

The slide features several stylized illustrations of video game controllers. In the top left, a blue and yellow controller is shown above a grey one. In the bottom left, a blue and red joystick sits on a black and yellow base. In the top right, a black controller is positioned above a red one. In the bottom right, a yellow controller is hanging. All these illustrations are connected to the central text by thin black lines.

GameCo Marketing Strategy 2017

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Today's Agenda

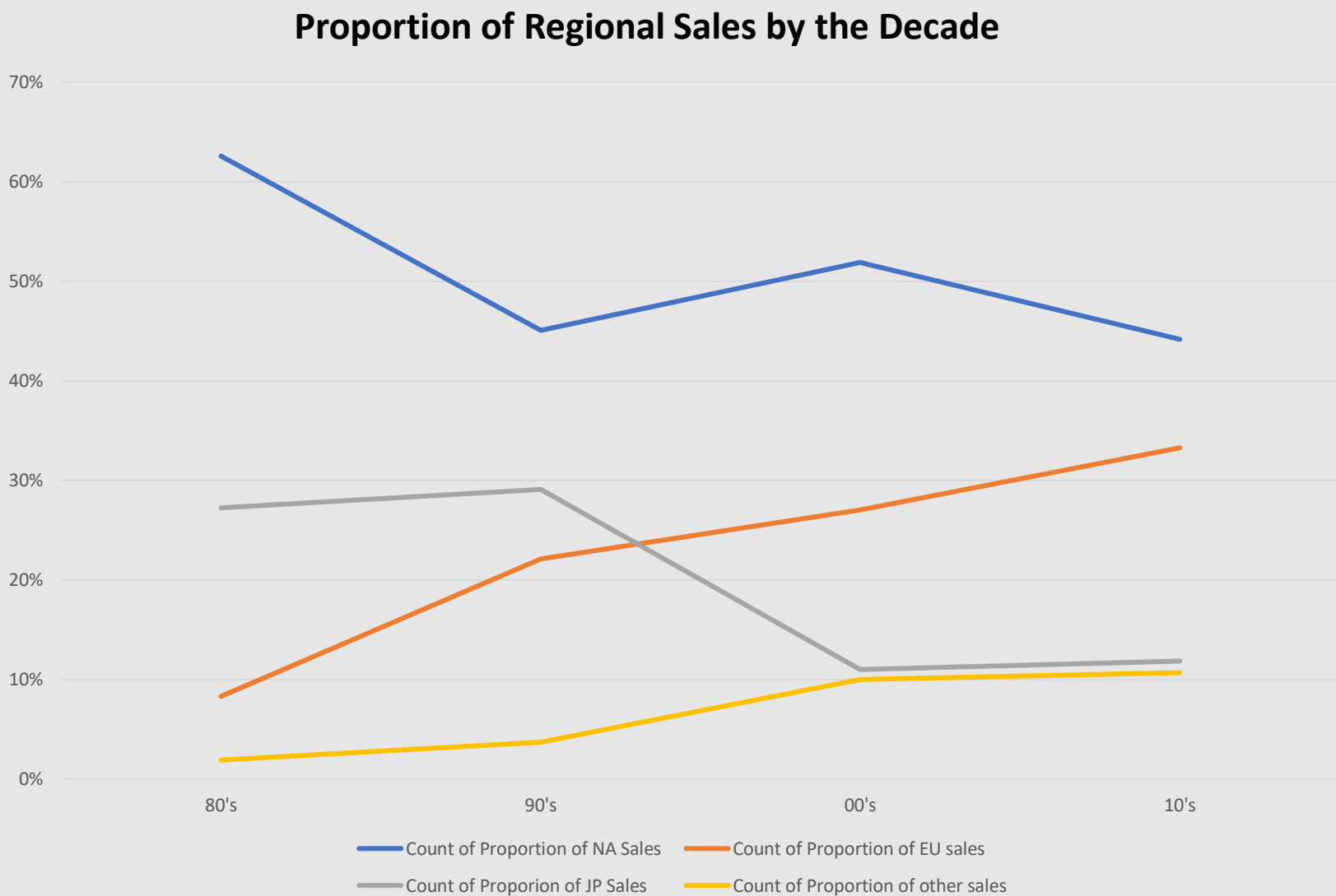
- Current understanding of video games sales per geographic region.
- Data Insights
- Regional Sales Overview for 2016
- Revised Understanding
- 2017 Marketing Recommendations.

