

# XBOX SERIES S MARKETING PLAN

SEBASTIAN DIAZ-TAFEL  
MKTG 3000  
PROFESSOR ROVEGNO

# TARGET MARKET OVERVIEW



- The Xbox Series S is aimed at casual gamers who want access to next-gen games at a fraction of the price
- It's best for people who just want to download or stream games
- “71% of U.S. gamers are aged 18-44” (FinancesOnline, 2024)

# DEMOGRAPHIC & GEOGRAPHIC

- Age Range: Mostly 16–30, high schoolers, college students, and young adults
- Income: Mid to lower income, people who want a deal without sacrificing quality
- Location: Usually Urban/Suburban areas where fast internet is available
- “Over 45% of U.S. gamers identify as female” (FinancesOnline, 2024)

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Distribution of US Video Game Players by Age

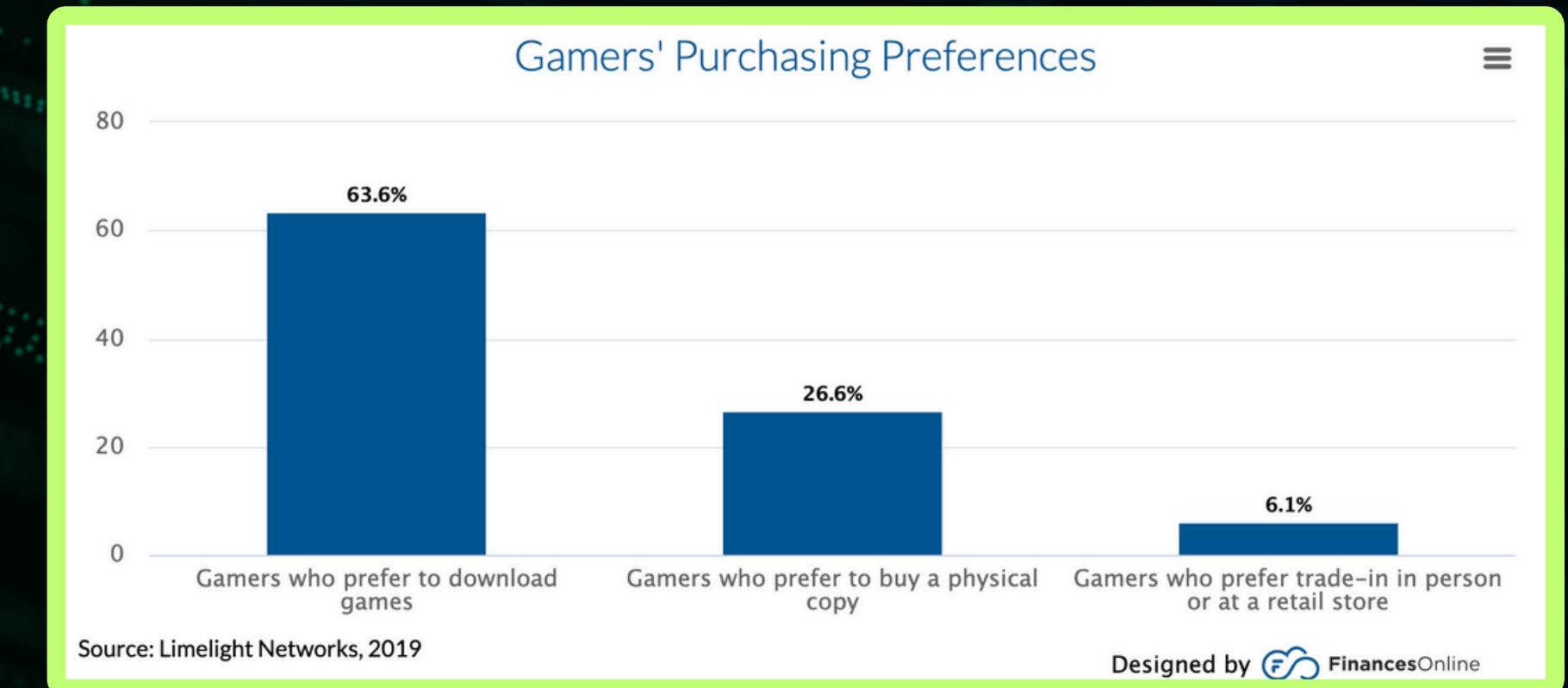
Source: Entertainment Software Association



