

## **Marketing Plan**

### **Adelusion Tech**

#### **Executive summary**

Adelusion Tech is a new and immersive simulation technology company. It has been developed to significantly improve gamers gaming experience. With the rapid growth of the technology use, our focus is to provide a product that offers a fully immersive video game experience. Our gaming experience is a high-end piece of software that allows players to fully immerse themselves in the world of their favorite video games.

A review of our competitors show that we will be competing against virtual reality companies as well as video game consoles such as Xbox. Our product separates itself from the competitors due to our advanced technology. There will be no need for tv monitors, chords, controllers, or headsets. Everything our customers will need is one chip to fully immerse themselves into any game. For individual games to load onto the system the chip will sell for \$50 or higher depending on the game wanted. For our full chip system, the price starts at \$800. Our chip will be sold through Adelusion Tech as well as other secure online vendors such as Best Buy or Walmart.

The potential market for our product is very promising. On launch day we plan to achieve 300,000 sales and two million sales after year one. We are expecting to earn and maintain our developer's trust as well as our customers. We have been working closely with our developers to make this product as immersive as possible. Our concrete marketing plan will distinguish us as a prime choice for gamers in the United States. As we grow in technology and popularity our brand will expand around the world.

#### **Description of company**

Adelusion Tech is a fully immersive video game simulation technology company. The business is a general partnership operated by our group members, with headquarters located in Atlanta, Georgia. Our objective is to provide customers with a real-life gaming experience that will allow them to enter into another world and live out what they would normally play on a traditional gaming system.

Our product would be part of the entertainment/technology industry. Our Industry would focus on the video game industry.

## Strategic Plan and Focus

### Mission

Our mission is to bring the most amazing experience to the gaming community by fully immersing them into their favorite video game worlds.

*Competitive Advantage* In order for us to stay sustainable in our market, we have to continue to innovate and make our products better. We do this by working closely with our developers to continually innovate our technology and improve how we can make these games as immersive as possible.

### Marketing Goals

- 1) Achieve 300,000 sales on launch day
- 2) Achieve a profit of at least \$720,000,000 of a half year
- 3) Achieve 2 Million sales after one year
- 4) Earn game developers trust
- 5) Earn our customers trust
- 6) Offer our product into more markets

*Marketing Strategy* Our marketing strategy is focused first and foremost on the customer's experience. We offer the world's first fully immersive video game. We want our focus to be our customers' experience with not just playing a game, but actually being inside it.

### Key Performance Indicators

*Profit* Measuring our profit helps us understand how well we are doing in the video game market

*Sales* Measuring our sales tells us how well our product is growing and being taken into the video game market

*Customer satisfaction* We want our customers to be 100% satisfied with our product. We want to separate ourselves from any other experience in the world and let them live in their fantasy game. By doing this, we feel like our product will make every customer happy.

*Employee welfare* We want our employees and developers of our games happy as well. We try to make our working environment as enjoyable as possible. We want our employees to feel like they want to work every day.

## Situation Analysis

Internal Factors	Strengths	Weaknesses
<p><i>Management</i> Our staff plays a big role in everything that we do. Without our staff we would have no one to test and build our amazing product.</p>	<p>Product that separates itself from competitors due to the advanced technology.</p>	<p>Our product costs more than most video game systems due to it being such an exclusive item.</p>
<p><i>Suppliers</i> Our supplier plays such a huge role in our business. They have helped make our product what it is today by providing the supplies we need.</p>	<p>User friendly. Easy to use Chip that immerses you into the game.</p>	<p>Due to the cost of making our product we may not make as many products as systems companies would.</p>
<p><i>Research &amp; Development</i> We would not be here today if it wasn't for developers who make our games. Our developers work hard to fully immerse our customers into the video game worlds that they love.</p>	<p>No need for a tv/monitor, chords, controller, headset, chair. Everything you need is all in our one chip to fully immerse you into our game.</p>	<p>Our product would probably take a while to grow for everyone to be able to have it in their own home.</p>
External Factors	Opportunities	Threats
<p><i>Technological</i> We must continue to find the resources to build our chip. These resources contain rare minerals as most technology does.</p>	<p>Chances to grow into new markets as well as chances to lower our price and make more accessible to our customers the more we grow and learn about our technology.</p>	<p>Not being able to grow due to our product being so premium.</p>
<p><i>Competitive</i> The video game market is major. It has been growing over the past few years and doesn't look like it is slowing down. If it does slow down, this could hurt us.</p>	<p>Chances to continually innovate our product to make it better and make our product always one step ahead of our competitors.</p>	<p>Rising companies who want to use the same technology that we do.</p>
<p><i>Economic</i> The economy is also majorly important. The better the economy, the more we find the resources to make our product and the more people will be willing to buy our product.</p>	<p>Chances to offer new experiences to all types of gamers.</p>	<p>Other video game or virtual Reality companies such as Xbox, PlayStation, Oculus Rift or valve index.</p>

## **Environmental Scan**

*Competitive forces* There are so many competitive forces in the gaming community. These forces include any type of VR, video game consoles, pc's or game streaming services. These all influence the gaming community and we will have to be aware of our competitors in order to beat them. This includes companies such as XBOX, PlayStation, Valve, Steam, Alienware and many others.

