

# We developed Asia growth strategy and defined detailed implementation plan for a console game company

## Client context

- **Largest console game manufacture** around the world with over USD 16bn revenue and 2/3 of market share
- Great pressure from **shrinking APAC business**
- Entered Asia for 2 years and Asia had already became **biggest market in APAC** (excluding Japan)
- However, the user-base are still **tiny** compared to mobile / PC games

Client name: X  
Team set-up: X  
Fees Structure: X

## Approach

- Design **Asia gamer segmentation** from survey data and identify **target segments** to reach and convert
- Deep-dive target segments' **customer decision journey** through focused group to understand **key touch-points and barriers** to build up awareness and convert purchase
- Propose **M&S tactics** to promote client's console brand and increase sales conversion
- Analyze customers' needs on contents. Define **potential game portfolio** for next 2 – 3 years
- Set up **3-year sales targets** and decompose them into **key operational targets**
- Synthesize key **initiatives of change** and define **action plan** with required resources, key milestones and signposts

What was unique: X

## Impact

- Identified **key target segments** in Asia to approach
- Defined **initiatives of change** to achieve their xmn user-base target in 3 years
- Validating **the feasibility** and estimating **potential impacts** to generate and **resources** to require now