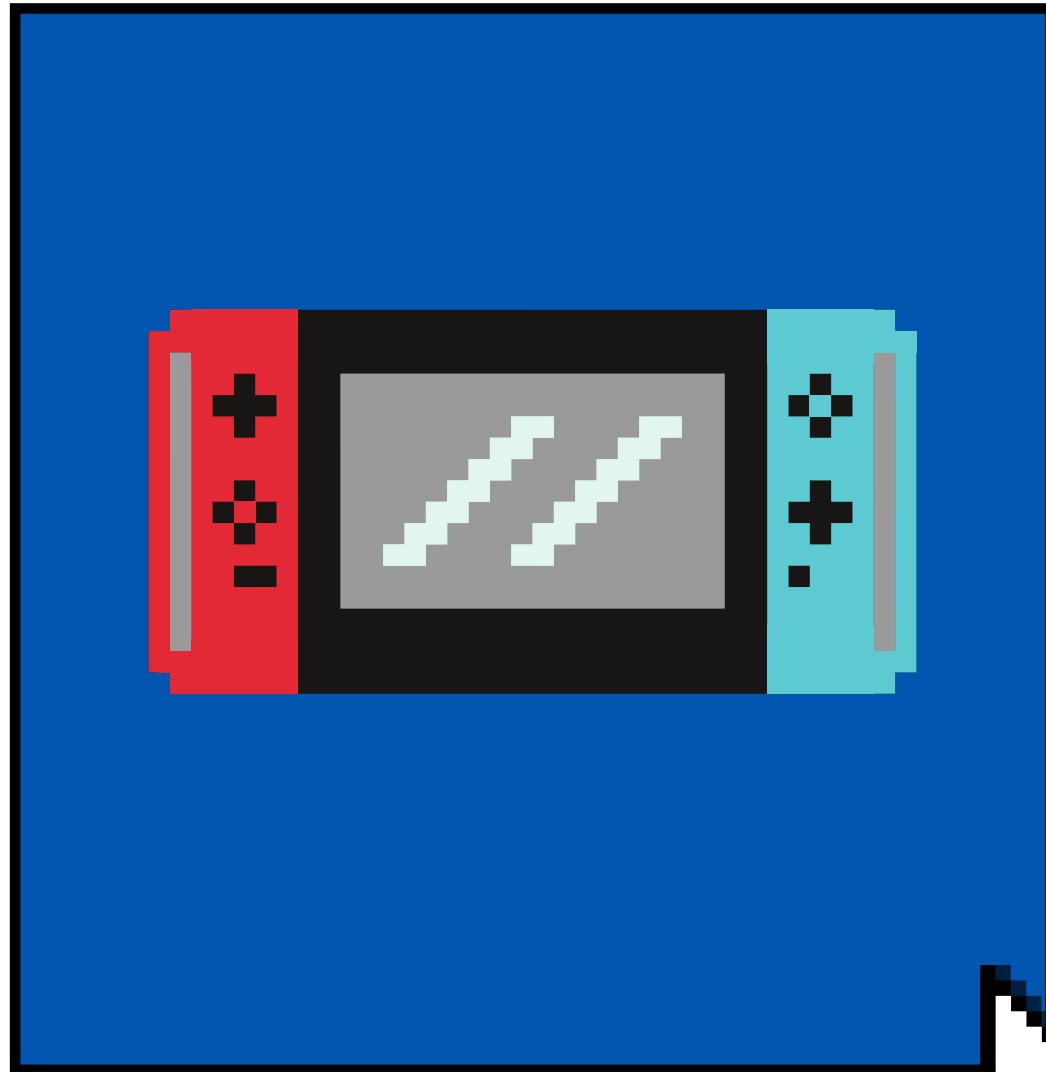
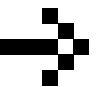


