

# Nintendo wii



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Assignment Byline Nintendo Wii What is the Nintendo Wii? According to the product on Amazon. com, the Nintendo Wii is a video game console which was first released at the tail end of 2006(Amazon. com). Video game consoles such as the Nintendo Wii are created with the purpose of entertainment as consumers use the device to play games. The Nintendo Wii was a particularly innovative product; however, as the device enabled players to become more involved in the games than ever before with a sensor bar and a remote control that detected the player's movement. The original release packaged the Nintendo Wii, one Wii controller with jacket, one Wii Nunchuck controller, sensor bar, power chords and cables, and Wii cradle/stand(Amazon. com). It also is packaged with a Wii game, typically Wii Sports(Amazon. com). It was packaged together in a small box compared to other video game consoles and with a clean, white packaging without clutter.

Nintendo Wii and Advertising According to the article entitled " Nintendo Wii Blitz Campaign," the Nintendo company spent over \$200 million in advertising the Nintendo Wii (Sliwinski, 2006). The target market for this particular product was a bit more muddled than for other video game consoles. The Nintendo Wii was marketed as a product that everyone could enjoy regardless of age or background. The article entitled " Nintendo Wii Blitz Campaign" mentions one particular advertisement where two Japanese men bring the console to a wide variety of people and demonstrate how fun and easy to use the Nintendo Wii is (Sliwinski, 2006). This can also be seen in the family friendly games that the Wii offers such as Wii Sports, Super Mario Bros., and Animal Crossing. The Nintendo Wii was also advertised as the healthy video game system as it incorporated movement into its games. According to the article entitled " Playing on a Nintendo Wii is as healthy as a

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jog or a swim,” the Nintendo Wii was one of the only consoles to be approved by the government for its health benefits (Martin, 2009). This is reflected in the products released to supplement the Nintendo Wii such as Wii Fit which provided a balance board to sense movement and a variety of exercise games/activities that came with it. This was marketed with pictures of young children and seniors further adding to the image that the Nintendo Wii was open for people of all sorts to use it. The game has been distributed in brick and mortar stores such as Best Buy, Walmart, and Target. It is also sold online at virtual stores such as Amazon. com and ToysRus. com. The Nintendo Wii has been a particularly popular product. It is easy to see through the introduction of similar motioning gaming consoles produced by the Playstation and Xbox companies that the Wii is successful enough to be copied. Perhaps the only way that the Nintendo Wii could be further improved is if the sensor bar was larger and could detect movement at a greater range. As it is, players have to stand fairly close to the sensor bar in order to have their movement detected. Perhaps this particular flaw will be fixed in the future and would increase sales due to easier and freer game play. References Amazon. com: Wii: Video Games. Amazon. com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more. Retrieved July 2, 2011, from [http://www. amazon. com/Wii-Nintendo/dp/B0009VXBAQ/ref= sr\\_1\\_4? ie= UTF8&qid=1309651971&sr= 8-4](http://www.amazon.com/Wii-Nintendo/dp/B0009VXBAQ/ref= sr_1_4? ie= UTF8&qid=1309651971&sr= 8-4) Martin, D. Playing on a Nintendo Wii is 'as healthy as a jog or swim' Mail Online. Home | Mail Online. Retrieved July 2, 2011, from <http://www. dailymail. co. uk/health/article-1228303/Playing-Nintendo-Wii-healthy-jog-swim. html> Sliwinski, A. Nintendo's Wii blitz campaign [update 1]

| Joystiq. Joystiq. Retrieved July 2, 2011, from <http://www.joystiq.com/2006/11/13/nintendos-wii-blitz-campaign/>