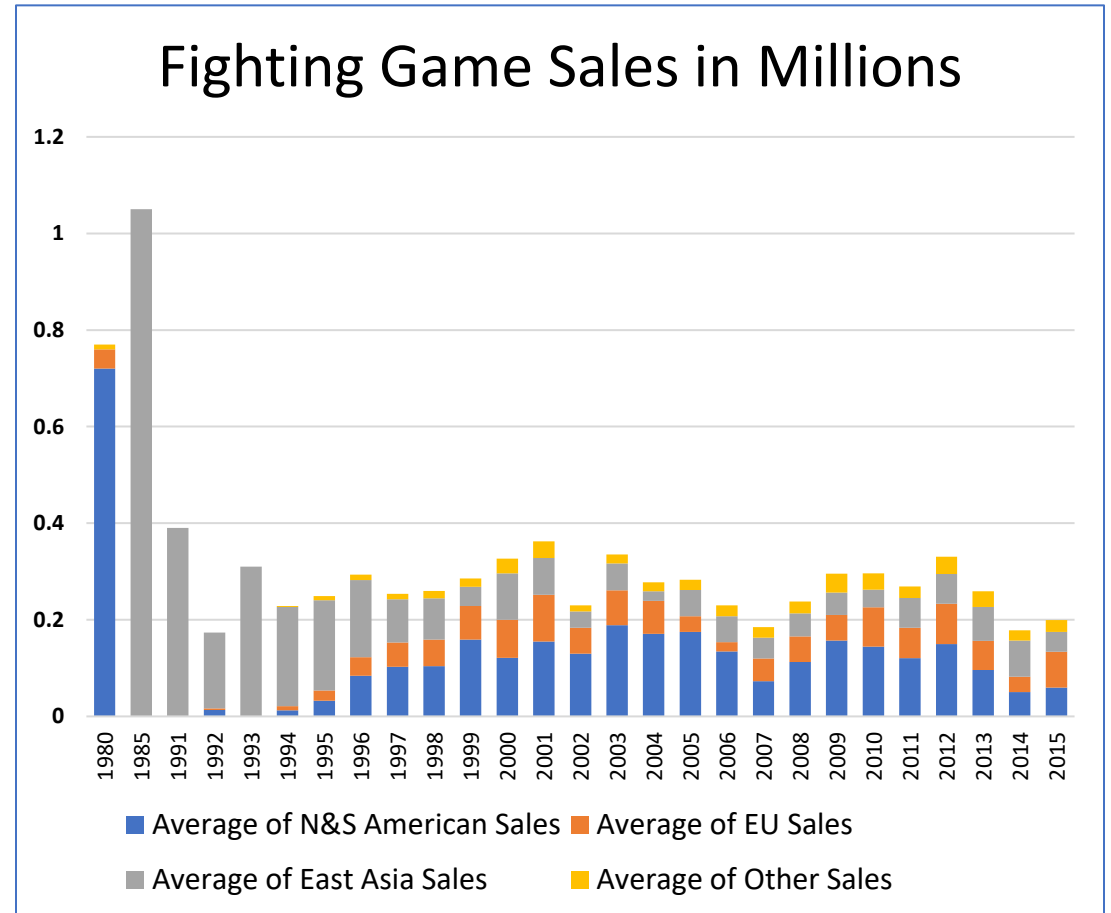
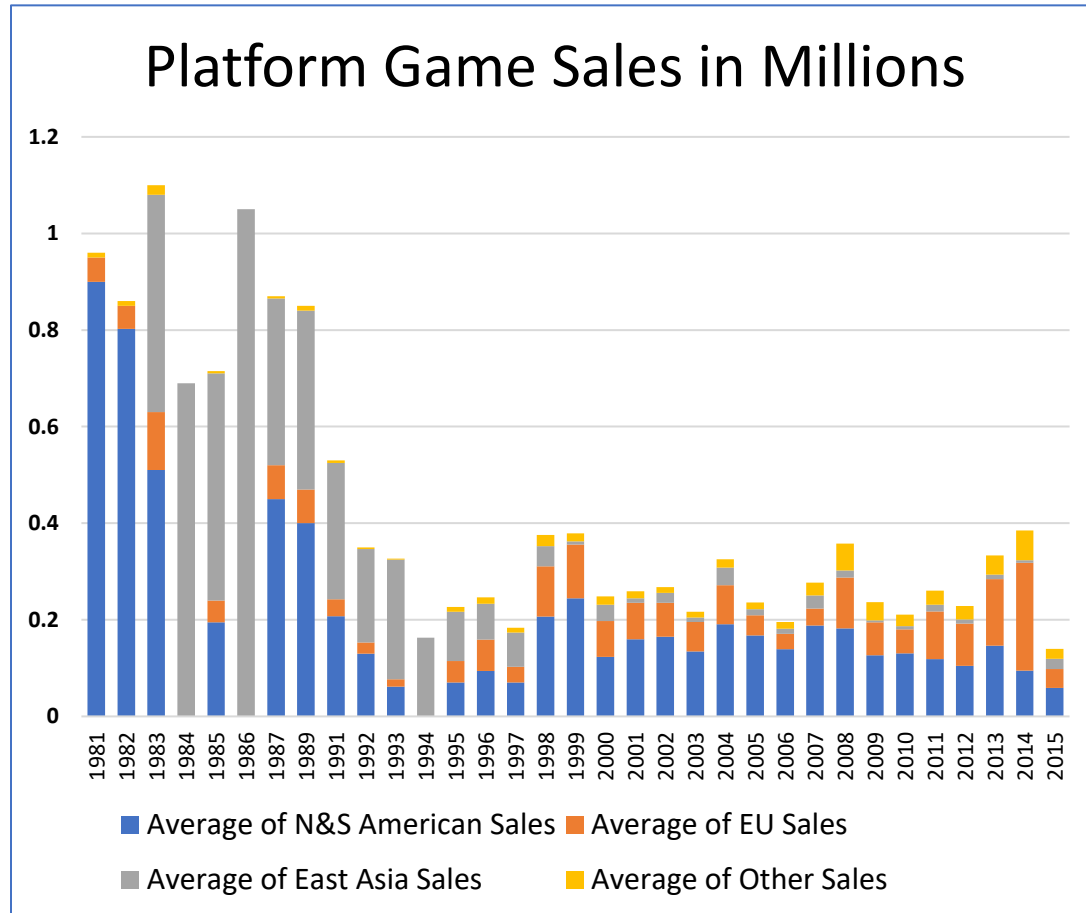
Equal or greater proportion of North and South American sales to other sales regions in last 5 years





# Genres with Highest Average Sales per Game

Higher proportion of East Asian and European Union sales in last 5 years



## Recommendations: GameCo Marketing 2017

- ❖ Allot higher marketing budget for games in the Sports, Shooter, Platform, and Fighting genres
  - ✓ Highest historic average game sales globally
  - ✓ Account for diversification of regional proportions of the global market
- ❖ Collect sales figures as well as units sold for analysis in 2017