Source: (FinancesOnline, 2024)

# PSYCHOGRAPHIC & BEHAVIORAL

- These gamers care more about access and convenience over fancy specs
- Most want a minimal setup, something that doesn't take up their whole desk
- “Many series S users prioritize digital access and Game Pass over hardware specs” (TechRadar, 2024)



Source: (FinancesOnline, 2024)

# SERIES S IN THE REAL WORLD



- This console is built for every day gamers
- Most Series S users just want to comfortably play in their living room or bedroom
- This picture of myself holding it shows its compact size as well as the picture of it on my desk

# SWOT ANALYSIS

## Strengths

- Compact design fits tight spaces
- Cheapest next gen-gen console \$299 MSRP
- Access to Game Pass with 100+ games
- Fast load times with SSD and quick resume

## Weaknesses

- No disk drive
- Only 512GB internal storage
- Not optimized for 4K
- Perceived as casual or “underpowered”

## Opportunities

- Growth in digital-first gaming
- Rising Game Pass value and subscriber base
- “Gaming console market expected to grow 6.4% annually through 2029 (Mordor Intelligence, 2024)

## Threats

- PS5 has stronger exclusive titles
- Mobile gaming stealing casual market share
- Hardcore gamers may prefer more powerful consoles

# PRODUCT FEATURES

- “The Series S supports 1440p resolution at up to 120fps and includes a high-speed SSD” (TechRadar, 2024)
- All digital (no disk drive)
- Comes with Xbox wireless controller
- 60% smaller than Series X (Tech, Radar, 2024)
- Image to the right shows Series S stacked above Series X



# PACKAGING & MANUFACTURING

- Simple, white packaging with Xbox branding
- Compact and environmentally friendly
- Series S is manufactured mainly in China and Vietnam
- “Xbox packaging is designed for minimalism and eco-friendliness” (TechRadar, 2024)



<https://www.xbox.com/en-us/consoles/xbox-series-s?xr=shellnav>

# COMPETITOR COMPARISON

Features	Xbox Series S	Xbox Series X	PS5	Nintendo Switch
Price	\$380	\$600	\$500	\$299
Disc Drive	No	Yes	Yes	No
Max Resolution	1440p	4K	4k	1080p
Handheld	No	No	No	Yes
Storage	512GB SSD	1TB SSD	1TB SSD	64GB

Source: (Tom's Guide, 2022)

# WHERE ITS SOLD

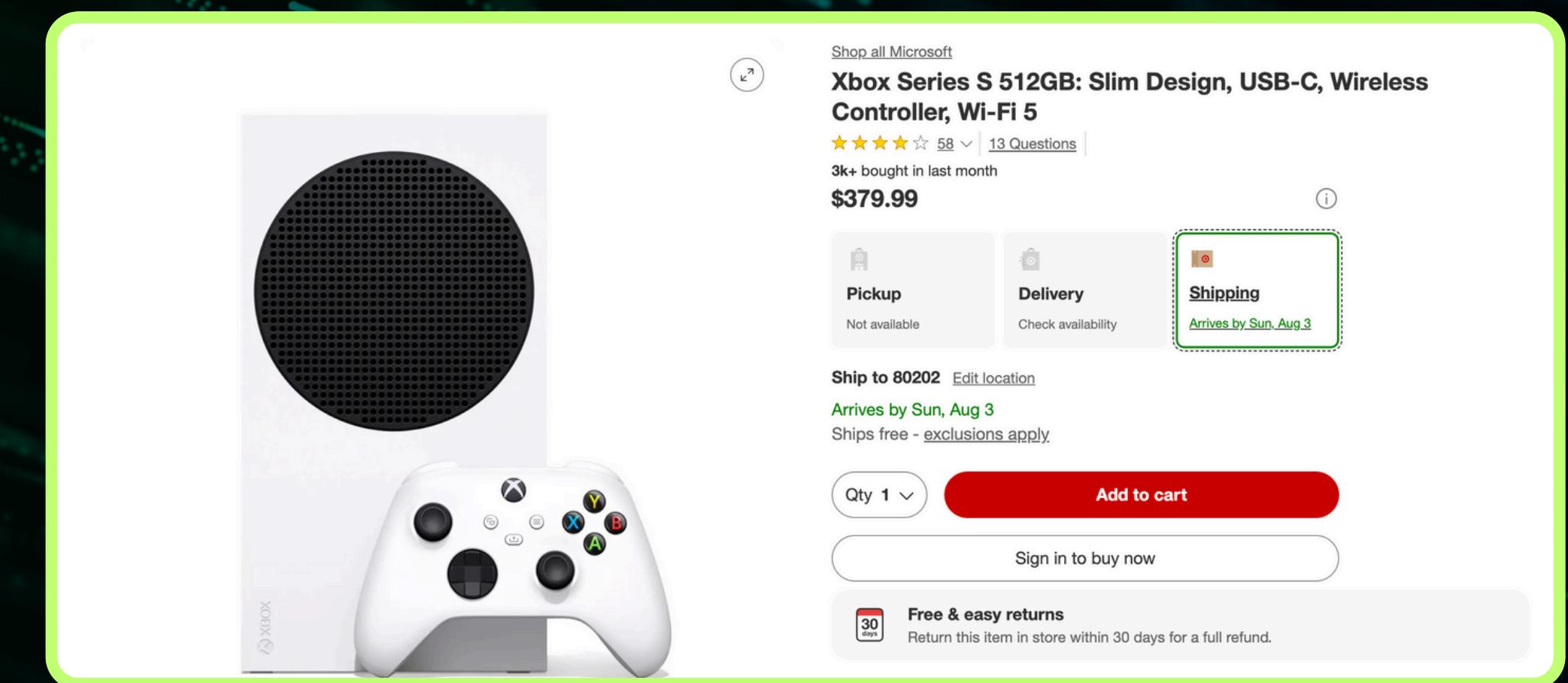
- Sold in major retail stores and online
- Widely available due to price and size
- Often sold next to Xbox accessories and games in stores
- Bundled frequently with Game Pass or games