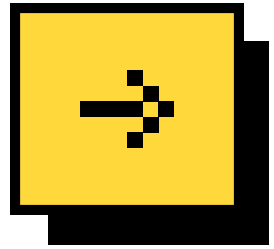
Get your head in the game



# NINTENDO

Zi Dvoskina, Vineeth Gogulamudi,  
Vanessa Guevara, and Evelina Wongosari





# ABOUT NINTENDO



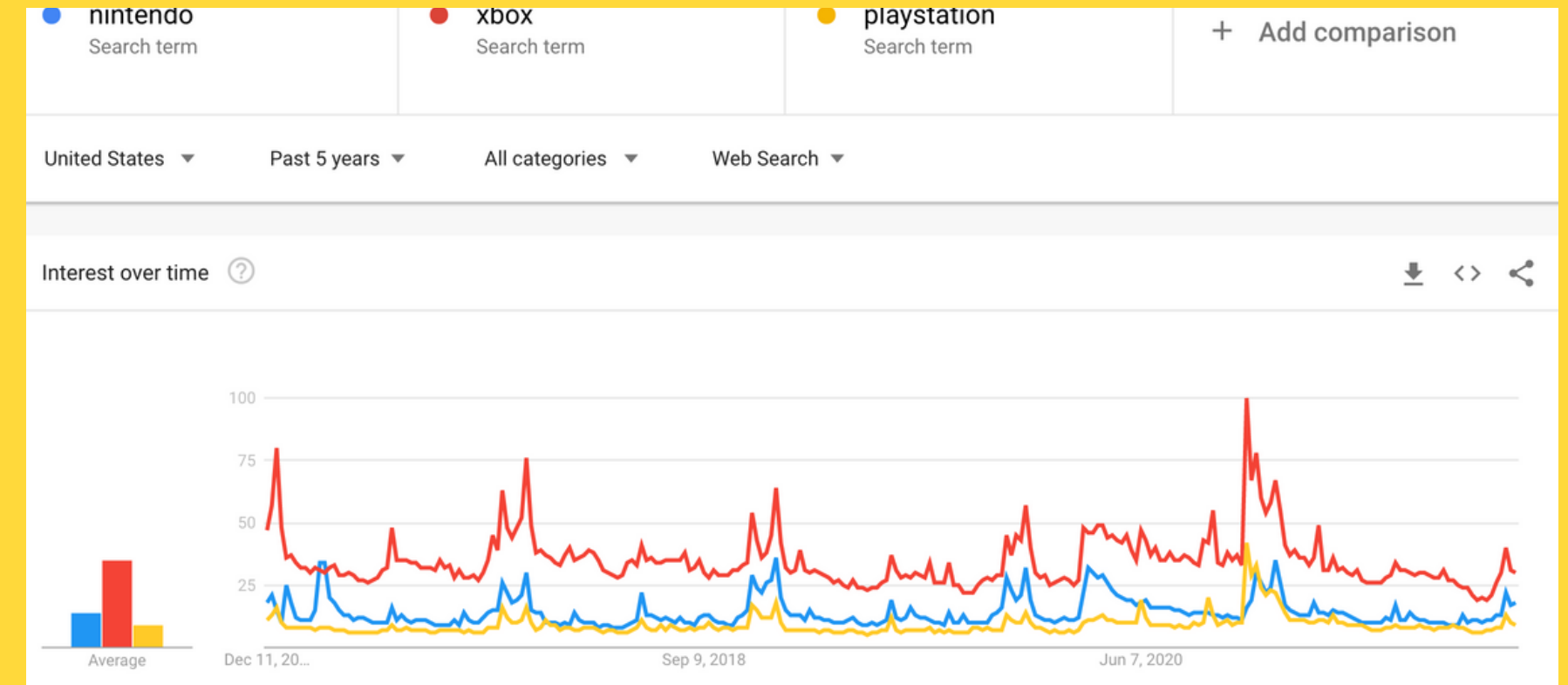
- Nintendo Co., Ltd. is a multinational consumer electronics and video game company
- Founded in 1889 in Japan and became an IPO in 1963
- The company has expanded globally through many subsidiaries with Nintendo USA being one of the largest
- The brand is most known for its game consoles and assortment of top-selling video game franchises such as Super Mario Bros., Animal Crossing, and Pokémon



