

12/12/2010

# FOREVER YOUNG



Integrated Marketing Campaign for Nintendo Ltd.

# Forever Young

## Table of Contents

Executive Summary .....	3
1. Situation Analysis.....	5
A. Company Background .....	5
i. Company .....	5
ii. Technology, Experience, & Product Line .....	5
iii. Image in the Market .....	5
B. Competitor Analysis .....	6
i. Direct Competitors.....	6
ii. Indirect competitors .....	6
iii. Porter’s Five Forces Model .....	6
C. Consumer Decision Process .....	7
D. SWOT Analysis (See Exhibit 1A).....	8
i. Strengths.....	8
ii. Weaknesses.....	8
iii. Opportunities .....	8
iv. Threats.....	8
2. Primary Research .....	9
A. Image Analysis.....	9
B. In-Depth Interviews with sales personnel .....	9
C. Focus Groups.....	9
D. “Game or No Game” Online Survey .....	10
E. Personal Interviews .....	10
F. Psychographics Survey and Quantitative Analysis (Refer to Exhibits 2F and 2G) .....	11
G. Creative Concept development and testing.....	11
3. Secondary Research.....	11
4. Segmentation.....	12
A. Methodology .....	12
B. Results.....	12
C. Target Profitability.....	12
D. Target Rationale .....	12
E. Geographic Location.....	12
F. Psychographics (Secondary Research).....	13
5. Objectives for January – June 2011 .....	14
6. Marketing Strategy .....	14
A. Positioning statement.....	14
B. Key strategic points .....	14

# Forever Young

C. Forever Young creative concept.....	15
7. Integrated Marketing Campaign.....	15
A. Forever Young Challenge .....	15
B. ForeverYoung.com .....	15
C. Forever Helping.....	16
D. Keep the Earth Forever Young.....	16
E. TV advertising .....	16
F. Print .....	17
G. Online Advertising .....	17
H. Small Website Correction .....	19
I. National Talk Radio .....	20
J. Interactive Booths .....	20
K. Gym Partnership.....	20
L. IGT Partnership .....	21
M. Product Placement .....	21
N. The Early Show Cook-off.....	22
O. Music Event Booths.....	22
P. National Sporting Events.....	22
Q. Airport Advertisements.....	23
R. Sweatshirt Giveaways .....	23
8. Timeline, Metrics and Financial Information.....	23
<i>Forever Young, Successful and Fun!</i> .....	23
Appendices.....	24
Situation Analysis Appendices .....	24
Exhibit 1A. SWOT.....	24
Exhibit 1B. Perceptual Map.....	24
Exhibit 1C. Porter’s National Diamond .....	25
Exhibit 1D. Indirect Competitors.....	25
Primary Research Appendices .....	26
Exhibit 2A. Associative Network .....	26
Exhibit 2B. “Game or No Game” Survey Questions .....	26
Exhibit 2C – “Game or No Game” Survey Analysis .....	27
Exhibit 2D – Focus Group Questions .....	27
Exhibit 2E. Interview Questions .....	29
Exhibit 2F. Psychographics Survey Questions .....	29
Exhibit 2G – Psychographics Survey Analysis .....	31

# Forever Young

Target Appendices .....	34
Exhibit 4A – Attitudinal Characteristics .....	34
Exhibit 4B- Segment Profiles .....	35
Exhibit 4D- Geographic Locations .....	35
Exhibit 7A. Print Advertising .....	37
Exhibit 7B. Guerrilla campaign – Sweatshirts.....	37
Exhibit 7C. ForeverYoung.com Website .....	38
Exhibit 7D. Storyboard for TV Ad .....	39
Timeline, metrics and Budget Appendices .....	41
Exhibit 8A. Timeline.....	41
Exhibit 8B. Metrics .....	42
Exhibit 8C. Budget.....	43

# Forever Young

## Executive Summary

### Company History

The face of video gaming was forever changed in 1985 when the industry was introduced to a corporation known as Nintendo Company Ltd. The first offering of this young corporation was the Nintendo Entertainment System (NES), which instantaneously captured name and brand recognition. With over 60 million NES units sold, Nintendo won a place in the hearts of a generation. Since its introduction, Nintendo has engineered innovative hardware and software games that have entertained the world. One of those offerings was the Nintendo 64, released in 1996, which sold over 113 million units worldwide. Keeping focused on the competitive horizon, Nintendo met the needs of a diet and exercises driven population through the introduction of the Wii in 2006. Nintendo's cutting edge technology has catered to the demands of a health oriented, experience demanding, active generation known as the Baby Boomers. Highly respected in the video gaming industry, Nintendo leads all competitors with their family fun, non-violent and educational product line. As announced in August 2010, "Nintendo has sold 30 million of its Wii game consoles in the U.S. since its launch in November 2006 (PC Magazine, 2010)."

### Target Market

Our target market, the Baby Boomers, is a generation of Americans born in a population surge following World War II. Baby Boomers were born between 1946 and 1964. This cohort represents 77 million children born in a 20 year period. As of 2007, this market represented 27% of the population of the United States; of the 77 million, this integrated marketing campaign will target 45%. The market is further broken down into three key segments; Maximizers, which make up 15% of the market; Due Diligents, which make up 10% of the market; and Re-Activists, which make up 15% of the market. Maximizers will be the primarily targeted segment. Due Diligents and Re-Activists will be the secondary and tertiary segments, still exposed to the advertising.