[https://www.reddit.com/r/gaming/comments/1d8utsf/my\\_local\\_gamestop\\_xbox\\_section\\_is\\_2\\_feet/](https://www.reddit.com/r/gaming/comments/1d8utsf/my_local_gamestop_xbox_section_is_2_feet/)

# TARGET

- Typically available instore or online (currently out of stock at my nearest target)
- Available for free shipping online
- Ability to use target rewards for discounts



The screenshot shows a product listing for the "Xbox Series S 512GB: Slim Design, USB-C, Wireless Controller, Wi-Fi 5". The item has a rating of 4.5 stars from 58 reviews and 13 questions. It is currently \$379.99. The listing includes options for Pickup (Not available) and Delivery (Check availability), and highlights free shipping with arrival by Sunday, August 3. A red "Add to cart" button is visible, along with a "Sign in to buy now" link. A "Free & easy returns" section indicates a 30-day return policy.

Shop all Microsoft

**Xbox Series S 512GB: Slim Design, USB-C, Wireless Controller, Wi-Fi 5**

★★★★★ 58 | 13 Questions

3k+ bought in last month

\$379.99

Pickup Not available

Delivery Check availability

Shipping Arrives by Sun, Aug 3

Ship to 80202 Edit location

Arrives by Sun, Aug 3

Ships free - [exclusions apply](#).

Qty 1 Add to cart

Sign in to buy now

30 days Free & easy returns

Return this item in store within 30 days for a full refund.

# WALMART

- Available both in store and online
- Available at \$378 from Walmart
- Available for \$359.99 from antonline.com (fulfilled by Walmart)
- Available for \$369 from Hooray Store (not fulfilled by Walmart)

More seller options

\$359.99 Free shipping Shipping, arrives by Sun, Aug 3 to Denver, 80205 Sold by <a href="#">antonline.com</a>    Pro Seller Fulfilled by Walmart Free 30-day returns <a href="#">Details</a>	<a href="#">Add to cart</a>
\$369.00 Free shipping Shipping, arrives by Tue, Aug 5 to Denver, 80205 Sold and shipped by <a href="#">Hooray.Store</a>    Pro Seller Free 30-day returns <a href="#">Details</a>	<a href="#">Add to cart</a>

**Xbox Series S, 512GB SSD, All Digital Gaming Console, Robot White**



**About this item**

- Xbox Series S: The all-digital Xbox Series S offers next-gen gaming at an accessible price point
- Experience next-gen speed and performance with the Xbox Velocity Architecture, powered by a custom SSD and integrated software
- Play thousands of games from four generations of Xbox with Backward Compatibility, including optimized titles at launch
- Download and play over 100 high-quality games, including all new Xbox Game Studios titles like Halo Infinite the day they release, with Xbox...

