

GameCo Marketing Allocation

**by Richárd Pávay
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Goal of the presentation

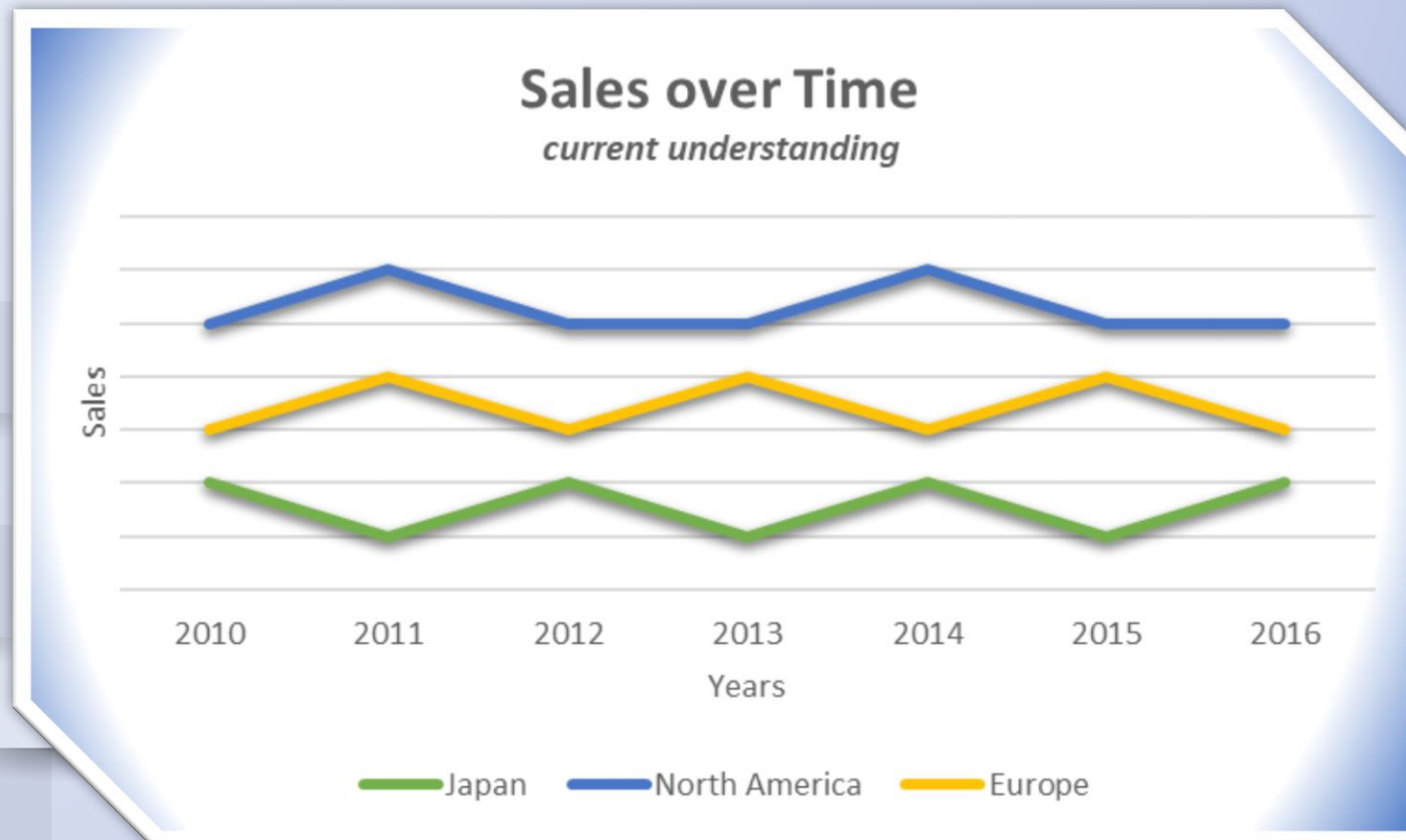


**Provide support to the allocation
of marketing budget on a
regional basis**

- ☐ Based on yearly sales data
- ☐ Data does **not** include digital marketplace sales

