

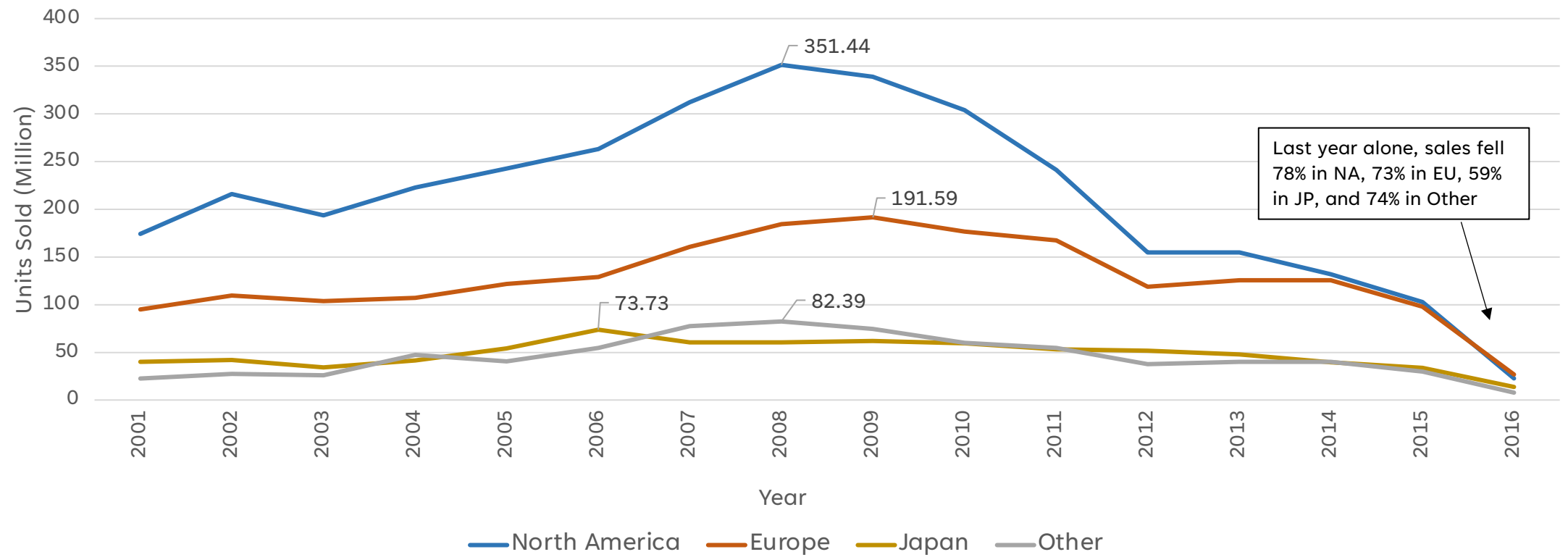
Abstract geometric lines in the top-left corner of the page, consisting of several overlapping, irregular polygons and lines that create a complex, layered effect.