[View more](#)

**At a glance**

Brand Xbox	Smart tech Y	Optical drive Digital Only
Condition New	Dimensions 13.46 x 5.47 x 11.50 in	Batteries incl Y

**How you'll get this item:**

I want delivery savings with **Walmart+**  
You get 30 days free! Choose a plan at checkout.

Shipping Arrives tomorrow Order within 13 hr 38 min	Pickup As soon as 7am tomorrow Free	Delivery As soon as 1 hour
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# AMAZON

- Available for \$374
- Free shipping
- Ability to trade in consoles, games or accessories to lower the price

The screenshot shows the Amazon product page for the Xbox Series S All-Digital Console. The main image displays the white console with its black circular speaker grille and a white Xbox Wireless Controller. To the left is a vertical sidebar with five smaller thumbnail images of the console from different angles. Below the main image is a "Click to see full view" link. The product title is "X Box Series S All-Digital Console". It includes details like "Brand: X Box Console", "Platform: Xbox", "4.6 ★★★★★ (298)", and "200+ bought in past month". The price is listed as \$374<sup>00</sup>, with an option to "Or \$27.20 /mo (18 mo). Select from 1 plan". A note mentions getting \$100 off instantly by paying with a Prime Store Card. The "About this item" section provides technical specifications such as "CPU: 8X Cores @ 3.6 GHz (3.4 GHz w/SMT) Custom Zen 2 CPU; GPU: 4 TFLOPS, 20 CUs @ 1.565 GHz Custom RDNA 2 GPU; SOC Die Size: 197.05 mm<sup>2</sup>". It also lists "Memory: 10GB GDDR6 128 bit-wide bus; Memory Bandwidth: 8GB @ 224 GB/s, 2GB @ 56 GB/s; Internal Storage: 512GB Custom NVME SSD", "Gaming Resolution: 1440p; Performance Target: Up to 120 FP.", and "HDMI Features: Auto Low Latency Mode, HDMI Variable Refresh Rate, AMD FreeSync.". There are "Add to Cart" and "Buy Now" buttons, along with delivery information: "FREE delivery Tuesday, August 5. Details" and "Deliver to Sebastian - Denver 80202". The status is "In Stock" with a quantity dropdown set to 1. Other details include "Ships from Four Games", "Sold by Four Games", "Returns 30-day refund/replacement", "Payment Secure transaction", and a "Trade-in and save" button.

The screenshot shows the "Trade in your gaming items" interface on Amazon. The title is "Trade in your gaming items". Below it is a progress bar. The main heading is "Select trade-in item type". Three categories are shown with their respective icons: "Console" (a blue and red Nintendo Switch), "Games" (a PS4 game case for Fortnite), and "Accessories" (a black Xbox controller). Each category has a "Select" button below it. The entire interface is enclosed in a light green border.

# GAMESTOP

- Available both in store and online
- Available at \$380 New
- Available at \$294.5 Refurbished or \$294.5 Pre-Owned
- Offers same day shipping for \$9.99

GameStop  Menu

Trading Cards ▾ Deals Shop My Store Collectibles & More ▾ PlayStation ▾ Nintendo Switch ▾ Xbox ▾ Pre-Owned ▾ Only At GameStop New Rele Track Order Ross Henderson Shopping...

Consoles & Hardware / Xbox Series X|S / Consoles

Pros, Save \$25 When You Buy \$250+ in-store or buy online & pick up in-store - [Learn more](#)

Microsoft ★★★★★ 4.4 (4038) Write a review

**Microsoft Xbox Series S Digital Edition Console**

**\$379.99**

Save 5% on PreOwned + \$65 in savings when you become a GameStop Pro - [See benefits & join now](#)

