

Tec Tonic

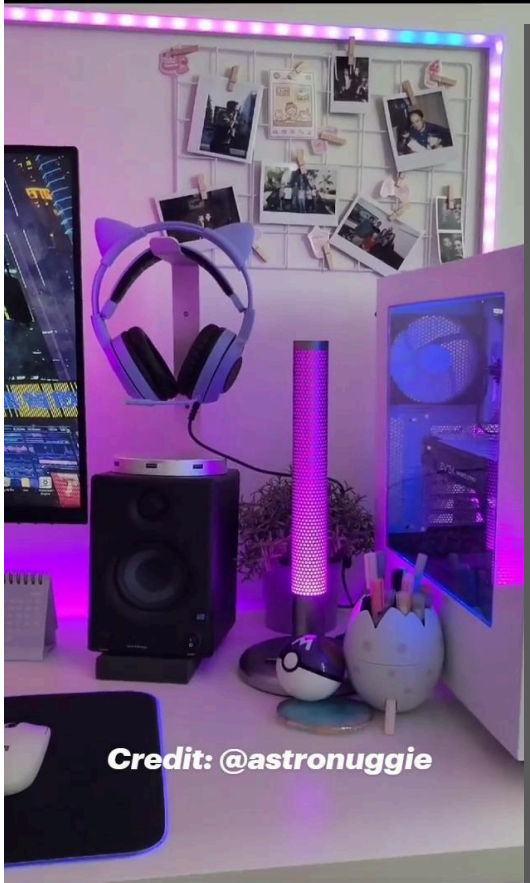


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Team Member Profiles:**Vanessa King -Graphic Artist**

Vanessa King is in her second semester of her first year at New York City Of Technology, she's currently majoring in business and technology of fashion. Vanessa always had her eyes on fashion since she was a little girl, she plans to get her associate degree then maybe move forward to getting her bachelor degree. Her goal as a graphic design is to get amazing pictures and show off her artistic side and of course make sure it organizes with all the other work.



Menucha Libman - Account Executive

Menucha is a Business and Technology of Fashion student at NYC College of Technology. She has a vast collection of experience in both managerial and hands-on positions where she supervised budgets, advertising campaigns, daily tasks, and planning. Past marketing experience includes planning and executing advertisement campaigns for single time and annual events. She brings a fresh perspective to the gaming industry.



Mama Darboe - Media planner/ media buyer

Mama is currently a second year student at the New York City College of Technology, majoring in the Business and Technology of Fashion. She is looking forward to furthering her education in attaining a master's upon graduating from undergrad. With a passion for both business and fashion, Mama hopes to work in both industries to gain knowledge and skills to which she could utilize in operating her own business someday.

As a media planner/media buyer, Mama is responsible for the selection of the utmost reliable media outlet in promoting our products and services to our consumers, including creating a media plan and schedule.



Rifat Ahmed - Copy Writer

Rifat is a second-year marketing and management sales student at the New York City College of Technology. He is responsible for writing all the copy like words or texts for the advertising campaign from the internet, magazines, newspapers, commercials and etc. He has exceptional writing and research skills and knows how to take readers to a journey that educates and also persuades them. He has worked in the jewelry sector and has decided to continue his education so that he may bring new ideas to his father's jewelry business and help him expand it even further. He wants to be a well-known entrepreneur and is interested in entrepreneurship. He plans to enroll in the Gemological Institute of America (GIA) after completing his bachelor's degree to expand his knowledge of diamonds and gemstone jewelry.



Brayan Calixto

Brayan is a current student at New York City College of Technology and is majoring in Business and Technology in Fashion. Born and raised in Brooklyn, New York he is aspiring to start his own brand and mix a bit of the New York fashion culture from his everyday life into his work with his fashion degree. He loves to play video games and travel to learn new things about other countries and cultures.



Aliyah Latif - Market Researcher

Aliyah Latif is currently a sophomore at New York City College of Technology pursuing an associate degree in the Business and Technology of Fashion major. Aliyah's love for fashion started ever since she was younger. Aliyah not only has an interest in fashion, but also plans to start her own business in the near future. Her main goal is to build her brand and work her way from nothing to becoming something big.

