



#NEWTONINTENDO

discover your next new experience

CAMPAIGN PROPOSAL

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EXECUTIVE SUMMARY



Nintendo Co., Ltd. (Nintendo) is a video game company, located in Kyoto, Japan. The company began in 1889 as a small business selling Hanafuda playing cards (Nintendo of America, Inc., n.d.), but in 1963 began manufacturing video games as well. In 1980, Nintendo established Nintendo of America (NOA), their American subsidiary, located in Redmond, Washington. Like any video game company, Nintendo wants to create a fun and consumer-friendly experience for its users.

In 2023, the company has multiple projects, ranging from major video game releases to new experiences in the media and theme park industries. After being delayed as a result of the covid pandemic (Nintendo, 2022), the next installment in the *Legend of Zelda* series is set to release. *The Legend of Zelda: Tears of the Kingdom* releases on May 12. *The Super Mario Bros. Movie*, a film produced by Nintendo and Illumination, comes to theaters on April 7, 2023. It was initially set to release in 2022's holiday season (Nintendo Co., Ltd., 2021), but was also impacted by the pandemic. Distributed by Universal Pictures, it is the first major animated film featuring the company's iconic character and mascot, Mario. The newest addition to Universal Studios Hollywood is a Nintendo-themed area. Super Nintendo World, which opens on February 17, focuses on the world of Mario. In Japan, the area opened on March 18, 2021, so the theme park makes its debut to American audiences this year.

Communication Needs

As a major brand with a lot going on this year, Nintendo has multiple communication needs to address. First, Nintendo needs to build awareness for its video game releases that have been delayed previously to increase product sales. Second, Nintendo should advertise its new

area at Universal Studios Hollywood to drive traffic to its website and ticket sales. Third, Nintendo should promote its upcoming releases, Super Nintendo World, and new film on social media to grow its following. Its competitors, namely Playstation and Xbox, have much larger following counts than Nintendo's NOA accounts across every platform. NOA is Nintendo's largest social media following compared to its Japanese account and other accounts for consumers across the globe. This reflects the fact that NOA is historically one of Nintendo's most successful subsidiaries (Nintendo Co., Ltd., 2022). Due to the differences between NOA and its competitors on social media, the opportunity to gain more followers for potential lead generation exists.

#NewToNintendo Campaign

#NewToNintendo is a campaign designed to help NOA highlight all the new experiences coming this year. It is a social media-focused campaign that will have NOA build a stronger relationship with fans of the brand. Using Twitter, Instagram, and Facebook, the company will create content to appeal to target audiences. Posts will include links to various pages on Nintendo's website, as well as content related to new video games, the opening of Super Nintendo World, and the upcoming film.

The following is a proposal that lays out Nintendo and its operations as a major video game company. As a corporation, the bottom-line goals of the company are detailed along with the specific campaign goals of #NewToNintendo.

A situational analysis is conducted to highlight how well Nintendo performs in comparison to its competitors and the opportunities that exist to allow the brand to grow.

In addition, this proposal lays out strategies and tactics that would assist in achieving the goals that #NewToNintendo will set and how they would bring the brand success. This proposal

also includes an analysis of the target audience in segmentations that the campaign would appeal to while recommending various media to connect to them and encourage participation and engagement.

Appropriate tools are recommended for the brand to utilize to create content for the campaign and track its progress and how well it benefits the overall strategy. The specific metric and key performance indicators are outlined, which the campaign would develop a dashboard for to track success with. Finally, projected costs of the campaign and how results will be evaluated are discussed.

The campaign is designed around achieving three bottom-line objectives for Nintendo:

1. To generate revenue.
2. To increase awareness and reputation of the brand.
3. To generate leads of potential customers.



SITUATIONAL ANALYSIS



SWOT Analysis

To better understand how well Nintendo performs as a company, it is important to perform a situational analysis. A situational analysis allows public relations practitioners to gain insight into the potential opportunities and challenges a client faces, which would influence the development and implementation of a communications campaign.

More specifically, a SWOT analysis is essential for outlining Nintendo's performance, as a company itself and within the video game industry. A SWOT is a tool used to define the strengths, weaknesses, opportunities, and threats of a company within its respective industry. The

strengths and weaknesses are usually categorized as internal initiatives whereas opportunities and threats highlight external initiatives, particularly as they relate to trends a company can take advantage of and uncontrollable forces—such as competition—respectively. Hill (2019) argues that a SWOT analysis is part of the overall planning process, which will help guide the goals that a company sets for its campaign. Identifying how well Nintendo is performing and where it is falling behind in its industry justifies decision-making in my campaign, #NewToNintendo, thus planning for growth (Raeburn, 2022) when defining campaign goals.

