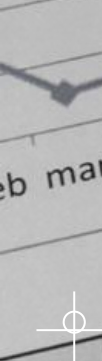




GAMECO'S

MARKETING

STRATEGY FOR 2017



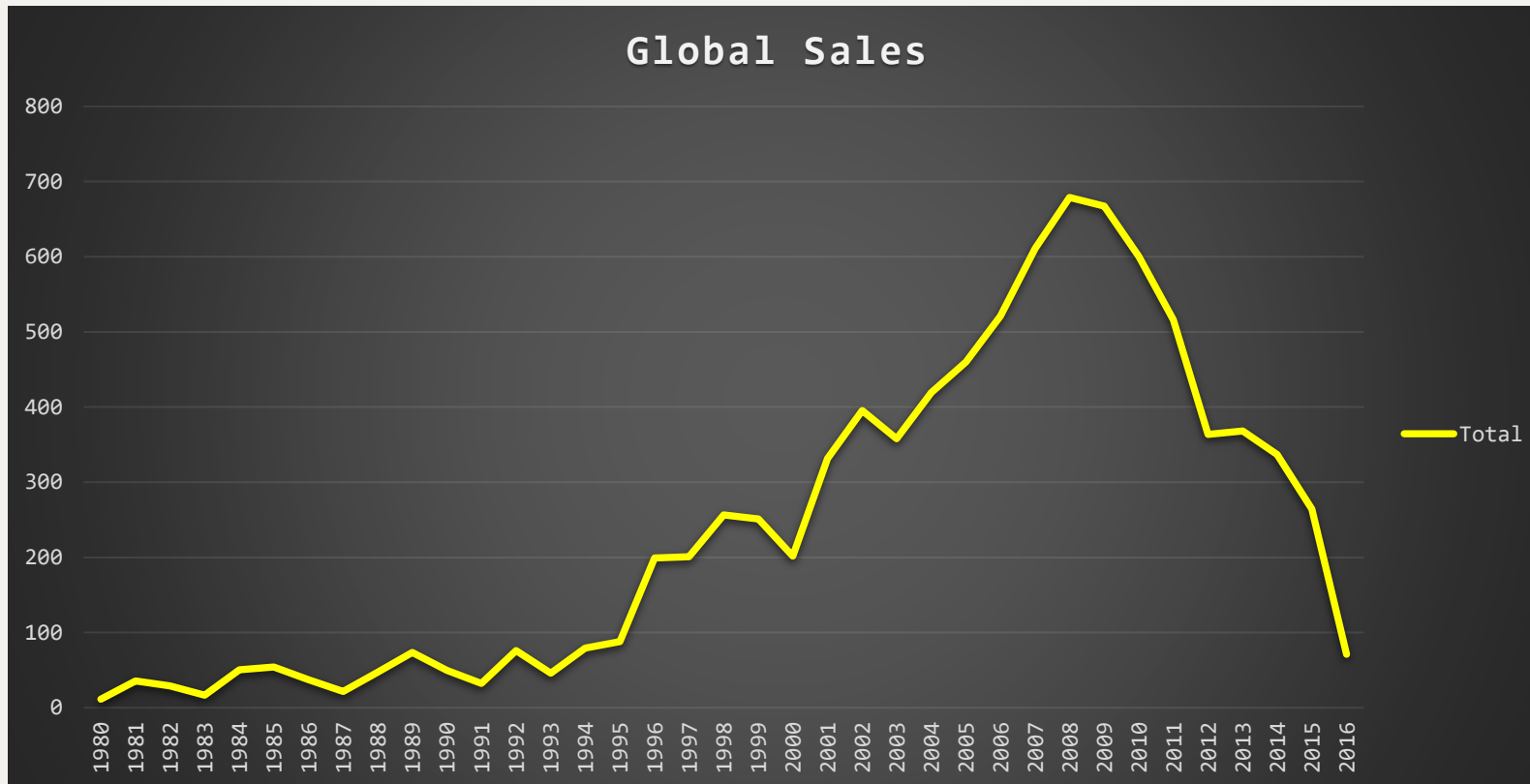
125,058	154,568	95,000	154,000
125,487	56,845	97,511	95,000
124,000	110,000	99,011	154,200
	150,000	99,216	110,000
	25,000	101,090	89,000
		101,684	50,000

CURRENT EXPECTATIONS:

- Sales for the various geographic regions have stayed the same over time.
- Marketing budget for 2017 should be the same as before and will not need to be redistributed.