Marketing Review:

Playstation originated in Tokyo, Japan in 1944. Playstation was very successful over the years. As stated in the article “The overnight success of PlayStation put Sony up against the two market leaders Nintendo and Sega”. Sony decided to take a chance and stick its foot into the gaming industry, this was one of the best decisions Sony made because Playstation became very popular over time and had a big impact on the videogame industry. The founder of PlayStation was Ken Kutaragi, who was known as the “father of the PlayStation”. On December 3, 1994, the first PlayStation was released into the market. This created competition within Nintendo and Sega, PlayStation was known as one of the top played games in the world. Playing video games has changed over the years, “The console brought real-time 3D graphics, faster processor, engaging games, and it even popularized the CD format”. This gave young teens a better view of video games, many teens and adults were becoming addicted to video games. The sales for the PlayStation were out of hand, with many people lined up outside of stores it was the greatest of expectation. It came to a point where retailers didn't have enough in stock to sell. Playstation became successful by its campaign and how it advertised the games.

Throughout the year PlayStation released 1, 2, 3, 4, and PS5, each one of them improved over the year with different functions. PS2 came out in 2000; this was the “new machine that would also be able to play DVDs and connect to the internet”. PS2 had a compatibility of additional storage and created memory cardholders, and gave gamers the ability to reach out to a bigger audience. PS5 was released on November 12, 2020. The stock of the PS5 is limited over the world; many stores and online stores have a short supply. The PS5 offered 4k gaming, it had immersive 3d audio, the storage consisted of 825 GB, the disc drive was a 4K Blu-ray player.

Some popular games for the PlayStation over the years was GTA, released on October 21, 1997, this game was released for windows base pc and later was ported to PlayStation. GTA 2 took place in 1999, it became very popular for its gameplay and content. “The Grand Theft Auto” series was ranked top 5 for the best selling video game franchises”. The game was based on the interest in driving vehicles in the game, also missions they wanted to take, and the relationship they developed with their characters in the game. Another popular game was Minecraft, released on November 18, 2011. This game was nonviolent and educational, it changed the way video games were being shown in schools. Almost 126 million gamers were playing throughout the world. “Minecraft enables you to customize everything in the game, it is simple to learn and is compatible with most of the hardware platforms”. One of the games that weren't popular in the year 2018, was the Hunt Down for Freeman, released on February 23, 2018, this game wasn't popular in the market it was way too edgy and serious.

Situation Analysis:

PlayStation Network (PSN) is the gaming division of SONY corporation. SONY controls 64.5% of the gaming market. Its primary competitor for gaming consoles, XBox, controls 35.48% (Statista). PlayStation Network's sales reach circa \$24 billion each year. PSN's main competitor, Nintendo Switch, reaches sales circa \$15 billion (Gamespot).

PlayStation Network advertises three main selling categories: a specific game, a product, and PlayStation lifestyle. The company generally releases two or three new major advertising campaigns each calendar year. These tend to focus on the PlayStation lifestyle. The common theme across all three categories is power. PlayStation gives the gamer power. Regardless of who they are in real life, the gamer can be the leader, the aggressor, and much more when playing. This feeling of power is addictive and PlayStation harnesses that addiction through their campaigns (Adsoftheworld).

PlayStation Network is in a unique position. Unlike other industries, time is their greatest competitor. Time is a non-renewable resource, and PlayStation is constantly trying to convince their consumers to spend more time playing. They do this by releasing supplementary entertainment options and further engaging consumers with the brand. The company is competing with life for people's time (Playstationlifestyle). Focusing their major advertising campaigns on lifestyle is crucial to the company's business model. The proposal below is for a lifestyle campaign.

Past Advertising Campaigns (Adsoftheworld)

GAMES: Because of the aggressive nature of PSN's video games, the advertisement campaigns that accompany the new releases appear violent. Game characters and settings are used to build familiarity and interest in new games.

2009 April – 'Patapon 2 Hero'. A book narrates as you watch scenes from the game.

2012 February - 'The World is in Play'. This campaign mixes the real world and gaming by turning Brussels' biggest metro station into a soccer stadium complete with stands, players, and coaches. Commuters play along as scenes are performed.

PRODUCTS: Advertisement campaigns for new products are clean, futuristic, and technology based. They generally go into depth about new features, capabilities, and designs.

