

Marketing plan and situational analysis for nintendo wii assignment

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Audit Report: Marketing Plan and Situation Analysis for Nintendo Wii
Wii's Macroenvironment The Nintendo Wii's macroenvironment consists of many components that the company has been able to successfully use to their advantage. They have developed a product that has completely revolutionized the gaming industry. Nintendo has done their research, and managed to expand their target market to people who would never think about gaming. They have successfully produced a product that almost everyone can enjoy. Societal Trends

To begin with, the Nintendo Wii is a global product with a target audience of people, women and men alike, who are not the typical core gamers. These include older females, seniors, and people who do not usually play the typical PS3 or XBOX 360. that includes women and mAlong with this focus, Nintendo is also trying to appeal to the core gamers. en of all ages. The target needs to be much better defined. Don't get carried away by common cliches and publicity slogans. For example, just take a quick count in class of how many have Wii.

If the segment covers all ages and both genders, it only means that these are not good variables for segmenting this market.. The goal of their company is to expand the market so that Nintendo can bring more people into the world gamingreach all different types of people. The key ingredient that Nintendo has brought to the plate is interactive gaming. Is this a realistic goal or just a hyperbole? With this marketing philosophy in mind, keeping close track of societal trends is exactly what Nintendothe Wii has accomplished in order to be successful. In The U. S.

One major societal trend that the Wii has been able to identify and capture in the United States is the growing age of our population. Generational groups such as the Baby Boomers have a ton of purchasing power that companies need to keep an eye on. Nintendo's Wii has seen a nice contribution of its success come from this aging market. Seniors have also taken a liking to the Nintendo Wii. Retirement homes put the Wii in the common areas so that the seniors can get together and play Wii games. One retiree says, " I don't have to get in my car, go to the bowling alley, rent shoes, and use a heavy ball to bowl.

It's all right here. " What is so great about the Wii is that it appeals to every generational group alike. The Wii has done a great job of really opening the gaming market to new areas. Another major societal trend in the U. S. that is in the Wii's macroenvironment is the rapidly increasing diversity. This is a trend that the Wii will end up capturing, because the product is so culturally universal. The increasing of our population with people from different ethnic backgrounds simply adds another market to our country. The culturally diverse population of the United States can all play the Wii.

That's what makes it so great. Economic Trends In our world today, we are faced with some of the most dangerous economic trends we have ever seen. The global economy is facing a recession that could go on for years now. The Wii, along with every other product in the market, is susceptible to the climate in which we live. Consumer spending is way down, because of the uncertainty of what is to come in future. The trend, that people have to rely on less income, affects every aspect of the United States economy. But it

seems that the Wii is able to ward off even the toughest of our economic situations.

One news report states that during these times that more and more people, with extra free time on their hands, are getting together and playing the Wii. It's almost as if the Wii is recession proof, selling over 10 million units last year. Just take this quote as an example of how the Wii is helping people during these tough times ??? “ It is often suggested, usually by frustrated parents or angry spouses, that video games seem capable of transporting the player to another plane of existence — one slightly removed from homework, household chores or even grim economic realities.

And even gamers admit that playing does help them escape the humdrum of their everyday lives and gain a sense of accomplishment for a game well-played. Nintendo must also keep an eye on the situation of developing countries worldwide. There are many new markets opening up on the global front as countries progress in their developmental stages. Places like India and China can prove to be gold mines for the Wii, because of their increasing spending power. As these countries develop more and more into the markets like the United States, they will increase their ability to affect global markets.

Social Trends One social trend in the United States that the Wii has been able to target is a form of entertainment that is interactive. People all over the country are purchasing the game Rock Band, which allows groups of individuals to play Wii designed instruments and act like they a're in a band. Even in restaurants and bars, this trend of interactive gaming is sweeping across the nation. One restaurant in North Hollywood has a special night

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where they set up all the instruments for Rock Band. People and their friends can get together, sing songs, and compete to see who is the best karaoke band.

