GameCo 2017 Marketing Strategy

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O1 PROJECT INTRODUCTION

GameCo, is a video game developer who wants to launch new titles worldwide in a competitive industry.

OBJECTIVE:

GameCo wants to use historical data to inform the development of new games. Give them a better understanding of how their new games might fare in the various regional markets.

BUSINESS TASK:

Confirm if video game sales in North America, European Union, and Japan have remained the same over time.







02 GOALS for our discussion



Review historical video game sales data from VGChartz

This data will assist in determining the marketing budgets for each sales region.



Examine genre and platform trends

Understanding the customers' shopping behaviors can help you make better decisions for developing and marketing video games.



Conclusions & Recommendations

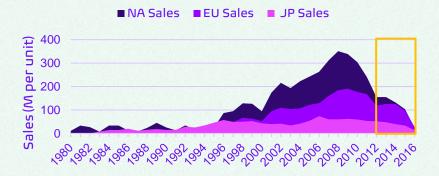
I will focus on the key items most important based on the business task. Including any interesting insights for future exploration.



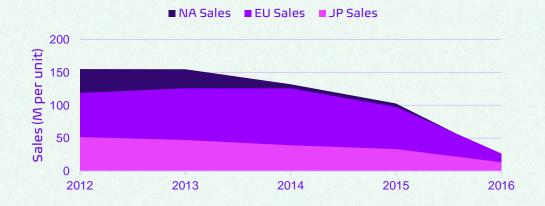








2012 to 2016



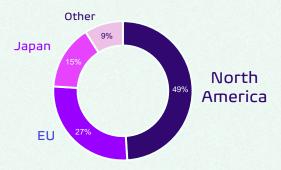
Overall Global Sales by Region

Key Insights:

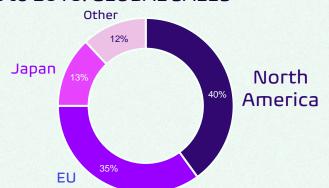
- The North American and European markets peaked with the highest sales between 2007 and 2008.
- However, between 2013 to 2015 all markets started to decline in sales.
- This shows that sales have changed over time in all regions.



1980 to 2016: GLOBAL SALES



2012 to 2016: GLOBAL SALES



Proportion of Global sales

The EU has shown a notable increase of 8%, contributing more sales globally. However, North America has decreased by 9% and Japan by 2%.

The proportions will help marketing decide how to split up the budget in the regions for 2017.

Again, this demonstrates that sales have changed over time in all regions.







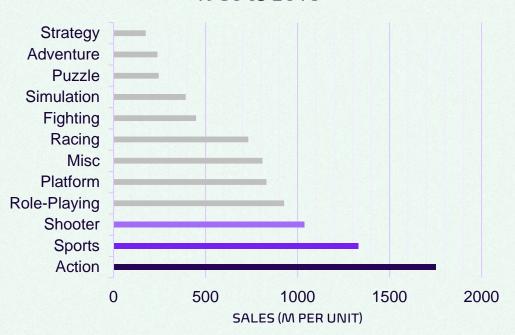


04 GENRES

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What Genres are most popular?

Overall Global Sales by Genre 1980 to 2016

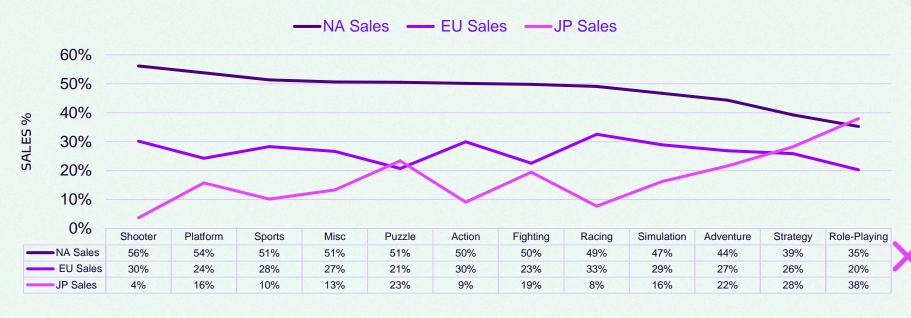


- Here you can see the top global sales by genre from 1980 to 2016.
- The most popular genres are Action, Sports, and Shooter.
- The least popular genres are Strategy, Adventure, and Puzzle.

You'll see the relationship between these genres and the regions that contribute the most and least to global sales.

What are the Top 3 Genres by Region?

TOP 3 GENRES BY REGION



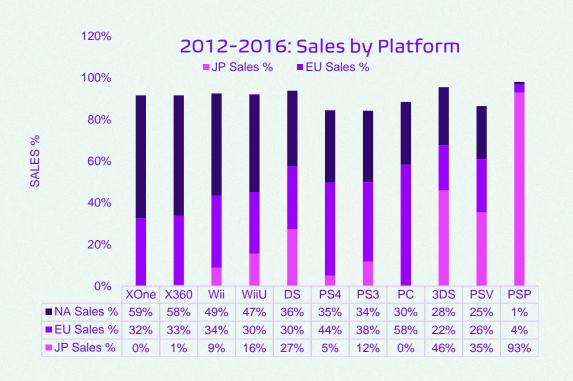


05 PLATFORMS

X



Which Platforms have the most sales?



TOP 3 PLATFORMS

North America

- 1. XOne
- 2. X360
- 3. Wii

EUROPEAN UNION

- 1. PC
- 2. PS4
- 3. PS3

JAPAN

- 1. PSP*
- · 2.3DS*
- 3. PSV*
- *Handheld platforms



06

CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS

- Video game sales in North America, the European Union, and Japan have NOT remained the same over time.
- North America is still the largest contributor for sales globally, with the EU and Japan following behind.
- Overall game sales are declining. I have identified the Top 3 Genres and Gaming Platforms in each region that have the most sales. This will guide GameCo to develop, market, and sell games to get the most ROI.







RECOMMENDATIONS



Marketing Budgets

Based on the last five years, GameCo can set 2017 marketing budgets based on the overall proportion of global sales or use it as a guideline: North America (40%), European Union (35%), Japan (14%), and Other (12%).



Genres

Focus on Action, Shooter, Sports, and Role-Playing games based on popularity by sales region.



Platforms

Develop and market games based on sales by platform in each region. In North America and the Gamecock platforms vary but are consoles. In Japan the most popular platforms are handhelds.





THANKS!

Do you have any questions?

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