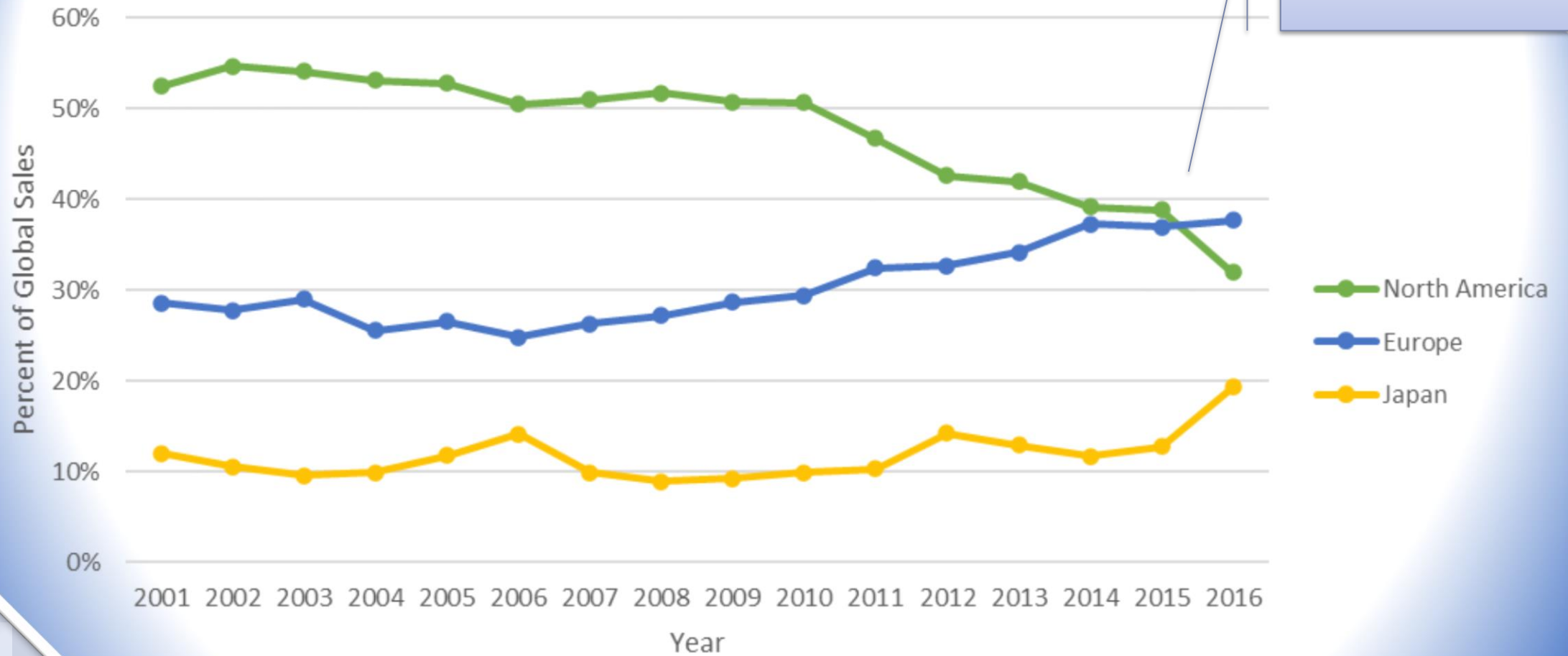
GameCo's understanding of regional sales distribution:

“Sales for the various geographic regions stayed the same over time.”