The Wii also has an American Idol game that allows individuals to sing into a Wii microphone, and the game monitors their tone and level of singing. Individuals score points for their accuracy, allowing for a highly competitive, interactive experience. Another social trend in America that the Wii has latched on to is the fact that people want to work out, but may be too busy or embarrassed to visit their local gym. The Wii Fit is a unique device, utilizing the Wii balance board, that has swept the nation. which Wii Fit allows individuals to do a range of work out routines in the comfort of their living room. The Wii Fit comes with several yoga routines along with cardiovascular workouts. Women especially have been taking part of this trend, because of the Wii Fit's yoga routine. The device also monitors your weight and how much you work out every day. It develops a weekly routine for individuals to follow, while setting goals that you try to reach. Also, families getting together to experience gaming in a whole new way, is a trend in America. Almost every family home has the Wii.

The console is perfect for those after dinner socializing times. Families get together to play Wii Sports, and this has proven to be a hit with all different kinds of families in the U. S. Political Environment Nintendo Wii is subject to lobbyists in the political environment, mostly advocating against video games, whose critics contend that violent video games lead to violent real-world behavior. The Entertainment Merchant Association (EMA) fights for the

rights of product and game developers in the US. The EMA lobbies congress and states to maintain access to games and gaming systems.

The EMA has won several major victories in the past that have kept games on store shelves and removed restrictions on the purchase of video games. The EMA's lobbying efforts on behalf of game developers are important to system manufacturers because without games there would be no use for the game systems (EMA, 2009). One of EMA's first and most important efforts in the political arena was to oppose congress' effort to abolish the first sale doctrine in 1983, which continues to be a hot button issue. The first sale doctrine prevents people from renting electronic media without the permission of the publisher.

Stores like Blockbuster video object to the doctrine, complaining that they have already paid for the media, if they can buy it the store they should own it and be able to rent it to whoever they wish (EMA, 2009). In 1992 the first case where there was an attempt to restrict the sale of video games to minors and to restrict the display of violent video games was filed in Missouri. A unanimous decision by the Missouri Court of Appeals said that "videos depicting only violence do not fall within the legal definition of obscenity for either minors?? or adults. Since this victory the EMA has engaged in several court battles all with the same result. EMA has helped to establish legal precedents that video games are protected by first amendment rights. No court has found that depictions of violence can be treated as obscenity and nobody has presented any credible evidence that playing violent video games leads to real-world violence. It is the position of

the EMA that violent video games should be treated in the same manner as other forms of entertainment that depict violent situations (EMA, 2009).

Within weeks of the release of the Nintendo Wii, Nintendo was forced to issue a set of health and safety precautions related to active nature of the products use. As soon as people started using the Wii people started to report that they were hitting things with the remotes or the remotes were flying off the wristband and breaking their television screens (Ricker, 2006). People also reported repetitive motion injuries and injuries from standing too close to one another while playing games. Nintendo's list of health and safety precautions also includes seizures, motion sickness and eyestrain (Wii Safety, 2009).

Regulatory Environment The Nintendo Wii is subject to regulation by the Consumer Product Safety Commission (CPSC) due to the nature of the device and its components. The Wii comes with an impressive collection of caution and warning labels for its batteries, class I laser, electric shock and radio interference (Wii Safety, 2009). The warning for the batteries warns of possible leakage of battery acid, which can burn the skin. The optical drive which reads the discs that games come on is a class I laser device, because of this a warning not to disassemble the device is affixed to the Wii.

All electronic devices carry the risk of electric shock; as such a device the Wii has typical warning for risk of electric shock. The Wii uses radio frequency to communicate with its wireless remote controls. Because the Wii uses radio frequencies to communicate it is possible that it can interfere with other radio devices or other electronic devices like pacemakers if they are close

enough to the unit. For these reasons the Wii is affixed with a warning alerting consumers to the possible dangers associated with radio interference (Wii Safety, 2009).

The CPSC enacted the Consumer Product Safety Improvement Act of 2008, which was passed by congress in August of 2008. This act restricts the use of phthalates in children's toys, or any consumer product that will be used primarily by children. The restriction limits the concentration of phthalates that a product in this category can have to 0.1 percent. Studies have shown the phthalates can have variety of toxic effects on children including interfering with the production of testosterone, which has been linked to alterations in the onset of puberty, infertility and testicular cancer (CPSC, 2008).

