

## **Just Dance 2026**

### **MKT 467 Group Project Brief**

#### **The Concept/Product Strategy**

Just Dance 2026 reinvents the typical dance game series in a new way by combining music, movement, and social connections with fitness and health tracking. After a couple of years when the series was less popular, the new release is bringing back the heat to the series. In fact, the fame makes dancing more engaging, accessible, and enjoyable for all kinds of players, including casual dancers, fitness fans, and longtime supporters. There are different options in the game: a free version with six songs and three paid tiers, one of which is the subscription-based Just Dance+. Thai subscription allows access to a library of songs that are always updated.

Players have the opportunity to also create and personalize their avatars, interact with others in online models, and participate in global competitions. The frequent updates and events being held in the community serve as a means of keeping the experience fresh and also, they invite players to return.

Just Dance 2026 is compatible with diverse platforms like Nintendo Switch, playstation 5, Xbox series x|s, PC through ubisoft connect, a mobile app, and a special meta Quest VR mode. The newly added features such as fitness tracking, interactive dance challenges, and cross platform play distinguish this release from previous ones and at the same time, it is a great attraction for both the veterans and the newbies of the fame. By integrating entertainment, fitness, and social interactions, Just Dance 2026 generates a distinct dance realm that motivates users to be physically active, establish connections with others, and relish music in a way that is both fun and game like.

#### **The Positioning**

Just Dance 2026 main user focus is on teens/young adults, social gamers, people who are health conscious and families that want to have fun and be interactive while still being active. The game is a mix of rhythm based, social, and fitness inspired gaming with the emotional and functional part being the benefits. The players are given emotional benefits of joy, self expression, confidence, and social condition whereas the function benefits are fitness tracking, accessible gameplay for all skill levels, cross platform play, and avatar customization.

Among the support points is the subscription that gives access to an ever changing song library via Just Dance+, global competitions, collaborative online modes, seasonal updates, and immersive visuals that are not only nostalgic but are very energetic as well. The game earns money through paid packages, the subscription service, and in game song purchases. Engagement is supported by means of digital competitions, community events, TikTok challenges, and influencer collaborations which promote social interaction and continuous participation.

Just Dance 2026 sets itself apart from other dance games that center on technical scoring or fitness apps that focus on serious workouts by giving fun, energy, and enjoyment of movement. It lays down its claim as the most fun and easiest way to stay fit, merging gaming, music, and wellness into a very relaxing uplifting experience without any pressure. The official brand positioning statement is a summary of the whole: “Just Dance 2026 is the most fun and accessible way for all ages to stay active, blending music, movement, and community into a low pressure feel good experience anyone can enjoy.”

## **Marketing Plan**

Based on our analysis of Just Dance and its target audience, we have identified that the purpose of our marketing strategy is to bring back the excitement and increase awareness of the game franchise. We would like to increase overall impressions by 10%, based on the initial launch of the trailer of Just Dance 2025 this past year(Just Dance, 2024). In addition we would like to have 3.5 million units of the game sold in the first 90 days. Pre release, we want to pursue creating an exciting feeling amongst Generation Z, young families, and the casual gaming community. For pre-release buzz, we want to create excitement amongst Gen Z, families, and the casual gaming community. We will do this by creating catered experiences to target each audience effectively. This will be done through social media content and advertisement, live PR events, and expansion in IP. Additionally, we would like to have a MAU of 2-2.2M users within the first 90 days of launch. Within 6 months, we anticipate to have a MAU between 1.4-1.6M. These benchmarks were determined based on evaluating the industry standard and comparing with the franchise's competitors(Octoly, 2015; Sensor Tower, n.d.; Social Spotters, n.d.; Guilfoil, 2011; Statistica, n.d.). In addition, I hope the strength of the marketing strategy can increase the popularity of the game relative to other games in the gaming industry.

## **Communications Strategy**

For our communications strategy, the first form of communication we'll focus on is social media due to its widespread global usage. We hope to build earned media through creator-led dance competitions and dance-cardio trends that spark virality and drive community participation. To build awareness on a broader scale, we will also leverage paid media such as billboards and bus boards across public settings—such as freeways, city centers, and bus stations—to showcase the game and reinforce its presence for both gamers and non-gamers. Another form of paid media is that we'll have digital advertising (such as sponsored ads across YouTube, Instagram, and Tik Tok) to further amplify Just Dance's presence. In addition, we plan to host PR events that bring together fitness, dance, and UGC content creators who can generate earned media through event coverage and authentic, first-hand content that builds buzz and credibility. Lastly, for owned media, we'll also collaborate with retail promotions to host in-store displays and demo stations led by Just Dance members (and post these activities onto Just Dance's social media page) to further increase awareness and encourage in-person purchases.