The following chart outlines a SWOT analysis of Nintendo that is meant to break down the overall performance of the company:



Strengths

Since its founding, Nintendo has become a major brand name in the video game industry amongst PlayStation and Xbox. With characters, like Mario, Link, and Kirby, Nintendo has cemented itself as a household name; everyone knows the brand and its products. In 2017, the

company released the Nintendo Switch, a console that players can take with them, anywhere they go (Statt, 2017). Since its release, the console-handheld hybrid has sold over 114 million units (Bonthuys, 2022). Furthermore, Nintendo's strength lies in its competitive pricing for video games. Games sold on the Nintendo Switch generally have a price tag of \$59.99 whereas first-party video games sold on the PS5—PlayStation's current console—and Xbox Series X—Microsoft's current console—sell for an average of \$69.99. In other words, Nintendo's games are more affordable for the consumer. Finally, Nintendo has the ability to market to various audience segmentations, thanks to its various subsidiaries around the world, with its United States headquarters as one of the most successful ones for the brand.

Weaknesses

With regards to weaknesses that Nintendo faces, the company has faced criticism and backlash for its cease and desist issuing on fan games and fan-led events. *Super Smash Bros.* is one of Nintendo's major series. In 2021, the brand sent a cease and desist notice to Riptide, a popular tournament event that features popular Nintendo games, such as *Super Smash Bros. Ultimate* and *Splatoon 2* (Capps, 2021). As a result, the event was forced to cancel its tournament that featured the games. Also, the company has been criticized for lackluster offerings, especially with the *Pokémon* series. Cooper (2022) reports that fans of the series were very unhappy with the newest entries in the series—*Scarlet* and *Violet*—that they requested refunds on their purchases of the games. The Nintendo Switch and its online service are also less powerful than its competitors, that it has led to negative experiences of performance with the system.

Opportunities

Nintendo has a lot planned for 2023, which offers various opportunities for the brand to take advantage of. First, Universal Studios Hollywood is opening Super Nintendo World, a new theme park area inspired by the world of the *Super Mario Bros.* series. This new expansion into the theme park industry allows Nintendo a new outlet of promotion for future releases. I believe that an area for fans to play demos of upcoming or newly released games could be set up in the park to further immerse visitors in the world of Nintendo and what the company has to offer. The company also produced *The Super Mario Bros.* movie with Illumination, the animation studio behind the *Despicable Me* films. These expansions for the brand offer a new source of revenue for Nintendo. The movie and the area at Universal Studios are highly anticipated too. Finally, with Nintendo's competitors having larger social media followings on Facebook, Instagram, and Twitter, I believe there is an opportunity to reach and convert more video game fans into Nintendo consumers. Nintendo of America's Twitter account—the largest of Nintendo's subsidiaries—has a total follower count of 12.6 million whereas PlayStation and Xbox have followings of 29.4 million and 20.5 million respectively.

Threats

When it comes to threats, Nintendo has faced the consequences of video game development during the covid pandemic. Major releases, such as the highly anticipated sequel to *The Legend of Zelda: Breath of the Wild* (Nintendo, 2022), have been delayed. This has led to Nintendo's lack of revenue for games that players have been looking forward to. Furthermore, Nintendo faces the threat of competitor innovation. While the Switch had been praised for bringing a new experience to players that allows them to experience current generation video gaming on a console-handheld hybrid, PlayStation has invested in virtual reality. Valve, the company behind Steam, the digital video game distributor, released the Steam Deck, a Nintendo

Switch competitor that allows users to experience PC gaming on a mobile device that is essentially a mobile computer. Emulation is another threat for Nintendo, and the Steam Deck has allowed the emulation scene to flourish, due to it being easy to run them on it (Fenlon, 2022).

Unfortunately, even Nintendo video games run better on PC than on the company's own console.

Competitive Analysis

One of Nintendo's competitor's is Sony Interactive Entertainment and its PlayStation, the series of game consoles developed by the brand. It is the video game company owned by Sony. On social media, PlayStation has a major following compared to Nintendo, which means there is room for Nintendo's social media following to grow. The brand's newest console, the PS5, is much stronger than the Nintendo Switch, which suggests that new releases run better than Nintendo's. Furthermore, PlayStation's online service—PS+—offers various benefits, from free games each month, to exclusive trials for new releases, on a much more frequent update schedule than Nintendo's service. PlayStation is also known for its exclusives, like *God of War*. Lastly, PlayStation has a much larger market share in the industry than Nintendo at 90.17% as of January 2023 (StatCounter, 2023). The brand's games appeal to an older audience compared to Nintendo. As such, Nintendo must communicate the experiences that it has to offer its audience and the consumers that prefer PlayStation games, especially when this brand creates higher quality games and consoles.

Another major competitor of Nintendo is Microsoft and its Xbox series of gaming consoles. Like PS5, the newest Xbox console, Xbox series X is a more powerful system than the Nintendo Switch, in terms of hardware. It is actually the strongest performing current generation console amongst the three brands (Vjestica, 2023). Despite this, the PS5 is perceived as having higher graphics and power than Xbox series X. Xbox also has a higher market share than

Nintendo but not as high as PlayStation's. Xbox's online service offers a collection of video games, both on current consoles and from older consoles. It also has the Xbox Series S, which is a digital-only version of the Series X, that allows players to save money by going fully digital on video game purchases. Similar to PlayStation, Xbox has an older audience for its major releases, like games in the *Halo* series. Xbox has the advantage of better online services and library of games available on its subscription service. Because of this, Nintendo has to do a better job communicating its online service and why it is worth purchasing a subscription.