When placing a product in the market you must also consider the components that go along with it. For a video game console that means video games. Video games are subject to rating systems that are mostly voluntary and self regulated, with the exception of the British Board of Film Classification (BBFC), which can actually ban a title from being sold in England (BBFC, 2009). In the US games are rated by the Entertainment Software Rating Board (ESRB). There are six ratings in the ESRB scale: EC (early childhood), E (everyone), E10+ (everyone 10 and older), T (teen), M (mature), AO (adults only).

To earn a rating from the ESRB the games go through a sophisticated ratings process that evaluates the games on at least thirty criteria from violence to sexuality to tobacco reference (ESRB, 2009). There is another system which

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rates video games, it is called the Pan European Game Information (PEGI) rating system which has been around since 2003 (PEGI, 2009). Together these rating agencies give consumers a better idea what type of game they are purchasing. Many people wonder why game developers submit their product for rating by these agencies if it is not mandatory.

As mentioned before in England, rating by the BBFC is mandatory. In other countries pressure by consumer groups, other developers and retailers makes it difficult to release and market a game without having it been rated. Competition and Consumers Only three years ago video game console market was dominated by two giants: Microsoft and Sony. Although Nintendo was considered to be a pioneer in the industry, it was largely thought that it had freed the arena for Play Station and X-box. However, Nintendo's newest console, Wii, has proven to be a great success.

A market research firm NPD estimated that from the date of its release in November 2006 to February 2007 the Nintendo Wii significantly outsold both of its more-powerful and more expensive competitors. While Sony sold 1.1 million of PlayStation 3 consoles and Microsoft managed to sell 1 million Xbox 360s, the Nintendo Wii sold 1.86 million units from November 2006 through February 2007. After two years on the market the Wii has become a market leader, capturing nearly 50% of the console market (VG Chartz, 2009).

Wii's cumulative sales beginning at the start of 2007 can be seen in the chart below. The gaming industry is very competitive, Microsoft and Sony will not likely settle for their positions as market challengers. Innovations and

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new tactics can be expected from both companies, who have at one time or another been the market leader in the console market. MAs we all know marketing theory is made up of the 4 P's, product, price, place and promotion, and Wii's success can be attributed to the fact that some of its P's are significantly different from those of its competitors. F

The first, major achievement is that Wii discovered and attacked a new and unexplored segment in the video-console market: Users that want to have fun and do not look for best of the best graphic resolution (Playstation and X-Box target group), but for ease of use and simplicity. As a result, Wii: ??? Became the only player in the "ease of use" segment which: 1. Eliminated the need for aggressive discounts. 2. Eliminated the need to share the market with competitors. ??? Expanded the video-game market, attracting new users that would not have purchased a console otherwise. Attracted a very profitable segment: One with a higher purchasing power than teenagers. ??? Attracted a segment that is less likely to get pirated games. The second important attribution of Wii's success is cost reduction by eliminating features. Nintendo's console has no HD, no DVD, no Dolby 5. 1, and has a low processor speed. While PS3 and X-box chose differentiation, Wii's strategy is cost leadership which contributed to large volume of initial sales. Third important factor of Wii's success is also related to console's low price.

Bear in mind that for a new product such as Wii an appropriate pricing strategy is component pricing, where most of its profit is earned through the games and not through the console itself. In other words, what you are

giving up by selling a cheap product you make up by selling an expensive component. While Sony's and Microsoft's products do fall in the same category, a significant investment in research and development must have pushed them to look for immediate profits. **MARKETING MIX** The Nintendo brand is a vanguard in the video game industry. Nintendo created the first truly popular home video game console Nintendo NES.

Nintendo remains an extremely well recognized name brand in the United States and around the world, wherever video games are sold. Nintendo Wii was designed to be the game console that would be always on when you are in front of your television, to seamlessly blend into your entertainment center. Wii offers access to the internet through you television, an interactive shopping environment and the widest selection of games for any console on the market. The Wii also utilizes wireless motion sensing remotes instead of the competition's standard gaming controllers. (Nintendo Wii, 2009) Wii is also the first console on the market that is going to allow users to purchase and download platform specific software over the internet, Nintendo calls this WiiWare (WiiWare, 2008). As mentioned before, the Wii competes hard on price. The Wii is able to undercut the competitors price for two main reasons. The first reason is that the Wii does not contain an expensive Blue Ray or HD DVD player. Second, the Wii's graphics don't compare to its competitor's. Nintendo is not spending the money state of the art graphics accelerators or extra large hard drives.

