



INSTRUCTIONS (PART 1)

You are the Marketing Manager for a major video game production company. You have recently been assigned to manage the production and market entry of a blockbuster new video game. One of your primary responsibilities is to oversee the advertising campaign to promote the game's release. Begin by answering the questions below.

1. What is the name of the video game?
2. What type of game is it?
3. Which game consoles will the game be produced for? Nintendo? X-Box? PlayStation?
4. What is the game rated?
5. Will the game require a licensing contract?
6. Are there opportunities to generate revenue with in-game advertising?
7. What will the game package look like?
8. Will your game be available on portable video game consoles?
9. What other information is relevant to the development of your campaign?

INTERNET ACTIVITY INSTRUCTIONS (PART 2)

After determining the key information about your game, develop your advertising campaign. Use the questions below to guide you.

10. What forms of advertising will be present in your campaign? Why?
11. Will your campaign feature a slogan or tagline?
12. Will the campaign feature any "underground" ads? Why or why not?
13. How will you rely on market research to shape the basis for your campaign?
14. How will the campaign reach your target audience?
15. How will your positioning strategy impact the details of your campaign?
16. What are the goals of your campaign?
17. What other components of your campaign will help you reach those goals?

BONUS:

18. Your company chose not to outsource this project to an agency. Why?