#NewToNintendo is designed to highlight the new experiences Nintendo has to offer fans. It will also paint a better picture of its products to make them more desirable to gamers, despite not being as graphically or technically powerful. Analyzing the brand's competitors will help Nintendo create a campaign that can speak to the pain points of its consumers that they may not necessarily experience with other companies. Additionally, it will help Nintendo understand its audience more and demonstrate the value of listening to them.

Past Nintendo Campaigns

Nintendo's Switch marketing was probably one of their best in many years. The system was communicated to consumers as a console-handheld hybrid that allows players to play how they want, wherever they want. Similar to any regular video gaming console, the Nintendo Switch can be connected to a tv or monitor for normal play via a dock. When disconnected, the Switch becomes a handheld that allows you play the same game on the go. In other words, Nintendo has opened the door to current generation video games being playable anywhere, even without a tv. Nintendo UK, the United Kingdom subsidiary, also issued a statement that the Nintendo Switch game cartridges were not coated in toxic or bitter-tasting substances. This helped to communicate that the games were less harmful to children and even started a social

media trend of tasting them (Opam, 2017). The Switch's marketing is a powerful and insightful lesson on how to move forward with newer campaigns, especially as Nintendo expands into the theme park and film industries. Materials created for #NewToNintendo will attempt to be fun for Nintendo's target audience and informational by sharing the new experiences that Nintendo will be able to offer them, thus getting them excited for future releases from the company.

One of Nintendo's failing campaigns was its marketing for the Switch's predecessor, the WiiU. Hillier (2017) points out that the WiiU was Nintendo's worst-selling console ever with less than 14 million sales. Nintendo makes sales from Nintendo® games, but the WiiU did not have many for players to enjoy. In fact, the company has since ported many of the WiiU games to the Nintendo Switch. Analyzing the failure of marketing for the WiiU is important because it offers insight into how Nintendo's efforts have changed over time and how to implement better tactics for marketing upcoming video game releases on the current console. Analyzing a failing campaign helps Nintendo avoid the same mistakes. With Super Nintendo World at Universal Studios Hollywood, the importance and focus are placed on Nintendo's beloved and iconic intellectual property (IP) with *Super Mario Bros*. While the WiiU lacked in first-party titles, which is Nintendo's major selling point, the brand can leverage its large library of new Nintendo games available on the Switch, old games included in the Nintendo Switch Online service, and upcoming releases and experiences for the company that will excite and resonate with consumers.

Target Audiences

Defining the target audience of a brand is imperative when developing the key messaging of a communication campaign. It allows companies to cater the messaging to ideal consumers

that are likely to engage with the content created for the campaign. These individuals are the ones that will react positively and be encouraged to take action (CP Communications, n.d.).

In 2022, consumers spent \$47.5 billion on video game content in the United States (Clemont, 2023). As Nintendo develops and publishes video games, with the Nintendo Switch as their current gaming console, we can leverage video game spending to understand gamers and their purchase behavior.

In November 2022, Nintendo hosted its live Corporate Management Policy Briefing, which outlined information on the company's consumers. According to the brief, there were 106 million annual playing users, which are those who play their Nintendo Switch console at least once a year, between October 2021 and September 2022. Furthermore, the age distribution of those players is varied, but most of the players seem to be between ages 20-25 (Nintendo Co., Ltd., 2022). This gives us insight into a few of the demographics of Nintendo Switch console owners.

Generally speaking, in 2021, 36% of video game players in the United States fell into the 18-34 age demographic (Clemont, 2022b), which further demonstrates the age of video gamers as a whole, rather than just those who play Nintendo content. Understanding demographic and psychographic information on video gamers provides Nintendo with the opportunity to better understand the audience to reach with the #NewToNintendo campaign. Doing so will contribute to an increase in revenue and social media followers.

Another statistic to take into account is that while gaming has historically been perceived as dominated by men, women have continued to close the gender gap in the video gaming in recent years. The percentage of female gamers has made up at least 40% of all gamers since 2008. In 2022, the gender gap of video gamers was 52% male to 48% female (Clemont, 2022c).

Because #NewToNintendo will incorporate the opening of the new Super Nintendo World theme area at Universal Studios Hollywood, it is also important to consider statistics on amusement park visitors. According to a survey in 2022, 68% of Millennials in the United States enjoyed amusement parks, compared to 53% of Gen X and Baby Boomers (Statista Research Department, 2023).

Taking some of the demographic and psychographic information into account, #NewToNintendo will target consumers ages 20+, segmented into two main groups:

Individuals who play video games on Nintendo consoles

These consumers are fans of video games, who particularly love the characters and games offered by Nintendo. We can take away the strong connection these gamers have to the experiences offered by the Nintendo Switch family of consoles. It could be leveraged as a way to demonstrate engagement with Nintendo content. #NewToNintendo will work to promote upcoming titles on the Nintendo Switch consoles, as well as the new experiences Nintendo has in store for its fans, including Super Nintendo World and *The Super Mario Bros. Movie*.