As a result the Wii can be offered at half the price of its competitors, \$199 for a Wii vs. \$399 for an X-Box (Nintendo Wii, 2009). The Wii is sold through

major electronics retailers and online retailers in the United States and around the world. The Wii can be found on the shelves of stores such as Best Buy, Wall-Mart or online at Amazon. com, but until recently the demand for the product has made it difficult for retailers to keep the product on stock. Today retailers are happy that they can keep a couple of weeks worth of inventory at a time on hand.

Nintendo promotes the Wii differently to its different audiences within the target market. In the teen and young adult segments of the market, most buyers are well acquainted with the products on the market and need just be reminded when new and exciting products are released. Really little kids don't have any money, so you have to make the product appealing, safe and educational enough that their parents will buy it for them. As young adults turn into adults, their desire to have fun and relax still exists. Adults just prefer to be treated with a certain amount of respect.

Ads targeted at adult audiences emphasize being a kid at heart instead of just wild and crazy (but wild and crazy is alright too). Nintendo's greatest promotional achievement has to be targeted advertising of the adult and senior segments of the gaming market, which are largely unexplored by other brands. CONTRIBUTION TO SOCIETY The manufacturing and distribution process account for tens of thousands of jobs globally.

Additionally, Wii sales, which now cumulatively amount to 50 million worldwide, stimulate economies and businesses. Wii provides a fun and interactive experience for every member of the family.

Wii's interactive experience is helping to counterbalance the notion that video games are a sedentary activity, but that they can in fact be a healthy form of exercise and brain stimulation. Microenvironment Marketing success is dependent on the company, its suppliers, marketing intermediaries, competitors, publics, and most importantly its consumers. The aim is to build a strong relationship with their customers. A company's goal is to provide excellent customer service through a structure known as the internal environment which includes; top managers, finance, research, etc.

Nintendo Wii is the corporation our group decided to base our research on. The Nintendo Wii invites players into game worlds and activities, whether young or old, expert gamers or beginners, giving them the ultimate gaming experience. A company's most important start is their mission. Nintendo's mission statement is to strongly commit to producing and marketing the best products and services available. There Nintendo's philosophy is to provide products that contain the highest quality and to treat every customer with attention, consideration, and respect.

The company believes that treating their employees with respect will produce a positive outcome. The next part in a microanalysis is the suppliers. Suppliers provide the resources needed by the company to produce its goods and services. Nintendo Wii has many different suppliers and game manufacturers. An example of a Nintendo Wii supplier is Everwin Electronics (Hong Kong) Co. limited, which designs and supplies the controller for Nintendo Wii. Its biggest suppliers stem from Hong Kong, China, and Japan.

All of these three places are technologically advanced which provides their consumers with the best output.

Another essential part of the microenvironment is their Nintendo's marketing intermediaries. Marketing intermediaries help the company to promote, sell, and distribute its products to final buyers. By providing quality service quality Nintendo Wii's mission is to bring their customers with the highest quality by implementing new innovative games provided by their suppliers. Nintendo Wii has produced many different games for their customers. A great example if this is the new game Wii fit, which provides different exercise programs such as,; yoga, balance games, strength training, and aerobics.

Marketers recognize the importance of working with their intermediaries as partners rather than simply as channels through which they sell their products. Nintendo has numerous partnerships one being game shop, which provides consumers a way to purchase the games online. Competitors are also very important to analyze in a marketing world. The marketing concept states that to be successful, a company must provide greater customer value and satisfaction than its competitors do. Nintendo Wii's major competitors are; Pplay Sstation, Sony, and Xbox. re some of the few. Nintendo Wii has an important element that its competitors don't have, the ability to bring families together. It doesn't pay any focus on an age requirement which is one reason why they have an advantage over other companies. The last part in the situational analysis is publics. A public is any group that has an actual or potential interest in or impact on an

organizations ability to achieve its objectives. Through media, Nintendo Wii reaches and attracts consumers to new games and the features they carry.

SWOT Analysis Strengths

The Nintendo brand is very prestigious in that it has been in the gaming industry for almost 25 years and it has huge brand recognition. Can you quantify this with a small survey? The company also has high employee efficiency thanks to its Japanese innovation. How did you arrive at this conclusion? The unique console and game itself is unlike any other, being the smallest and lightest of new generation gaming machines. Why is this a strength? When it comes to the features the Wii appeals to all ages and promotes family fun being the most interactive console there is.

