

EVOLVE

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AGENDA

- Background of Evolve
- SWOT Analysis
- Target Market
- Competitive Analysis
- Goals
- Objectives
- Strategies
- Tactics
- Brand Identity
- Questions

THE CONTENT OF THE FOLLOWING TRAILER HAS
BEEN APPROVED FOR A GENERAL AUDIENCE BY
THE ENTERTAINMENT SOFTWARE RATING BOARD

**THIS GAME IS ANTICIPATED
TO BE RATED MATURE**

esrb.org

Game Trailer

SWOT

STRENGTHS:

- Co-op 4v1 experience creates a unique gaming experience
- Allows gamers to tailor their skills to specific class roles
- Appeals to gamers of all skill levels
- High buzz and demand for new gaming experiences
- High definition graphics and first class visuals
- Strong Facebook and YouTube following already exists prior to launch
- Created by 2K Games



SWOT

WEAKNESSES:

- Saturation of shooting games in video game market
- Multi-player option not preferred by entire market
- Limited compatibility
- The game isn't a part of a franchise
- Higher price than the competition
- Weak Instagram following
- Continuous delayed release



OPPORTUNITIES:

- 58% of Americans play video games
- Average US household has at least one game console or PC
- Evolve offers PC format
 - Growth of digital game sales went up by 33% in 2013
- 68% of gamers play with others
- Ability to create grow into a franchise



SWOT

THREATS:

- Decrease in physical game sales 21% drop between 2011-2012
- Competition in multiplayer games, strategy games, shooting games
- Other video game launches in 2014
 - Metal Gear Solid V
 - Call of Duty: Advanced Warfare
- Software piracy
- Economic instability



SWOT

- Men ages 18-34
- 65.3% of total US population plays video games (Euromonitor, 2013)
- 68% of which are aged over 18
- High school and college students, young entrepreneurs, fresh college graduates, working men
- Two markets: hardcore gamers (early adopters) and people who enjoy playing games (secondary)
- Enjoy drinking beer, eating pizza, munching on chips, hanging out with bros
- Probably owns more than one gaming console



TARGET MARKET

Brand shares of top video games:

- Call of Duty - 3.2%
 - World of Warcraft - 1.9%
 - Fifa - 1.1%
 - Skylanders - 1.1%
 - Kinect - 1.0%
 - Assassin's Creed - 0.9%
 - Halo - 0.7%
 - Battlefield - 0.6%
- *Shooter, action, and sports video games dominate the market (Shooter 21.1%, Action 22.3%, Sports 15.3%)

Best selling video games in 2013 based on NPD Consumer Market Research:

- Grand Theft Auto V
- Call of Duty: Ghosts
- Fifa 14
- Madden NFL 25
- Battlefield 4
- Assassin's Creed IV: Black Flag
- Tomb Raider
- NBA 2K14
- Call of Duty: Black Ops II

The logo for the Call of Duty franchise, featuring the words "CALL OF DUTY" in a bold, metallic, sans-serif font.The logo for the World of Warcraft MMORPG, featuring the words "WORLD OF WARCRAFT" in a stylized, ornate font with a blue and gold color scheme.The logo for the Assassin's Creed franchise, featuring the words "ASSASSIN'S CREED" in a serif font with a red and black color scheme.The logo for the Grand Theft Auto franchise, featuring the words "grand theft auto" in a bold, white, sans-serif font.The logo for the Halo franchise, featuring the word "HALO" in a stylized, blue, sans-serif font with a glowing effect.

COMPETITIVE
ANALYSIS



GOALS

OBJECTIVES

STRATEGIES

TACTICS

GOALS

- Increase awareness of Evolve
- Create buzz
- Generate sales
- Educate people on co-op multiplayer games

- Pre-order sales: 1 million copies
- First week sales: 1.5 million copies
- Increase social media presence
 - Instagram: 100,000 followers
 - Facebook: 200,000 followers
 - Twitter: 75,000 followers
- Gain maximum attendance of promotional events
- 50 email subscribers each day

OBJECTIVES

STRATEGIES

- Increase awareness through gaming events
- Highlight competitive advantage/uniqueness to generate increased interest
- Work with cross promotional companies to increase further brand awareness
- Generate sales through mass-retailer partnerships
- Build Evolve community through contests, social media, events