### Integrated Marketing Campaign

The marketing strategy, branded as "Forever Young", will capture the non-gaming Baby Boomer market in the United States using the following five strategic points: emphasize physical and mental benefits, appeal to the adventurous side of Baby Boomers, capitalize on environmental and philanthropic consciousness, change perceptions about video gaming, and leverage the Nintendo brand. This integrated marketing campaign will focus on Nintendo's DS and Wii gaming systems. The cost associated with reaching our market segment will be 20 million dollars over a six month period, launching in January 2011 and ending in June 2011. The "Forever Young" campaign will feature the following:

- "Forever Young" will be marketed to the 45-64 age segment
- Encourage feelings of youth and excitement to the Baby Boomer segment
- Brand the tagline "Forever Young". It will have a customizable extension, associated with a particular game (e.g. Forever Young, Forever Fit)
- Capitalize on Nintendo's majority market share among Baby Boomers
- Change negative perceptions of video games and gamers
- Focus on the most effective traditional advertising such as print media, talk radio, and specific online locations
- Begin a "Keep the Earth Forever Young" campaign to raise awareness and goodwill for the Nintendo brand
- Initiate a Forever Young Video Challenge meant to create buzz by encouraging consumer generated media
- Partner with gyms, placing Wii Fit in participating gyms, connecting fitness and the Nintendo Wii together in the minds of consumers

The "Forever Young" campaign will increase the interest of Baby Boomers, raise the market share of Nintendo Company Ltd., and ultimately increase the profits of Nintendo.

# Forever Young

## 1. Situation Analysis

### **A. Company Background**

#### i. Company

Nintendo's mission statement focuses on growing the population of gamers, regardless of age, and putting smiles on peoples' faces (Go Nintendo, 2009). Another element of Nintendo's mission statement is its strategy to generate more sales by expanding it from a 'must-have for every family' and establishing it as 'a must-have for everyone' (Go Nintendo, 2009). The mission statement also recognizes that innovation is extremely important in this highly competitive industry. A competitive edge that Nintendo has is that they are the only hardware platform producer with powerful in-house software development teams (Go Nintendo, 2009). The mission statement that Nintendo follows demonstrates its focus on improving lives through enjoyment; Nintendo is a company with good intentions, which encourages a positive attitude and vibe throughout the company. Because Nintendo is always striving to develop new innovations, they have created a forward-thinking and positive cultural surrounding within the company. Nintendo's mission and philosophy highlights their commitment to developing and marketing high quality products. Lastly, Nintendo's established corporate culture creates an experience that is enjoyable for both consumers and employees (Nintendo, 2010).

#### ii. Technology, Experience, & Product Line

Nintendo has been in the video game industry since the release of the Nintendo Entertainment System (NES) in 1985, which sold over 60 million units. NES also introduced gamers to Mario and Zelda, two of the most popular games for Nintendo and the video game industry. Nintendo's first hand held console, the Game Boy, was released in 1989 and sold 150 million units. Since then, the following systems have been released: Super Nintendo Entertainment System in 1991, Nintendo 64 in 1996, Game Boy Pocket in 1996, Game Boy Advance in 2001, Nintendo GameCube in 2001, Game Boy Advance SP in 2003, Nintendo DS in 2004, and Nintendo Wii in 2006.

Nintendo has developed a new system, the Nintendo 3DS, that is expected to be released in early 2011. This console is a new version of the Nintendo DS, with a 3D screen, that will be priced around \$250. Such games as Legend of Zelda: Ocarina of Time 3D, Super Street Fighter IV: 3D Edition, and Nintendogs + Cats will also be released with the console (Cortez, 2010).

The Wii is a motion-based console that offers an interactive gaming experience for people of all ages. Some popular game titles available exclusively for the Wii include New Super Mario Bros., Wii Sports, and Wii Fit. Users can play games, surf the Internet, stream movies and TV shows through Netflix, and download games by using the Wii's online capabilities. The console retails for \$199.99 and comes with Wii Sports, Wii Sports Resort, one Wii Remote controller, one Nunchuk controller, a Wii Motion Plus accessory, standard composite cable, and a power chord.

The Nintendo DS is a handheld game system that has two screens, with one being a touch screen. The console has wireless capabilities and 3D graphic technology. There are three models of the DS available including the DS lite, DSi, and DSi XL. The DS lite is smaller version of the original Nintendo DS and retails for \$129.99. The DSi has two built-in cameras, which allow users to take pictures in a unique way. The DSi costs \$149.99. The DSi XL is the latest version of the DSi and has two screens that are 93% larger than its original, and comes with preinstalled software such as Brain Age Express: Math and Brain Age Express: Arts and Letters. It retails for \$169.99. (Nintendo DS, 2010)

Nintendo's game genres include: action and adventure, life training, puzzles and brain teasers, racing, music and rhythm, role-playing, sports, strategy and simulation, traditional card and board games.