2021 April – 'Play Like Never Before'. This was the campaign for the PS5. The gaming console and controls are displayed in 3D against a grey background. The camera captures angles (including inner angles) while text shares the new features.

2013 November – 'This Is For The Players'. This campaign accompanied the release of the gaming console PS5. The scenes show new capabilities available while playing games with the new console.

LIFESTYLE: Perhaps most interesting are the lifestyle campaigns. This avenue explores PlayStation in a unique lens, often portraying the lifestyle as innocent, clean, and moderate. This is interesting considering the violent and aggressive theme throughout the various games.

2017 May - 'Be who you wanna be'. This campaign shows images displaying an upper ¼ of a human face. The center of the eye shows a gaming scene. The player chooses who they want to be in the game. You can be your ideal self in the virtual reality of a game.

2020 December - 'Play has no limits'. The images show children hugging adult versions of themselves. The children who grew up gaming are now parents and playing with the same passion.

Research Foundation:

Playstation/ PS5

1. Which is the best console to own ?
 - A.) PS5
 - B.) Nintendo Switch
 - C.) Xbox

2. Which gender is most likely to play video games ?
 - A.) Male
 - B.) Female

3. How often in a week do you play video games?
 - A.) All week long
 - B.) 2 times a week
 - C.) 3 times a week
 - D.) once a week

4. How many games do you own?
 - A.) more than 5
 - B.) more than 15
 - C.) at least 2
 - D.) none

5. Do you collect games or do you trade in? (physical games)

A.) Collect

B.) Trade

6. What is the right age to start playing video games?

A.) after highschool

B.) ages 10-11

C.) no exact age

D.) the later the better

7. Do you rent games?

A.) yes

B.) no

8. What don't you like about video game playing?

Choose at most 3

A.) It costs too much

B.) It's boring

C.) It takes up too much time

D.) It's lonely

E.) My friends don't play

F.) It's pointless

G.) It's frustrating

9. Do video games help calm stress?

A.) yes

B.) no

10. Would you rather play video games or go out with friends ?

A.) go out with friends

B.) play video games

Thank you for taking your time to answer these questions !

Proposed Target Consumers:

In order to accomplish the target market, the key demographics, psychographics, and geographical strategies are needed to be considered. Research analysis shows that the age of PlayStation gamers was older on PS5 compared to the original PS1, which demonstrates that its audience (gamers) has stuck with it throughout the generations. PlayStation's key demographics for target audience age is between 16-44 (Adults) as usually the games are rated M for mature. PlayStation's aim is to target more gamers who are free of parental controls and have less restrictions. Males are generally more allured to the video gaming world however, there is a growth in female gamers as for PS5 there are now 41% female gamers compared to 18% on PS1. PlayStation 5 customers who are likely to purchase a PS5 have a target household annual income of around \$50,000. Moreover, in order to appeal to as many customers as possible, many different products such as music, movies, social media, and games are combined in one console. This is done so that the customers can use our products instead of using it from our direct and indirect competitors. The new PS5 can be used for both entertainment and hardcore competitive gaming. It will also be focused on the hardcore gamers, as they usually obsess over all the new features. It is a niche product, aimed at serious players. As for geographics, in the year 2000, only 1% of its revenue came from countries other than the United States, Japan, and North America. By 2010, the figure had risen to 5%, and it now stands at 10%. We will target customers who live in densely populated areas. PlayStation's primary focus is on cities such as New York, Dubai, Toronto, Tokyo, London, South America, Africa, India, China, Eastern Europe, and Russia as key growth markets. Furthermore, because suburbs are still densely populated, it will be another target. Even though PlayStation products can be found in rural areas, they are not our primary focus because revenues in remote regions are very limited.