TACTICS

- Print Advertising
- Online Advertising
- Cross Promotion
- Event Marketing
- Trade Promotion
- Point of Purchase Display
- Premium Promotion
- Mobile
- Contests
- Social Media
- Television
- Direct Mail
- Outdoor Event Advertising
- Outdoor Advertising

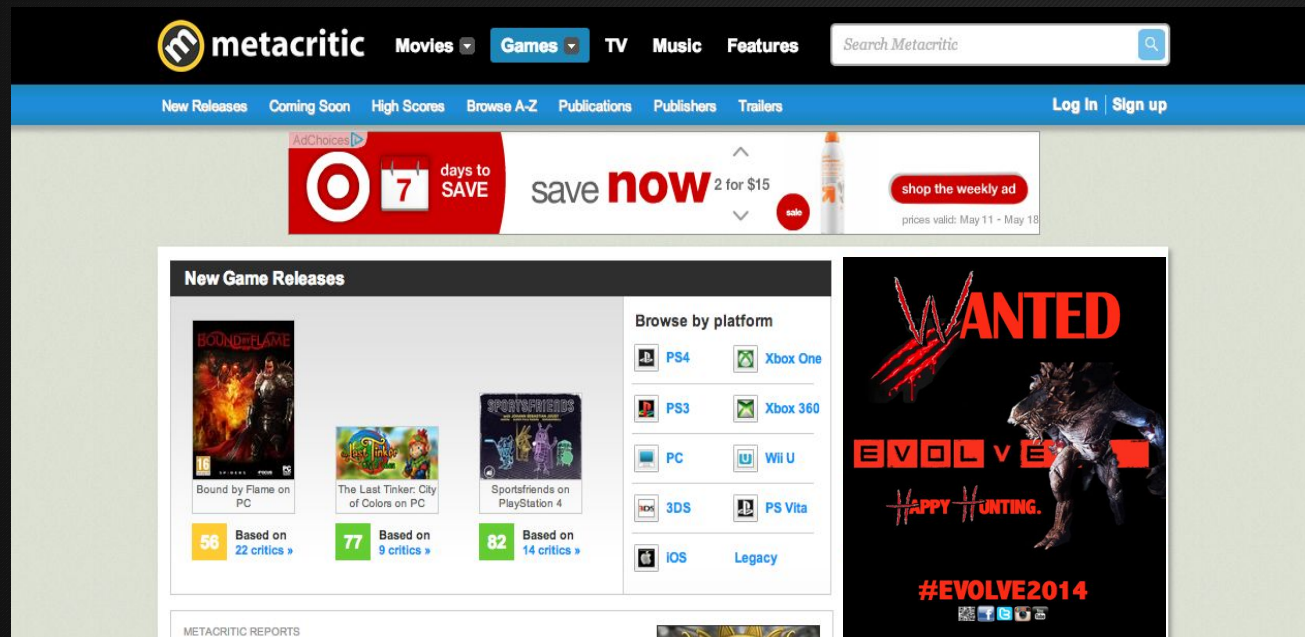
- Popular gaming publications:
 - PlayGamer, Video Gamer, GamePro
- Men's lifestyle magazines:
 - 360 Magazine, Wired Magazine, Details
- Two coinciding ad's revolving around the theme of "WANTED" aimed towards the Monsters and the Hunters in the video game
- Connect back to social media through QR code and exclusive hashtag #EVOLVE

PRINT ADVERTISING

Print Advertising



- Evolve banners, pop-up ads, and full page ads will be strategically placed on:
 - Gaming forums
 - Magazine websites
- 15 and 30 second radio spots on Pandora radio
- 15 and 30 second commercial spots on Hulu



ADVERTISING
ONLINE

Bud Light:

- One month prior to Oktoberfest, run BudlightxEvolve partnership
 - Evolve packaging and beer cans
 - Sell at all locations where Budlight is carried



CROSS PROMOTION

CROSS PROMOTION

Pizza Hut:

- Custom Evolve packaging on Pizza Hut boxes leading up to game release
- Pizza Hut will be provided at the GameStop: Activate Evolve party
- On Pizza Hut's social media, further promote game launch via the cross promotion



EVOLVE

An obstacle course meets strategic team hunt which gives fan three ways to to participate:

- Hunter
- Monster
- Participant



- Comic-Con International: San Diego
- Too Many Games: Philadelphia
- QuakeCon: Dallas
- E3: Electronic Entertainment Expo: Los Angeles