Current Understanding

Video game sales have stayed the same over time across geographic region.

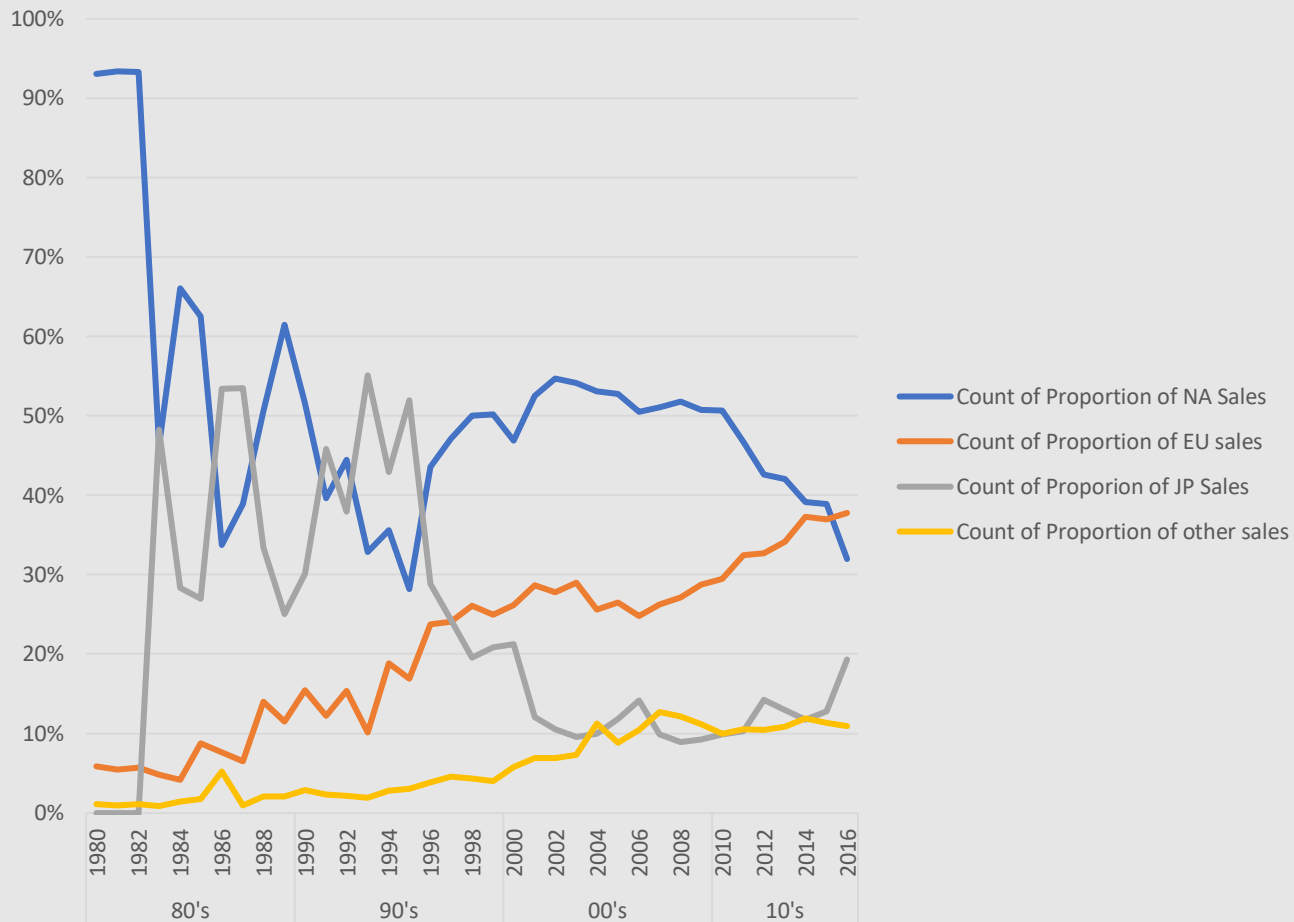


Data Insight



This is an overview of regional performance by the decades. North America and Japan has seen some significant decrease in their sales while Europe and Other shows an upward trends in sales.

Proportion of Sales per Region over time.



North America (NA)

Fluctuating sales over the years.

Best performing market up until 2016 when proportion of sales was 32% compared to Europe's 38%.

Europe (EU)