The target market consumer in this ad campaign:

<i>Demographic:</i>	<i>Geographic:</i>	<i>Psychographic:</i>
<p>Age 16 – 44.</p> <p>Males are generally more allured to video games, hence, males will be the preferred target.</p> <p>Consumers who are likely to purchase have an annual income of around \$50,000.</p>	<p>The majority of PlayStation sales are made in cities and suburbs. PlayStation also hosts gaming conventions in cities because that is where the majority of our customers live.</p>	<p>Looking at how PS5 games cover a wide range of genres, the PlayStation unites all personalities, opinions, and beliefs into one console and one beautiful world of gaming.</p>

Figure 1



The information is retrieved from:

<https://www.gamesindustry.biz/articles/2021-05-27-playstation-targets-over-50-percent-of-the-games-console-market>

Annual household income among those who are likely to purchase PlayStation 5 compared to Xbox series X for the holidays:



The information is retrieved from:

<https://www.mcvuk.com/business-news/us-survey-data-shows-intriguing-divide-between-potential-ps5-and-xbox-series-x-buyers/>

Figure 2

New Growth Vectors: PlayStation Direct *Our Direct Hardware Distribution Channel*



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Advertising Objectives:

Our main focus is to attract gamers from all over the country as Playstation is a well known company. The best way to do this is by using social media platforms, Instagram and Tiktok in particular as that's where most of our target market is at. Tiktok is a great platform to show a variety of short gameplay clips to advertise a Playstation game or a new add-on feature on online modes. This is a great platform to market famous games like GTA V, NBA2k22, Call of Duty, Fortnite, and Fifa 22. These are games that our target market is definitely familiar with and also games that are always adding new content on their online modes. On Instagram we can advertise the new PS5 that are still in high demand with pictures and videos as well as any new consoles or upcoming games. Playstation focuses on what gamers and the gaming industry care about as a way to satisfy their audience, also to encourage the target market to engage the younger generation in playing. Playing can foster relationships between generations. For example most of the popular Playstation games are rated M for mature which means you have to be at least 17 to play so the only way those aren't 17 and older might have to play with their older brother, cousins, or friends. This then becomes a cycle of usually males from the older generation to the younger generation. Playstation provides their platform for other Individual game producing companies like Capcom, EA, Ubisoft, and Rockstar in order to reach all types of psychographics and suits everyone's opinion, attitude, and hobbies. This helps make Playstation more of a diverse and global company as they have games that target musicians, athletes, racers, creators, strategists, sharpshooters, socialists, and many more with all one thing in common: their love and passion for gaming. Playstation is also starting to get into the media and entertainment market. Their consoles collect services like Netflix, ESPN, Hulu, Sony music, and more. Right after you're done playing your favorite video games on your Playstation console you can also watch your favorite shows, support your favorite teams, and listen to your music.

Media Plan and Schedule :

Television

Day	Network	Program	Frequency/m onthly	Cost/per 30 sec ad	Total
Sunday	ABC	American Idol	20x	\$45,000	\$8,000,000
Monday	FOX	9-1-1 Lone Star	20x	\$20,000	\$5,162,580
Tuesday	NBC	This Is Us	20x	\$317,981	\$6,359,620
Wednesday	CBS	Survivor	20x	\$45,833	\$8,256,660
Thursday	The CW	Legacies	20x	\$45,000	\$900,000
Friday	MTV	Fresh Prince of Bel-Air	20x	\$60,000	\$3,800,000
Saturday	ESPN	NBA	20x	\$87,000	\$17,520,000

Television Ad Expense Total = \$49,998,860

Social Media

Social media	Type Of Ad	Duration	Cost/per month	Total
Instagram	-In between story Ads -Paid Influencer ads ost(pictures and videos) -Explore ads -Reel Ads	10 months	\$275,000	\$2,750,000
Twitter	-Influencer ads -Feed ads	10 months	\$100,000	\$1,000,000
Facebook	-Feed ads		\$175,200	\$1,752,000

	-Paid influencer ads	10 months		
Youtube	-Ads before and in between videos -Paid influencer ads	10 months	\$100,600	\$1,006,000
Tiktok	-In-feed ads -Paid influencer ads	10 months	\$287,400	\$2,874,000
Snapchat	-Ads between stories -Discover page ads -Paid influencer ads	10 months	\$345,800	\$3,458,000