Individuals who play videos on non-Nintendo consoles

These individuals are also fans of video games, but they do not generally consume content for Nintendo products. These gamers do not believe that Nintendo offers gaming experiences with an appropriate quality for current generation gaming, compared to PlayStation and Xbox. #NewToNintendo has a main goal of building a stronger relationship with consumers, which includes those who simply enjoy video games. The campaign will work to shift their mindset of Nintendo by demonstrating the immersive and expansive experiences that the company has coming in its new titles and expansion into the film and theme park industries. By targeting these individuals, we are attempting to convert more video gamers into those who play

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Nintendo products. Content created for the campaign will highlight fan experiences to encourage non-Nintendo gamers to try Nintendo products.

PERSONA 1 – Nintendo Nick



Nick, 24, is a young man who loves everything Nintendo. He has been playing games in the following series: *The Legend of Zelda*, *Mario Bros.*, and *Pokémon*. When he is not playing video games, he enjoys spending time with his friends. Like many gamers, he is a part of various online communities through Twitter, Reddit, and Discord, where he shares updates on each game he plays. As a member of multiple communities, he enjoys sharing his experience and opinion on Nintendo titles while engaging with others who love all series from the brand just as much as he does. His favorite character is Mario, and he is looking forward to visiting Super Nintendo World at Universal Studios Hollywood this year with his friends and family.

PERSONA 2 – Gaming Gabriella

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Gabriella, 34, is a huge gamer. She keeps up on everything video games and owns the three major consoles that are out right now. While not someone who thinks that there is a superior gaming console, Gabriella prefers PlayStation and Xbox because she believes Nintendo does not care about what customers want in terms of games and updates to the brand's services. In other words, she thinks Nintendo is falling behind everyone else in gaming quality. She also criticizes when Nintendo takes down any fan-created content or events that focus around titles on Nintendo consoles. When she is not gaming, Gabriella enjoys spending time with her children, whom she introduced her childhood favorite video games to. As Nintendo games are more child-friendly compared to what Gabriella prefers, her children have many of the new games on their Nintendo Switch consoles. When Gabriella is not working, she loves to take her children to the movies. She is a part of different video gaming communities on Twitter, Facebook, Reddit, and Discord, where she shares her experience playing new titles on her consoles.

GOALS AND OBJECTIVES

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When it comes to creating and planning a communication campaign, it is imperative to set goals and objectives. Goals and objectives help define what exactly a brand wants to achieve and how it will utilize a campaign to achieve them. By setting goals and objectives, public relations practitioners lay the foundation for the strategy and decision making for the campaign, which will help choose the appropriate tactics for maximizing the effort.

While synonymous, and oftentimes used interchangeably, goals and objectives differ in the context of public relations and campaign development. Belicove (2013) states that goals are broad outcomes whereas objectives are measurable steps taken to achieve a strategy. Additionally, Team Asana (2022) suggests that goals are long-term whereas objectives are short-term. I would further argue that goals directly align with a company's business goals, such as increasing revenue—a goal most brands strive for—whereas objectives are tied more directly to a campaign's strategy and tactics, which overall are designed to achieve business goals.

Goals

For my #NewToNintendo campaign, the goals I have set are:



To generate revenue from products and experiences.



To increase brand awareness and reputation of Nintendo as a company that creates new surprises for people across the world to enjoy together (Nintendo of America, Inc., n.d.).



To generate leads of potential consumers by growing Nintendo's social media following



To increase Nintendo's market share in the video game industry

As mentioned, generating revenue is a goal most companies have, and Nintendo is no different. More specifically, I want to generate revenue through the sales of new video game



titles from Nintendo. Second, I want to increase brand awareness, so that consumers know about what Nintendo has to offer them, from its consoles, to its games and to its new experiences as it expands into the theme park industry with Super Nintendo World at Universal Studios Hollywood and the film industry with the release of *The Super Mario Bros. Movie*. Another major bottom-line objective for many companies is to generate leads. #NewToNintendo will utilize social media as its main channel to create content and messaging that appeals to users to attract followers and encourage them to make purchases.

Objectives must be SMART—specific, measurable, achievable, relevant, and time-bound—in order to track and evaluate the results of a campaign. If objectives are not SMART, then how could practitioners know whether the strategy is effective and working? Measurement and evaluation will help them determine whether changes need to be made and whether the set objectives are being met. It is also important to mention that when measuring objectives, we must set key performance indicators (KPIs). Poleski (2019) states that a KPI is a measurable value that demonstrates how a company is performing in relation to its set campaign objectives. For example, in-store sales could be a KPI. It is a value that can be tracked and measured to help determine whether a campaign is achieving an increase in revenue.

The following are five objectives I have set for #NewToNintendo:

★ To increase product sales by at least 10% by the end of 2023.

★ To build the Nintendo brand by tracking at least 100,000 uses of

#NewToNintendo on social media by the end of 2023, and monitor for user sentiment, aiming for at least 60% positivity rate.

★ To increase NOA's social media follower by at least 5% by the end of 2023.

★ To increase My Nintendo user sign-ups by at least 5% by the end of 2023.



To increase Nintendo newsletter subscriptions by at least 7% by the end of 2023.