Thanks to the development and enhancement of the motion sensing controls the game uses, it allows for more interactive playing. Though the console appeals to gamers it can also be used to surf the Internet, making ones TV an source to the internet. ? This online connection also allows for online gameplay. The games provided with the console also encourage multi-player experiences that give it the ' party appeal'. This easy to use console is also offered worldwide and it's low price gives it the highest market share however can be hard to find during the holiday season.

The features that you describe may well be strengths, but what brought you to this conclusion? Weaknesses Though the Wii has become a worldwide phenomenon, the interactive use of the joystick has turned to a liability for the company as people have thrown their joysticks at their TVs, their family pets, as well as injured themselves using it. Is this a weakness of the Wii?

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There also aren't very many games that are available for the console. The limited selection of software can turn more traditional gamers. Is this a major part of their segment?

Has it shown this tendency? to other consoles that provide newer and more challenging games. Other consoles also boast of better graphics; since the introduction of the Wii it has been reviewed that the Wii has the weakest graphic card clarify what this means. Get as factual as you can and let opinions follow. of all the available gaming consoles that don't allow for the more realistic looking games that the more mature gamers want. More mature gamers have HD TVs that only the Xbox and PS3 have as standard software to support.

And since there is such high demand for the Wii due to its low price there is always a limited supply, which may allow for more available competitors a chance to take Wii's market share. Nintendo's dependence on contract manufactures doesn't allow for them to meet their demand. Reviews also complain about the consoles using up batteries so quickly whereas traditional joysticks are connected to the actual console itself, which provides the power. Wii is also competing in the struggle to gain online market share with other consoles that also provide online gaming capabilities.

A major strength of your project can be a focus on the difference between the segments for these machines. Opportunities Since the Wii it appeals to so many people, gamers and non-gamers are being introduced to the game industry through Nintendo. Is this the stage 1 console? There is also

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opportunity for the game to enhance the motion sensing-software is this a feasible suggestion? to create more games that are more interactive. They have the opportunity now, to enhance that and perhaps create a faster more enhanced console. Is this feasible?

Nintendo, after all, are the only ones in this market for “Wii Experience” Just as PS3 is for the PS3 experience and Callaway is for the Callaway experience. gaming that is geared towards a broad target market. Everyone from the kids to seniors can play, Do they? How many from each age group and how frequently? which differs from the traditional gaming community being college-aged students. Nintendo has a chance to reinvent gaming to bring families together Not can it, but does it? On a regular basis or only on a few get togethers. and promote fun for all ages. The Wii is going to start penetration of new markets in Europe and in Asia.

Especially since the gaming market in India is expected to boom by 2010, Nintendo will be sending more Wii gaming consoles to India to capture the growing market. Another opportunity to gain sales is to look into enhancing their online gaming since they are one of the few games that can use the internet for online game updates as well as online gameplay. Threats Some threats to the Wii would be price drops from competition since there is such a high demand for the Wii yet such a small supply, consumers look to other gaming consoles to fit their gaming needs even though the prices are higher; consumers would rather pay for convenience.

Since the market for video games is mostly geared towards the male teen through 20s target market, it is difficult to compete with more expensive and

high action games that traditional “ gamers” are used to playing. Competing for more fun family based market shares in a mostly single player dominated market is difficult since it is the only gaming console in its class that caters to that audience. Now you are getting closer to understanding the target market. Another threat would be the game’s poor durability in consoles. They should enhance their joysticks and consoles to a longer-lasting and sleeker design keeping ergonomic design in mind.

Is this possible? Nintendo also needs to keep up with their game releases in order to keep customers satisfied with variety and keep them loyal but it can be difficult since software developers abandon game development because of lack of adequate profits. Once the designers of the Wii take these threats into account and perhaps re-evaluate their strategies, they will be able to capture more of the market share. Promotion Campaign ??? Focus and Objective Before the Wii was introduced in 2006, Nintendo’s promotional team set out on a multimillion dollar marketing campaign to let people see, feel, and experience the new system[1].