# Online Search

2017 - 2021

- Across 5 years, online searches in "All Categories" parameter peaked:
  - Nov & Dec - winter holiday shopping season & new console or game releases
  - June - summer game conventions like Electronic Entertainment Expo (E3)
  - Feb 2017 - Nintendo Switch Console released
  - Mar 2020 - Start of COVID-19 lockdown
- High Engagement States:
  - Utah (due to UNC fanbase), Washington, California, West Virginia, and Alaska
- Low Engagement States:
  - North Carolina, Georgia, Wyoming, Mississippi, Vermont, and Washington D.C.
- XBox dominated among competitors, with Nintendo second and PlayStation a close third



# Online Search

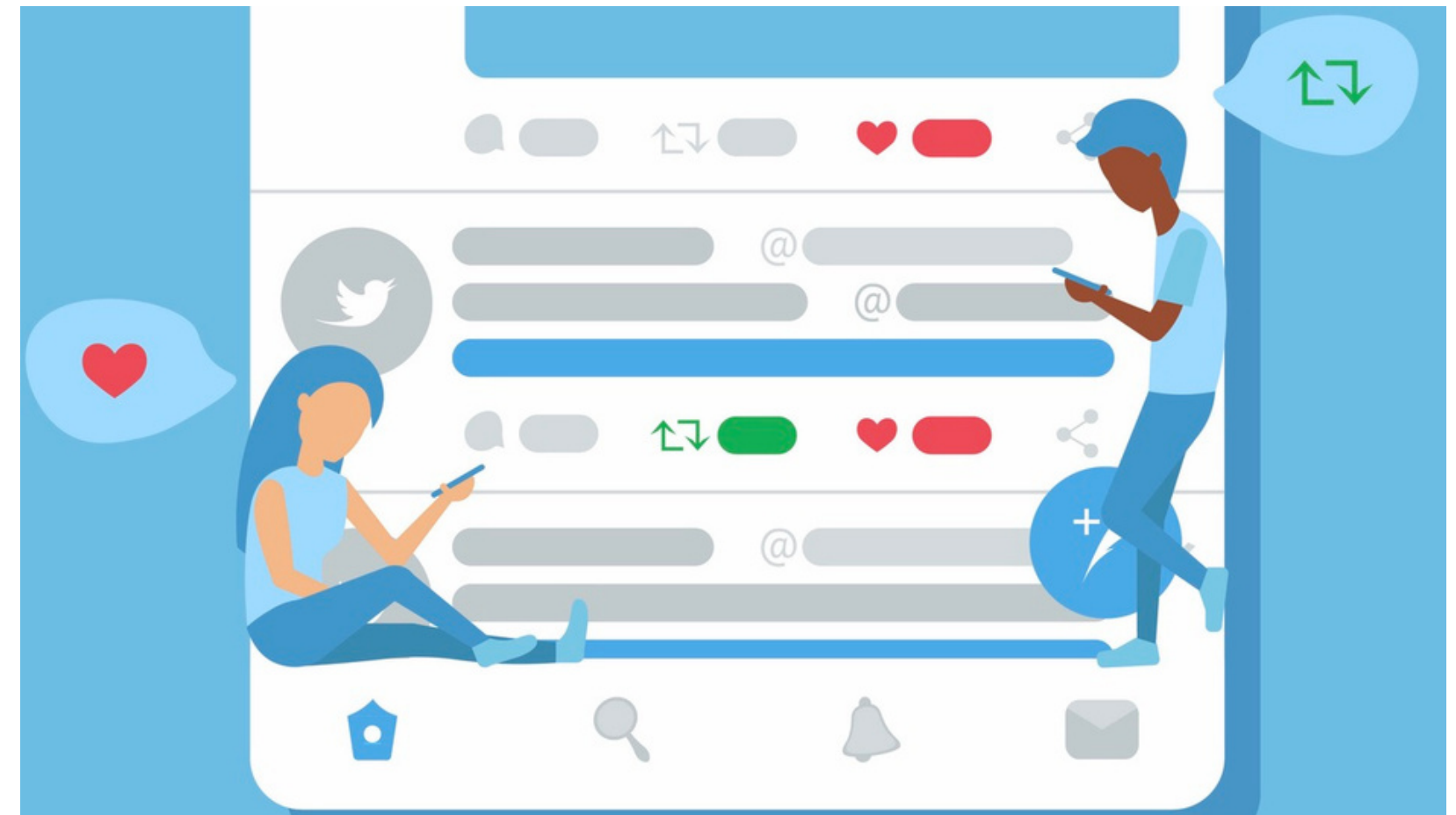
## Past 12 Months

- Additional parameters analyzed - "Computer & Electronics" and "Games":
  - No variation in peaks
  - May-Jul 2021 announcements for data breach
- High Engagement States:
  - New - Idaho and Oregon
- Low Engagement States:
  - New - New York, Florida, and Hawaii
- Key determinants in 2020: negative correlation with age, college education, and religiosity
- Xbox and PlayStation peaked more often in 2020
  - Announcements and releases of new consoles Xbox Series X and PlayStation 5

# Online Chatter

## Twitter

- Tweet tone positive in Dec 2020; dropped from mid-Dec
  - Increased consumer spending on video games in Dec 2020
  - Many Nintendo Switch games released in Nov-Dec
  - Pre-Christmas shopping
- Positive emotion is the dominating emotion
- Male references used the most in tweets
- Affiliation is the most common need or motive for consumers
- Considered as a leisure brand by consumers



