

GameStop

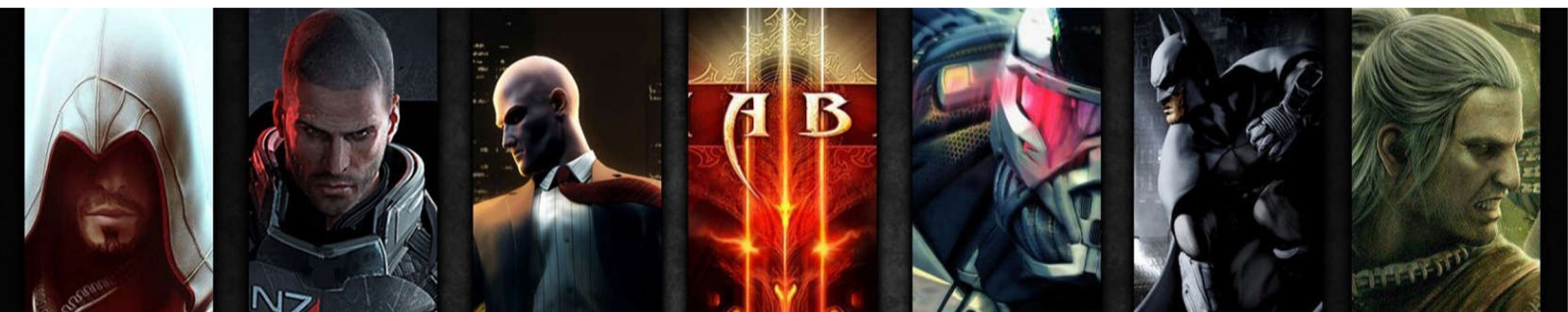
POWER TO THE PLAYERS

MediaPlan

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Executive Summary

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BUDGET

\$20,000,000

TIME FRAME

January through December with targeted campaigns from November through February

MARKETING OBJECTIVE

Increase physical and digital sales, PowerUp Reward memberships, and Game Informer subscriptions by 5% per year.

TARGET MARKET

Individuals between the ages of 18 and 34
Adults with children ages 4-12
Teenagers
Seasonal gift givers

ADVERTISING OBJECTIVE

Increase memberships, subscriptions, and revenues of both new and used games and equipment.

SPENDING OBJECTIVE

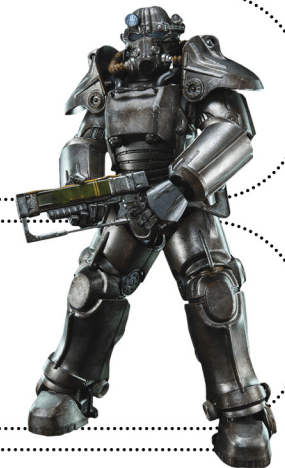
The three campaigns will focus a large portion of funds towards social media ads, and the remaining funds to be used to blast to email campaigns at current members and subscribers

MEDIA OBJECTIVE

Utilize campaigns to promote various new releases, downloadable content, preorders, the buy-sell-trade program, PowerUp Rewards benefits, and Game Informer subscriptions

MEDIA MIX

Use of social media ads and email marketing to increase revenues of video games and equipment and gamer collectible merchandise, and to increase memberships and subscriptions to PowerUp Rewards and the Game Informer publication.





GameStop began its life in the 1980s as Babbage's. In 1984, Babbage's acquired Software, Etc., and Babbage's Etc LLC was born, distributing educational software. Over the next 16 years, Babbage's Etc. was sold to Barnes & Noble, merged with Funco, spun off from Barnes & Noble, and ultimately changed its name to GameStop. In the years following, GameStop acquired several different companies around the globe, including Electronic Boutique Games, Micromania, Kongregate, Simply Mac, Geeknet, Inc., Spring Mobile, and AT&T Wireless, among others. It became the largest video game and PC entertainment software retailer in the world.

In 2000, GameStop launched its buy-sell-trade program, allowing customers to trade-in video game consoles, games, accessories, and other electronics for cash or in-store credit.

In 2010, the PowerUp Rewards customer loyalty program launched, securing more than 10 million members within the first year. GameStop also introduced digital downloadable content product offerings and Game Informer®, the world's leading video game publication.

In 2019, GameStop partnered with Complexity Gaming to launch its Performance Center in Frisco, Texas, where gamers can celebrate their love of video games, and its Innovation Store Labs, which serves as a testing ground for innovative products and designs.

GameStop's offering of new and used video games for both current and previous generation platforms has been their most significant and most unique asset, along with the millions of customers that make up the PowerUp Rewards database.



BRICK & MORTAR

The most significant chunk of GameStop's target market is millennials, who prefer to do their shopping in-store to ask questions and get recommendations from a real person in real time. In-store promotions and knowledgeable employees grab customer attention and encourage sales as well as PowerUp Memberships. Curbside pickup is only available at select stores, and capacity is limited to five individuals at any given time during their newly reduced store hours.