Fluctuation per year as well but not as drastic as its North American counterpart and it is showing an upward trend despite the yearly variations.

Japan (JP)

In the 80's to mid 90's comparable to North American Market, with some years even outperforming it.

Faced a steep decline in the late 90's with Europe fully surpassing it and doing worse than Other in some years. Experienced the most dramatic loss in sales.

Others

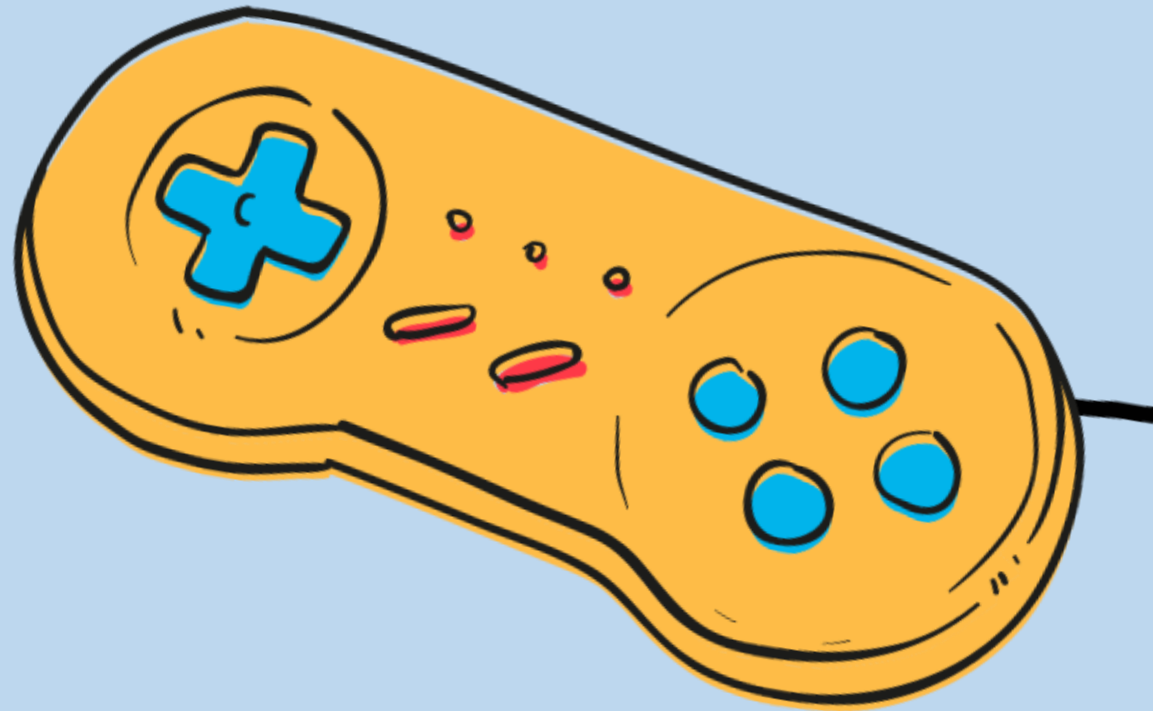
The region that showed the most consistency is Others. It had some peaks and falls but nothing too significant. Instead, it has a slow rise over the years and plateauing in the 2010's.