How did the Total Global Sales change over the years?

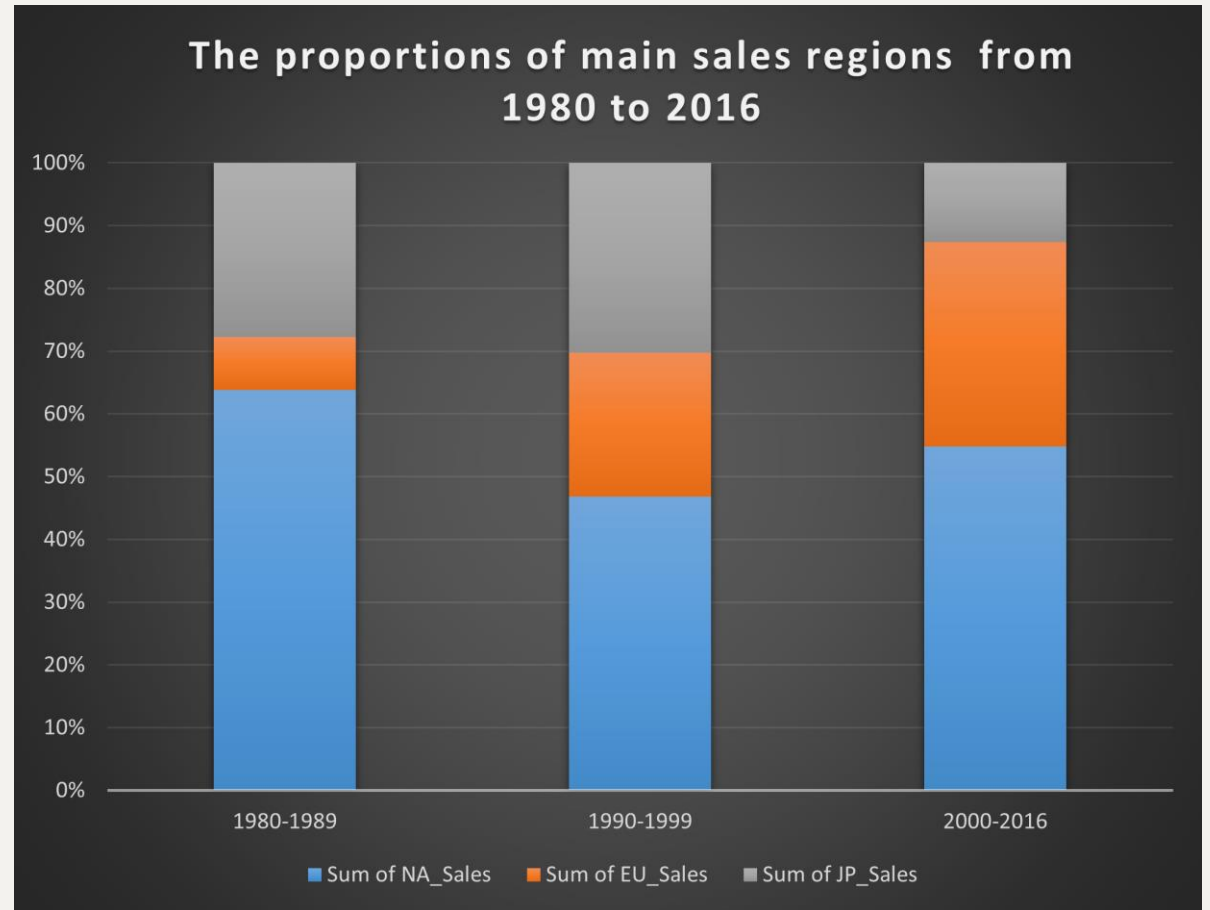


- Global Sales were stable and increased till 2008 year.
- From 2008 sales have had a significant decrease.



Have the proportions of the main sales regions changed?

- Yes. On this chart we can see that situation of major sales regions didn't stay the same over time.
- European sales, for example, increased and now have bigger share of total sales.
- North American region has been the leader in global sales, but we can see a slight decrease in proportion from the 1990 year.