Each campaign objective is tied to Nintendo's goals of generating revenue and leads and increasing market share and brand awareness. By increasing product sales, Nintendo will gain revenue, and sales of physical copies of games and digital copies of games can be tracked. As my campaign is social media focused, #NewToNintendo will be introduced with the new hashtag that users can use to share their excitement or use of new experiences or products. Sentiment would be defined by positive versus negative and neutral comments on social media with the hope that at least 60% of them are positive. It is designed to increase the reputation of Nintendo and awareness of new products the company releases. For social media followers, the idea is to grow Nintendo's following to reach more potential consumers, or leads, with social media content. Similarly, My Nintendo sign-ups and Nintendo's monthly newsletter subscriptions are to help grow the brand while also increase market share. With more and more consumers, Nintendo can increase its competitiveness in the video game market that is largely dominated by PlayStation (StatCounter, 2023).

STRATEGIES AND TACTICS

For my campaign for Nintendo, I want to utilize the new expansions into other industries—outside the video game industry—to achieve my goals. According to Holberg (2020), strategies are the broadly defined communication tools used to meet the objectives that are set for a communication campaign. As such, the strategies developed for #NewToNintendo campaign are as follow:

First and foremost, we would **announce the launch of #NewToNintendo**. This would give Nintendo audiences something they can look forward to from the brand. I believe that this would



help increase awareness of Nintendo and increase the share of voice. In other words, I want Nintendo audiences and publications to be talking and writing about the launch of the campaign. This is a great strategy to kick the campaign off.

Once the campaign kicks off, we would introduce consumers visiting Super Nintendo World at Universal Studios Hollywood to the video games that Nintendo has to offer. This would be another way to build awareness for currently released products from the brand. It would also be another experience for visitors of the new theme park area.

As #NewToNintendo is social media-focused, a major strategy would be to persuade social media users to purchase upcoming or recently released video games. This is beneficial to Nintendo because the strategy is built around increasing leads, or potential consumers, while also directly increasing product purchases.

Furthermore, I would try to convince Nintendo Switch owners to sign up for a My Nintendo account and subscribe to the Nintendo Newsletter. My Nintendo is a loyalty program where users can get more out of Nintendo and turn their purchases into more rewards. The Nintendo Newsletter I believe is hosted through My Nintendo, and it gives news to subscribers about upcoming games, new information, giveaways, and more. Subscribers, as well as email openings, can be tracked, so this would be another metric for my campaign to measure and evaluate.

To offer visitors of Super Nintendo World at Universal Studios Hollywood an extra experience, the campaign would open up stations where they can demo recently released video games on Nintendo Switch consoles. Tables would be set up under tents with 10 video games on five Nintendo Switch – OLED models, three Nintendo Switch Lite consoles, and two original Nintendo Switch models.

Finally, I would try to offer moviegoers the chance to get new Nintendo games to play after seeing the new movie, *The Super Mario Bros. Movie*, produced by Illumination and Nintendo. Not only would this encourage people to purchase tickets to the upcoming film, I think it could help build awareness for video games from Nintendo and help to build Nintendo's reputation as a brand that wants to create new experiences and surprises for its consumers.

With strategies and objectives laid out, the question becomes, what can we do to get our messaging across to the target audiences a campaign wants to reach? This is where a campaign's tactics come in. Belicove (2013) defines tactics as a tool used to pursue an objective. So, while strategies are the more broad approach to achieving a goal, tactics are the specific channels a campaign would employ to implement those strategies with key messaging that would appeal and engage the consumers we want to reach.

The tactics I developed for #NewToNintendo are as follow:

As Garrett (2022) states, social media amplifies PR because it allows a message to reach consumers faster. It is also part of the reason why my campaign is social media-focused; social media is a powerful tool for building relationships between brands and their target audiences. That said, I would utilize Facebook, Twitter, and Instagram as the three main social media platforms to disseminate the messaging of my campaign. Not only would this help to build awareness of Nintendo and its products, but it would also be the main component needed to achieve the objective of increasing Nintendo's social media following. Content posted to these channels would include links where audiences can learn more about products and even purchase them, just to give an example of how social media would be used. Social media is also the channel, along with a press release, where the campaign will launch.

Another tactic I would employ is giveaways. I believe giveaways are a great way to build relationships with a brand's consumers while also drawing attention to products and events and increase the engagement while having people talk about or share them to others. One example of a giveaway I thought about including into my campaign is tickets to *The Super Mario Bros. Movie*. Even further, I would implement a giveaway for download codes for different games that winners could redeem on their Nintendo Switch consoles. The idea behind this would be to get users to sign up for a My Nintendo account in order to enter. Social media and the newsletter would also help in making people aware of the event. I believe this would build awareness, increase share of voice, and increase leads.

One final tactic we would use for getting the messaging of #NewToNintendo to the audiences we are targeting is to set up tables with Nintendo Switch consoles under canopies in Super Nintendo World where visitors can try out some of the games Nintendo has to offer. Demos are a great way to not only create an added experience to visitors, but also introduce them to game they may not have tried before. These would be exclusive demos that would help build awareness for the games, with copies available to purchase after they tried a game out. As a result, Nintendo could also gain revenue from game and console purchases at Super Nintendo World.