OR

ZIP or pay in installments as low as \$49.00 ⓘ

Deliver it

Condition: New

New \$379.99 Pre-Owned -\$85.50 Refurbished -\$85.50



**Colorado Blvd Denver**  
960 S COLORADO BLVD STE C, Denver, CO 80246  
**Closed until 9:00 AM**

**Limited Stock**  
**Pick up here**  
4.54 miles away

**Creekside Shopping Center**  
7475 W COLFAX AVE STE 101, Lakewood, CO 80214  
**Closed until 12:00 PM**

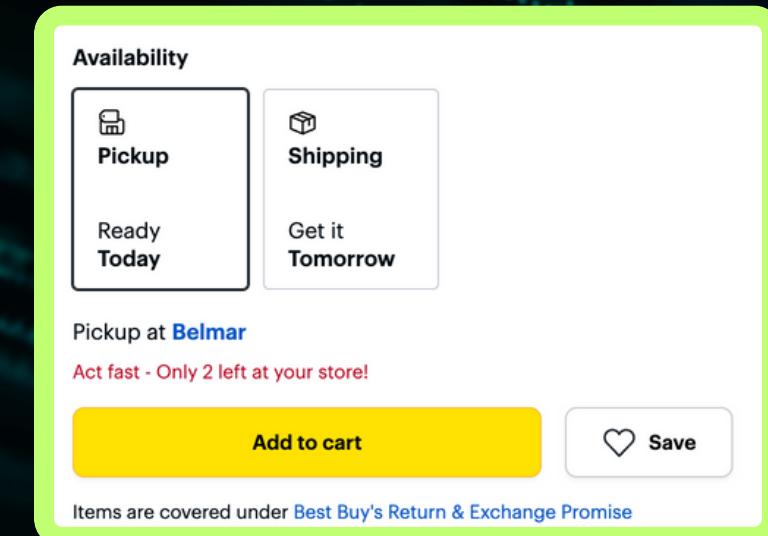
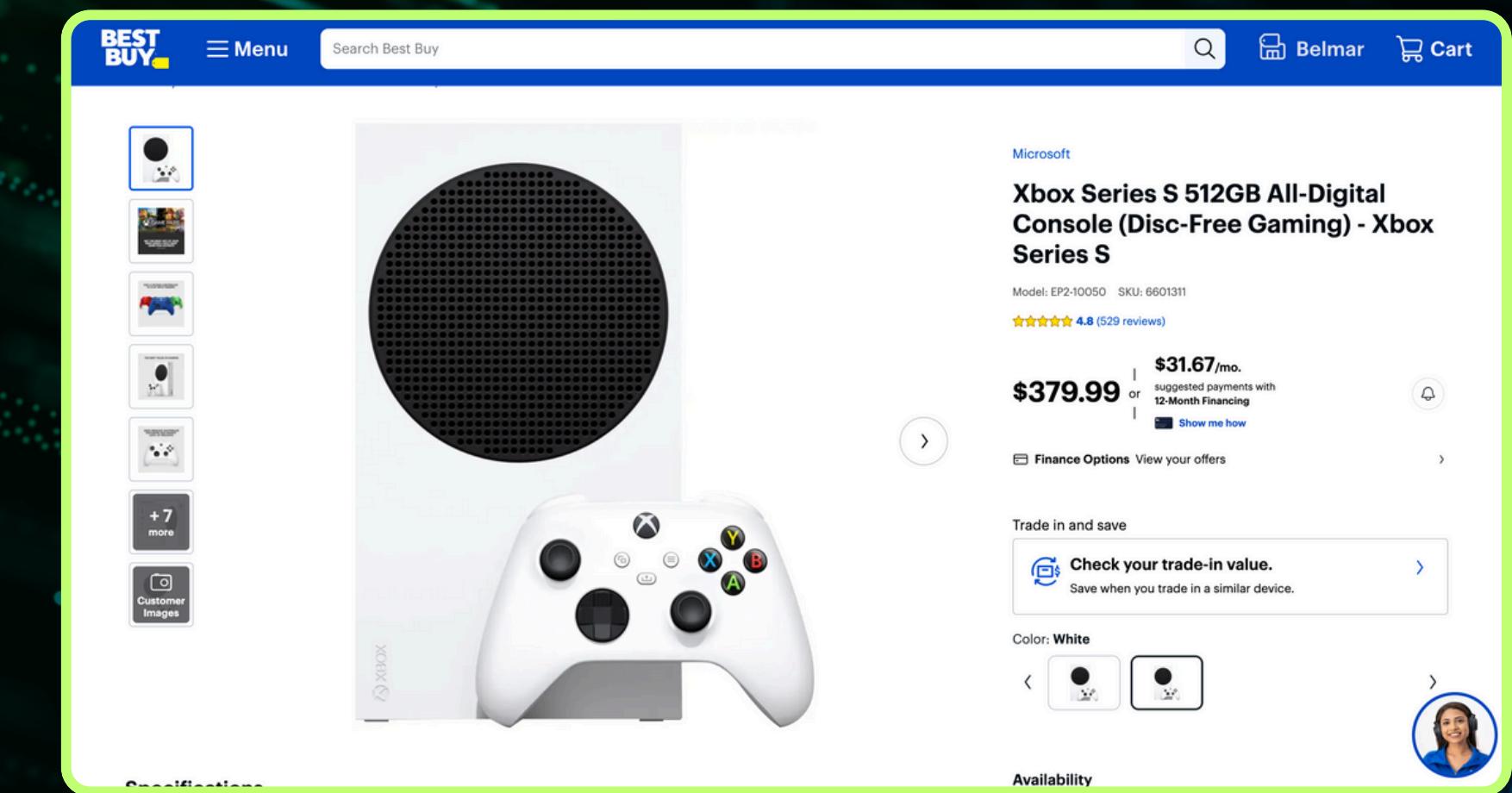
**Limited Stock**  
**Pick up here**  
4.55 miles away