#### iii. Image in the Market

In the past 4 years, Nintendo has reinvented its image in the video game market. From "the 80's game", it has transformed itself into the game of today. The game market, previously occupied by edgy games and dark game consoles, needed a new, family-oriented product. Nintendo offered just this type of gaming experience. Now Nintendo products are seen as family oriented and room friendly, and are simple and easy to use (Bonigala, 2009). Primary research, from personal interviews with gamers to discussions

# Forever Young

with game-sellers, reaffirms the feelings tied to Nintendo products as being great for family fun, non-violent, and educational. The company stays true to its family orientation by offering games for all ages: alphabet games for toddlers, sports and fitness simulation games for young and old adults, and puzzles and brain teasers for seniors to stay mentally sharp.

## **B. Competitor Analysis**

### **i. Direct Competitors**

The direct competitors of Nintendo include the companies who possess a similar market position to that of Nintendo's. These competitors are directly competing for market share within the gaming console industry. Such companies include Microsoft and Sony, who represent the greatest impact on Nintendo's market share with consoles such as the Xbox 360 and Playstation 3.

Microsoft's successful console is the Xbox 360. Through the development of powerful gaming hardware, Microsoft has developed an image for this product that appeals to the frequent video game user. This approach has built brand loyalty from avid gamers that look for a gaming system capable of supporting more advanced games. This technology is similarly priced, costing \$199 to Wii's \$180. The newest technology, the Xbox Kinect, presents the first ever controller-free gaming experience. Individuals can now control video games with their own body movements. Consumers can purchase an Xbox bundle that comes with the Kinect for \$299 and \$399, depending on the amount of system memory desired. This lower price strategy is helping penetrate the casual gamer market and appeal to new consumers. In just 25 days from its release on November 4, 2010, the Kinect hit 2.5 million in sales (Albanesius, 2010).

Sony is a direct competitor based on the development of Playstation 2, Playstation 3, and the handheld PSP. Similar to Microsoft's strategy, Sony targets "hardcore" and "dedicated" gamers. With the development of the Sony Move, Sony has shifted its focus and is attempting to capture a more diverse group of gamers. The Sony Move, similar to Nintendo Wii, incorporates hardware that is simple enough for casual gamers and still attractive to more dedicated ones. This new technology attempts to bridge the gap between the extremes of casual and "hardcore" gamers, helping Sony gain market share from companies that have solely targeted one group or the other. Since its release in September 2010, Sony has reached 4.1 million units shipped to retailers and they keep demanding more (McHugh, 2010). NPD Group reported that actual sales reached approximately 250,000 units in October 2010 (McHugh, 2010).

These major competitors, although traditionally offering video games for more "hardcore" and "dedicated" gamers, have now developed technology that directly competes with the Nintendo Wii's casual gamer appeal. Refer to **Exhibit 1B. Perceptual Map**.

### **ii. Indirect competitors**

The indirect competitors of Nintendo include companies that are associated with entertainment. These competitors may not identify themselves within the video game industry, but still pose a potential threat to Nintendo's market share. According to primary research shown in **Exhibit 2C**, consumers play games on mobile gaming devices and PCs, using social networking and online gaming sites. The Exhibit indicates the market share of these indirect competitors. In this indirect competition analysis, the concentration was on general segments, rather than on specific competitors. The general segments are: mobile gaming, personal computing gaming platforms, social network gaming, and online gaming platforms (**refer to Exhibit 1D and 2C**)

### **iii. Porter's Five Forces Model**

The threat of new entrants is considered moderate, because internet and basic gaming technology is so widely available, lowering the barriers to entry for the video game industry. However, there is a lot of creation and design that requires high-tech technology for gaming consoles and new video games. This makes operating a large scale console business very expensive, raising the barriers to entry for those specific market segments. Therefore, the threat of new entrants is moderate.

The bargaining power of buyers is moderately low; buyers in the gaming market have the upper hand because of all of the substitutes available and the competition is strong. The cost of switching to another gaming console and replacing all of their games is very expensive. Other forms of gaming are not

## Forever Young

always comparable to owning and playing games on a console. Due to these factors, the buyer power is moderately low.

Suppliers in the gaming industry generally come from internal innovation, for example, Nintendo's software suppliers are IBM, NEC, and an in-house engineering staff. Product part suppliers are numerous and easily changeable with low switching costs for Nintendo. These factors make the threat of suppliers a weak threat.

Substitutes for Nintendo products are found in many areas. Substitutes for their products can be found in up and coming games via social media platforms, mobile games, online gaming platforms, and PC gaming platforms. Because there are so many options for substitutes in the gaming industry, this competitive force is deemed a strong threat.

The threat of rivalry among competitors is strong, as there are many direct and indirect competitors. Sony and Microsoft are Nintendo's main competitors, and they pose a strong threat because of their strong positions in the market. Sony has recently shifted their focus; thus, they are always diversifying and re-evaluating their strategy and competitive edge. The majority of Nintendo's competitors follow in Sony's footsteps; therefore, the threat of competitive rivalry is strong.