Overall, the campaign wants to create an experience for people visiting the new area at Universal Studios Hollywood and moviegoers to tie in all of the new industry expansions for Nintendo. These experiences present great opportunities for the company to sell more games and consoles, as well as reach potential consumers, build awareness, and increase the brand's market share. It all goes back to the goals and objectives of my campaign that are tied to the bottom-line objectives of Nintendo as a company.

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THEME AND MESSAGES

The theme of a campaign should reflect the brand's voice in order to have the strongest impact on the audience that would encourage them to act (Barthélemy, n.d.). Nintendo wants to impact its players, and it does so by creating surprises for people to enjoy together (Nintendo, n.d.).

Core Theme

“Discover your next new experience with Nintendo”

The core theme of #NewToNintendo is new experiences that bring people together. The core theme should take into account everything Nintendo has planned out thus far, especially the brand's goals because those are what the campaign is designed to accomplish. Nintendo wants to share the new experiences that bring people together to introduce people to new products and experiences from the company, and focusing on Nintendo's expansion into the theme park industry, with Super Nintendo World at Universal Studios Hollywood, and the film industry, with *The New Super Mario Bros. Movie*, can support the brand in its new ventures. By bringing people together, I believe Nintendo can improve its overall relationship with fans, thus strengthening its reputation.

The following are key messages that support the theme of new experiences the bring people together:

Message 1:

Warp to the Mushroom Kingdom at Universal

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We at Nintendo believe that video games are a powerful medium for storytelling with the ability to create new worlds and characters for you to explore and meet. It is our mission to offer new, fun, and creative ways for gamers to come together and enjoy our games, regardless of your age, gender, or prior gaming experience. With #NewToNintendo, we want to formally invite you to *warp* into Super Nintendo World at Universal Studios Hollywood. Whether you plan a trip with your kids or hang out with your friends for the day, Super Nintendo World will help you live out your dream of stepping into a video game world. One-Up your Nintendo experience by visiting the Mushroom Kingdom today!

Message 2:

Jump Up to the Cinema for Mario

At Nintendo, we believe that video games create new worlds and characters for you to explore and meet. It is our mission to offer new and exciting ways for gamers to further immerse themselves in those world and build a stronger relationship with the characters you all know and love. We also know that movies tend to bring fans together by transporting them into the worlds they've come to know well. With #NewToNintendo, we want to reintroduce you to Mario and Luigi with the new film, *The Super Mario Bros. Movie*, from the studio that brought us the *Despicable Me* Minions. Watch the Mushroom Kingdom come to life on the big screen soon!

Message 3:

Power Up Your Gaming with New Releases

This year, we have many new titles to showcase, including the highly anticipated *The Legend of Zelda: Tears of the Kingdom* game. It is our mission to create memorable experiences for gamers from all walks of life, and we cannot wait for you to experience new worlds and meet new characters. As always, with the Nintendo Switch family of consoles, you can play your way.

Video games help create strong communities of players who share a love for gaming, and we want to help continue to bring you all together. Using #NewToNintendo on social media, we ask you to share your experiences playing new and upcoming games. Power up your gaming and link up with others who love video games just as much as you do!

Message 4:

Keep Up on Everything Nintendo

We have a lot planned this year for players to experience and enjoy. It can be hard to keep up on everything, so we want to help. With #NewToNintendo, you can expect information on all the stuff we have in store for you by signing up for a MyNintendo account and subscribing to our monthly newsletter. You can earn points from games that you can redeem for in-game content or merchandise from our online store. You may even get the chance to participate in giveaways for prizes. Sign up and stay tuned for more from #NewToNintendo!

Each message is designed to leverage the new experiences Nintendo has to offer this year while supporting the overall theme of community and bring people together. People play video games in all kinds of ways, so I want to make it clear that you do not need to have the most prior gaming experience to be included in the campaign I created. I also wanted to appeal to parents, so the mention of planning a trip to the new theme park area with their kids is to convey a message of bringing family together to engage with Nintendo. The second message is a shift to the new film coming this year for Nintendo. Another new experience from Nintendo, I want to leverage the moviegoing experience that comes with fandoms, especially when you think about Marvel films. Mario is iconic and I want to format the messaging for the movie to be a reintroduction to the characters and the world. Like the theme park area, I want to encourage

people to go and buy tickets the movies. These messages help to sell the experiences to the target audience.

The last message is designed to appeal to video gamers specifically. It is a simple, yet effective supporting message to look out for new releases from Nintendo. I also want to appeal to the community-building aspect that comes with video games in general. People connect with others who share their love of Nintendo games, so this last message functions as a reminder of one of Nintendo's most anticipated games of the year while encouraging players to share their experiences playing games, regardless of how that might look. Again, the idea is to build awareness and increase product sales for the brand and its offerings, so these supporting messages help the campaign because it conveys the necessary communication for achieving the objectives, which are tied to the company's bottom-line objectives.