**Quebec Square**  
7505 E 35TH AVE UNIT 380, DENVER, CO 80238  
**Closed until 11:00 AM**

**Limited Stock**  
**Pick up here**  
5.12 miles away

# BEST BUY

- Available both in store and online
- Available at \$380 New
- Option to finance with Best Buy Credit Card
- Option to finance through ZIP



# XBOX.COM

- Available online for \$380
- Also available with 1TB of storage for \$430
- Option to use Microsoft points for discounts

The screenshot shows the Xbox Series S product page on the official Xbox website. At the top, the Microsoft logo and the word "XBOX" are visible, along with navigation links for Game Pass, Games, Devices, Play, Store, Community, and More. A search bar and a user account icon are also present. The main headline reads "XBOX SERIES S" and "Best Value in Gaming". Below this, two options are listed: "512GB All-Digital Robot White" for \$379.99 and "1TB All-Digital Robot White" for \$429.99. A "SELECT CONSOLE" button is located at the bottom left of this section. To the right, there is a large image of the Xbox Series S console and its controller, with a "512GB" badge. Below the image, there are four small circular icons.

# PRICE COMPARISON

Retailer	Price	Notes
Target	\$380	Currently out of stock in store, free shipping online
Walmart	\$360	Third Party seller fulfilled by Walmart
Amazon	\$374	Trade in credit available for consoles, games, and accessories
Game Stop	\$380	Refurbished and used available for \$294.50
Best Buy	\$380	Financing available through Best Buy Card or Zip
Xbox.com	\$380	Microsoft rewards can be applied, 1TB model available for \$430

# PRICING STRATEGY

- Microsoft uses penetration pricing (low cost to capture market share)
- Price is much lower than Series X and PS5 to attract casual users
- Frequently offered in bundles and seasonal sales
- This example from Amazon comes with 3 months of game pass at \$439



<https://www.amazon.com/Xbox-Starter-hundreds-Ultimate-Membership-All-Digital/dp/B0CFS1SDC4>

