



Nintendo®

# **#NewToNintendo Campaign Proposal**

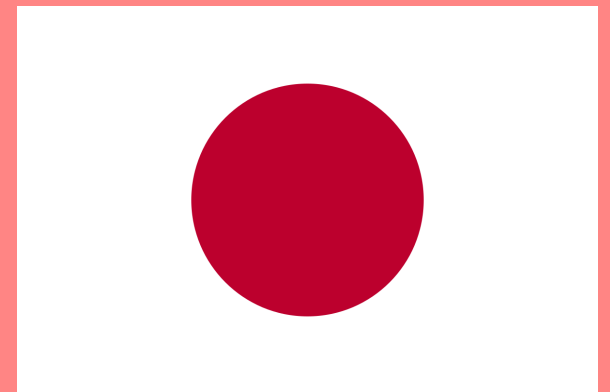
Nintendo®

Nintendo®



# Nintendo

- Kyoto, Japan, 1889
  - ❖ Sold Hanafuda Cards
- Redmond, WA, 1980 (US Subsidiary)
- Known for Mario, Link, Kirby





# Performance



## Strengths

- Nintendo is a well-establish company
- Known for iconic video game characters

## Weaknesses

- Negative perception
- Weaker hardware than competitors



## Opportunities

- New experiences beginning this year
- Video game demos
- Social Media

## Threats

- Covid pandemic delayed major releases
- New competitor in a similar niche





# Competition



Competitor	Current Console	Content	Average Price (Games)
Playstation	PS5, PSVR2	God of War	\$70
Xbox	Series X	Halo	\$70
Steam	Steam Deck	Vampire Survivors	Varies



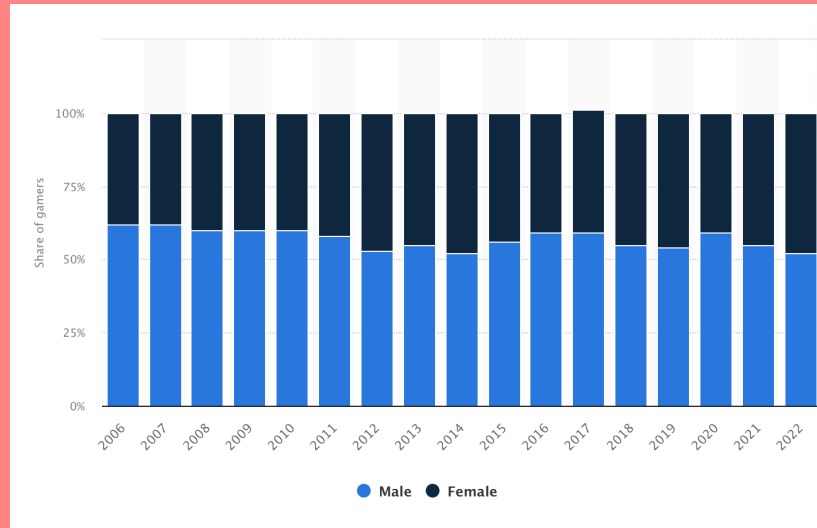
Nintendo®

# Target Players

Nintendo Nick



Gaming Gabriella



(Clement, 2022)

52:48 Male:Female (2022)

