



Nintendo®

Presented by Jon Djulvezan

- Art Direction
- Copywriting
- Research



Background & Description:

Nintendo has been around as a gaming company since 1889. Originally they started in Japan with card game among other platforms of the time. They eventually moved into the electronic arena of gaming with the advent of arcade systems and eventually in the 1980's with the original Nintendo gaming console.

Nintendo has one of the largest original IP character catalog in the gaming industry which expanded even further with the acquisition of Sega and their characters. All of their character have been core to their brand and a mainstay in pop culture that has lasted for generations.

Competition

Direct:

Microsoft (XBOX & Windows Gaming)

Sony (Playstation)

Steam (PC Gaming Platform)



Indirect:

Mobile Gaming

Apple

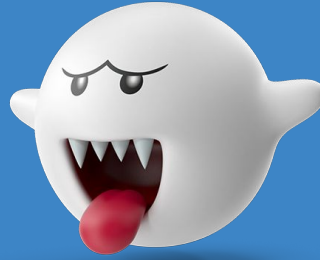
Google

Amazon

NVIDIA



SWOT Analysis:



Strengths

- Well known characters and products world wide
- Avid fan base with loyal customers spanning generations
- Embedded in modern pop culture
- Gaming innovation that changes the industry with each new console

Weaknesses

- Limited licenses granted to use characters or IP in past 20 years for various products outside gaming
- Major game console developer retired and Nintendo has lagged behind on new console ideas and direction for the company



Opportunities

- Expand into multiple platforms
- More license opportunities in different fields
- Use characters more often to promote and advertise

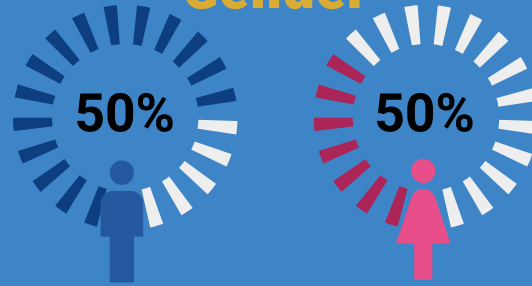
Threats

- Microsoft and Sony
- PC Gaming
- Mobile Gaming

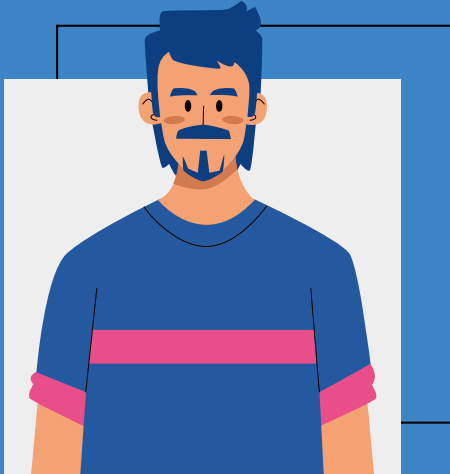
Buyer Personas

General Info





Gender



*NPD/EEDAR 2019 **based on Nintendo Switch Console



Interests

-  24 and 22 years old
-  Colorado
-  Retail/Pro Streamer
-  Married

Allen and Jennifer Shultz are a couple who have been playing video games since they were children. Allen is an avid PC gamer and Jennifer is a Twitch streamer using multiple game consoles.



Problem Solving

Recently Nintendo has been lagging behind main competitors of Microsoft and Sony in graphics capabilities and game choices available on their console, but they still manage to lead in sales of console as a whole every time they release a new one.

They manage to come on top usually because of innovation, but with newer tech companies eager to expand their markets and consumers Nintendo has been caught off guard with sudden shifts. Mobile gaming has changed the newer generations tastes in gaming as well as development time for games and consoles a like.

Nintendo recently has addressed this with converting older games into mobile platforms and bringing new games with party capabilities to bring the new generation back into the Nintendo family.

New advertisements can utilize their fun IP characters, brand nostalgia on social media, and innovation reminders to help link to whatever game (no matter the platform) or console comes next.

Brief

Why are we advertising:

Advertising is needed to place Nintendo back on the map of video game lovers as Microsoft Xbox and Sony Playstation have stolen the thunder recently with new game systems that are far outpacing the competition in performance.

Who are we talking to?

Parents, collectors, enthusiasts, mobile gamers, and more!

What do they currently think?

Nintendo is legendary and fun, but recent retirements and lack of direction has left the company in limbo of what is next and created short attention spans of brand awareness of newer generations.

What would we like them to think?

Nintendo is one the "Godfathers" of console gaming and is still relevant with a rich history of characters and fun gaming.

What is the single most persuasive idea we can convey?

Nintendo understands what people like in games across all ages.



Why should they believe it?

Nintendo has a proven history backed up by sales each time new systems are released, and character-based group games are emphasized.

Are there any creative guidelines?

Keep the Nintendo theme with fun, basic colors, and IP characters.

Brief Basic Analysis:

Nintendo is the brand that is instantly recognized in pop culture with characters often referenced and thought about when talking about video games. Nintendo has had success with system launches, but still lags in system power behind the big two (Microsoft and Sony) taking most of the attention recently. Nintendo does have the advantage of appealing to nearly all age ranges and has a huge library of characters that far outperform the other platform in game sales. Nintendo needs to maintain the public attention so when another system is released, they do not have to start over in gaining steam and have a smooth release. What better way to do that then focus on a campaign with characters and games that appeal to a multi-generational fan base. Only big issue is Nintendo is extremely tight gripped on their characters collaborating with other companies and platforms that aren't Nintendo to garner attention.

