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Abstract

This document lists Flinging Monkey Games marketing strategies

Marketing Strategy

Flinging Monkey Games

# Flinging Monkey Games

Flinging Monkey Games aims to specialize in delivering accessible and engaging video games on mobile and portable consoles with a unique focus on cross-platform gaming, allowing players from all mobile platforms to engage in gameplay together.

# Summary

The Market Research is to analyze both the current market in which Flinging Monkey Games is attempting to enter, as well as the company itself vis-à-vis the market. By using both the PESTEL and SWOT analysis, this document should provide a good basis for future reference. The market benchmark provides a snapshot into the current market to better understand the intention of Flinging Monkey Games with its short and long term marketing strategies.

# Strategies

## Short Term

### Domination by low price

With the first game, Flinging Monkey Games aims to distribute a free game platform that allows in-app purchases to unlock cosmetic and aesthetic content that does not affect gameplay. This will allow players with low to no income access to the game. Games that are similar or competitors on the same platforms are often free or close to free, but they always contain in-app ads, which has been proven to alienate customers. By offering a completely free of ads product at no cost, but monetizing cosmetics Flinging Monkey Games hopes to establish a quick foothold in the Mobile Market.

### Pioneer

With the first game from Flinging Monkey, the cross-platform gaming is a new venture and we stand poised as forerunners into this untapped market. Basing future products on the same platform but creating and adding new features will allows Flinging Monkey to stay ahead of the market during its infancy. Since there are no other games to offer such a direct cross-platform experience, Flinging Monkey Games is expecting to have a dominant foothold early on.

## Long Term

### Diversification

Diversification is the foundation which Flinging Monkey Games aims to maintain. By creating a new market and challenging the perception of these markets, Flinging Monkey Games aims to bring not only follow-up products but new ventures and new ideas. By continuously offering new pioneering ideas and products, Flinging Monkey Games hopes to establish itself as a constant re-inventor and tinkerer.

## The 4 Ps

### Product

To stand out from the crowd, we are aiming to deliver our Flinging Monkey game as a high quality product with a lot of polished content. We also aim to be a pioneer in multi-platform technology, which should help tremendously in giving our product a spot in the limelight through social media and articles.

Battle arena-type games usually target a more hardcore, niche audience, but we aim to make it appeal to as wide an audience as possible by going for a more humorous approach and simple controls. This will bring us to the win-win situation where new players to the genre will want to give it a try while also attracting veterans who recognize the quality of the product.

### Price

As we are aiming to appeal to both teenage and adult players, we are offering the game for free so that even players with no steady income can be part of the player pool and keep the community alive. Our market research has also uncovered that most of our competitors are also offering their game for free so we should follow suit.

Our profit will come from cheap in-app cosmetic purchases to personalize the players’ games in a multitude of different ways. We’ve confirmed the efficiency of this decision through playtests of our prototypes: Our players felt really enticed by the quality and variety of customization options available to them.

### Promotion

We will focus on YouTubers, Facebook, Twitter and Instagram.

Going for all of these social Medias are very important because they help us promote our game. We can post gameplay photos, music, art and many other aspects of our game. Fans will have a place to interact and talk about our game. For Instagram and twitter, we can use hashtags to let others know about our company/game.

We will also create our own YouTube channel and make videos. One idea for a video would be to show the employees that work at our company, so fans can be familiar with who made the games. Also videos about our game itself is a must.

We’ve sealed deals with several zoos across the world that will display ads for our game around the monkey cages, at the same time as the release of the game. These ads will have QR codes that can be scanned to give players a good amount of currency to let them buy some accessories right off the bat. It’s very thematic, original and a great way to incentivize players to give the game a shot, as well as get them acquainted with buying accessories in the game.

### Placement

Our game will be sold on 3ds store, iOS and play store. It will be a free to play game focused on paying to get costumes and accessories. Fans will pay for the accessories (ex: club penguin), while free to play gamers will enjoy to look normal, while still loving the gameplay. If normal gamers want the costumes that badly without paying, they can also grind to get them with in-game currency.

Mobile is really accessible to anyone because almost everybody has a cell phone nowadays, and that our game is free makes it even more accessible rather than a game that costs 2$ on the app store.

If we have a big amount of revenue, we might also think about porting to steam, PS4 and Xbox One.

We will make sales once the numbers in sales decrease.

# Timeline

Pre-Production

Production

Release

Post

Finalize deal with Nintendo (05/15)

Contact press (09/14)

Start full production (06/15)

Release game (09/22)

Humble Bundle (08/22)

## Go to the zoo with the developers

As a final promotional tool, players that attain the 10 ten slots of the game leaderboard can win a pair of tickets to come and visit the Granby Zoo with the Flinging Monkey Game team. This could also be used a recurring promotion.