PRINT

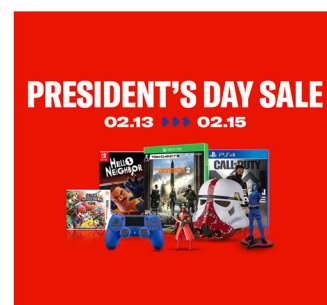
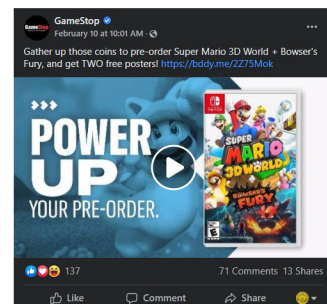
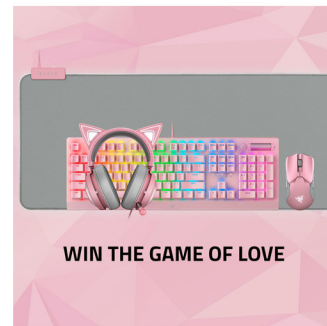
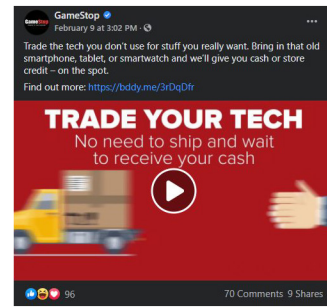
GameStop relies heavily on email marketing to distribute sale information and promotions to PowerUp Rewards members. The Game Informer publication, both digital and print versions, is kept up to date and distributed accordingly. Print ads and flyers are posted and available in-store.

WEBSITE

Gamestop.com is kept up-to-date and includes the latest weekly ad, sales promotions, daily deals, recommendations, and pre-order information and schedule.

SOCIAL MEDIA

GameStop has a strong social media presence with millions of followers on Facebook, Twitter, and Instagram and thousands of followers on YouTube and TwitchTV. There are also thousands of followers on Pinterest, but it has not been updated in about six years. There are currently no ads geared explicitly towards gaining PowerUp Rewards memberships. There are only ads geared towards those that already have a membership.



STRENGTHS

- CONVENIENT LOCATIONS
- COLLECTIBLES
- BUY-SELL-TRADE PROGRAM
- POWERUP REWARDS PROGRAM
- UNIQUE PRODUCT OFFERING

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WEAKNESSES

- STORES OUTDATED & LARGE
- SMALL SELECTION OF DOWNLOADABLE CONTENT
- CURRENT STORE HOURS SHORTENED
- CURRENT LIMITED CAPACITY
- NOT ALL STORES HAVE CURBSIDE SERVICE

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OPPORTUNITIES

- POWERUP REWARDS DATABASE
- BUY-SELL-TRADE PROGRAM
- LIMITED STORAGE ON GAME CONSOLES
- TARGET MARKET HAS GROWN EXPONENTIALY
- CURBSIDE PICK-UP

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THREATS

- COVID SHUTTERED MANY STORES
- DLC AVAILABLE FROM COMPETITORS
- DWINDLING NEED FOR PHYSICAL DISCS
- SIMILAR TRADE-IN PROGRAM FROM COMPETITORS
- CUSTOMERS STARTING TO PREFER DLC

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BESTBUY

BestBuy offers new and preorder video games, consoles, and accessories to its customers, as well as downloadable content and gaming gift cards. They also offer trade-ins on games and equipment and other electronics, such as laptops, cameras, smartwatches, and cellphones, both in-store and online. Customers receive BestBuy e-gift cards in return. If it can't be traded in, BestBuy has a recycling program available. Customers can shop in-store and online with curbside pickup, in-store pickup, and delivery options. With the onset of the COVID-19 pandemic, customers are working from home and buying various electronics, including monitors, televisions, laptops, refrigerators, and freezers, among others. This gives the company a more considerable advantage over GameStop: BestBuy sells a much wider variety of products. If a customer wants the latest video game but also wants to upgrade their current flat-screen, he or she can do both at the same time at BestBuy.



WALMART

Walmart also offers new and preorder video games, consoles, and accessories to its customers, as well as downloadable content and gaming gift cards, both in-store and online. Walmart also offers groceries, clothing, household appliances and furniture, garden and patio products, baby products, electronics, and a host of other items, making the store a one-stop-shop for customers. With the onset of the COVID-19 pandemic, customers look for ways to shop while interacting with as few people as possible. Walmart's curbside pickup and delivery options, customer convenience has a significant draw.



GameStop's original target market consisted of males, ages 18-34, but females have now entered the market as well. This audience has grown up, and their children are now being raised in homes with consoles and PCs available to them; therefore the target market has grown exponentially.

