



HAPPY
MAR10 DAY



MARKETING PLAN

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“Creating Smiles for Generations”

- **Nintendo** specializes in the development, production, and distribution of home entertainment products
- Nintendo’s mission is to put smiles on the faces of everyone they touch by bringing forth new forms of entertainment to be shared across the world
- Humble beginnings in 1889 as a trading card company in Kyoto, Japan
- Global sales of **\$13.79 billion in 2022**



History

- Nintendo released their first gaming system in 1980 - the “**Game and Watch**” handheld line
- Followed by the coin-operated **Donkey Kong** arcade, the **NES**, **Game Boy**, **Super NES**, **N64**, **Wii**, **Wii U**, and today’s key product line: **Switch**



Key Product Line - “The Switch”

- Released **March of 2017**
- A unique **hybrid video game console** that doubles as both a portable device and a home console
- Games are available in both physical flash-based ROM cartridges and through digital distribution via the **Nintendo eShop**
- Fastest video game console to reach 100 million sales



Product Life Cycle

- **Switch** is now in its **sixth year**, yet the company considers this only **the middle of its product life span** or the **growth stage**
- Nintendo aims to maintain its steady growth streak as it enters its sixth year with the release of the **Switch OLED**



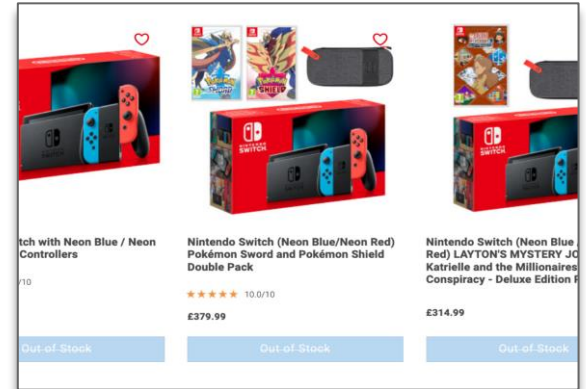
Current Market Situation - Competitors

- Sony's **Playstation 5**
- Microsoft's **XBOX Series**
- Both systems feature stunningly clear graphics, optimized gameplay, and the potential to serve as the central hub of entertainment in your home.



Business Environment

- One of the most sold consoles in the gaming industry, selling over **122 million** copies since launch, making the Switch the 3rd most sold console.
- Gaming businesses took massive hits when the pandemic was in effect. However, the Switch had a bittersweet affect.
- The Switch saw a **19% sales increase** as the pandemic hit since the world was forced to stay indoors. The Switch bridged the gap between staying home and interacting with friends.
- Production of the Switch came to a halt, and sellers had limited-no stock meaning sales were kept to a minimum.



Target Demographic

- The Nintendo Switch has a wide target audience when comparing to its direct competitors. The Switch is the perfect console for those ages 12-30 years old.
- The demographic ties in factors such as brand persona and brand loyalty. Younger and older gen.
- Streaming platform Twitch was another pathway to bring more eyes on the Nintendo Switch. Both having the same demographic, marketing through social platforms increased the popularity of the product.



SWOT

Strengths

- Huge partnerships with hundreds of other companies
- Wide range of distribution (worldwide)
- Variety of products, from consoles to games, merchandise and more

Opportunities

- Endless potential with established franchises
- Fund, represent and/or hold official tournaments
- Older games can be re-released for new generations, a library of content
- Emerging markets

Weaknesses

- Specific console issues are not always fixed
- Company tends to do whatever they see fit and doesn't listen to criticism from consumers
- Usually dependant on current console or 3-4 franchises

Threats

- In terms of software power, Nintendo is technically one generation behind
- In competition with some of the biggest names in video games
- Keeping up with an ever changing landscape of trends, changing technology and demographics

Switch Hardware Overview

Nintendo Switch



Description of Product

Actual

- Video game system
- Wireless controllers
- “Hybrid” console
- Made of high quality

Augmented

- Customer support
- Warranty
- Exclusive games
- Virtual library



Pricing Strategy

- Product Line Pricing
- Captive Product Pricing
- Optional Product Pricing
- Product Bundle Pricing



Marketing Strategy: Channels

- Place (Channel) Strategy is both **direct** and **indirect**
- Direct because you can purchase the Nintendo Switch and video games from the Nintendo Website
- Indirect you can purchase your Nintendo Switch from retailer stores like Best Buy, Gamestop, and The Source



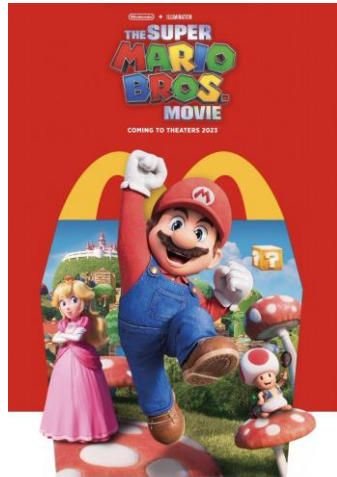
Marketing Strategy: Promotional Campaign

- “Play Together Anytime, Anywhere”
- A simple way to show the 3-ways to play
- A great campaign slogan that highlights the Switch’s versatility



Marketing Strategy: Public Relations

- A partnership with **McDonald's** in support of Nintendo's new Super Mario Bros. Movie
- A selection of **limited-time toys** featuring characters from the Mario world
- Available exclusively with the purchase of a **Happy Meal**



Marketing Growth Strategy

- Switch OLED
- Bigger, better screen
- Wider kickstand
- More internal storage
- Louder speakers



**THANK
YOU!**