Fierce competition coupled with the strong threat of substitutes begins to create an unattractive industry to enter. Therefore, the gaming industry will not likely attract new competitors.

### C. Consumer Decision Process

To explore the consumer decision process, the following categories will be used: Awareness, Interest, Understanding, Attitudes, Purchase, and Repeat Purchase. Current awareness of the Nintendo brand is high, as shown with primary research in **Exhibit 2A**. But this is not enough to spark interest. Many non-gamers surveyed (Personal Interviews, Section 2E) knew about Nintendo, but they didn't have an interest in trying the product. Gamers have followed through with the process and many are repeat buyers of Nintendo products, but non-gamers' decision process stops at awareness. Nintendo has to make non-gamers recognize that they have a need for their products, so that non-gamers can follow through with the consumer decision process and purchase the products.

Interest would be the next step for Nintendo. Now that non-gamers are aware of the products, something needs to spark their interest so that they will look into buying these products. Nintendo can do this by showing non-gamers how Nintendo products meet their needs. Non-gamers then need to understand how well these products will work for them. Without this understanding, they might think that there could be other better options for them to meet these needs. After the non-gamer understands how well Nintendo products meet their needs, they will decide to purchase the products. This starts when they try and find a store or an online location to purchase Nintendo products. This first purchase is a 'trial' purchase; the customer is trying out the product with the hope of it meeting their specific needs. If the product succeeds at this task, a repeat purchase will be made.

This is what Nintendo is hoping will happen with products like the Wii. Once consumers try the Wii and the games that come with it, they will want to go back and purchase all the accessories and more games. The purchasing of games and other accessories (like the Wii Fit board) are where Nintendo wants their customers to be. This will ensure loyal customers who make repeat purchases and provide a constant stream of revenue.

Generally, the latest hardware and software are released in the spring and fall. According to a marketing research report published by GameInformer.com, 93% of current video game consumers purchase new games based on their personal experiences and preferences, 75% rely on friends and word of mouth, 65% on magazines, and 65% on websites. GameInformer.com also indicated that 27% of gamers consider themselves "hardcore" gamers, while 52% consider themselves "dedicated" gamers. The other 21% are considered average/casual gamers. The various purchasing reasons and gamer classifications influence the actual purchasing behavior of consumers.

The "hottest" releases in hardware and software trigger current gamers to purchase, especially the "hardcore" and "dedicated" ones. The "hottest" releases dominate the industry. A major factor that influences consumer buying behavior, when it comes to video games, is the game itself.



# Forever Young

## **D. SWOT Analysis (See Exhibit 1A)**

### **i. Strengths**

Brand awareness and having an established brand are Nintendo's biggest strength. The name Nintendo along with characters like Mario and Donkey Kong are very well known across all age groups. This can work as a great advantage for Nintendo. Another strength Nintendo possesses is innovation. Nintendo is known for being a very innovative company and has shown this by consistently coming out with new technologies that are reinventing gaming. One example of this strength was Nintendo's first mover advantage in motion sensor technology with the introduction of the Wii. Nintendo also possesses a family friendly image, which is a strength that no other video game company currently has. Nintendo currently has the family market cornered. Another strength for Nintendo is its competitive pricing. The Wii console is the cheapest of the three most popular consoles on the market, and DS's competitive pricing led to it outselling the PSP by more than 500% (NPD Group, 2007). Lastly, Nintendo strength lies in its ability to capitalize on its first mover advantage in the new gaming trend geared towards physical and mental health games. These games are becoming increasingly popular, especially for ages 55-64, and the Nintendo Wii and DS both support these types of games (Group, 2009).

### **ii. Weaknesses**

Nintendo's major weakness is that they do not have the technology or graphics that many tech savvy consumers want. Primary research (See Interviews with Sales Personnel) revealed that "hardcore" and "dedicated" gamers' major concern was the low quality of the graphics. Another concern is the lack of games with motion sensor technology. Gamers also feel that Nintendo does not come out with as many new games as its competitors. Third, our primary research (Personal Interviews, Section 2E) indicates a lack of consumer understanding/knowledge concerning the Nintendo name and the Nintendo product. In the personal interviews and focus groups, people were asked about their perceptions of the Nintendo brand. Many stated it is old and outdated, but when asked about the Nintendo Wii, they thought it was very new and innovative. The last weakness is that the target market is too broad. Nintendo currently markets to everyone from toddlers to seniors, making it difficult to develop a clear message that appeals to an individual target market.

### **iii. Opportunities**

The largest opportunity available is the changing demographics of players. Currently, women, parents, and people over 50 are the largest growing markets for video games, which is a good thing for Nintendo. Due to the family friendly image, Nintendo is perfectly positioned to capture these markets (Mintel, 2009). The second biggest opportunity is that the video game market itself is growing. In the video game industry, revenues have increased by 83%, reaching \$13.1 billion in 2008, in the U.S., and it is expected to continue growing (Mintel, 2008). The third opportunity is that consumer understanding and knowledge is inaccurate and can be redirected. Primary research (**Exhibit 2G**) revealed that many non-gamers do not have time for video games, are not interested, or thought that playing video games is just for kids. Nintendo has a unique opportunity to show these potential consumers that there are games that are active and games that are educational. Lastly, Nintendo can take advantage of general gift giving. Nintendo products make great gifts for kids, parents, or grandparents. Nintendo can take advantage of special occasions like birthdays and holidays.