Has video game sales stayed the same over time across geographic region?

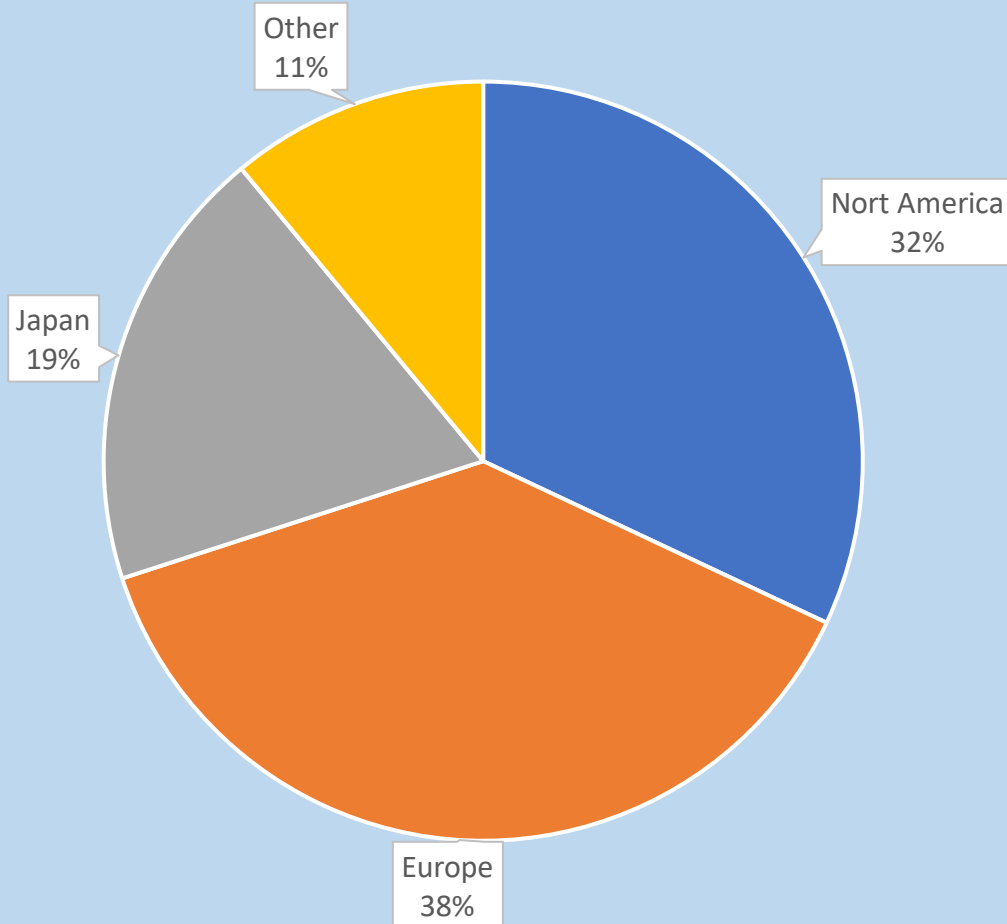
Based on the data we are presented,

NO. Sales have not stayed the same over time across geographic region.

Hence, we need to look at redistributing the marketing budget among the regions to increase return of investment.



2016 Regional Sales



Proportion of Regional Sales in 2016.

- Europe was the best performing market.
- Followed by North America, Japan and Other.
- This is a very significant year for Europe. It has seen steady growth over the years but has never surpassed North America until now.