Nintendo®

# New Opportunities to Reach Players

- Generate Revenue
- Build Brand Awareness and Reputation
- Generate Leads



Nintend



# Campaign Goals



Increase Product Sales



Increase brand awareness and reputation



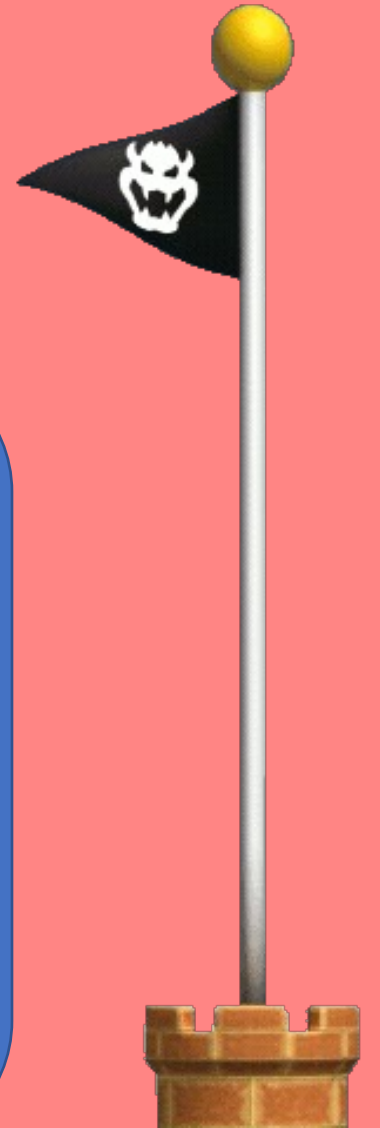
Increase social media following



MyNintendo Subscribers



Monthly Newsletter Subscribers





Nintendo®

# Campaign Strategies



#NewToNintendo launch announcement



Introduce games to target audience



Hype consumers up for new games



Encourage MyNintendo subscriptions



Monthly newsletter showcase

Nintendo®

# Campaign Tactics



Social Media Content



Giveaways



Demo Station



Nintendo®

# Theme and Messaging



Warp to the Mushroom Kingdom at Universal

Jump Up to the Cinema for Mario

Power Up Your Gaming with New Releases

Keep Up on Everything Nintendo





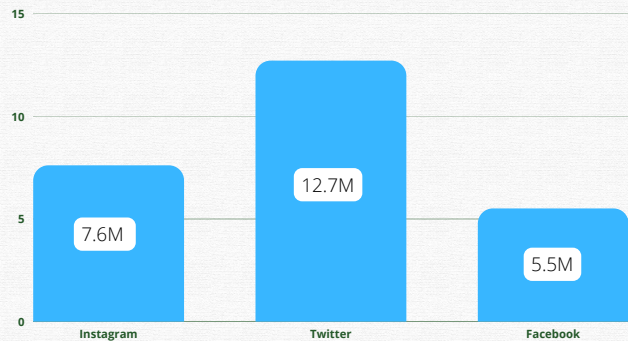
# Sample Social Media Post

Twitter



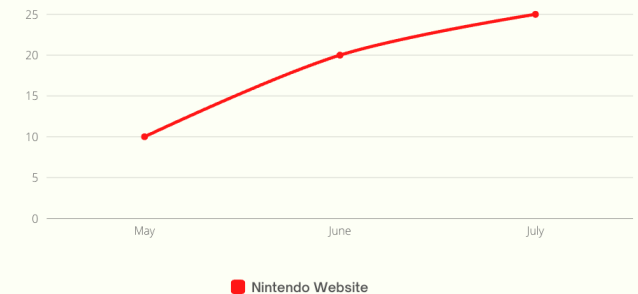
# Metrics and KPIs

@NintendoAmerica Followers Across Instagram, Twitter, and Facebook as of April 2023 (in millions)



- Follower Count
- Product Sales
- Website Traffic
- Sentiment
- Engagement
- MyNintendo Subscribers
- Newsletter Subscribers

#NewToNintendo Campaign Website Visitor Traffic (in thousands)



Nintendo®

# Campaign Timeline



- Campaign Start – 05/01/23
- Press Release – 05/01/23
- Launch of hashtag (#NewToNintendo) on social media – 05/01/23
- Monthly Newsletter (start of month) – 05/01; 06/01; 07/01
- Demo Station Completed – 05/12
- Social Media Posting (one post per day, flexible)
- Social Media Posting for film (after theatrical run) – Mid-May 2023
- Nintendo Direct Presentation – June 2023
- Campaign End – 7/31/23





# Campaign Expenses

## Tools:

- Sprout Social
- Google Analytics
- SurveyMonkey
- Meltwater

## Employees:

- 2 Social Media Managers
- 1 Project Manager

## Demo Station:

- Tables
- New titles
- Switch family

## Paid Media:

- Instagram Ads
- Twitter Ads
- Facebook Ads

## Giveaways:

- Consoles
- Merchandise
- Universal Tickets

**Budget: \$520K**

Nintendo®

# Summary

@NintendoAmerica Projected Follower  
Count Growth



↑5%



Nintendo®

# Summary cont.



## Nintendo Bottom-Line Objectives

- Generate Revenue
- Build Brand Awareness and Reputation
- Generate Leads



Nintendo®

# Questions?





**#NewToNintendo**  
**discover your next new experience**

# References

Barthélemy, C. (n.d.). *The 6 keys of a successful communications campaign*. Sierra Marketing. <https://www.sierramarketing.com.au/single-post/2017/02/21/the-6-keys-of-a-successful-communications-campaign>