Big Idea

Nintendo is the most consistent and fun game console company with years of sales, reviews, pop culture, and fan base to prove it.



Ad Notes:

Media Touchpoints:

1) Online media such as social media platforms that interact with consumers by posting ads with relevant and up to date phrases and concepts that still stay on brand, but appeal to consumers. *Nintendo also seems to be making moves towards mobile gaming (with classic games) along with new secret unnamed console releases in upcoming year.

2) YouTube (Owned by Google) and Twitch (Owned by Amazon) ads in the beginning of videos of related or relevant content that are under 7 seconds that catch attention with bright colors, bold lettering, and characters. Also possible to have AR interactive ads within gaming environments that have interactive characters from the brand. With this still relatively new territory more testing and research will need to be done as laws concerning ads in certain spaces are constantly changing with how platforms label advertisements in what space (Amazon recently has a lawsuit filed by other companies for “advertising” on their on platform with listing “placements” that serve as “ads” which complicates matters). Games have recently run into a few issues as well with UFC and Baseball games advertising within games that consumers interact with which had mix reactions based more on how they did rather than regulation.

3) Print ads for various magazines/comics. (This is what put Nintendo above and beyond the competition before and many would remember the back and forth between ad space of Nintendo and Sega) (*Nintendo now owns Sega and all of its library of original characters*).



OOH



Ads



Digital Ads & AR Interactive Ads



Ads

Spooktacular



Nintendo
With Each Generation

Da-Bomb



Nintendo
With Each Generation

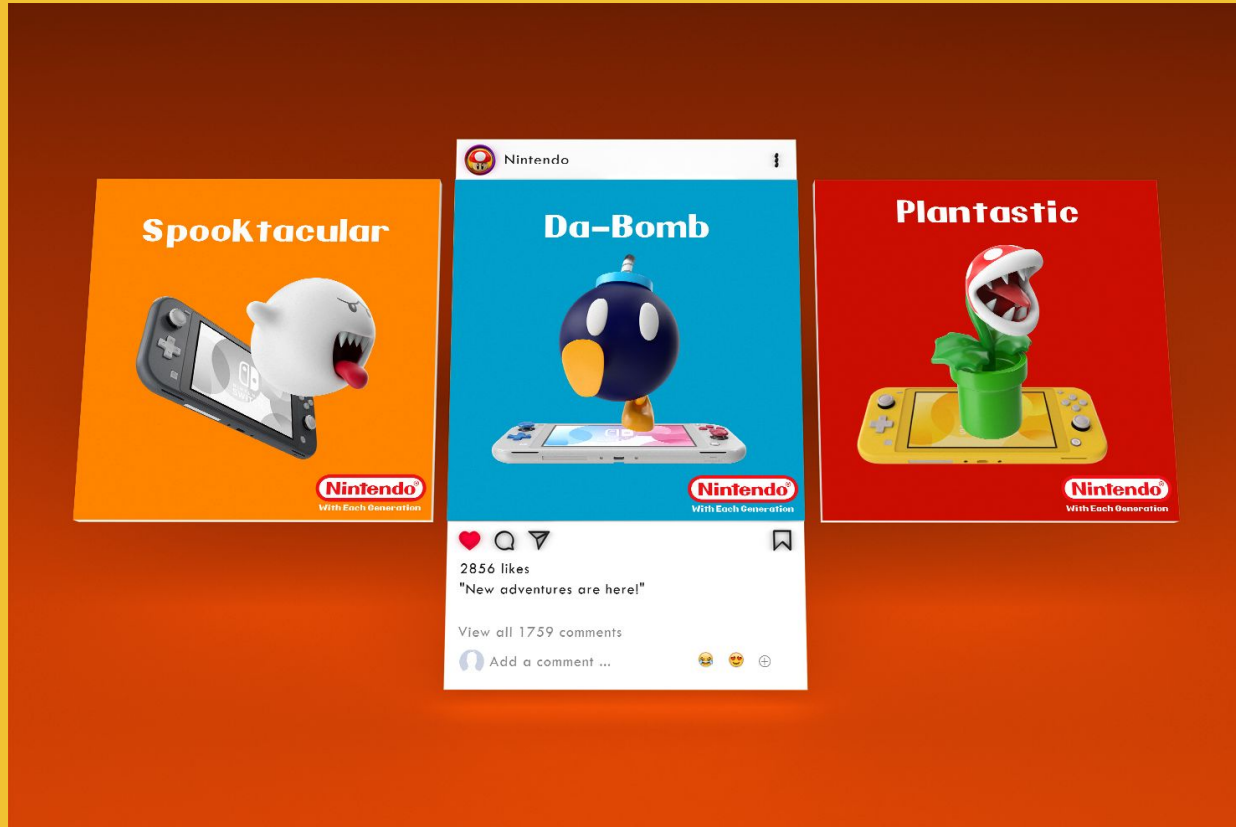
Plantastic



Nintendo
With Each Generation

Nintendo

Social Media



Thank You!