Social Media Ad Expense Total = \$12,840,000

Billboard

Billboard locations	Type of billboard	Duration	Cost/ Monthly	Total
New York City, Times Square	Large Digital billboards	32 weeks	\$200,000	\$1,600,000
Los Angeles	Large Digital billboards	32 weeks	\$168,000	\$1,344,000
Boston	Large Digital billboards	32 weeks	\$300,000	\$2,400,000
San Francisco	Large Digital billboards	32 weeks	\$200,000	\$1,600,000
Chicago	Large Digital billboards	32 weeks	\$320,000	\$2,560,000
Washington	Large Digital billboards	32 weeks	\$248,000	\$1,984,000
Portland	Large Digital billboards	32 weeks	\$263,000	\$2,104,000
Atlanta	Large Digital billboards	32 weeks	\$175,000	\$1,400,000

Miami	Large Digital billboards	32 weeks	\$275,000	\$2,200,000
Austin	Large Digital billboards	32 weeks	\$220,000	\$1,760,000

Billboard Ad Expense Total = \$18,952,000

Transportation

Cities	Type of advertisement	Duration	cost/4 weeks	Total
New York	-Bus Exterior Ad	16 weeks	\$6,000	\$24,000
	-Subway ad	16 weeks	\$300,000	\$1,200,000
Philadelphia	-Bus Exterior Ad	16 weeks	\$9,000	\$36,000
	-Subway Ad	16 weeks	\$300,979	\$1,203,916
Boston	-Bus Exterior Ad	16 weeks	\$9,000	\$36,000
	-Subway ad	16 weeks	\$200,000	\$800,000
Denver	-Bus Exterior Ad	16 weeks	\$7,800	\$31,200
	Bus Shelter Ad	16 weeks	\$6,700	\$26,800
Seattle	-Bus Shelter Ad	16 weeks	\$8,000	\$32,000
Los Angeles	-Bus Exterior Ad	16 weeks	\$7,000	\$28,000
	- Bus Shelter Ad	16 weeks	\$2,900	\$11,600
Chicago	-Bus Exterior Ad	16 weeks	\$7,700	\$30,800
	-Subway Ad	16 weeks	\$30,000	\$120,000
San Francisco	-Bus Exterior Ad	16 weeks	\$9,500	\$38,000
	-Bus Shelter Ad	16 Weeks	\$3,500	\$14,000
New Jersey	-Bus Exterior Ad	16 weeks	\$75,00	\$30,000
	- Bus Shelter Ad	16 weeks	\$2,800	\$11,200
Pennsylvania	-Bus Exterior Ad	16 weeks	\$8,000	\$32,000
		16 weeks	\$3,700	\$14,800

	-Bus Shelter Ad			
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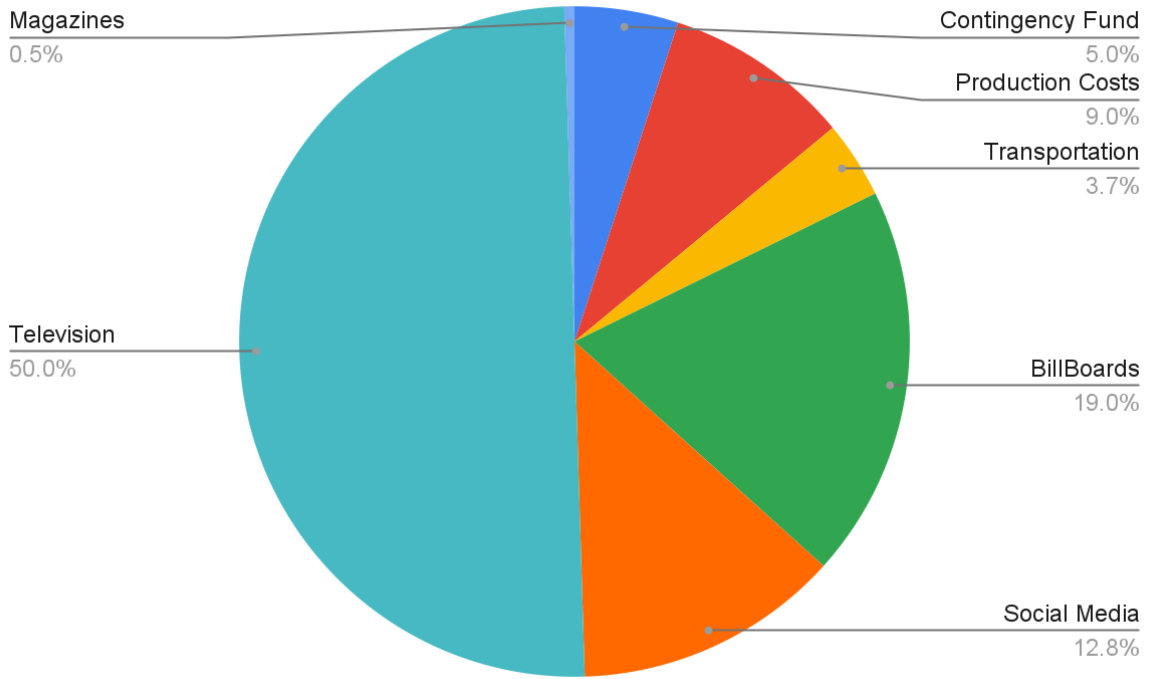
Transportation ad Expense Total = \$3,720,316