Their goal was to give people a hands-on experience with the mentality that if they try it, they will buy it. The Wii’s marketing campaign cost Nintendo roughly \$200 million ??? the largest campaign in Nintendo’s history. They wanted to make sure that the Wii would not turn out to be just another GameCube, and they have succeeded. The GameCube was a console that was launched by Nintendo back in 2001. This device did not meet Nintendo’s expectations, because Nintendo was so geared on developing a product that was similar to PS2 and XBOX.

Nintendo did not want to make the same mistake twice, so the Wii's campaign is 20 percent more expensive with very different strategies.

Nintendo's promotional campaign focus is simple really ??? a family-friendly, easy to use, hands on experience with a unique controller. Nintendo senior VP of marketing George Harrison states that, " Wii introduces new ways to play to expand both the appeal of games and the audience of gamers, and our marketing campaign is central to that. "[2] Their objective is to broaden the target market by convincing adults to purchase the system.

Nintendo wants to shake off their traditional perception of being for children and teens[3]. There is a huge market out there that the gaming industry is trying to tap into. The typical 18 ??? 24 year old, which is considered the core gaming segment, is already locked in by the other two systems ??? PS3 and XBOX 360. By marketing to a wider demographic audience, Nintendo has been able to capture a large piece of the market share. Promotion media and the main theme used The family-friendly/easy to use theme is driven by Nintendo's new president and chief operating officer Fils-Aime.

When questioned what made Nintendo try to do something dramatically different with the Wii, his response was " Our focus is interactive game play, a whole new way to play, that puts fun back into this business. It allows everybody to pick up and play and isn't focused on the core gamer. " He went on to explain that in order for Nintendo to capture the broader target audience that they are aiming for, it has to come from simplicity while providing quality entertainment. He feels that new gamers and core gamers

alike must “ be able to pick up a controller, not be intimidated, and have fun immediately. “[4]

This is a fantastic, brilliantly thought out marketing approach. In order for Nintendo to get this message out to the masses, they were going to have to market the Wii very intensely. Spending \$200 million was a sign that Nintendo’s goal was to really get this new idea out to the public. In a press release before the Wii was launched, Nintendo announced specific plans on how they would accomplish this goal. Hands-on Sampling Wii Ambassador Program: The yearlong initiative identified ambassadors in markets throughout the country. These ambassadors are of three categories: multigenerational families, hard-core gamers and modern moms.

During the initial phase, Nintendo hosted events for each ambassador and 30 of his or her closest friends and relatives. The events offered an opportunity for everyday people from all walks of life to play Wii for the first time and share their experiences with others. Wii Mall Experience: Starting Nov. 15, Nintendo will set up six interactive Wii kiosks for a two-month period in 25 Westfield shopping centers across the country. Trained representatives will show visitors new ways to play. For a complete list of the participating malls, visit wii.nintendo.com.

Nintendo Fusion Tour: The annual showcase for music and video games visits cities across the country through Nov. 11. In addition to live music from headliner Hawthorne Heights and four other up-and-coming bands, concert attendees get to enjoy some hands-on time with Wii. Blender: Nintendo

Fusion Tour headliner Hawthorne Heights shows off their slick Wii moves and

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talk about some of the upcoming games for Wii in the December issue.

Urban Gaming Hours: Through Nov. 17, Nintendo is hosting a gaming take on “happy hour” at gatherings for urban influencers in fashion, music and media, such as Vice magazine and Def Jam Records.

The on-site events let participants experience Wii with their colleagues.

Feeding the Buzz How Wii Play: Wii’s MySpace page at [www. Myspace.com/howwiplay](http://www.Myspace.com/howwiplay) has attracted nearly 1 million page views from more than

200, 000 unique visitors, largely by word-of-mouth. Members have created their own Wii videos and posted thousands of messages in the robust

forums. Midnight Madness: Countdown events at Toys “R” Us in New York’s Times Square and at GameStop at Universal CityWalk in Los Angeles will turn the last few hours before the launch of Wii into an entertainment frenzy.

Nintendo fans of all stripes will line up to be the first to purchase the console at the stroke of midnight as they are entertained by acrobats, music, pyrotechnics, Wii interactives on Segway scooters and a general party atmosphere. Brand Partnerships 7-Eleven: 7-Eleven is giving away 711 Wii consoles. Codes are printed on the sides of special Nintendo-branded Slurpee cups. Through Jan. 31, people go online to enter their codes to see if they have won. 7-Eleven also will introduce a new limited-time-only Nintendo-themed Slurpee flavor: StrawberrWii Banana.