Proportion of Regional Sales per Genre in 2016



Top 3 Performing Genres per Region

North America (NA) :
Fighting, Shooter and Platform

Europe (EU):
Racing, Strategy and Sports

Japan (JP):
Simulation, Misc and Role Play

Other:
Platform, Shooter and Sports

Worst Performing Genre per Region

North America (NA):
Simulation

Europe (EU):
Misc

Japan (JP):
Racing

Other:
Simulation

Revised Understanding

- Video games sales per region has NOT stayed the same over the years.
- Regions such as North America and Japan experiences a lot of yearly variations in sale while Regions such as Europe and Others are showing growth over the years.
- The popularity of genre each region differ although there are some overlaps in genre that are enjoyed by people across region. For example, action games are popular across regions.
- There are also genres that are popular and are unique to only of that region. For example, Japan enjoys role play and simulation games a lot more than other regions.



2017 Marketing Recommendations



North America

Given the size of the market, it is important to ensure it does well. Conduct an in-depth analysis as to why there has been a decline in sales especially in 2016.

Europe

Capitalize on promising growth by increasing marketing budget for the region and focusing its efforts on the Top 3 best performing genre.

Japan

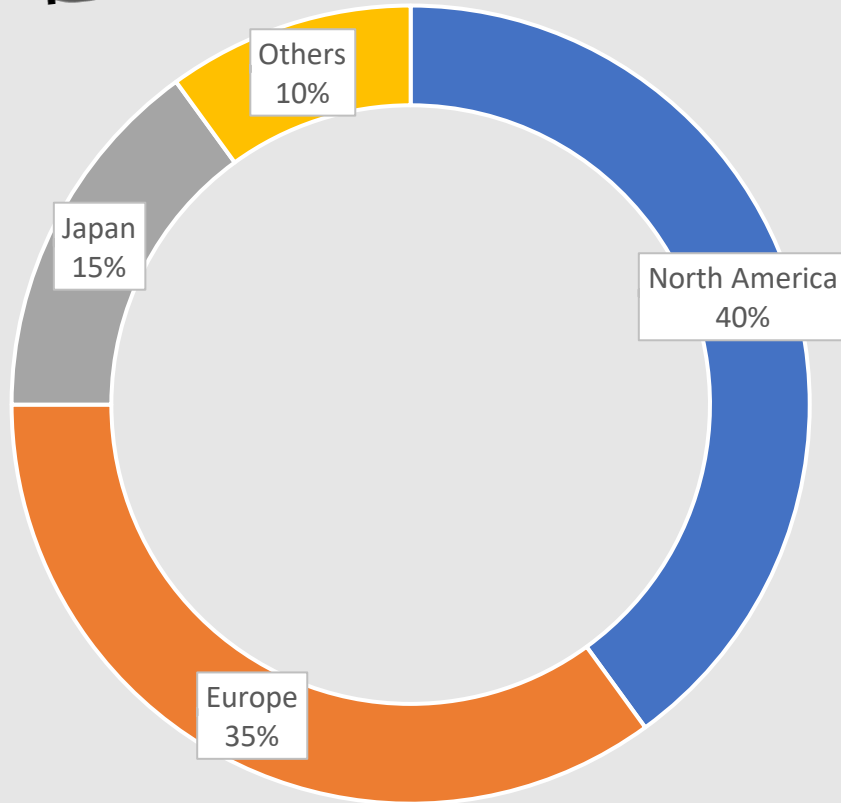
Although data shows potential for growth, this region could also use an in-depth analysis for its decline especially since it used to be a top performing region only second to North America.

Other

Sales have plateaued. This region could benefit from experimentation. It could do a market research and introduce new titles to see which one revitalizes the current market.



Budgeting Allocation



■ North America ■ Europe ■ Japan ■ Others

- North America has historically been the biggest market; hence it should have the highest allocated budget.
- Europe has growing potential hence, it should come second to North America.
- Japan has seen significant decrease, but latest data shows promising upward trends thus, it should be allocated proper budget to support its growth.
- Others has stayed consistent over the years but it is not one of the top global sales contributor hence it is given the least amount of budget.

THANK YOU.