Magazines

Magazines	Frequency/ per year	Format	Cost
Edge Magazine	10 Times	Full Page/color	\$200,000
Pc Gamer	10 Times	Full Page/color	\$100,000
Game Informer	10 Times	Full Page/color	\$188,824

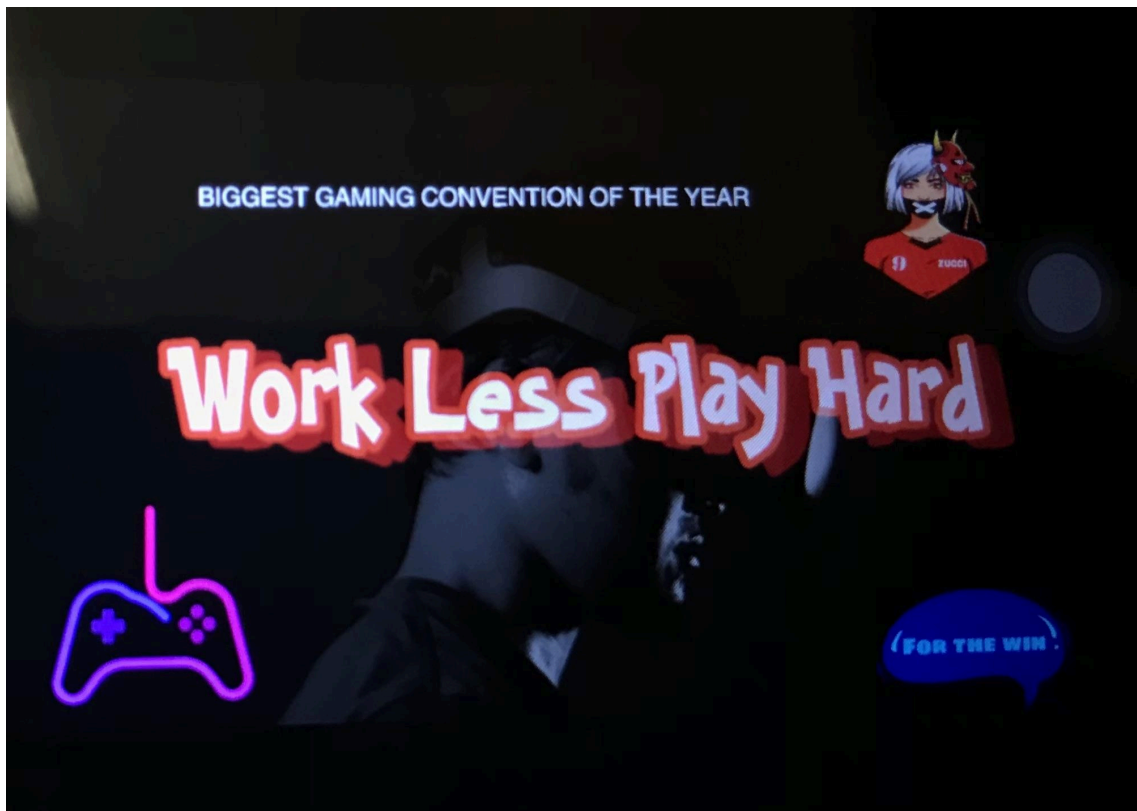
Total Magazine Expense Cost = \$488,824

Budget:



Items	Expenditures
Contingency Fund	5,000,000
Production Costs	9,000,000
Transportation	3,720,316
BillBoards	18,952,000
Social Media	12,840,000
Television	49,998,860
Magazines	488,824
Total	100,000,000