Belicove, M. E. (2013, September 27). *Understanding goals, strategy, objectives and tactics in the age of social*. Forbes. <https://www.forbes.com/sites/mikalbelicove/2013/09/27/understanding-goals-strategies-objectives-and-tactics-in-the-age-of-social/?sh=16753804c796>

Berko, M. (2022, August 31). *10 social media metrics to track (and vanity metrics to ignore)*. Whiplash. <https://whiplash.com/blog/social-media-metrics/>

Bonthuys, D. (2022, November 8). *Nintendo Switch sales pass 114 million, but company Expects to sell fewer units this fiscal year*. GameSpot. <https://www.gamespot.com/articles/nintendo-switch-sales-pass-114-million-but-company-expects-to-sell-fewer-units-this-fiscal-year/1100-6508983/>

Capps, A. (2021, August 27). *Fans outraged after Nintendo sends cease and desist to upcoming Smash Bros. tournament*. We Got This Covered. <https://wegotthiscovered.com/gaming/fans-outraged-after-nintendo-sends-cease-and-desist-to-upcoming-smash-bros-tournament/>

Cooper, D. (2022, November 21). *Pokemon Scarlet and Violet are being review bombed*. Game Rant. <https://gamerant.com/pokemon-scarlet-violet-review-bomb-why/>

Clemont, J. (2023, January 17). *Consumer spending on video game content in the United States from 2010 to 2022*. Statista. <https://www.statista.com/statistics/252457/consumer-spending-on-video-games-in-the-us/>

Clemont, J. (2022a, November 15). *Average monthly video game expenditure per gamer in the United States from 2019 to 2022*. Statista. <https://www.statista.com/statistics/259569/distribution-of-monthly-consumer-spending-on-video-gaming-in-the-us/>

Clemont, J. (2022b, October 17). *Distribution of video gamers in the United States in 2022, by age group*. Statista. <https://www.statista.com/statistics/189582/age-of-us-video-game-players/>

Clemont, J. (2022c, October 20). *Distribution of video gamers in the United States from 2006 to 2022, by gender*. Statista. <https://www.statista.com/statistics/232383/gender-split-of-us-computer-and-video-gamers/>

# References

- Comparably. (n.d.). *Nintendo social media manager salary*. <https://www.comparably.com/companies/338610/salaries/social-media-manager>
- CP Communications. (n.d.). *How to determine your target audience*. <https://publicrelationssydney.com.au/how-to-determine-your-target-audience/>
- Donda, B. (n.d.). *Cision vs Meltwater vs Prowly – 2023 feature & pricing comparison*. Prowly. <https://prowly.com/magazine/cision-vs-meltwater/>
- Emplifi. (2021, June 17). *How to measure social media ROI: a complete guide*. <https://emplifi.io/resources/blog/how-to-measure-social-media-roi>
- Everwall. (2022, July 10). *A step-by-step guide to planning a social media timeline*. <https://everwall.com/blog/event-social-media-timeline/>
- Fenlon, W. (2022, February 25). *The Steam Deck is already the emulation system of my dreams*. PC Gamer. <https://www.pcgamer.com/steam-deck-emulation-installation/>
- FoundSM. (n.d.). *What is google analytics 360?*. <https://www.foundsm.com/web-analytics-%20seo/google-analytics-360/>
- Garrett, M. (2022, June 27). *How social media has changed PR*. Meltwater. <https://www.meltwater.com/en/blog/how-social-media-has-changed-pr>
- Gillis, A. S. (2021, August). *ROI (return on investment)*. TechTarget. <https://www.techtarget.com/searchcio/definition/ROI>
- Glassdoor. (2022, November 1). *Salary details for a project manager at Nintendo of America*. [https://www.glassdoor.com/Salary/Nintendo-of-America-Project-Manager-Salaries-E4173\\_D\\_KO20,35.htm](https://www.glassdoor.com/Salary/Nintendo-of-America-Project-Manager-Salaries-E4173_D_KO20,35.htm)
- Hill, B. (2019, March 12). *Why perform a SWOT analysis?*. Chron. <https://smallbusiness.chron.com/perform-swot-analysis-5050.html>
- Hillier, B. (2017, February 1). *The Wii U has sold through 13.5 million units, making it officially Nintendo's worst-selling console*. VG247. <https://www.vg247.com/the-wii-u-has-sold-through-13-5-million-units-making-it-officially-nintendos-worst-selling-console>
- Holberg, R. (2020, December 6). *Lecture 7*. University of Florida. <https://mediasite.video.ufl.edu/Mediasite/Play/4e7873e248e946e1a7277e2c5553e6b61d>
- Komoll, J. (2023, February 8). *How long do movies stay in theaters? (updated 2023)*. The Cold Wire. <https://www.thecoldwire.com/how-long-do-movies-stay-in-theaters/>
- Nintendo. (n.d.). *Nintendo Switch™ - official site*. <https://www.nintendo.com/switch/>
- Nintendo. (2022, March 29). *Launch Timing Update for The Legend of Zelda: Breath of the Wild Sequel* [Video]. Youtube. [https://www.youtube.com/watch?v=f\\_vgseuw\\_o8](https://www.youtube.com/watch?v=f_vgseuw_o8)