### **iv. Threats**

A primary threat in the gaming industry is the high number of video game substitutes. Online games, PC games, and games on handheld devices are growing in popularity. Many of these substitutes are also cheaper alternatives. A second threat is the strong competitive rivalry. Microsoft and Sony are very strong competitors that pose a major threat to Nintendo. The third threat is the rapidly evolving technology. Video game companies have to continuously develop new innovations to maintain their competitive edge. The fourth threat is government regulations. With laws restricting the content of games, Nintendo could suffer from the lack of freedom to create the games they want. The last threat is the economic recession.

# Forever Young

Although the economy is slowly bouncing back, the recession has lowered many consumers' disposable income, forcing them to spend less on more luxury related products such as video games. Companies must compete even harder to win over consumers.

## 2. Primary Research

### A. Image Analysis

To examine the current brand associations of Nintendo that exist in the marketplace, an image analysis was performed. 83 people were asked the question "What comes to mind when you hear the word Nintendo?"

#### Key Findings (See Exhibit 2A "Associative Network")

- Every respondent wrote down their thoughts and ideas connected to the Nintendo brand, thus revealing their awareness of Nintendo. Majority of the interviewees had positive associations with the company.
- The strengths of these associations were assessed, concluding that, "Super Mario Brothers" was the most frequent answer, making this the strongest association. The second strongest association was tied between "Wii" and "Mario", and the third belonged to "Mario Kart".
- 3 negative responses included "time killing video games", "I hate video games", and "not doing homework and wasting time".

### B. In-Depth Interviews with sales personnel

3 in-depth interviews were conducted with sales personnel of Walmart, Game Stop and Blockbuster to understand marketing of Nintendo products and Nintendo customers

#### Key Findings

- Nintendo products are more family oriented, educational and non-violent than the products of their competitors.
- Those who prefer competing products value elaborate graphics and seek first-person shooter games.
- Consumers buying Nintendo products are generally families with kids under 15.

### C. Focus Groups

Two separate focus groups were conducted, evaluating the behaviors, preferences and opinions of gamers and non-gamers, regarding Nintendo products and other competing products. Respondents ranged between 19 to 30 years old, and came from diverse backgrounds. (See Exhibit 2D for questions)

#### Active Gamers

One study was conducted for a group of people who consider themselves active gamers. Some of them play daily, while others play, an average, three times a week. These respondents reported buying between three and five games per year.

#### Key Findings

- Respondents felt Nintendo mostly stood for "old school" gaming, such as Mario Kart or Donkey Kong, see Wii as a "sentimental" gaming console, rather than a "performance gaming" console.
- Most of the group reported playing shooting games (preferred multi-player, sports games, and RPGs)
- Participants played games on Nintendo with friends or family.
- Nobody in this group would consider a Nintendo Wii Fit for a serious workout.
- Think Nintendo should have wider variety of games, better customer support, more innovative games.
- Respondents said that Nintendo has a "cheesy" look.

#### Non-Gamers

The non-gamers, on average, have not used Nintendo product for more than 2 years.

#### Key Findings

- Occasionally play video games as a social activity.
- Nintendo products have influenced their childhood and brought family together.
- None of the participants would consider a Wii Fit for a serious workout.
- This group finds gaming to be complex and/or intimidating.
- One participant's grandparents enjoy playing Wii games, such as bowling and tennis.

# Forever Young

- Perceive Nintendo products to have high quality.

## Some Differences

- Non-gamers watch TV, but do not read magazines; gamers read magazines, but do not watch TV
- Non-gamers have average levels of competitiveness, while gamers are very competitive
- Non-gamers find video games to be a waste of time, but gamers treat it as a leisure activity

## **D. “Game or No Game” Online Survey**

A survey was conducted to understand both gamers and non-gamers. 345 responses were collected.

\*Potential biases may be involved, as 59% of respondents were between the ages of 18 and 25, and 77% of respondents were Caucasian.

### Survey Design (See Exhibit 2E)

#### Groupings of Questions (See Exhibit 2B for survey questions)

- Gaming questions: game consoles owned, frequency, feelings towards gaming, favorite type of games
- Demographics questions: state, age, ethnicity, sex, education, personal and parental status

#### Methodology

- Choice-based questions
- Surveys were distributed online to ensure diverse responses

#### Key Findings

- Respondents mostly played video games on Wii, XBox, or Playstation 3 consoles (direct competitors)
- Respondents also played games on their personal electronic devices and on laptops or PCs (indirect competitors)
- Wii owners accounted for 32% of console-owners, XBox was owned by 27% and Playstation by 25%
- When asked “How do you feel about video games?”, “I love video games” was the most popular answer, “I don’t have time for video games” was second popular, and “I have more important things to do” was third
- The most popular games among all respondents were action and adventure, puzzles, strategy and simulation
- Respondents in 46-54 and 55-74 age groups did not own any game consoles

## **E. Personal Interviews**

Personal interviews were conducted to better assess personal thoughts and preferences toward various video game consoles. A standard set of questions were asked in a conversational manner combined with a few rating scales. 47 individuals, both gamers and non-gamers, were consulted. In addition, respondents revealed reasons for not playing video games.