*Social forces* There could be a lot of social forces that influence our product. One social influence could be due to age. The video game market has a very wide range in age but most of them are teenagers or older. Our product could introduce not only a lot of older generations who do not play games now but people who have never played games before due to the fact that we offer such an immersive experience. Males are the majority of the video game market. Our product could also pull in more females into the gaming market.

*Economic forces* Economic forces can affect our company in a huge way. If we do not find the resources available to make our product, then this would have a huge impact on us. Also, if the economy is bad, then it would be hard for us to provide our product and it would be hard for our customers to purchase our product.

*Technological forces* Technology plays a huge factor in our business success due to us being a video game company. One huge example of technology that affects us is security. We have to make sure that not only the security of our product but the security of our employees and customers are safe as well. If we got hacked, someone could have our product information and use it against us, or someone could have the information of our employees and customers. Another thing that could influence us is the internet infrastructure. If our servers or the internet servers were not working correctly, this would affect our customers that are trying to use our online resources for our product such as multiplayer with friends.

*Political/Regulatory forces* We have to make sure that our product is in line with the government's policies. One way in which we do this is have ESRB (Entertainment Software Rating Board) review all of our developers' games and make sure that they are rated over the content in the game. This is not only something that we do for our customers for them to be informed on what kind of content is in the game but is also something that the government wants us to do so we regulate what is in our games.

## **Market-product focus**

### **Segmentation**

*Target Market* Adelson Tech's target market demographic includes children to young adults, both male and female, of all races and ethnicities, of all geographic locations in the United States. Because our product is compatible with many different individual games, we are able to cater to the individual preferences of consumers from a wide variety of demographics. Because we are a new business, we have decided to only offer our products in the United States, however we hope to expand as the company grows both in technology and popularity. Our product is also fairly advanced and of high quality, and for that reason we are mainly targeting those in the middle to upper class. There are many people that fall into the demographic range stated above however, that may not be interested in our product line. We are specifically

targeting the psychographic individuals from this group who tend to spend money on other existing video game consoles, as well as those who tend to value and purchase entertainment goods and services.

*Differentiation* Though there are many gaming systems currently on the market, Adelusion Tech is set apart from the competition because of the fact that our product does not limit consumers to controllers and headsets of this world. We give our customers the ability to physically enter the world of any of the games we offer.

## **Influences**

*Psychological* There are many outside forces that have the ability to influence the decisions of consumers when they are considering purchasing our product, both positively and negatively. One possible hindrance on our sales is the psychological learning influences on consumers. Gamers are likely to have specific games they already like, and their brand loyalty to our competitors may prevent them from trying our product.

*Situational* Another aspect that has the potential to affect our sales includes the physical surroundings of potential customers when reviewing our product. We plan to distribute the gaming system and additional games in stores such as BestBuy, Walmart, Target and GameStop. This allows us the opportunity to set up demo games that customers can try out before they buy our product. This would positively impact the company, as it would lower the perceived risk of consumers considering purchasing, as well as influence and change the mind of those who were not originally considering purchasing the game chip.

*Sociocultural* Our game chip is priced fairly high because of the advanced technology and innovation behind it. This does mean that while our product has the potential to appeal to consumers from a lower class, people from the middle to upper class are more likely and willing to purchase the product. While our decision to price it out of a lower class budget does inhibit sales from that potential market, the high price also infers high quality, which will hopefully persuade more of the individuals from our current target market, and will make up for any loss of sales to the working class.

## **Positioning**

We are striving to position the company in the high-quality, mid-high price segment in the consumers' mind. Because of the nature of our product, it is on the more expensive side. We strived to set the price comparatively to other systems on the market, however, because it is the first of its kind, there is no direct comparison for the Adelusion Tech game chip. We did have to resort to charging slightly more for our product than traditional consoles, however we want to emphasize to our target market the high quality that led to this decision, so that they feel their money is well worth the product.