# PROMOTION OVERVIEW

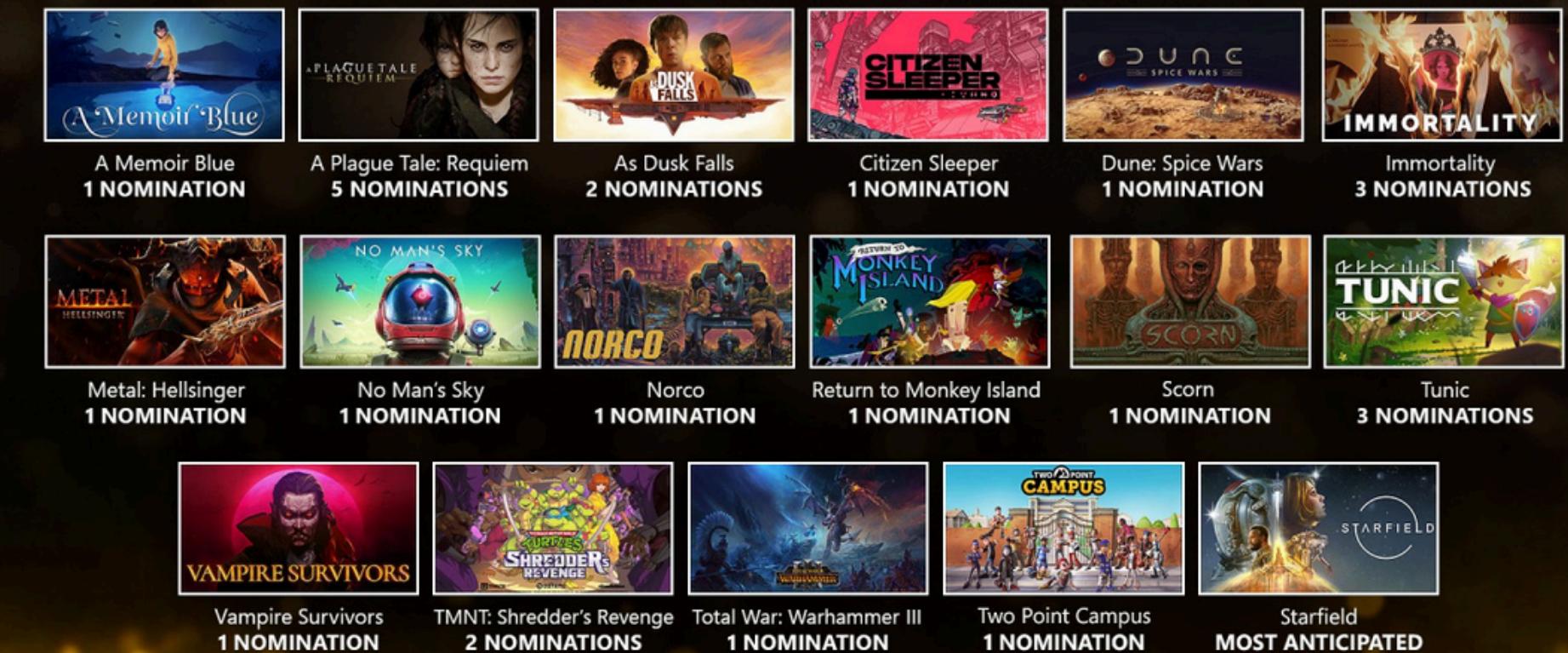
- Microsoft uses an integrated promotion strategy
- Combines mass media, influencers, in store reps and digital campaigns
- Game Pass is central, being promoted across almost every channel
- “As of 2023, Game Pass had over 25 million subscribers” (Xbox, 2025)



# PUBLIC RELATIONS

- Xbox is featured at major events like The Game Awards and Gamecon
- They have strategic partnerships with influencers and reviewers
- Their strong social media presence backed by over 100 million in ad spending earned media coverage
- Here is an example of some of their Game Pass games nominated for the 2025 Game Awards

CHECK OUT THESE NOMINEES FROM **THE GAME AWARDS**  
IN **X GAME PASS** AND **PC GAME PASS**



# PERSONAL SELLING

- Xbox.com has options to compare their different consoles
- They also have a form you can fill out to figure out which Xbox is best for your needs
- Salespeople at Best Buy and Game Stop market the Series S to casual users and kids



### HELP ME CHOOSE A NEW XBOX CONSOLE

Tell us a little about yourself and we'll help you choose the console that is right for you.

GET STARTED >



# SALES PROMOTION

- Frequently have promotions for bundles with Game Pass and accessories
- Seasonal promotions like Cyber Monday and Black Friday deals (like the one from 2024 shown in the picture)
- Free trials for Game Pass typically included in the box or by email

## BEST CYBER MONDAY XBOX SERIES X CONSOLE DEALS



### Xbox Series S 1TB | \$348 at Walmart

While this isn't technically a "deal," the new 1TB variant Xbox Series S has just launched, and buying the upgraded console could wind up saving you money in comparison to buying an Xbox with smaller onboard storage and an expansion card.

#### Buy it if:

- You want an affordable console
- You'd like more storage than a Series S typically provides
- You want to play Game Pass games

#### Don't buy it if:

- You want to play physical games

Price check: [Check stock at Amazon](#)