EVOLVE HUNT: THE COMIC CON EXPERIENCE

Host beer festival sponsored by Bud Light in New Orleans in late October

- Feature beers from major companies and local breweries during the festival
- Feature:
 - Live local music
 - Booths from local restaurants
 - Street vendors
- Sell BudlightxEvolve beer at the festival



EVOLVE OKTOBER FEST

EVOLVE: THE NYC HUNT

- Location: Washington Square Park
- Public invited to play Evolve
- Installation:
 - Video game featured live on projector
 - Eye-catching monster
 - Booth giving out promotional gifts and product information





EVOLVE: THE NYC
HUNT

GameStop: Activate Evolve Party

- Location: GameStops in the top 10 cities in US
- First 100 customers in line receive 20% discount
- Creators of Evolve at all locations
 - Q&A with customers
- Opportunities to win promo gifts: T-shirts, water bottle, backpacks, etc
- Co-sponsored by Pizza Hut
 - Free pizza for customers



GAMESTOP:
ACTIVATE EVOLVE

- Train GameStop employees to sell Evolve
- Provide product information and selling tactics to employees
- Offer GameStop employees a selling incentive
 - Five stores that sell the most editions of Evolve within first week of launch
 - Employees receive free edition



**GAMESTOP TRADE
PROMOTION**

- Use vibrant, eye-catching Evolve displays in all GameStop locations
- Leading up to release date and following the launch
- Display consists of:
 - Images of the hunters and monster
 - TV screen playing the Evolve trailer
 - Details about the game concept
- After launch, sell game on the display

**GAMESTOP EVOLVE
POINT-OF-PURCHASE
DISPLAY**

- Holiday Promotion beginning Black Friday
 - All purchases pre-ordered through Amazon before Christmas receive a promotional gift
 - Evolve “Survival Pack”
 - Gamers can choose two gifts:
 - T-shirt, water bottle, backpack, flashlight, or Swiss Army Knife

The logo for amazon.com, featuring the word "amazon.com" in white lowercase letters with a yellow curved arrow underneath the "a" and "z".

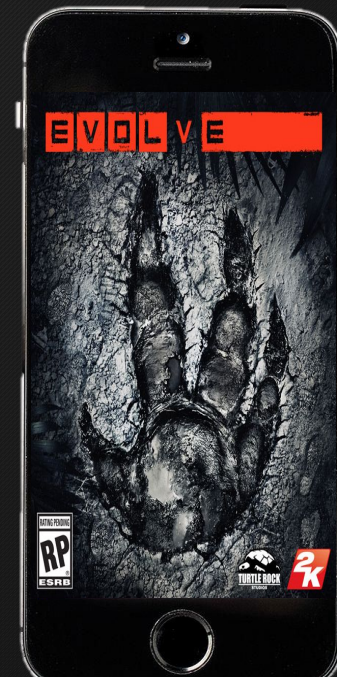
PREMIUM PROMOTION



**PROMOTION
PREMIUM**

MOBILE

- Mobile App:
 - Free to download onto smartphones
 - Information and news to keep gamers up to date on the game's progress prior to launch date
 - Sample versions of the game, get people to play against their friends
 - Share their point scores onto Facebook and Twitter



Mobile App:

- Get people to download the Evolve mobile app and have them play a quick sample version of the game
 - People who reach a certain point score will receive a discount coupon in the mail

Instagram

- Large installations set up one month before gaming events
 - People to take pictures with the Evolve installations
 - Share them on Instagram for a chance to win:
 - Tickets to the event
 - Evolve swag bag

CONTESTS

- Facebook: 102K+ likes
- Twitter: 39.8 K followers
- Youtube: 14,003 subscribers
- Trailer has 10,000,000+ views
- Instagram: 485+ followers, only 2 videos, following 1 person



**SOCIAL MEDIA:
#EVOLVE**

Instagram:

- Screenshots of the game to create buzz
- Offer discount/rebate/promotions to first 200 people to post promo picture
- Reach out to gamers/bloggers/gaming websites and offer price-off coupon codes for their followers who pre-order the game
- Post promotional videos and up-to-date pictures from events
- Announce sweepstakes/competitions and link to website/Youtube/Facebook/etc



**SOCIAL MEDIA:
#EVOLVE**

Facebook:

- Post videos of promotional endeavors
 - Include interviews with gamers who participated in the events
- Create an app that allows people to play a sample version of the game
 - Share point scores and progress, invite friends to join
 - For every successful invite, players can earn points to redeem prizes

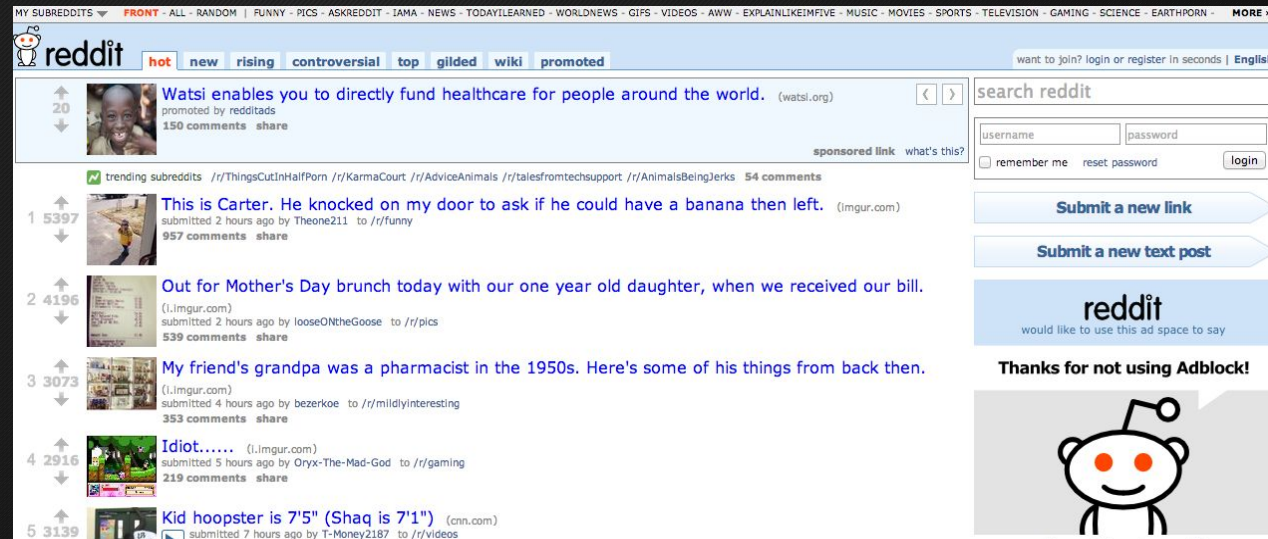


**SOCIAL MEDIA:
#EVOLVE**

SOCIAL MEDIA: #EVOLVE

Reddit:

- Host online panels where gamers can ask questions about what to expect from the game, or find out more about game specs and design
- Encourage people to talk about their experiences if they've already played the game at an event



Twitter:

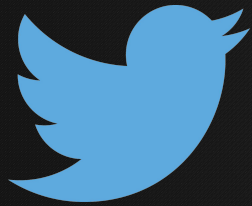
- Get people who have tried the game to discuss a moment from their memorable experience
 - Retweet the best of the memories

Youtube:

- Already has a very strong following
- Continue to post sneak preview videos
- Behind-the-scenes looks at how the game was made

Bloggers:

- Send a copy of the game to bloggers and encourage them to write reviews about their experiences



**SOCIAL MEDIA:
#EVOLVE**

- Evolve commercials will run through the popular shows that our audience frequently watches
 - Walking Dead
 - Parks and Recreation
 - Workaholics
 - Suits
 - ESPN
 - MTV

TV COMMERCIALS

- E-mail contacts attained through website mailing lists
- Gamers encouraged to sign up to our Newsletter through our Social Media pages
- 50 email subscribers a day



DIRECT MAIL

OUTDOOR EVENT ADVERTISING

Evolve installations

- Two weeks prior to each event, Evolve installation will be placed at the event location
- The installation will be a monster and four hunters- “Hunt or be hunted”
- Encourage people to take pictures and post them on instagram and hashtag #Evolve



OUTDOOR ADVERTISING

- Advertisements in subway stations
 - The ads will be teasers of the game
 - Featuring different characters of the game in each ad such as:
 - A hunter
 - Medic
 - Monster
- Ads outside in other big cities
 - Buses
 - Billboards
- Digital billboard in times square



BRAND IDENTITY

DARK. STRATEGIC. UNPRECEDENTED.



THANK YOU
HAPPY HUNTING