## **PR Plan**

Our PR event is a Dance Fest, which is a blend of a music festival and fitness event to create a huge launch moment for Just Dance 2026. We will begin with an official announcement to introduce Dance Fest through social media (especially Instagram) and invite popular dance/fitness influencers, with the opportunity to generate media content for their feed (and earned media for Just Dance). The reveal moment will take place in the Dance Fest, where as soon as they enter, they will be welcomed with a mini film showcasing all the new features, songs, and visual upgrades. The event will also be our playable preview, where our beginners station will have tutorials and demos for attendees to try, with the opportunity to purchase the game in-person. We will also have press releases published by popular gaming publications such as IGN and GameSpot to secure media coverage online.

For the Dance Fest, we'll feature artists from Just Dance 2026 songs to perform. A huge live dance competition will be held, where top dancers and fitness influencers can compete against each other for the prize of having their choreography featured in a special edition Just

Dance gameplay. This gameplay will be accessible to all players of Just Dance, which will be a great chance for influencers to build a memorable reputation and popularity. The winner will receive 50,000 coins to unlock exclusive songs and have a special meet and greet with the artist that they choreographed the song to. Overall, this PR event will be an unforgettable launch experience to not only celebrate the Just Dance community and raise competitive excitement, but also drive mass visibility for the new game.

### **Creative & Messaging Strategy**

For our creative and messaging strategy, we're centering the campaign around the theme "Fun Movement, Made Accessible." Although inclusivity has always been a core value, we want to emphasize how truly easy and approachable movement can be for everyone. We plan on using bright and bold colors to showcase high energy, that way the game feels uplifting rather than intimidating and stays true to the visuals of the game. For our messaging pillars we want to focus on accessibility, social fitness, community and global dance culture. This keeps the marketing campaign stay on track on making dance feel easy and approachable for everyone. Although there's a competitive side to the game, we want to encourage players to be active while also having fun. So whether it is a quick dance break or a family gathering, players can feel connected and excited to play and dance. In short, Just Dance 2026 will focus on making fitness fun and accessible for everyone.

### **Platform Distribution Plan**

Since our campaign is focused on accessibility, we plan on launching across all platforms to maximize reach and visibility across the gaming ecosystem. This ensures we meet players wherever they already are, across all platforms (consoles, PC, VR and mobile). Each platform will enhance motion tracking and improve performance to make sure every player has the best possible experience. JD26 will include a dedicated Meta Quest VR mode, bringing a more immersive and physical form of dance movement to players who prefer VR-based fitness and rhythm experiences. Since Mobile is a highly valuable platform, players can use the Just Dance mobile controller app on iOS and Android, lowering the barrier to entry by allowing anyone with a smartphone to join in. Through this distribution plan, we ensure that the game is accessible and easy to use, making fitness fun anywhere.

### **Creators & Community Engagement Plan (incl. Digital Engagement Platforms)**

The creator and community engagement plan for Just Dance 2026 will revolve around digital engagement platforms. One of our main pushes will be a Tiktok-based dance competition. Creators are incentivized to post themselves doing different versions of choreographed dances from the new game by a large raffle-based giveaway. Once posted on TikTok, creators can submit a link to their video into an entry form on the Just Dance website, where they will be entered into the raffle. Prizes include the new Just Dance 2025 game, a year-long Just Dance+ subscription, different popular gaming consoles, and a grand cash prize of \$15,000, among other smaller prize packs. This will create natural engagement and buzz for the game. Although it is impossible to engineer virality, ideally, one of the choreographed songs will become very popular on TikTok and create a trend, bringing more publicity to the game launch. Nostalgia is also a very important part of our strategy. A large number of our audience on TikTok are Gen Z who grew up playing Just Dance. By making this dance competition primarily centered around

TikTok, we hope to excite consumers who used to enjoy placing Just Dance to engage with the new version, either solely for fun or additionally for the exercise benefits.