### Interview Design (See Exhibit 2E for questions)

- A Likert Scale between 1-7 was used to evaluate the attitudes and feelings of the following, with 7 standing for “very satisfied” and 1 being “very dissatisfied”.
- Personal interviews inquired about respondents’ preferences regarding enjoyment, family orientation, user friendliness, and graphic quality of the different game consoles.
- Favorability amongst the three most popular video game consoles – Sony Playstation, Microsoft Xbox, and Nintendo Wii.
- The credibility of this scale proves to be valid according to the reliability test and a 0.638 Cronbach alpha score.

#### Key Findings

- The enjoyment aspect, receiving an average rating of 6.29, was found to be the most important as to why gamers preferred the game consoles that they owned, compared to other brands.
- Respondents ranked family orientation, averaging only 4.26, as the least significant.
- Reasons for non usage included too much time associated with playing video games, technicality, unfamiliarity, lack of excitement, and not being appropriate for their age.
- Respondents described Nintendo as old and outdated, but Nintendo Wii to be new and innovative.

# Forever Young

- When asked if they would try playing Nintendo for free at a convenient location, majority of respondents said they would not try it.

## **F. Psychographics Survey and Quantitative Analysis (Refer to Exhibits 2F and 2G)**

A survey and quantitative analysis was performed to gain insight in to the habits, preferences, and perceptions of respondents. The respondents were chosen at random. The respondents that were counted and analyzed in the post-survey quantitative analysis were between the ages of 45-64. The provided insight guided us on how to attract the 45-64 age group, where to approach them, and what their preferences are.

### Survey Design

- Questions gauging entertainment preferences – music, movies, television shows, reading preferences
- Questions to video game players – frequency of game play, preferred medium for playing, owned console (if any)
- Questions to non-video game players – “Ever tried playing video games?” and reasons for not playing

### Analysis of Respondents Who Do Not Play Video Games

- Survey respondents that are between the ages of 55-64 are 82% less likely to play video games than a respondent from the 45-54 age group.
- The game preferences of non-gamers leaned towards action and adventure, life training, and sports.
- When respondents were asked why they do not play video games, the top three responses were: they are too complicated, not enough time, and not interested.
- The non-video game player’s top responses for leisure activities are reading and exercising.
- Respondents answered that their two favorite shopping destinations included the retail outlet Target and shopping online.

### Analysis of Respondents Who Play Video Games

- Survey respondents between the ages of 45-54 who play video games make-up 42.5% of that age group. The 55-64 shows that 30% of respondents play video games.
- Out of the respondents that play video games, a little over 60% said they enjoyed strategy and simulation video games.
- The video game players were asked how often they play. 50% play once a week and 25% play several times a week.
- The video game playing respondents were questioned on their favorite leisure activities and the top three are shopping, cooking, and playing games.

## **G. Creative Concept development and testing**

- Based on both primary and secondary data, 30 concepts were developed.
- After discussion and careful consideration, five were chosen for qualitative testing
- Each creative concept was explained to 6 members of the target audience
- The creative concept favored the most was chosen as a creative concept

## **3. Secondary Research**

Extensive secondary research was conducted to better understand the difference between gamers and non-gamers, and to better understand the various target markets. Data was collected from such distinguished sources as the Mintel Marketing Research Database and other professional marketing groups including the NPD Group and Readex Research Inc. Other important information was retrieved from professional business publications, including Businesswire, Entrepreneur, Nielsenwire, and PCMAG. The accumulation of our secondary research combined with our primary research has narrowed us to three significant target markets, and has helped us develop a creative and effective integrated marketing campaign that will reach those three markets.

# Forever Young

## 4. Segmentation

### A. Methodology

- Nintendo's target market of 6-74 year-olds was divided into eight age groups. A survey was taken to understand which age groups were penetrated by gaming. Based on the results, two age groups were chosen: 46-54 and 55-74.
- Secondary research was performed to understand profitability of the two groups, after which the 55-74 age group was divided into 55-64 and 65-74 age groups. Findings showed that 46-54 and 55-64 age groups are both substantial and fastest growing groups. Therefore, both of these groups were chosen. Yankelovich Boomer Dreams study was chosen as a primary reference. The study identified six segments within the 46-64 age group of Baby Boomers, using attitudinal data towards spiritual, personal and societal priorities. Three segments were chosen as primary, secondary and tertiary, based on such characteristics as spending, getting more out of life, learning new skills and hobbies, taking on new challenges, having an active lifestyle and more.

