

CASE STUDY: NINTENDO



Nintendo®

POKÉMON

NINTENDO 3DS™



Experiential and Space Management service "Live" hosts exclusive partnerships with the UK's largest entertainment destinations, providing brands with access to top events. Live brings your brand closer to your target market allowing you to take advantage of guaranteed footfall and positive brand relationships.

Since 1983, when it launched the Nintendo Entertainment System™, Nintendo has sold more than 3.4 billion video games and more than 565 million hardware units globally. Nintendo has created industry icons that have become well-known, household names such as Mario™, Donkey Kong™, Metroid™, Zelda™ and Pokémon™.

This case study aims to show how Live Experience worked with one of the UK's leading experiential agencies to help Nintendo raise awareness of the newly launched Pokémon Black and White 3DS game through an experiential zone at the X Factor Live Tour.

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BRIEF: Raise awareness and encourage follow up purchase of the new Nintendo Pokemon Black and White game as part of the UK wide launch tour.

TARGET AUDIENCE(S): The main target audience were children aged up to 16. Both seasoned Pokemon players along with beginners (particularly girls), who could be encouraged to play.

The secondary target market were their parents as it was likely they would have an input in any follow up purchase.

SOLUTION: An experiential zone set up in a designated, high footfall area at the X Factor Live Tour specifically selected as it guaranteed high numbers of the specific target market Nintendo were looking to reach.

The zone catered to beginners and existing fans through a highly visual stand which comprised of dramatic white and black split areas. The white area was designed to be an educational area to introduce beginners to the game and featured a welcome space with plasma screen, a tutorial section running fun half-hourly sessions and DS stations so consumers could trial the game by themselves. The black zone was geared towards existing Pokemon players and housed trial space where they could tryout the new game. It also featured battle/trade stations where they could bring their own DS to and play against each other.

The promotional team consisted of uniformed brand ambassadors and an event manager who encouraged the target audience to get involved in the experience, and an Arena Coordinator was on hand to oversee the campaign. A Nintendo Pokemon Mascot provided a visual aspect and acted as a hook to draw passers by into the zone.

RESULTS: Increased awareness of the Pokemon Black and White game amongst the target audiences.

Positive feedback from consumers who actively took part in the experience with many asking where and when they could purchase the game from.

The mascot worked extremely well in attracting people to the zone.