Finally, I just want to quickly speak to some of the lingo used in the messaging. A common phrase in gaming is one-upping, which basically means to upgrade. It is also relevant to Nintendo because of the recognizable green 1-Up mushroom from the *Super Mario Bros.* series. "Warp" is used because it relates to green warp pipes that take Mario from one location to another. Other language is meant to resonate with the target audience, so instead of "consumers" or "stakeholders," we would use "players" and "gamers."

EVALUATION METHODS



When it comes to developing and implementing a communication campaign, measurement and evaluation are two of the most important steps to determine its success. Gillis (2021) defines return on investment (ROI) as a formula to evaluate investments and to judge how one investment performs compared to others.

For #NewToNintendo, two of the goals are to increase product sales and awareness, so one of the most effective methods to quantify the ROI would be to calculate the conversion of social media followers to customers of the brand, whether that is purchases on consoles, games, or tickets to Universal Studios Hollywood to visit Super Nintendo World. As my campaign is social media-focused, I would include links to pages on Nintendo's website on content created on Facebook, Instagram, and Twitter. One metric for this method would be to track **click-through rate (CTR)**. Berko (2022) defines CTR as the percentage of people who view a social post and then take another action in the form of clicking a link to, either to make a purchase or to get more information. This metric would represent the effectiveness of the content created to appeal to target audiences and directly correlate with how many people took action as a result. It is also a straightforward metric as it could be calculated by taking the number of impressions and dividing that by clicks. This is especially effective because CTR could apply to paid social media advertising, which my campaign budget includes as a channel of communication and increasing reach. Also, if utilizing a message to follow Nintendo as the **call-to-action (CTA)** in the social media posts, I can track increase in social media followers, which then relates back to the goal of generating leads. After all, with a larger following, the brand can reach more people with their promotional content.

Another method to quantify the ROI in this campaign would be to look at the product sales that generate revenue for the brand—a bottom-line objective for Nintendo. Emplifi (2021) states that ROI is measured as profit divided by investment multiplied by 100. As such, Nintendo would want to look at how the profit gained from video game, console, and ticket purchases weigh against how much investment is put in for the campaign. The metric would be the impact of #NewToNintendo on product sales. More specifically, we would track the number of sales of

new video game releases purchased from Nintendo's online store. We can also track **conversion rate** of people who demoed games at Super Nintendo then made a purchase of those games and Nintendo Switch consoles. Those same visitors can then sign up for a MyNintendo.com account and opt into Nintendo's monthly newsletter. This would not only give the company insight into converting potential consumers into buyers, but also generate leads in the form of newsletter subscribers.

Campaign Timeline

#NewToNintendo is scheduled to commence on May 1, 2023, and run for three (3) months. The campaign would end on July 31, 2023.

- 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

#NewToNintendo, is designed to capitalize on the new experiences offered by Nintendo this year. One of things to look forward to from the company is Super Nintendo World, a new theme park area at Universal Studios, which opened on February 17. The other new experience that represents an expansion of the brand into a new industry is the release of *The Super Mario Bros. Movie*, a film about Nintendo's iconic character Mario. The movie is available to see in theaters

starting on April 5. As such, I think it would be best for the campaign to begin in May.

According to Komoll (2023), movies stay in theaters for about four weeks on average. As a result, #NewToNintendo would take advantage of the post-event phase of the film's marketing strategy. Unfortunately, the campaign would start too late to increase ticket sales for the movie.

The campaign is also built around increasing hype for new video game titles and encourage Nintendo's target audience to purchase those games. One of the brand's most anticipated video games is *The Legend of Zelda: Tears of the Kingdom*, which releases on May 12. This would give the campaign time pre-release to further increase awareness, and also time throughout the remainder of the year to increase sales with continued media coverage and content created for consumers. Once the title releases, the #NewToNintendo hashtag would launch and capitalize on it as a recent release, allowing the brand to offer demos of the game, amongst other games, at Super Nintendo World.

Each week, social media content would be created to highlight the new experiences Nintendo has to offer to consumers, between the theme park area, the film, and the ways to further immerse yourself into the world of Mario, and the new games. At the beginning of each month, a new edition of Nintendo's newsletter would be sent out to subscribers, via email, that showcases offers and new and recent releases. The campaign is dedicated to increasing newsletter subscribers.

The campaign would last until the end of July. This would allow Nintendo time to evaluate the results of the campaign and make changes if necessary. Peters (2023) states that Nintendo has opted out of being a part of E3—a large expo where video game publishers and developers showcase their new releases—this year. The company tends to release a Nintendo Direct, which

is their own broadcast that announces new games for the second half of the year. As such, my campaign would cover this event.

Budget

As #NewToNintendo is more social media-driven, it is important to determine which tools would be utilized for management and tracking audience engagement. Everwall (2022) argues that with social media campaigns, responsibilities should be assigned, and the team should remain the same to keep the messaging consistent.

First, two social media managers will be hired for the campaign. Each manager will be paid about \$6,500 a month, for three months total. This would align with a yearly salary of \$78,000, which is above the average for social media managers who work for Nintendo (Comparably, n.d.). For both employees, that would come out to about \$39,000 total for employees in the budget for the campaign. A third employee would be hired as a project manager for Nintendo. This individual will be tasked with the developing the strategy of the #NewToNintendo campaign. The project manager will also be responsible for the implementation, management, and measurement of the campaign. The average yearly salary for a project manager for Nintendo is about \$123,500 (Glassdoor, 2022). For the timeline of the campaign, this hire will be paid about \$11,000 a month, for three months, totaling \$33,000.