Fitness is going to be a major part of our marketing strategy for Just Dance 2025. The online fitness and health space has only continued to grow in popularity. We seek to market our game as a fun way to get exercise, by yourself or as a social activity, all while listening to music you love. By partnering with major fitness influencers, mostly on TikTok and Instagram, with a few on other social media platforms such as YouTube and Snapchat, we increase our consumer awareness of Just Dance 2025 to those already interested in exercise and health.

### **Paid Media Plan: outline key paid channels, with broad-strokes timing and spend.**

The paid media plan will most heavily lean on TikTok and Instagram. These two platforms are the most used by our target audience, teens and young adults, who spend a very significant amount of time on these apps. Given the nature of Just Dance as a video game, and one that is very well suited to be adapted into short-form content, TikTok and Instagram should be a good fit for advertising. While the majority of our paid media spend will go towards these two platforms, some will also be used on other apps such as Snapchat and YouTube to reach a slightly broader audience.

Our advertising campaign will start about 1.5 months prior to launch, with the heaviest push during the week prior to and the week of launch. Advertising will continue to a lesser extent about 4-5 months following the game release. About 65% of our \$10 million global marketing budget will be allocated to paid media advertising.

### **Franchise Synergy Plan**

The first element of the Franchise Synergy Plan is to implement the event “Just Dance: Step into your Style” competitive dance event. This would be a Dance Battle competitive event, inviting dancers from all around the world to participate. Within this, they would play songs and dance styles found in present or past versions of the Just Dance Game, highlighting the 2026 edition. This would also provide new branding and merchandising opportunities for the franchise, allowing for shirts, sweatshirts, and water bottles to be sold. As well, provide unique media content that can engage with Just Dance’s fitness and dance communities. This aligns with the franchise significantly, as at its root it is a dance game. Engaging with the dance community can bring new excitement to the game, and further amplify the identity of the franchise.

The second element of the Franchise Synergy Plan is the launch of a media series called “Just Dance Animated Shorts, Coaches Unleashed.” This series would follow a character found in the Just Dance and give them a unique storyline to further personify the coaches of the game. This will support the audience in creating relationships with these characters. Through this, we hope to communicate different stories all tying back to the themes of dance. With this series, we hope to utilize this series to create a new sense of excitement for users, and allow them to use these developed relationships to get them playing Just Dance with these characters and anticipate their features in future versions of the game.

The third element of the Franchise Synergy Plan includes the expansion of the franchise's consumer products. We would like to launch a set of puzzles and activities reflecting the notable artwork present with the game. Additionally, we would utilize the popular characters of the franchise to base and decorate the product. The implementation of this would expand the fitness scope of the franchise, entering the support of individuals who purchase this to engage in mental and intellectual business.

The last element of the Franchise Synergy Plan is to engage in collaborating with another Ubisoft franchise. We would like to collaborate with the Assassin's Creed franchise to create a character that would be present in both the Assassin's Creed and Just Dance Franchise games. This character would be called the "Neon Assassin," and this character would be one users can play as in both games. The purpose of this collaboration is to expose the two franchises communities to one another, and develop the relevance between the characters in each context. In result, we hope to bring users from each audience to engage in the game of the other franchise.

## Promotional Partners Plan

We wanted to focus on brands that naturally align with our messaging pillars, so we decided to partner with Dancing with the Stars, Crocs, and 24 Hour Fitness.

Our first partnership is with Dancing With the Stars. This collaboration includes a live DWTS theme night segment in which contestants will be performing a JD26 routine on-air, which will be supported with backstage content and social amplification. The partnership also features an exclusive DWTS routine available on Just Dance+, which gives fans a direct incentive to engage with the subscription platform.

Our second partnership is with Crocs. This includes a limited edition JD26 Crocs line in neon and holographic colorways, plus a custom Jibbitz pack featuring JD icons, shapes, and the iconic Panda character. This campaign would be supported by unboxing videos, creator choreography and cross-platform social content. This partnership directly leverages the established presence of Crocs within Gen Z culture and trends on TikTok, extending the fun and expressive spirit of Just Dance into a wear-any-day offering.

Our final and most recent partnership is with 24 Hour Fitness. This brings "Just Move Nights" into 24HF studio rooms-featuring JD26 routines on large screens in a fun, judgment-free setting. Gyms will host QR posters directing members to download JD26 or to join the #JDA24 challenge, and every member gets a JD+ free trial. This placement allows players to experience the game in a real-world setting and reinforces our message that staying active doesn't have to feel intimidating or high pressure.