## **Marketing program strategy & tactics**

### **Product**

Adelusion Tech provides consumers with a virtual reality experience. We sell users the unique experience of being inside their favorite video games, from a new virtual reality point of

view. The product itself consists of a computer chip, with each chip having its own unique game software. Also, the company manufactures and sells our chip system. This system is the avenue of which the consumer plays the games. Our product is different from traditional video games because it gives our customer the ability to physically enter the world of any game we offer.

*Involvement* Here at Adelson Tech, we understand that we manufacture a high involvement product. This differentiation affects the way consumers make decisions on what they buy. That is why our company makes it a priority to make a quality product, so that our customers can trust that they will have a quality experience.

*Evaluative Criteria* Consumers consider many different criteria when making purchases, especially when they are as high involvement as the products we produce. For example, one feature that we offer is the unique experience we offer that does not require a traditional VR headset. We feel that this is our most exciting new feature. Our company is committed to providing the consumer with an amazing video game experience, far greater than the TV and XBOX you might find in your living room today.

*Branding* We chose this design to inform consumers of Adelson Tech's virtual gaming software. Since our target market ranges from young children to young adults, we incorporated colors that are engaging and would appeal to consumers within our target market.



Figure 1: Company Logo

## Price

The Adelson Tech game chip is set at \$800 for the system. Additional individual games to load on to the system are to be priced in the \$50 range and will vary based on the particular game it is. There is currently no other product on the market like this. The closest comparison would be the Oculus VR and sells for upwards of \$400-700. This product is still not advanced enough to directly compare to ours and is the reason we are charging more for our product. The additional games you can add on are priced comparatively equal with other games for other systems. Because our games provide more than regular games though, this price is significantly lower than it could be, which we hope will encourage consumers to purchase the game chip despite the higher price of the system to begin with. Because this is a new product and there are no competitors yet, we felt charging a higher price for our product was fair, as it is unique and provides a whole new level of experience compared to the VR headset. At this time, we do not

plan to offer any special discounts, however as the company grows, we will begin to implement price reductions to keep our products relevant.

## **Place**

*Supply Chain* Our game chip as well as add on game codes will be available for purchase both online and in retailers such as BestBuy, Walmart, Target, and GameStop. Because we are a new company with little exposure, selling our product at these locations will help potential buyers be exposed to the product.

*Locations* Selling our product at these select brick and mortar locations would allow potential customers to see the physical product and test it out in-store. Online offerings allow us to expand to geographic locations where our retail partners are already present. We are not offering our product at other retailers, such as grocery stores because the product is so expensive, and the other products there do not go along with this and would not attract our target market.

## **Promotion**

*Gaining Awareness* We plan to advertise our innovative product a few weeks leading up to the release date in stores and online. We hope that by the advertising efforts listed below we will gain enough attention to attract a substantial number of customers in our introduction phase of the product's life cycle. We plan to use our messages to reflect that this product is the next big advancement in technology as well as convey that our product is for everyday individuals and families for entertainment purposes to appeal to a wide range of potential customers.

*Advertising* Because we are a new company with a new product, keeping consumers informed is paramount to our company's success. To do this, we plan on advertising the game chip in a variety of ways on a multitude of platforms, including commercial ads introducing and demonstrating the product on YouTube, Hulu, and live TV. We also plan on print ads and articles showcasing the ingenuity and entertaining aspect of the chip in gaming and technology magazines, blogs, and online news articles. We also hope to appeal to more of our younger target market by sponsoring big-name gamers on social media.

*Social Media* Many of our advertising efforts will also be focused on our social media presence. We will do this by having active and interactive accounts on platforms such as YouTube, Instagram, Snapchat, and Twitter. We hope to use advantages of each platform in ways that will best benefit our company, such as improving ease of set up with YouTube tutorials, informing customers with Snapchat filters and articles, boosting customer relationships by featuring games and real life customers on Instagram, and maintaining information flow with updates via Twitter.

*Public Relations* As far as Public relations go, we will strive to have top-rated business-customer relationships by sending regular newsletters with updates of our products and company. We also will reinforce positive afterthoughts of product purchase by sending follow-up emails and check-in emails, where we will ask for feedback on our products upon purchase, allowing us to send fast, reliable help if needed, as well as make improvements for the future.

*Personal Selling* Our company is excited to introduce demo versions of our game in a select number of our in-store locations. This, as well as information training representatives at

these sites will allow us to implement effective personal selling to raise sales and consumer relations. We also hope to be present at a variety of conferences for gaming and technology enthusiasts, so we can gain product awareness and lock in a large number of our target market.

The combination of all these efforts will enable us to meet and hopefully exceed our business goals, despite the challenges facing our company. We plan to invest much of our budget into advertising to combat all hindrances that prevent so many new products and companies from being successful.