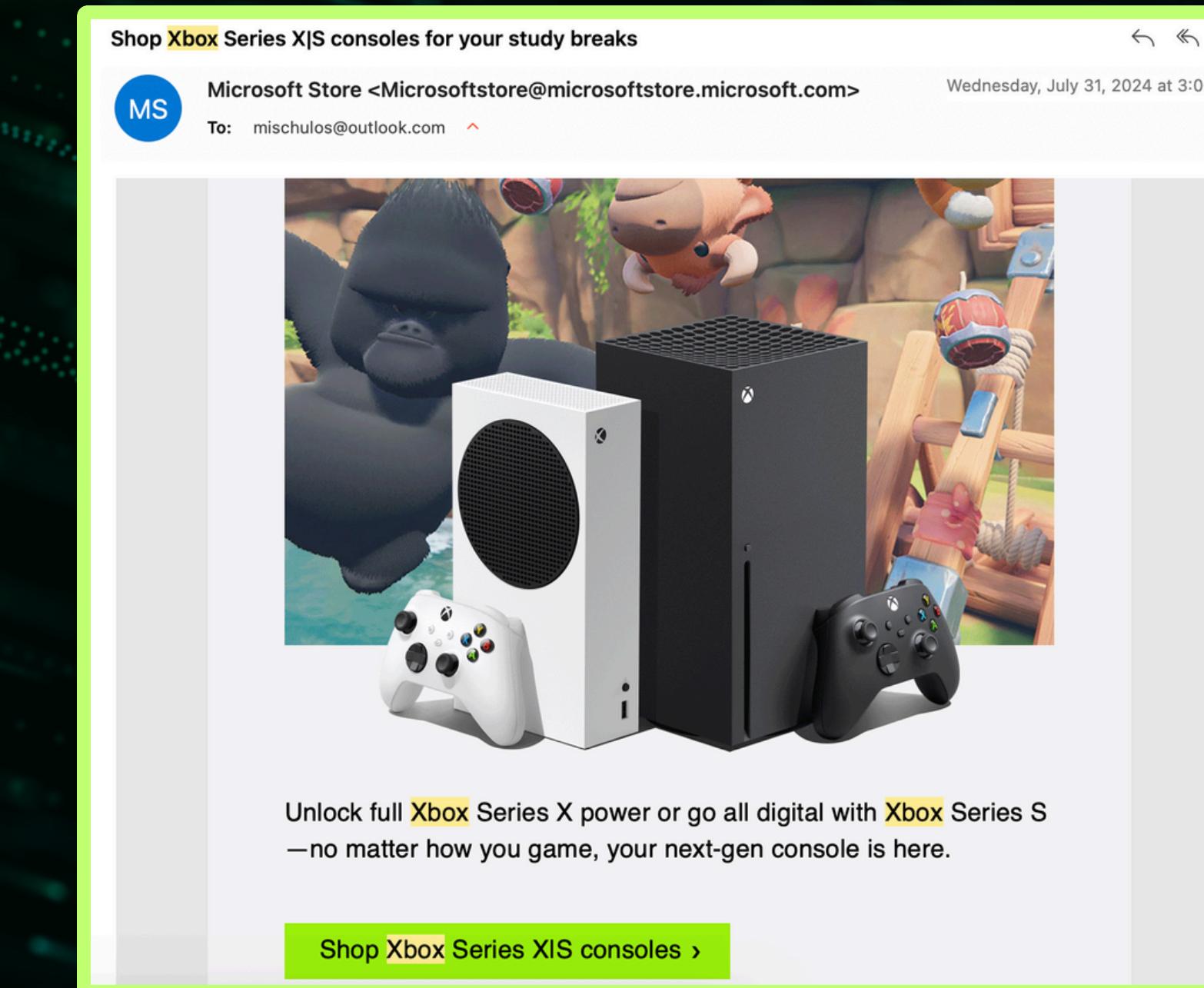
UK: £299.99 at Amazon

[VIEW DEAL](#)

<https://www.gamesradar.com/best-cyber-monday-xbox-series-x-deals/>

# DIRECT MARKETING

- Microsoft sends Promo emails to users based on which games they play
- An example of one those Promo emails I received through my email associated with my xbox account to the right
- The Xbox app promotes Series S bundles and Game Pass offers
- They use targeted ads on social media



# ADVERTISING

- Microsoft uses video ads on Youtube, Twitch, and streaming services
- They use print and digital ads on gaming sites like IGN
- Run billboards and posters for launches in major cities
- One example was their usage of the sphere in Las Vegas shown to the right



<https://www.ign.com/articles/microsoft-just-advertised-xbox-usingearths-mightiest-billboard>

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- *Xbox Series S: Xbox*. Xbox.com. (n.d.). <https://www.xbox.com/en-us/consoles/xbox-series-s?xr=shellnav>