# GameCo, MARKETING BUDGET PLAN 2017

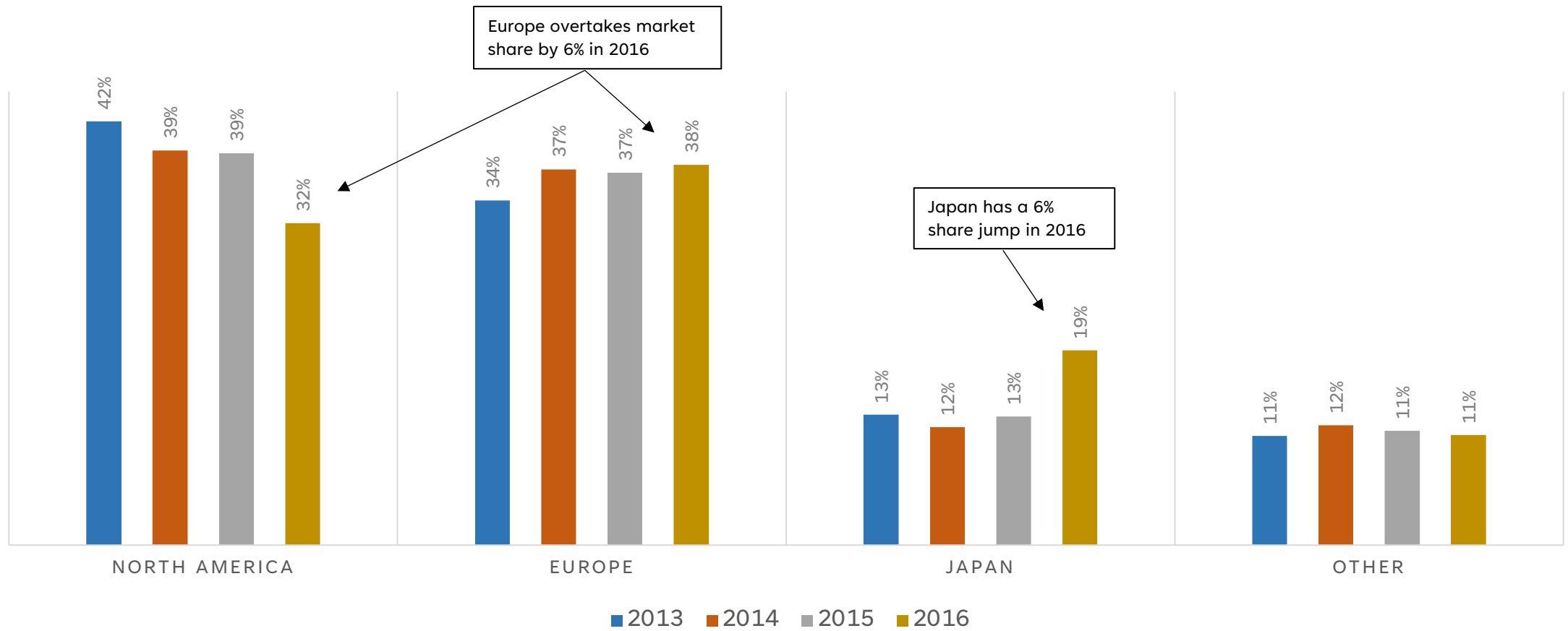
# BASELINE ASSUMPTION

GameCo's current understanding of how video game sales behave across geographic regions assumes that most sales have stayed the same over time and that current marketing budget distributions are optimized among the regions.

# REGIONAL SALES



# REGIONAL DISTRIBUTION OF GLOBAL SALES

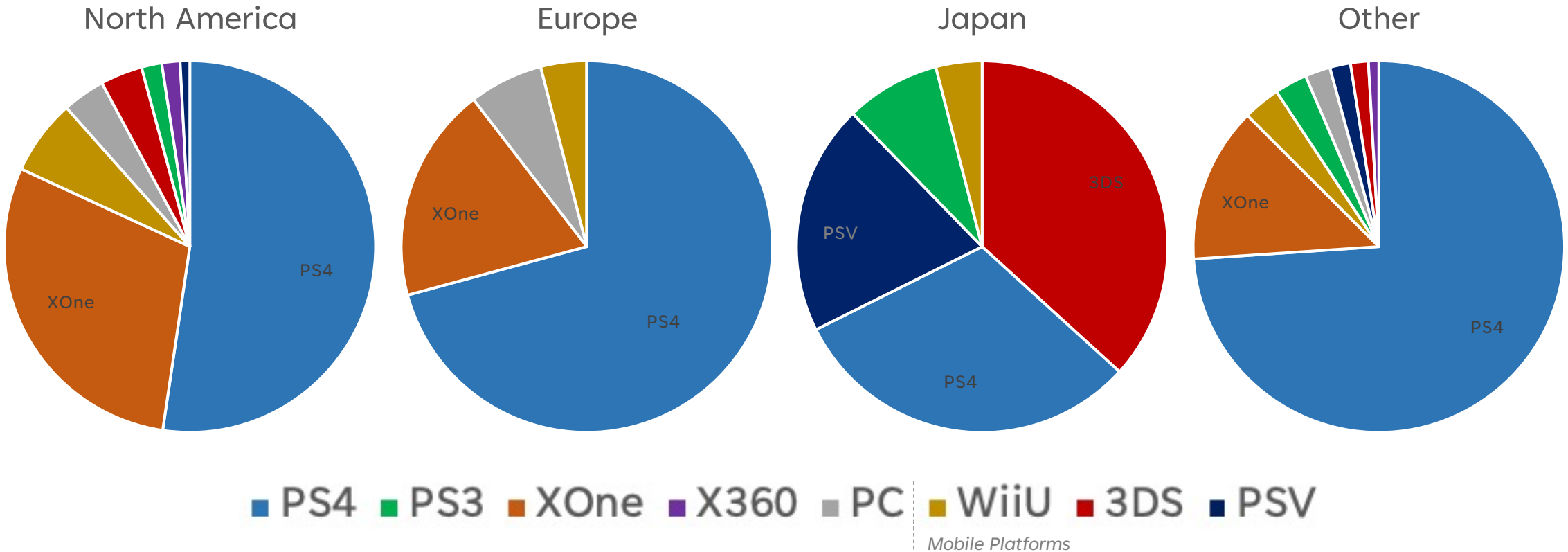


A decorative graphic consisting of two thin, dark grey lines that intersect. One line starts from the top left and extends towards the bottom right. The other line starts from the top center and extends towards the bottom left.

THE DATA SUGGEST THAT  
OVERALL SALES HAVE BEEN IN A  
DOWNWARD TREND SINCE 2008.  
ADDITIONALLY, OUR REGIONAL  
MARKET SHARE HAS BEEN  
FLUCTUATING. AS A RESULT,  
EUROPE TOOK THE LEAD IN  
SALES AND MARKET SHARE FOR  
THE FIRST TIME IN 2016. THIS  
CONTRASTS WITH OUR CURRENT  
UNDERSTANDING OF THE  
BUSINESS.

# ADDITIONAL INSIGHT: PLATFORM POPULARITY BY SALES IN 2016

Japan dominates in mobile platforms with a 61% popularity. NA is second with only 11%.



# SUMMARY

GameCo's video game sales have been in a steady decline, which contrasts with our current understanding of the business thus it's safe to assume marketing budgets allocations need to be re-aligned. With Europe's new top sales & marketing share spot over the once-dominant North America, my recommendation is to allocate an even split of funds between the two regions. Additionally, more market research is needed to learn why Europe has been a leader in the field.

Furthermore, Japan presents an interesting market region. While sales & market share have not been in the same realm as its competitors, Japan's recent 6% share jump cannot be ignored. Additional market research is needed to learn the cause of this potential growth. Also, Japan's dominance in mobile gaming devices singles it out as a specialty region. To capitalize on this, my recommendation is to provide Japan with a noticeably fair share of budget allocations.

A series of white, overlapping geometric lines and polygons on a black background, located on the left side of the slide.

# THANK YOU

Michael Curran