

VIDEO GAME PROPOSAL PROJECT

Project Description

Together with a partner you will be creating a proposal for a new video game. For this project, you and your partner will come up with an idea for a new video game and present your ideas to Electronic Arts game producers. You need to “sell” your idea to them so that they will want to produce it. Remember, you’ll need to explain why you made each of your decisions from a marketing perspective and convince them that your video game will be a hit with consumers!

Project Requirements

In developing your video game proposal, identify the following information (and be prepared to present your proposal to the class):

1. What is the name of your video game?
2. What is the tagline or slogan for the game?
3. In which genre will the game be categorized?
4. Briefly describe the story line, setting etc. and create the description that will be used in your marketing materials.
5. Identify the target audience for your game.
6. Create a display poster that will be displayed at retail outlets promoting your game (either a drawing on poster board or on a PowerPoint slide).
7. Videotape a television commercial to be used for promoting your game.
8. Discuss any product placement strategies that will be implemented.
9. Determine the game release date and film rating.
10. Consider any potential costs involved with game development.
11. Consider whether any licensing issues will impact game development.

Presentation

You and your partner will put together a 2-3 minute presentation. One of you will play the part of a game developer that came up with the idea for the game. The other will play the role of video game marketing executive, discussing how and why the game will sell a lot of copies. You will be pitching the new game idea to a top game developer (EA) so give this your best sales pitch. Remember, enthusiasm and excitement in support of your project will be a big part of the sales process! Use visual aids, PowerPoints etc. to enhance your presentation. All of the information you’ve identified above is relevant from a marketing perspective so make sure you communicate why you made these decisions.