Creative Rational:



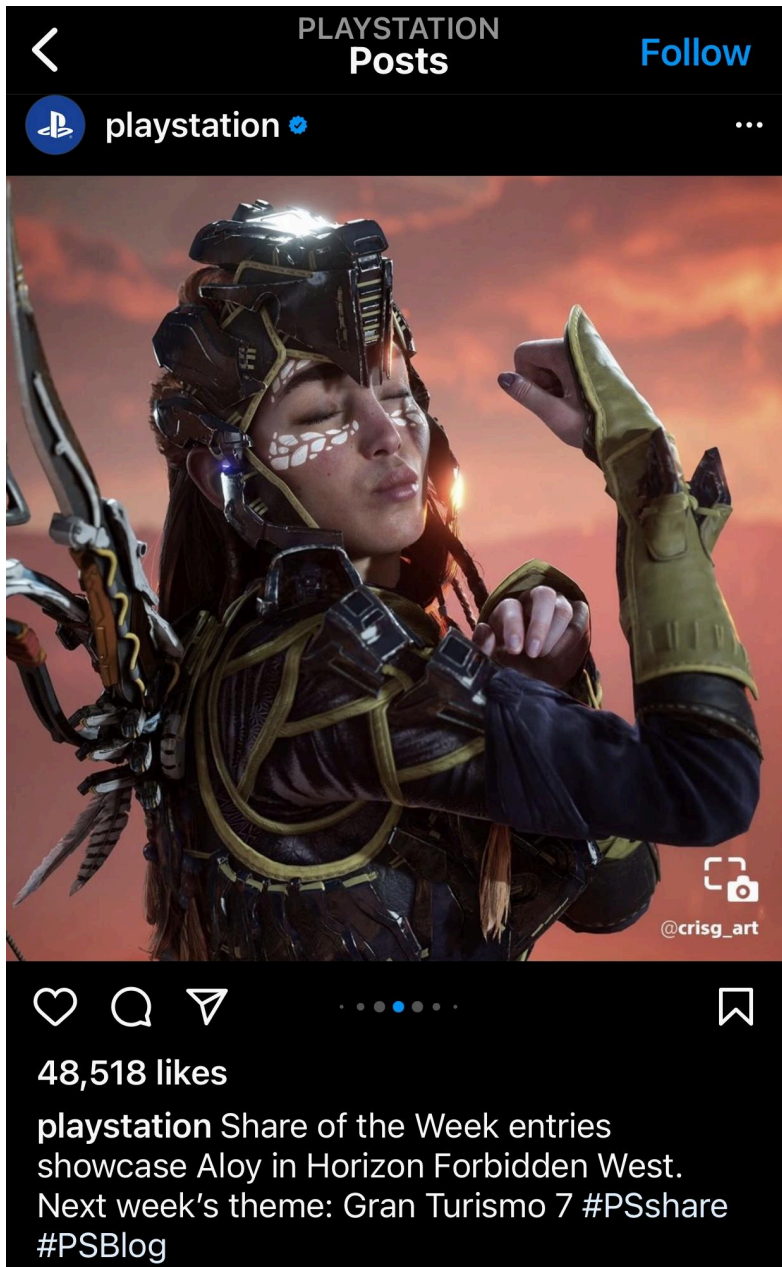
Slogan : “ Work less, play hard ”

Theme : *On game*

Reason : We have decided to name our slogan “Work less play hard” because everyone of all ages loves playing playstation and they're fantastic games for hours whether it is during the day, at night, early in the morning, late at night etc, they could never get tired of playing it. Not all electronics can have you up on your toes all day and make you forget about your work or not do but with Playstation it will have you up playing an all nighter. People who also play the game can also invite people to join so most of the time they don't play by themselves they play in groups, and within that you can talk to each other on the mic and all. Playstation has been growing for years and will continue to grow into the best brand for most people, it comes in so many better quality, best colors, best controllers then other game systems that why people love it so much.