#NewToNintendo will utilize Sprout Social, Google Analytics, Meltwater, and Survey Monkey as tools to maximize the effort of social media and its impact on potential consumers. Sprout Social will help with managing social media content, Google Analytics will help track and monitor website traffic, especially for new pages created for the campaign, Meltwater would help track and monitor the social media content itself, and Survey Monkey would be utilized to monitor sentiment by tracking the change in behavior and perception of the brand. Sprout Social

is estimated to cost \$249 per month per user (SproutSocial, n.d.). Google Analytics 360 costs \$150,000 for a year (FoundSM, n.d.). The cost of SurveyMonkey is estimated at \$75 per month per user (SurveyMonkey, n.d.). The cost of Meltwater is estimated at \$333 per month per user (Donda, n.d.).

For the demo station at Super Nintendo Land, the plan would be to set up a tables and tents with ten Nintendo Switch consoles, each with a different game for people to play. It is also meant to encourage them to purchase the Nintendo Switch family of consoles, which are the Switch, Switch Lite, and Switch OLED. As the Switch OLED is the most recent model, the plan is to have at least five of the consoles available, with the remaining five as a mix of Switch and Switch Lite consoles. This is designed to also give people an idea of which model is the best for them. \$1,000 would be put aside for the setup of the station, which would cover tables and tents. According to Nintendo (n.d.), the prices of each console in the Nintendo Switch family are about \$350, \$300, and \$200 for the OLED, original, and Lite models respectively. Five OLED models are estimated to cost \$1,750, three Lite models would cost about \$600, and two original Switch models would cost \$600, all for a total of \$2,950. The ten accompanying games would cost no greater than \$600 because most new releases are sold for about \$60 each. The demo station would begin in June and last until the end of the campaign.

#NewToNintendo would also do giveaways to increase engagement with Nintendo's audience on social media. The prizes would range from merchandise—clothing, apparel, and games—to Nintendo Switch OLED models and even tickets to Universal Studios Hollywood to experience Super Nintendo World. About \$2,000 would be put aside to cover the prizes.

Lastly, the campaign would utilize social media advertising to bring Nintendo's content in front of more people who fall under the target audience defined. Social media content would

be created every day starting on May 1 until July 31, which is a total of 92 days. I estimate a cost of about \$1,000 per day of advertising between the brand's Facebook, Twitter, and Instagram accounts. This may be an overestimation, but it allows for necessary tweaking if more needs to be done or if total changes need to be made, which would be determined during the evaluation process throughout the course of the campaign. The total cost of expenses for the campaign comes out to \$508,439, but a total of about \$520,000 would be allocated for the budget of the campaign to cover any unexpected costs.

The following chart is a summary of all of the campaign expenses:

#NewToNintendo BUDGET		
Tools:		
	Sprout Social - 3 months, 2 users @\$249/month/user	\$1,494
	Google Analytics 360 - 1 year	\$150,000
	SurveyMonkey - 3 months, 2 users @\$75/month/user	\$450
	Meltwater - 3 months, 2 users @\$333/month/user	\$1,998
Employees:		
	2 Social Media Managers - 3 months @\$6,500 per month per hire	\$39,000
	1 Project Manager - 3 months @\$11,000 per month	\$33,000
Demo Table Supplies:		
	Tables and Tent	\$1,000
	Nintendo Switch - OLED - 5 units @\$350/unit	\$1,750
	Nintendo Switch Lite - 3 units @\$200/unit	\$600
	Nintendo Switch (original) - 2 units @\$300/unit	\$600
	Video Games - 10 units @\$60/unit	\$600
Giveaway Budget:		
	Nintendo Switch - OLED - 3 units @\$350/unit	\$1,050
	Brand Merchandise (clothing/apparel/games)	\$300
	Universal Express Tickets (Super Nintendo World) - 3 tickets @\$199/ticket	\$597
Paid Media:		
	Nintendo Instagram Ads - 92 days @\$1,000/day	\$92,000
	Nintendo Twitter Ads - 92 days @\$1,000/day	\$92,000
	Nintendo Facebook Ads - 92 days @\$1,000/day	\$92,000
	TOTAL EXPENSES	\$508,439

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CONCLUSION



#NewToNintendo was designed with goals, strategies, and tactics that would meet Nintendo's overall bottom-line objectives of generating revenue, increasing brand reputation and awareness, and generating potential leads. Using the various media channels, we are confident that the campaign will exceed the expectations of success. Nintendo is a major video game company with new opportunities to reach new consumers, so it is our plan to position the new experiences as a means to further grow the company.

The three-month communication plan represents an opportunity for Nintendo to inform and entertain potential consumers of the brand of the expansions into the theme park and film industries, as well as hype them up for new video game releases. Social media is a powerful tool for reaching audiences quickly and creating content that could resonate with potential consumers and encourage them to take action for the growth of Nintendo.

#NEWTONINTENDO

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