

# Assignment Branding



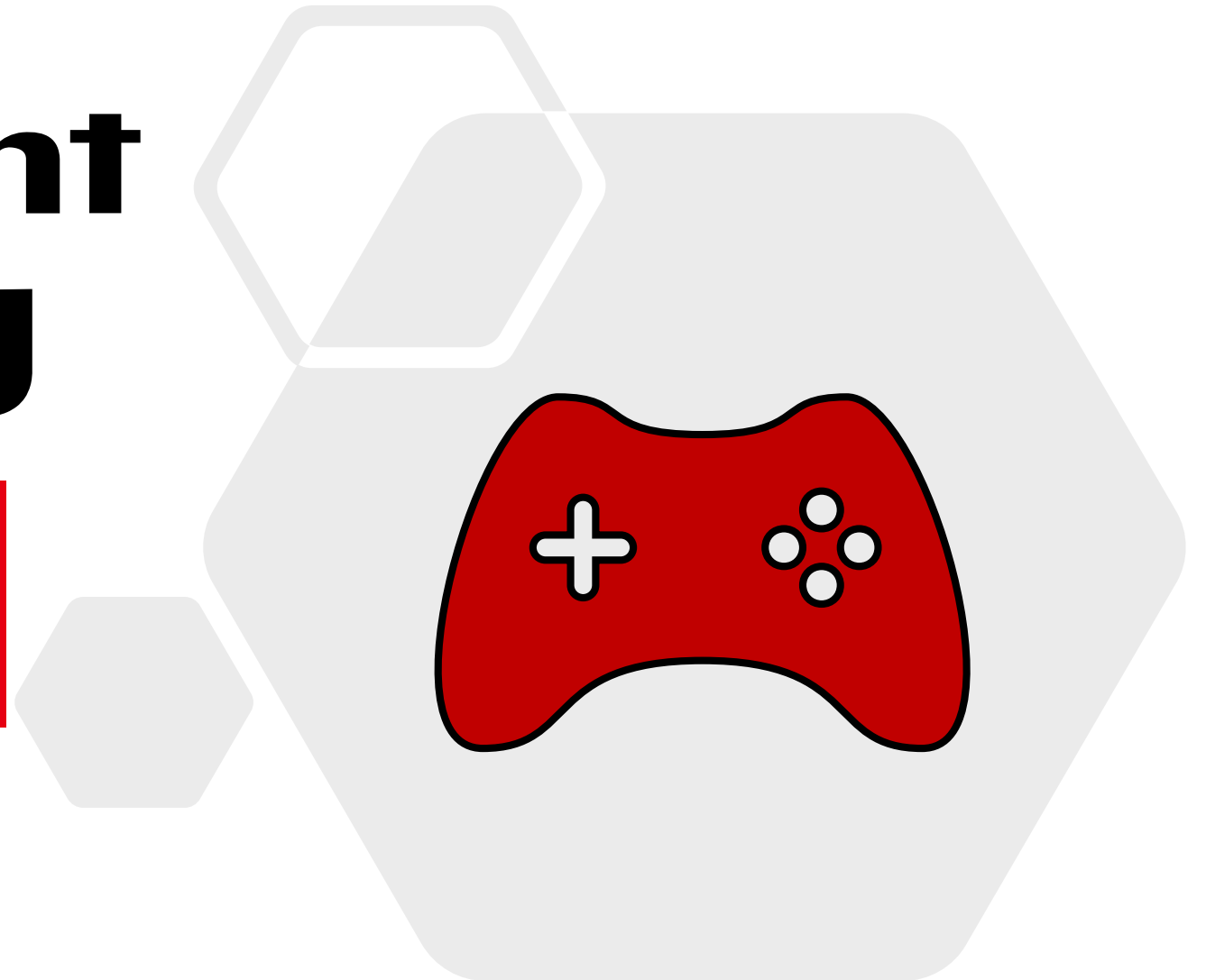
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# Background of the Company



Nintendo had started in Japan as card game company which specializing in the hand-drawn hanafuda cards in the year 1889.