Video game products, refurbishment of video game hardware and software, and consumer electronics are a competitive advantage GameStop holds and a critical component of the buy-sell-trade model that GameStop promotes. Also, GameStop manages PowerUp Rewards, its U.S. loyalty program, and a vast, readily available resource for the company and its employees that can be used to customize promotions and specifically target its audience members.

However, there is a dwindling need for physical discs as companies move to the more readily available downloadable content.

With the new Playstation 5 and Xbox Series X release in 2020, GameStop has been afforded several more years to turn things around and refocus in the sales department. This can be accomplished in part by utilizing their extensive customer database provided by the PowerUp Rewards program and the Game Informer® subscriber base - both of which give a unique advantage and tremendous opportunity to grow and sustain sales online and in-store.

Three promotions outlined following will allow GameStop to capitalize on their buy-sell-trade model for a few more years and see new and existing customers get excited about the latest video game and equipment releases, gaming merchandise, and downloadable content that is available on the market today.

TwitchTV broadcasts can also get customers excited about the latest and upcoming video games with live streaming demonstrations of new games and beta and demo games.

Facebook, Instagram, and Twitter ads, along with email campaigns and print ads via direct mail to current and potential new customers, will be the focus of these promotions. They are designed to target both potential and existing customers throughout the year, with the more expensive advertisements implemented during the strongest sale season towards the end of the year.



“Power to the Players”

General Promotion: January through December
Target Market: Ages 18-34

GameStop
POWERUP
REWARDS™



gameinformer

BENEFITS	PLAYER (FREE)	PRO
Points scored on each dollar spent*	10 points	20 points
A gift for your birthday	✓	✓
First to know about GameStop offers and deals	✓	✓
Access to Rewards Center full of goodies	✓	✓
All Access to active offers & digital locker	✓	✓
Streamlined online account management	✓	✓
Welcome Certificate		\$5
Monthly Reward Certificate (\$50 annually)		\$5
Extra trade credit on games, accessories & tech		10%
Pre-only access to exclusive offers and events		✓
GameInformer Subscription		✓
	FREE JOIN AS A PLAYER	Access to all Digital GameInformer Issues \$14.99 Annual subscription to GameInformer Physical Issues \$19.99 JOIN AS A PRO



Because the GameStop PowerUp Rewards database contains over 20 million members, this promotion will keep its current memberships active and attempt to garner new memberships. Ads will run on social media once per month on Facebook, Instagram, and Twitter from January through December. A stationary ad will be placed on the TwitchTV page.

Email marketing and print ads will be sent once per month to current memberships.

Game Informer is the leading video game publication globally. Game Informer ads will also be run on social media once per month on Facebook, Instagram, and Twitter in conjunction with PowerUp Rewards ads from January through December. These ads will emphasize Pro member benefits since this is the membership where PowerUP Rewards customers receive the magazine, whether in digital or print format. A stationary ad will be placed on the TwitchTV page.

Ads for both the PowerUp Rewards program and Game Informer publication will be uniformly presented across all platforms.

Daily posts will continue across the Facebook, Instagram, and Twitter platforms to showcase daily deals and exclusive offers on gamestop.com, new video game releases, new gaming equipment and accessories, gamer merchandise and collectibles, downloadable content, PowerUP Rewards member benefits, and information about the buy-sell-trade program.

“Jingle All the Play”

Targeted Promotion: November through December 25

Target Market: Ages 18-34 with emphasis on Seasonal Gift Givers

NOVEMBER THROUGH DECEMBER 25

Ad placements on Facebook, Instagram, and Twitter will run beginning the three weeks before Black Friday and Cyber Monday. They will showcase the latest video game releases, game consoles, and accessories, and downloadable content, as well as gamer merchandise available both in-store and on gamestop.com. Ad presentation will be uniform across platforms to ensure brand awareness.

TwitchTV streamers will continue to broadcast the latest video game releases and demos every week.

Ad placements on Facebook, Instagram, and Twitter will run once per week through Christmas Day, highlighting new video games, game consoles, and accessories, and downloadable content, as well as gamer merchandise available both in-store and on gamestop.com. Ad presentation will be uniform across platforms to ensure brand awareness.

“New Year, New Gear”

Targeted Promotion: December 26 through February

Target Market: Ages 18-34

DECEMBER 26 THROUGH FEBRUARY

After Christmas Day, ads' emphasis will be placed on trade-in options and PowerUp Rewards memberships to encourage customers to trade in old games and equipment for new games, equipment, and downloadable content.

Daily posts will be made to Facebook, Instagram, and Twitter for both of these promotions, showcasing popular video game releases, the latest game consoles and accessories, downloadable content, and gamer merchandise. Weekly posts will also be made to these social media platforms to promote the weekly TwitchTV broadcasts.





GameStop