Creative Supplement :

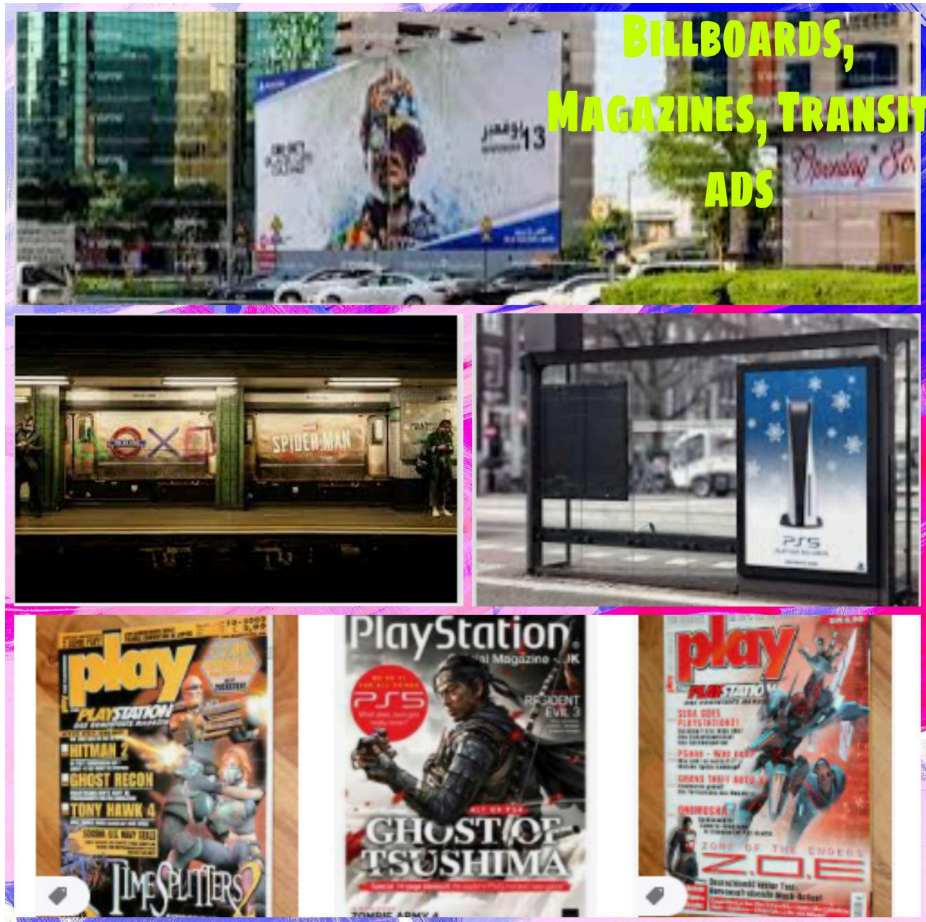
Instagram:



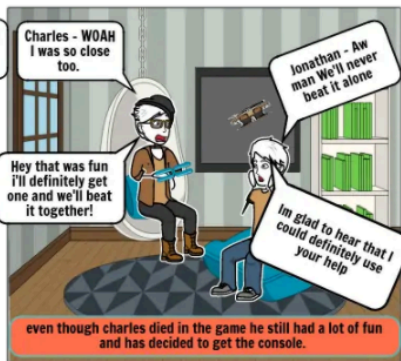
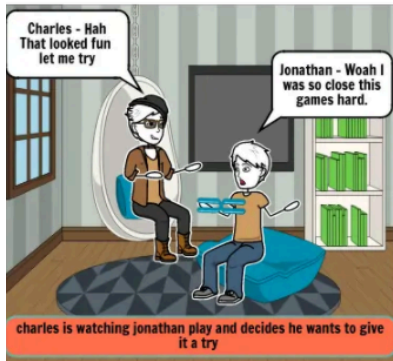
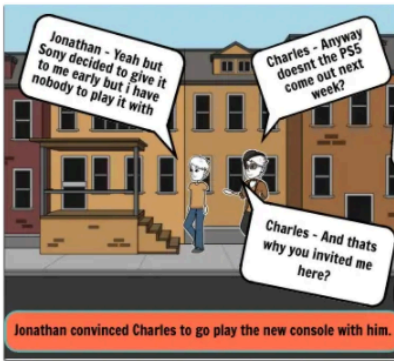
SnapChat :



Time square Digital Billboard :



Commercial Storyboard:



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