

GAMECO SALES INSIGHTS

MARKETING BUDGET REVIEW 2017

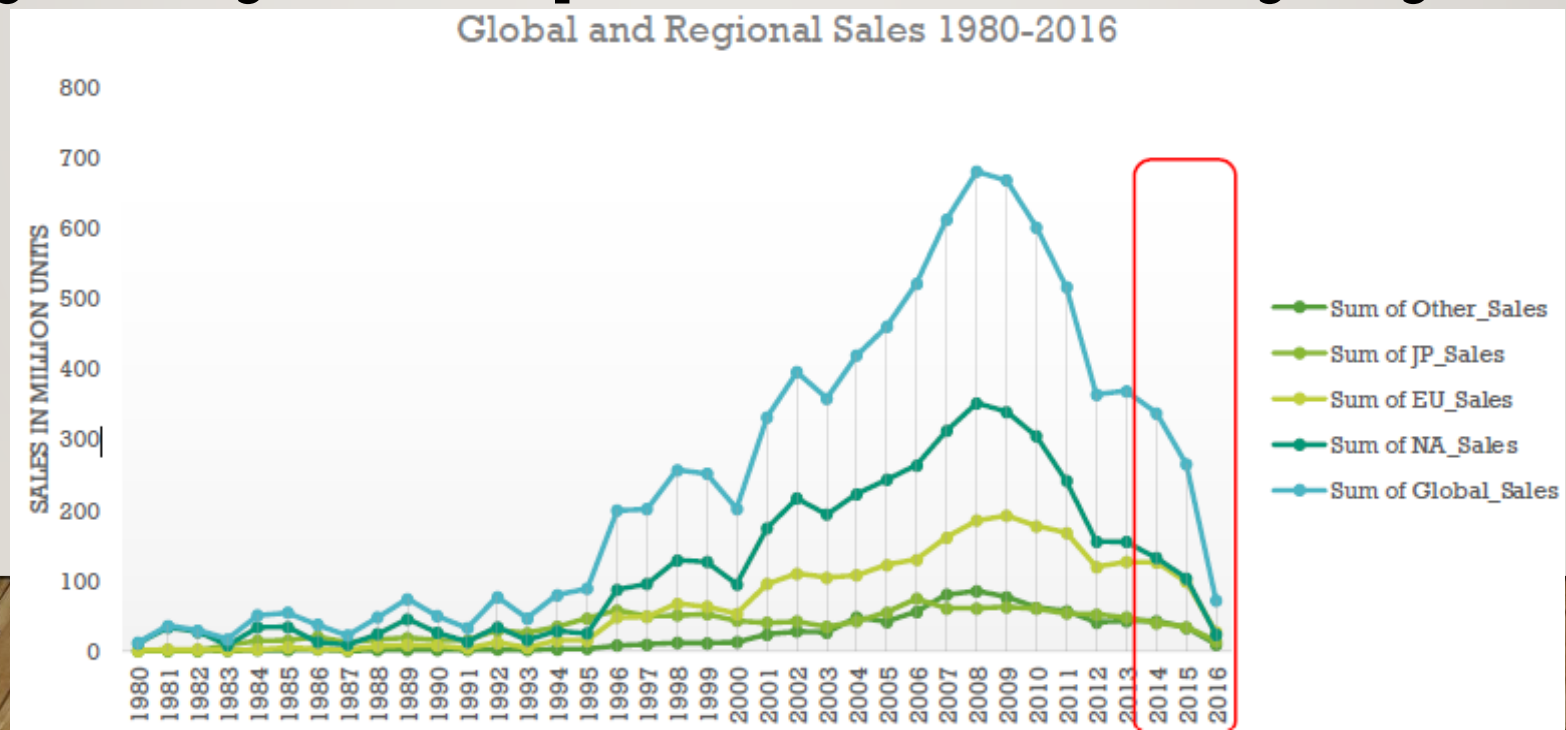
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SOME CONTEXT

- Based on 2016 sales performance, how should the marketing budget and efforts look like for 2017?
- Pre-analysis assumptions as shared by the marketing team are:
 - Sales across regions have stayed the same over time.
 - The marketing budget should be distributed equally across regions.

2016 A SPECIAL YEAR

- Sales have plummeted dramatically in 2016 – globally and across all regions!
- This highlights an urgent need to provide a sufficient marketing budget to boost sales again.

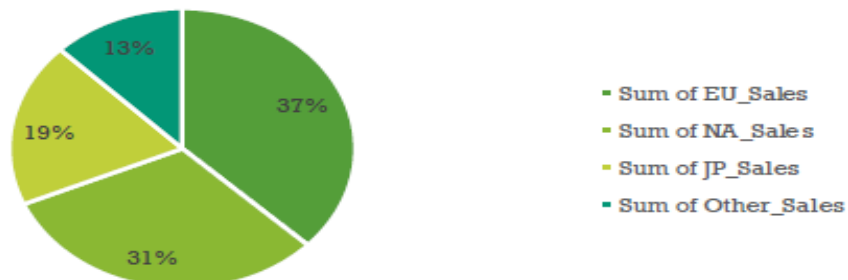


MAIN INSIGHT I

- 2016 also displays a change in regional performance:
- The **EU has over overtaken NA** as highest sales region for the first time since the late 1990s:

	Sum of Other Sales	Sum of JP Sales	Sum of EU Sales	Sum of NA Sales	Sum of Global Sales
2011	56.52	53.04	167.44	241.06	515.99
2012	40.16	51.74	118.78	154.96	363.54
2013	42.38	47.63	125.95	154.77	368.61
2014	42.26	39.46	125.65	131.97	337.05
2015	32.64	33.72	97.71	102.82	264.44
2016	9.02	13.7	26.76	22.66	70.93
Grand Total	222.98	239.29	662.29	808.24	1920.56

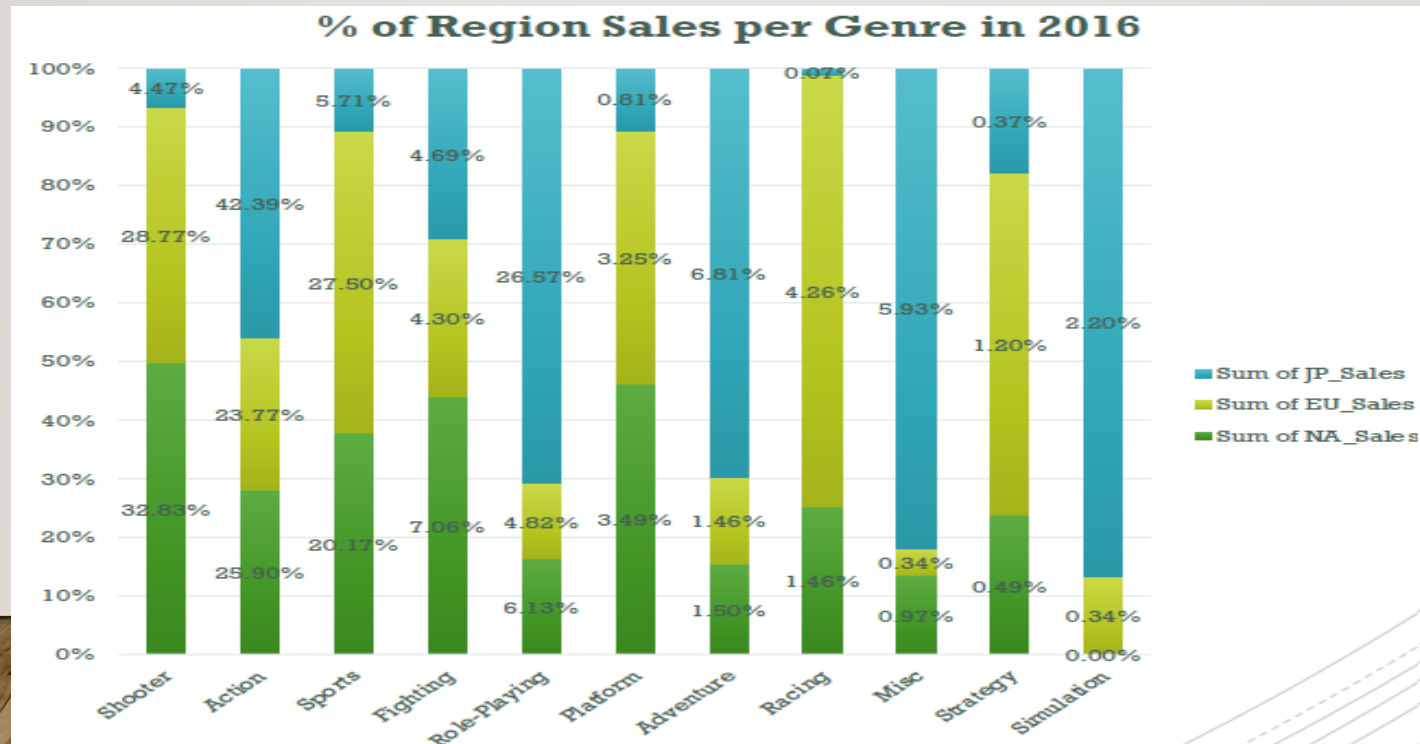
% Sales per Region in 2016



MAIN INSIGHT2

Within regions, there are varying genre preferences:

- Action, sports, and shooter games are dominating in **NA and Europe**
- Action, Sports and Role-Playing Games are most important in **JP**



REVISED UNDERSTANDING

- Sales have not remained stable over time. 2016 has been the year with lowest sales to date globally.
- Regional performance changes: NA was surpassed by the EU, after a longstanding dominance of NA market.
- Consumers in each region have varying genre preferences:
 - For NA & EU: action, sports and shooters
 - For JP: action, sports and role playing

MARKETING ACTION PLAN

- **Adapt to Sales Volatility:** Sales have fluctuated significantly over time, with 2016 being the weakest year. This highlights the need for more targeted, adaptable marketing efforts.
- **Regional Performance Shift:** The European market has surpassed North America. Therefore, the marketing budget should prioritize Europe, while maintaining a presence in North America.
- **Nuanced Genre Approach:** Tailor marketing spend based on game genres that perform well in each region:
 - **NA & EU:** Focus on action, sports, and shooter genres to boost engagement.
 - **JP:** Prioritize action, sports, and role-playing games To align with market preferences.
- Overall, continuously adjust marketing investments to respond to regional sales data and changing consumer trends