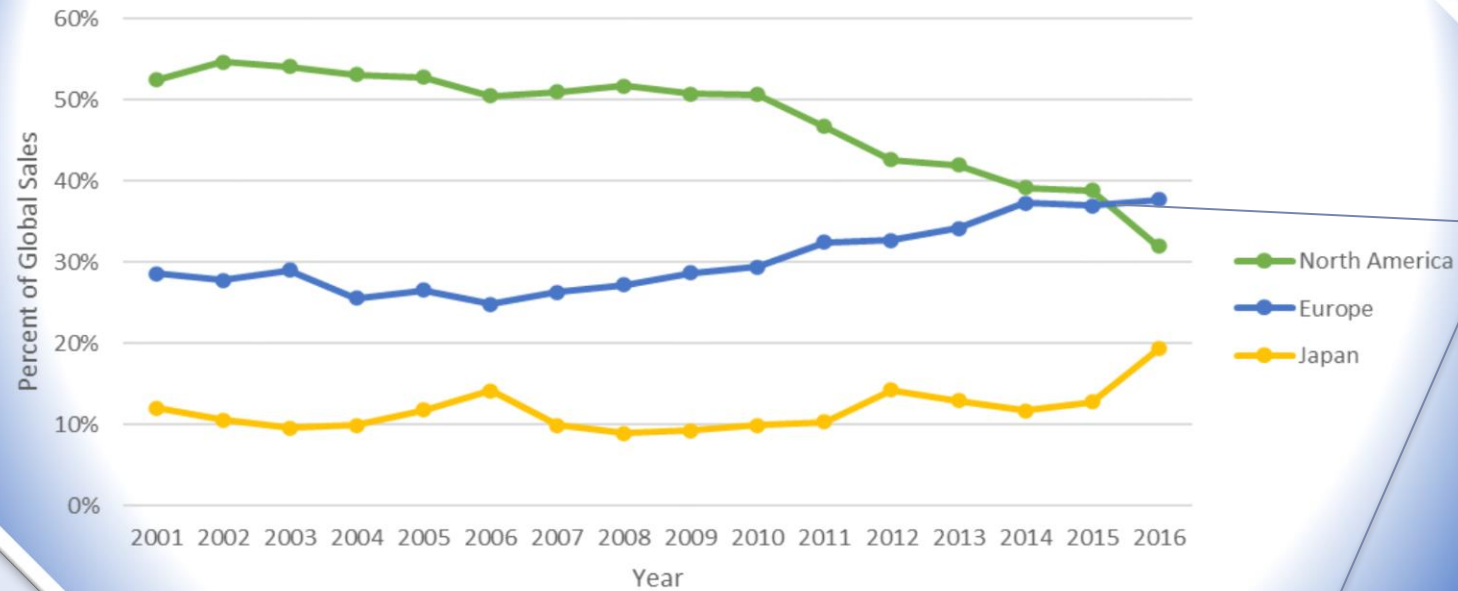


Distribution of Sales over Time

Europe took over North America as the biggest market

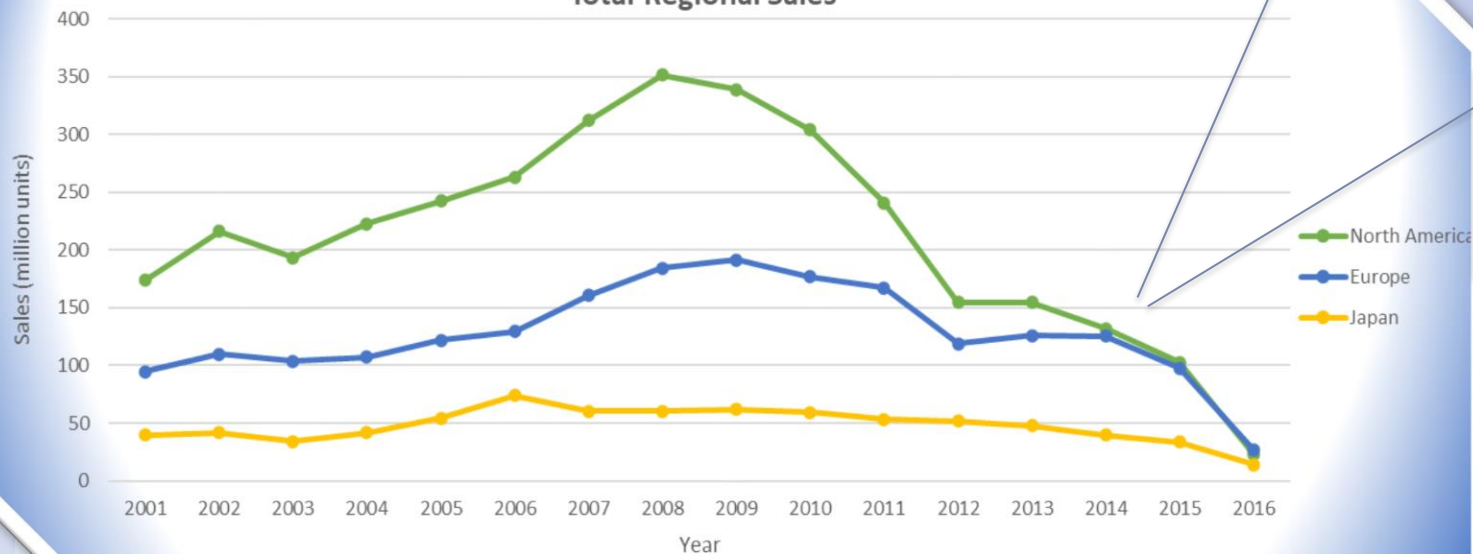


Distribution of Sales over Time



The shift is due to a slower rate of decline

Total Regional Sales



Global sales are in sharp decline – a shift towards digital marketplaces?