# References

Nintendo Co., Ltd. (2022, November 9). *Second quarter financial results and corporate management policy briefing for fiscal year ending March 2023*.

<https://www.nintendo.co.jp/ir/pdf/2022/221109e.pdf>

Nintendo Co., Ltd. (2022). *Annual report 2022*. <https://www.nintendo.co.jp/ir/pdf/2022/annual2203e.pdf>

Nintendo Co., Ltd. (2021, November 5). *Second quarter financial results and corporate management policy briefing for fiscal year ending March 2022*.

<https://www.nintendo.co.jp/ir/pdf/2021/211105e.pdf>

Nintendo of America, Inc. (n.d.). *About Nintendo*. <https://www.nintendo.com/about/>

Opam, K. (2017, March 1). *Yes, Nintendo Switch cartridges taste terrible*. The Verge. <https://www.theverge.com/2017/3/1/14778316/nintendo-switch-cartridge-taste-test-dont-lick-it>

Peters, J. (2023, February 24). *Nintendo confirms it won't be part of E3 2023*. The Verge. <https://www.theverge.com/2023/2/24/23613605/nintendo-e3-not-attending-show-2023>

Poleski, D. (2019, February 4). *Why are key performance indicators important?*. Klipfolio. <https://www.klipfolio.com/blog/kpi-importance>

Raeburn, A. (2022, November 28). *SWOT analysis: what it is and how to use it (with examples)*. Asana. <https://asana.com/resources/swot-analysis>

Sprout Social. (n.d.). *Sprout social pricing – how much does sprout social cost?*. <https://sproutsocial.com/pricing/>

StatCounter. (n.d.). *Console operating system market share United States of America*. <https://gs.statcounter.com/os-market-share/console/united-states-of-america>

Statista Research Department. (2023, January 13). *Popularity of amusement parks in the United States as of 3rd quarter 2022, by generation*. Statista.

<https://www.statista.com/statistics/1358470/generational-popularity-amusement-parks-us/>

Statt, N. (2017, December 21). *Why the Nintendo Switch is the most innovative game console in years*. The Verge. [https://www.theverge.com/2017/12/21/16804406/nintendo-switch-console-business-](https://www.theverge.com/2017/12/21/16804406/nintendo-switch-console-business-saved-zelda-mario)

[saved-zelda-mario](https://www.theverge.com/2017/12/21/16804406/nintendo-switch-console-business-saved-zelda-mario)

SurveyMonkey. (n.d.). *SurveyMonkey plans and pricing*. <https://www.surveymonkey.com/pricing/>

Team Asana. (2022, December 8). *Goals vs. objectives: a project manager's breakdown*. Asana. <https://asana.com/resources/goal-vs-objective>

Vjestica, A. (2023, February 3). *PS5 vs Xbox Series X: which console is right for you?*. The Shortcut. <https://www.theshortcut.com/p/ps5-vs-xbox-series->

[x#:~:text=The%20Xbox%20Series%20X%20has,when%20it%20comes%20to%20power](https://www.theshortcut.com/p/ps5-vs-xbox-series-#:~:text=The%20Xbox%20Series%20X%20has,when%20it%20comes%20to%20power)