### B. Results

- The primary target segment is Maximizers (15% of Baby Boomers). Personal fulfillment is a top priority for this segment. They want new experiences, things they always wanted, and they definitely do not consider themselves to be getting old. Maximizers want to try everything, to have everything, and, as a consequence, they worry about everything as well. This segment is most open to technology.
- The secondary target market is Due Diligents (10% of Baby Boomers). Also identified by personal priorities, Due Diligents plan ahead and prepare for the future. They want to stay active and engage in new experiences or adventures, as long as they feel safe. The highest concern of this segment is taking care of themselves, as reflected by their cautious approach to any situation.
- The tertiary target market is Re-Activists (15% of Baby Boomers). Primarily concerned with societal priorities, Re-Activists are very environmentally conscious. This segment also places great importance on personal priorities that allow them to discover more about themselves. In addition, they strive to be creative and take on new activities. (See Exhibits 4A and 4B for Segment Characteristics)

### C. Target Profitability

Our target consists of people between the ages of 45-64, with incomes over \$50,000. During the 2000 Census, 23% of the population was between the ages of 35-44. By now, this group has grown into our target market. The group of people consists roughly of 69,000,000 individuals. The average income of people aged 45-54 is \$66,973 (The Older Population in the United States, 2008). This market holds significant buying power and is expected to spend nearly \$40 million in 2010 (Paulsell, 2009).

### D. Target Rationale

Baby Boomers represent 25% of the U.S. population – just about 76.5 million people. Primary segments represent 15% of Baby Boomers, i.e. approximately 11.5 million people and all three segments together are 45%, i.e. 34.5 million people. (US Census Bureau, 2008). Baby Boomers are accessible through specific leisure activities, shopping destinations, movies and music. However, the message that would attract our target differs from the one that would attract non-target Baby Boomers. (See Exhibit 4A). As stated above, the spending power of Baby Boomers is remarkable. We will further be segmenting the Baby Boomers into three main sub-segments: Maximizers, Due Diligents and Re-Activists. Since all three of our segments enjoy new experiences, our proposed ad campaign will reflect on that desire.

### E. Geographic Location

Looking at the map of the 2007 Census Tract Estimates on Social Explorer, we found areas in the United States that had the highest concentrations (at least 20%) of residents aged 45-64. The most concentrated areas are western parts of New Mexico around Silver City, areas around Colorado Springs and Aurora, Colorado, areas around Carson City and Reno, NV, and there are highly concentrated areas in Washburn and Beulah in North Dakota, and Helena, MT. There are also reasonably high concentrations in metropolitan western areas like San Francisco, CA and Los Angeles, CA, and a lot of the Northeast

# Forever Young

including Boston, MA, New York, NY, and all of Vermont and Maine. These are the areas we are going to concentrate our marketing efforts in to be able to reach the most of our audience that we can. These areas correspond with higher income areas for the most part, except for the areas in New Mexico. (2007 Census Tract Estimates - Population Density per Sq. Mile, 2007). **Refer to Exhibit 4D.**

## **F. Psychographics (Secondary Research)**

### Activities

Traveling is very important to individuals within these target markets, particularly the Due Diligent. The top two travel destinations for Boomers are Florida and California. Most of them travel domestically. On average, they take two domestic trips by plane every year and prefer to travel by car rather than by air. (Lifestyles of Baby Boomers: Travel - US - October 2009, 2009)

85% of Baby Boomers said it was somewhat likely that they will continue to work beyond the traditional retirement age. 40% said it is extremely likely they will work past this age, and two-thirds of those respondents stated it is because of financial reasons. (Beinhocker, Farrell, & Greenberg, 2009) 70% of Baby Boomers feel strongly about making the world a better place; 57% buy from companies that give back; 54% buy from 'green' brands (Meyers, 2008).

Swimming was ranked as the outdoor activity that is most important to Baby Boomers in a survey done by Del Webb; hiking and climbing ranked as the two highest activities that they are interested in. 82% said walking was their preferred physical activity, while 57% said biking is of interest to them. (Murray, 2007)

BuzzBack Market Research reported in 2004 that exercising regularly, losing weight, maintaining and improving physical health, and managing stress are Baby Boomer's main focus points regarding self-improvement.

### Interests

Baby Boomers prefer fresh ingredients, which makes them good candidates for organic products. They also read food labels and ingredients, pay attention to taste and nutritional quality, have high-fiber diets, and prefer less spicy foods. Younger boomers (45-54) do not pay very much attention to excess calories when consuming food. Baby Boomers enjoy the casual atmosphere and price-value of family restaurants. McDonald's is the top fast food restaurant choice for both younger and older Baby Boomers. (Lifestyles of Baby Boomers - US - October 2009: Food and Dining Out, 2009)

For older Boomers, function, comfort, and classic styling drive clothing purchases. Male Boomers' highest purchases among clothing are T-shirts and athletic shoes. For female Boomers', T-shirts, jeans, swimsuits, belts, workout clothes, and sunglasses ranked the highest among clothing purchases. (Lifestyles of Baby Boomers - US - October 2009: Apparel, 2009)

In a study conducted by Mintel, about 26% of Baby Boomers agreed with the statement, "I am interested in electronic games that promote exercise, coordination, or fitness, such as those for Wii Fit." 39% of the younger Boomers said they are interested in games that implement cardiovascular training, whereas 27% of the older Boomers showed the same interest. 33% of the younger Boomers, and 29% of the older Boomers show and interest in games that stimulate brain activity, which may help prevent memory loss. (Seniors and Technology - US - April 2009: Gaming for Fitness, 2009)