Key Takeaways

Europe became the biggest market of videogames recently, at least in physical copies – at the expense of North America

Global sales of physical videogame copies have been sharply decreasing

To acquire a full picture about videogame sales, GameCo needs data about digital sales

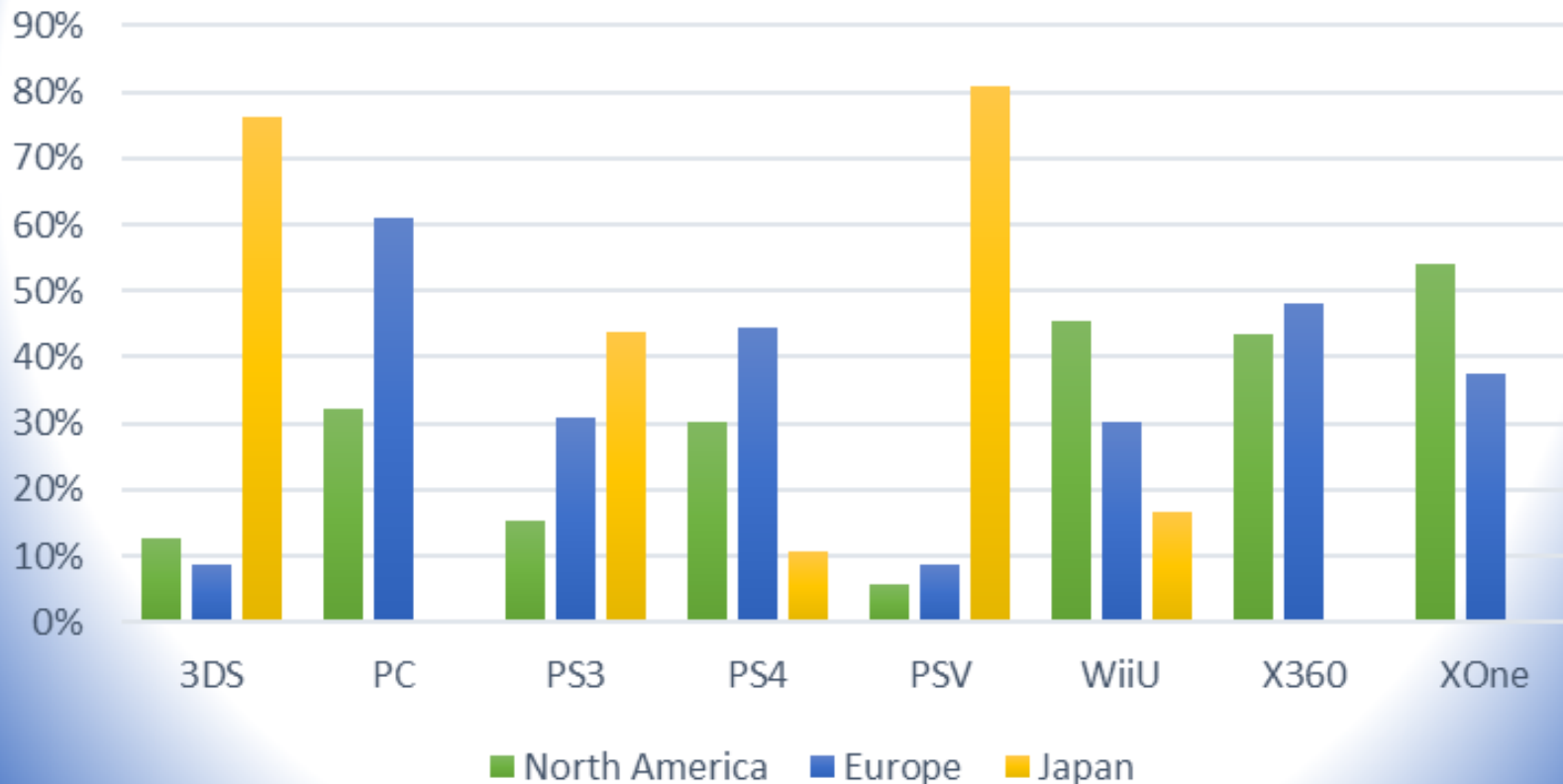
Suggested Actions

Shift marketing budget towards Europe from North America

Consider marketing strategy in the light of digital marketplaces, shift towards digital marketing

Gain access to data about digital sales (e.g. [statista.com](https://www.statista.com), steamspy.com)

Regional sales distribution by platform



- ❑ 3DS and PSV games are almost exclusively sold in Japan
- ❑ XBOX games are not sold in Japan
- ❑ EU is the most significant PC market

Key Takeaways

PSV and 3DS are almost exclusive to Japan, while PC and XBOX games are not present



Heavily focus marketing of PSV and 3DS games to Japan, and omit PC and XBOX marketing

Physical PC games are sold the most in Europe



Suggested Actions

Shift PC marketing budget towards Europe, especially PC exclusive titles

PS produces more sales in Europe, while XBOX produces more in North America



Shift PS exclusive marketing towards Europe, and XBOX exclusive towards North America

THANKS!

Any questions?