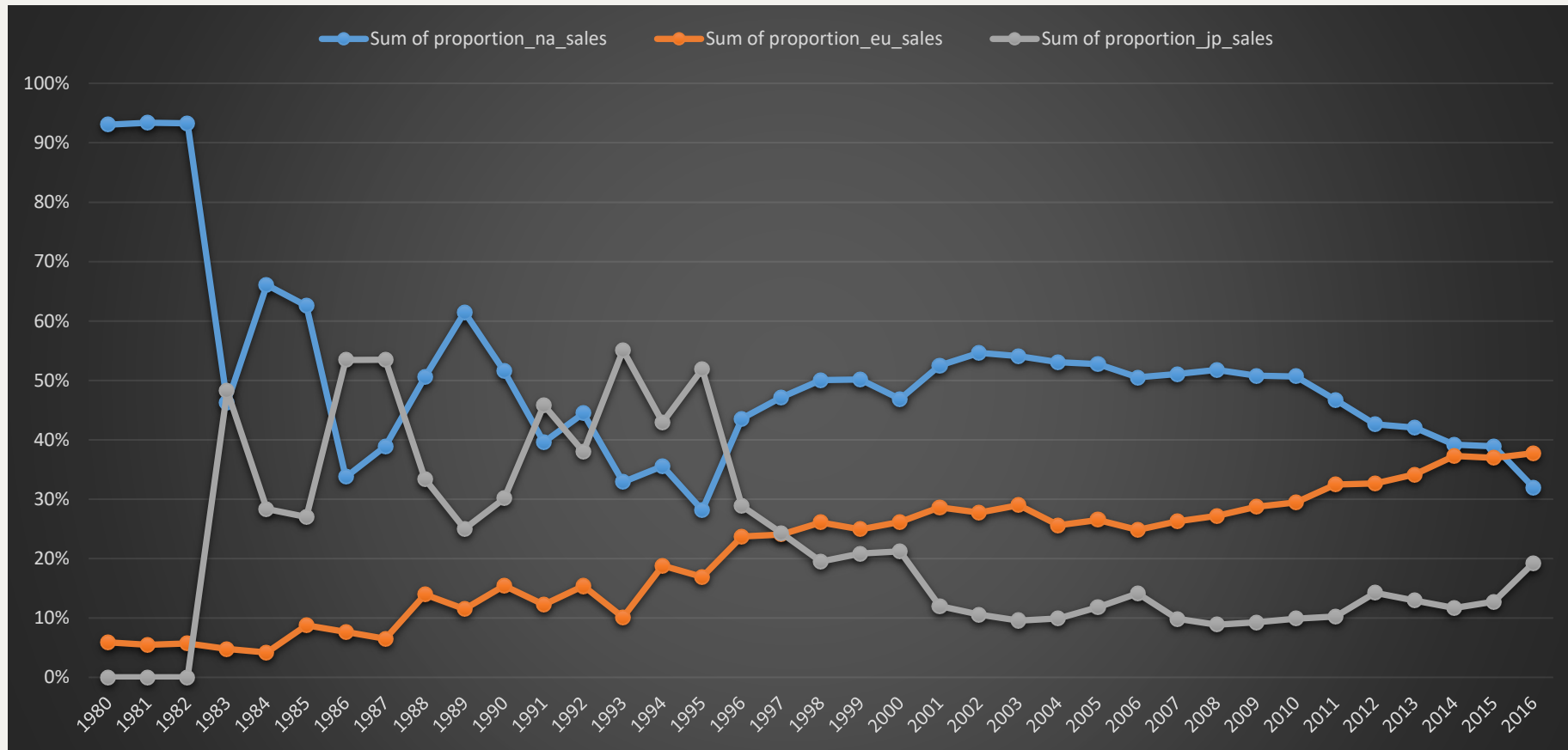
NA_Sales = North American sales

EU_Sales = European sales

JP_Sales = Japanese sales



North American, European and Japanese sales from 1980-2016



NA_Sales = North American sales

EU_Sales = European sales

JP_Sales = Japanese sales

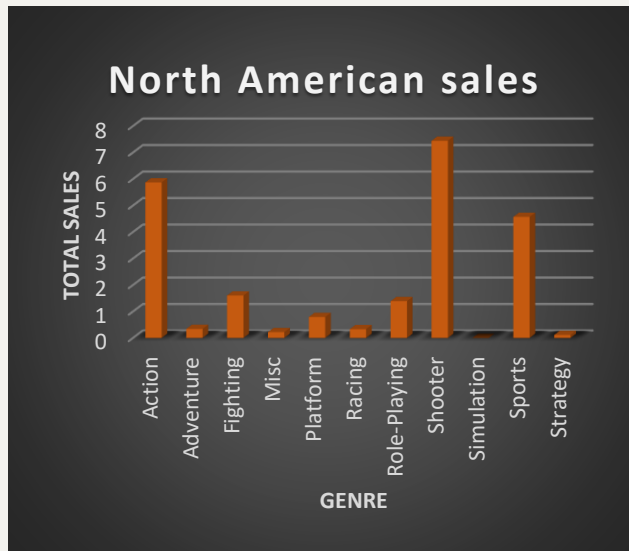


SUMMARY:

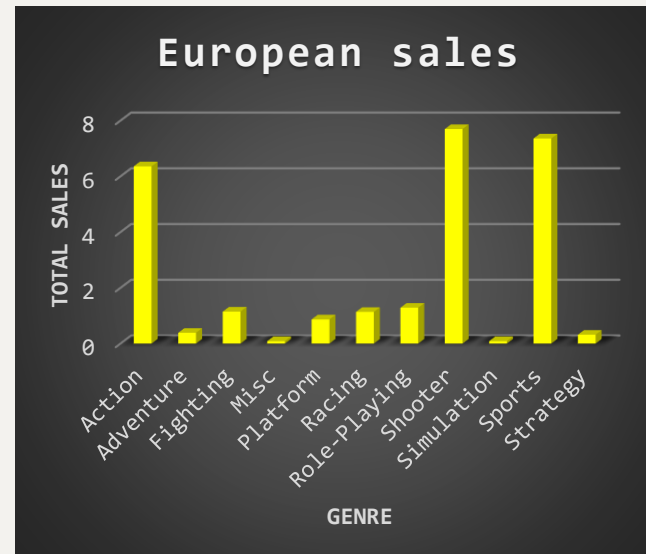
- **The North American sales:** this market was one of the biggest for years. Even if it was not stable, it often took the largest share of total sales. But in recent years, especially last year, we have had *a downward trend*.
- **European sales:** as opposed to the previous one, have much better results. The market is always stable *and consistently increasing over the years*.
- **Japanese sales:** they show us a decrease, and different sales drops over the years, but I can also see *the growth for the last year*, which can be a potential for growth in the future.



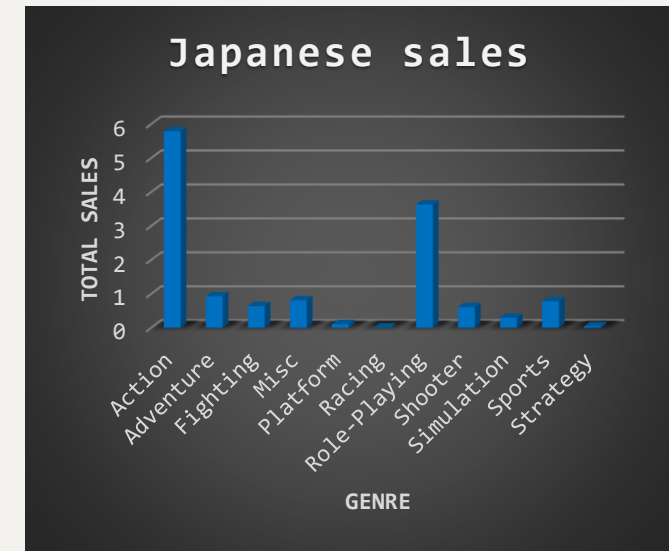
TOP Genres by Region for 2016 year:



1. Shooter
2. Action
3. Sports



1. Shooter
2. Sports
3. Action



1. Action
2. Role-Playing



RECOMMENDATIONS for Marketing

Budget 2017:

Considering all the above I would recommend the following actions:

- **The marketing budget needs to be redistributed among the regions.** We see a decrease in total sales from the 2008 year which shows us that our strategy needs to be changed and it is necessary for GameCo to maximize return on our future investment.
- **I would prefer and recommend currently growing markets, such as Europe and Japan, as regions for more marketing resources.** European sales recommended themselves as stable and consistently growing. Japan showed us good results last year and still has a big potential, and also worth noticing that it is one of the biggest gaming markets worldwide. Since North American sales have decreased in the last six years and are not giving us a good return on investment, I would recommend a smaller share in our budget for 2017.
- Genres that our marketing team should pay attention to are **Shooter, Action, Sports, and Role-Playing (in Japan).**