- The founders of Nintendo are Yusajiro and Yamauchi

They eventually turned into a video game company in 1970s Nintendo was behind on video game hype they had missed opportunity of having to release their own arcade game console Nintendo had released in 1983 the (NES) it was successfully that console made it a pathway towards (SNES), Nintendo GameCube, Wii, Wii U, and Switch.

- Nintendo is operating 5 branches Nintendo of America, Nintendo of Europe, Nintendo of Korea, Nintendo of Australia and Nintendo Co.,

- The annual sales of Nintendo in 2022 Globally was **\$13.79 Billion**.

- The key product line is the Nintendo Switch hardware which in 2022 sold **114.33 million units sold**.

- And Nintendo Switch software sold were **917.59 million units sold**



# Brand Personality

My emotional response to Nintendo is nostalgia because whenever I play new installment of New Super Mario Bros. on the Nintendo Switch it reminds me of the previous installments of the games on the Nintendo Wii and Nintendo DS/3DS because of how similar the games are structured in terms of design and game play and the memories, I had childhood from adulthood.

If my brand was an animal, it would be a golden retriever because the reaction I get from Nintendo is the same from a golden retriever always being happy and entertained playing a Nintendo game and playing with golden retriever.

If my colour is a brand it would be red represents because it is a primary colour red can't be mixed with colours which makes red a original colour which I consider Nintendo a original brand because of their impact of gaming with the Nintendo Switch or the Nintendo 3DS they been original products that the consumers enjoy.



# Macroenvironment



The promotional campaign I'm choosing of my brand is the Nintendo Switch Sports – Launch Trailer from watching the trailer the demographic of the product would be family and friends of all ages because they are showcased heavily in the trailer playing the game with motion controls.

During the pandemic Nintendo was delaying production of the Nintendo Switch because most of the models Switches are built by Foxconn which is technology company, they were making sure to close the Chinese factories for extra week.



# Microenvironment

Sony is one of the biggest competitors of Nintendo with having 64.5% share of global gaming console operating system market in 2021 and Microsoft has 35.48% global gaming console operating system where only Nintendo only has 0.02% of the market.

Sony allows third party companies to develop games for their company which makes the consumer more interested in their products Unlike Nintendo which heavily focus on their own IP in particular the Mario series it would be few games unlike Sony who release many games and focusing on the market share.

Both Nintendo and Microsoft started being rivals in the era when the Wii and Xbox 360 released and were competing over the market share.



# Conclusion

## Recommendations

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I feel my brand does good job marketing their products when the Nintendo Switch first look showcased it did good job explaining what is the Nintendo Switch by showcasing it is home/handheld console where u can play it at home and turn into a handheld mode and take it anywhere.

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My concern overall of Nintendo is that they rely on DLC a lot it is been done for many games Nintendo Switch Sports announced that golf will be DLC in my opinion having DLC for this game makes me think Nintendo is rushing their games because the previous games had no DLC at all.

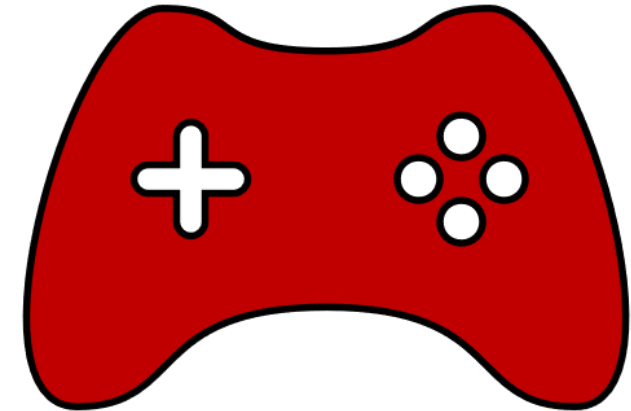
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My recommendation for Nintendo would be taking their time with their video games and make sure the video games have all the features as soon it releases because DLC isn't always reliable considering how many video games come out a year the consumer will move on and play a new video game.

# References

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# Thank You