Print ads will run in Blender, Electronic Gaming Monthly and DC Comics. Print ads will also run in USA Today and The Onion. In addition, online banner ads will appear on Google, GameZone, IGN, Rotten Tomatoes and GameSpot.

Pringles Snack Stacks: Pringles. com is giving away 100 Wii consoles. The

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program is supported by 7 million Wii-themed Pringles Snack Stacks packages and an additional 2 million Wii-themed Pringles canisters on display at Wal-Mart stores for the first three weeks of December. The sweepstakes runs now through April 16.

Comedy Central: The comedy cable network will give away a Wii every hour Thursday through Sunday of Thanksgiving weekend. Wii will be featured in a series of vignettes spoofing reality TV shows. At the end of the weekend, the grand prize will be a Wii console and a Scion tricked out to look like a Wii. As Seen on TV Wii Would Like to Play: Wii's central ad campaign follows two friendly Japanese men who bring Wii to people's homes to demonstrate how easy and fun it is for everyone to play. Stephen Gaghan, who wrote the screenplay for and directed *Syriana* and won a best screenplay Oscar for writing *Traffic*, directed the four spots.

The director of photography is John Seale, who won an Oscar for best cinematography on *The English Patient* and was nominated for Oscars for *Rain Man*, *Cold Mountain* and *Witness*. The spots begin airing the week of Nov. 13. Nick @ Nite: Wii will be featured on the Nov.

24[(#)]episode of *Road Crew*. The spots feature a family from Long Island that finally finds something they can all enjoy together - playing Wii. Nickelodeon: A Wii ad begins Nov. 20. The 60-second spot shows a dad mistaking the Wii Remote for his television remote control. Dad becomes immersed in the fun, and soon the whole family joins in.

TeleFutura: Nintendo will be at November auditions in New York for the highly successful international singing competition show *Objetivo Fama*

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(Objective: Fame) to allow contestants to sample the Wii console and calm their pre-audition jitters. Discovery Channel, Animal Planet and Discovery Kids Network: A feature scheduled to air in December showcases kids, parents and teachers sampling Wii at a school event and sharing their experiences. [5] Along with family-friendly and easy to use theme, Nintendo wanted to show that Wii is a product that the masses can enjoy.

This can be seen in every aspect of the marketing campaign. They wanted to expose the fact that this is a video game system every member of a household can enjoy. Even on Wii's website, [www. wii. com](http://www.wii.com), there are video's of people being filmed for their " Wii Experience. " It's amazing that this is even part of their current marketing campaign. Almost every video includes a female. There's a ton of videos of two girls or women playing the Wii and enjoying it. It's also interesting that many of the videos of the families include a husband, wife, and two kids. References Entertainment Merchant Association (EMA). (2009). EMA's Association website. [http://www. entmerch. org/](http://www.entmerch.org/) Wii Safety. (2009). Nintendo. Health and safety precautions published by Nintendo for the Wii gaming System. [http://www. nintendo. com/consumer/wiisafety. jsp](http://www.nintendo.com/consumer/wiisafety.jsp) Ricker, T. (2006, Dec. 6) Engadget. Nintendo addresses Wiimote damage issues: sends eMail. [http://www. engadget. com/2006/12/06/nintendo-addresses-wiimote damage-issues-sends-email/](http://www.engadget.com/2006/12/06/nintendo-addresses-wiimote-damage-issues-sends-email/) Consumer Product Safety Commission (CPSC). (2008). Consumer Product Safety Improvement Act of 2008. [http://www. cpsc. gov/cpsia. Pdf](http://www.cpsc.gov/cpsia.Pdf) British Board of Film Classification (BBFC). (2009). [ttp://www. bbfc. co. uk/](http://www.bbfc.co.uk/) Entertainment Software Rating Board (ESRB). (2009). [http://www. esrb. org/](http://www.esrb.org/) Pan European Game Information (PEGI). (2009). [http://www. pegi. eu/ VG](http://www.pegi.eu/VG) <https://assignbuster.com/marketing-plan-and-situational-analysis-for-nintendo-wii-assignment/>

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