Each of these three partnerships extends reach into different areas: entertainment, fashion, and fitness, each reinforcing a different part of our campaign identity. They also place Just Dance 2026 in high-visibility spaces while authentically extending the brand's presence across culture to help the game feel fresher, more accessible, and more relevant.

## Financials

We recommend a \$10 million global marketing budget. To maximize impact, we have allocated 65% of this budget to social media advertising as we previously mentioned. This reflects where Gen Z and Gen Alpha spend most of their time and ensures our social-first creative strategy directly meets consumers in the spaces where short-form video delivers the strongest ROI. The remaining 35% of funds will be used in PR, creative production, influencer collaborations, and strategic partnerships. With this campaign we project \$215-395 million in revenue at the end of year one. Our revenue would be driven by 4-7 million units sold and an additional 5-10% conversion rate of Just Dance+ subscriptions.

## Insights and Research

Within our franchise and strategic analysis, we have developed several takeaways. One of them being the Tik Tok is a huge engine in both dance and fitness culture. Through this, there is

significant potential in increasing the relevance of the 2026 edition of Just Dance to younger and engaged audiences. Through the growth of dance online through #FITTOK, dance fitness is increasingly becoming mainstream culture (Phillips, 2024). In order to build a deeper relationship with our target Gen Z audience, this platform is crucial to this. 81% of Gen Z participate in group fitness classes, however 23% only participate in a dance based fitness experience. Utilizing Tik Tok to shift the Gen Z audience can convert individuals to dance based events (Phillips, 2024).

Second, nostalgia is a significant driver of consumer engagement. As a result of this, the franchise should engage in utilizing this to bring past users back to the game through reminding them of the joy it brought them in the past. In the Journal of Marketing Theory and Practice, it shows how nostalgia influences an individual's reception to marketing. As nostalgia increases, the "strength of the feeling associated with the yearning for a sanitized version of an earlier period" increases (Singh et. al, n.d.). Through utilizing this, the franchise can cater their marketing to influence individuals to re-experience Just Dance in this new form.

Last, the fitness industry is expanding tremendously, and expanding more in terms of the online community. Social fitness is engaging new audiences through the inclusions of individuals always finding new ways to exercise. Specifically with fitness gaming, there is increasing demand for these games through the development of augmented reality gaming, as it allows for both physical activity and interactive gaming (Parvatkar). This highlights that there is a desire to associate fitness with technology. Utilizing this can push the franchise to find individuals who would enjoy the fitness element of the game within the technology of the game.

## **Appendix - Franchise Synergy Plan Visuals.**

### A. Just Dance: Step into your Style(Based on RedBull Dance Your Style event)



B. Coaches Unleashed: Animated shorts



C. Puzzles and Activities Consumer Product



D. "The Neon Assassin" Assassin's Creed Collaboration Character



**Appendix - Promotional Partners Visuals.**

A. Dancing with the Stars Theme Night Segment.



B. Crocs Jibbitz Pack and Shoe



### C. 24 Hour Fitness Gym Nights



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## **PEER EVALUATION FORM**

Please identify your team and team members for the \_\_\_\_\_ Project(s) that you worked on. Then rate all of your team members, *including yourself*, based on the contributions of each team member for the selected assignment according to the criteria listed below. On a scale of 0 – 2 with 0 equal to does not meet expectations, 1 meets expectations and 2 exceeds expectations, rate each person on each of the five criteria. Last, add up the points for each person with the maximum number of points for each person being 10.

Team Members/ Assessment Criteria of Team Contributions	Team Member 1 <b>Kidist Nega</b>	Team Member 2 <b>Chloe Wong</b>	Team Member 3 <b>Hannah Loewen</b>	Team Member 4 <b>Roda Yonas</b>	Yourself <b>Fiorella Sosa</b>
<b>1. Role Performance</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>2. Assists Team Members</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>3. Listening and Discussing</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>4. Research and Information Sharing</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>2</b>
<b>5. Time Management</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>2</b>
<b>Total</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>10</b>

### Comments:

Although our group worked fine overall, a lot of the work was pushed to the last minute, which made the process feel rushed. Because of that, I ended up acting as the base of the project) especially since I've worked on similar assignments before (and it put more pressure on me compared to others. I naturally took the lead to make sure everything came together, and while the outcome was good, I do feel it could have been even better if everyone had put in the same level of time and effort throughout the process.