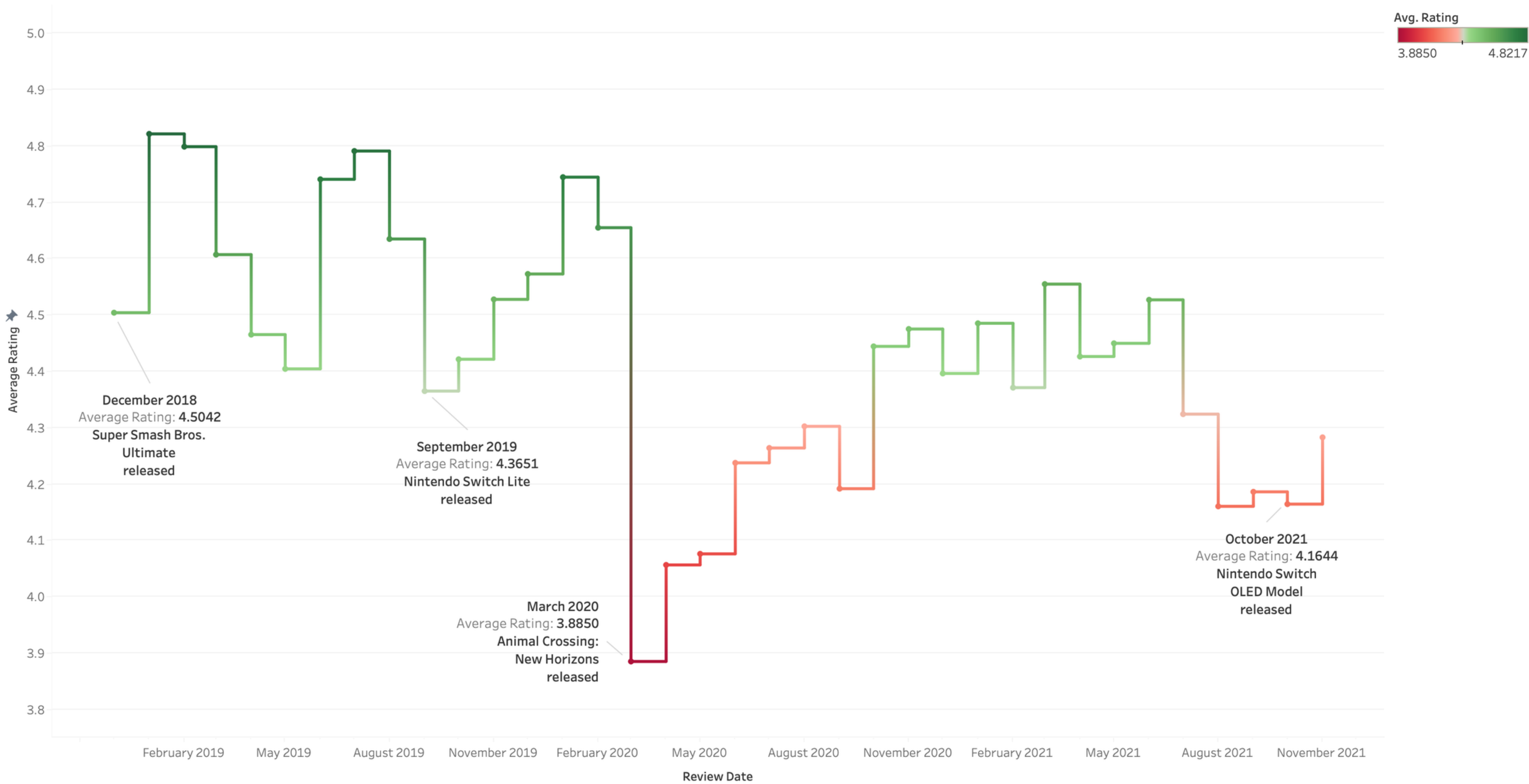
# Online Chatter

## Twitter

- Montana is the state with the highest positive tone
  - Nintendo technical support centre in Great Falls, Montana
- Wyoming, Idaho, South Dakota, Minnesota, Iowa, Kansas, Oklahoma, Arizona, and New York are other states with positive tone
- Kentucky is the state with the most negative tone
- High value consciousness - Montana, Wyoming, South Dakota, Minnesota, Nebraska, Kansas, Oklahoma, Mississippi, Colorado, Kentucky and South Carolina
- States with highest user influence - Wyoming, Vermont
- Highest average retweets - Nevada, Nebraska and New Jersey



Average Nintendo Ratings on Amazon over Time





# Amazon Reviews

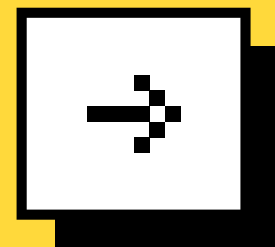
## Trends:

- Due to limited supply, Switch consoles are often resold, so there are a lot of negative reactions to price gouging.
- Receiving non-new products - complaint addressed to the sellers and the platform, not the brand.
- Limitation of 1 user per console which irritates users but is very in line with Nintendo's strategy of "strategically targeting users for the need of a second Nintendo Switch system in the household..."
- Many negative reviews in the beginning of lockdown by the new customers, not as loyal to the brand as the old ones.





# RECOMMENDATIONS



## Product Release Timeline

01

- Opportunity to shift "peak" brand moments towards the off-season (Jan - May) to drive searches and interest outside of holiday shopping.

## Expand Brand Awareness

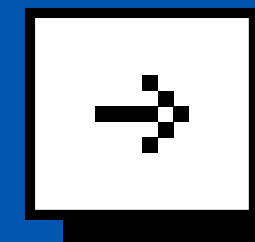
02

- There is currently low engagement in the Southern part of the USA. Create engagement in states with high-value consciousness and high user influence

03

## Engage through Social Media

- Target customers with low awareness and more chances to become loyal ones



Thanks & Questions?

5/17