### Opinions

Baby Boomers need help managing their diets and health. Younger Boomers do not rely on doctors as much as the older Boomers do. Older Boomers consider doctors to be the "gatekeepers" for their health services. When younger boomers are sick, they are more likely to go to work than older ones. (Lifestyles of Baby Boomers - US - October 2009: Health and Medicine, 2010)

Findings from a survey done by the Del Webb building company revealed that 58% of 50-year-olds do not plan on moving when they get older. 44% of those that do will stay in the same city or state, and stay close to their family, friends, and community. (Landau, 2010)

A study by Briskin Consulting found that Baby Boomers believe that Internet connection, shopping for birthdays and special occasions, pet care, and health care coverage are basic needs (Briskin, 2010). The way to a Baby Boomer's heart is through customer service and ease of transaction (2009).

# Forever Young

## 5. Objectives for January – June 2011

Nintendo Objectives:

- Change current perceptions of Maximizers towards video gaming and gamers
- Increase the number of 45-64 year old adults who own or play Nintendo Wii from 21% to 31%
- Improve conversion rates from awareness to purchase by 5%
- Communicate the benefits of Nintendo products in order to create need recognition and interest among Maximizers

## 6. Marketing Strategy

### A. Positioning statement

To active, adventurous 45-64 year old adults, Nintendo products provide ways to stay in shape both physically and mentally and to gain new experiences.

### B. Key strategic points

- **Emphasizing both physical and mental benefits that come with the use of Nintendo products**  
Strong evidence from both primary and secondary research indicated that the target markets are motivated to stay young and healthy. Moreover, a survey done by American Fitness in 2000, reported that Baby Boomers already represent the largest age group in health clubs. David Cravit considers this group to be the consumers of health-creating products and services, whether actual or perceived (Cravit, 2008). This integrated marketing campaign will directly incorporate the physical benefits of using the Wii, along with the mental benefits of using the DS.

- **Appealing to the adventurous side of Maximizers**  
Research indicates that the target gets more adventurous and risky as they get older (Cravit, 2008). According to Generation Ageless, 85.7% of all Baby Boomers are risk takers, and 87.7% are challenging the status quo (Walker Smith, 2007). Our campaign will have adventure and experience factors to appeal to our target.

- **Capitalizing on Maximizers' environmental and philanthropic consciousness**  
Both primary and secondary research indicates that the target markets are environmentally and philanthropically conscious. The target will be attracted by Nintendo's environmental and philanthropic involvement and inviting them to participate in various cause related events and activities.

- **Changing current perceptions on video gaming**  
Research shows non-gamers think negatively of video games and those who play them regularly. Non-gamers think of video games as being addictive and unproductive. This campaign is designed to change those perceptions and reveal a completely different side to video gaming. By changing negative perception, Nintendo will appeal to a new population of consumers and increase sales.

- **Reaching the diverse Maximizers population**  
As shown in **Exhibit 3C**, Maximizers are the most diverse Baby Boomers segment with about 52% Whites, 28% African-Americans and 17% Hispanics. It is also skewed towards females (57%). While the message is appealing to Maximizers, the diverse audience will be reached through various campaign tactics.

- **Leveraging the Nintendo brand**

The case study states that Nintendo Wii has a brand awareness of 82% and the Nintendo DS has that of 57%. Both products represent higher brand awareness than that of competitors. Nintendo also owns the highest recognition in brand categories such as friendliness and ease of use. Primary research indicated that consumers have a strong emotional connection to Nintendo, representing a significant presence from their past. The campaign will emphasize this connection to establish a stronger relationship between the non-gaming consumers and Nintendo.

\*\*\*This campaign will primarily target Maximizers. We are confident that Due Diligents and Re-Activists will also respond favorably to the campaign, based on similarities between the three segments.

# Forever Young

## C. Forever Young creative concept

In trying to appeal to a more mature age demographic, specifically Baby Boomers, our team decided upon a campaign that embodies both the nostalgic quality of the Nintendo brand as well as one that carries weight in terms of its ability to run parallel with the ideals of those who are 45-65 years old. Both primary and secondary research revealed that Maximizers, as well as Due Diligents and Re-Activists, refuse to grow older. After testing five big ideas, our team decided to name the campaign “Forever Young”. When used in advertising copy, the name will be followed by Forever Fun, Forever Fresh, Forever Healthy and other phrases. This name is extremely versatile in that it can associate itself with many of those activities and concerns we found to be important to Boomers. Concepts such as a healthy life style, memory retention and family can all easily become a focus and serve as different ads, by rotating the last term within our phrase. For example, “Forever Young, Forever Healthy” and “Forever Young, Forever Sharp.” Therefore, our campaign theme, “Forever Young, Forever \_\_\_\_\_” is foremost positive, versatile and target appropriate. To reach Hispanics “Para Siempre Joven” will be used.

## 7. Integrated Marketing Campaign

### A. Forever Young Challenge

**Rationale:** All three segments believe that “people should try to maintain a youthful spirit about life”, life is “a set of endless opportunities no matter what your age”, and want to continue striving to fulfill lifelong dreams (**Exhibit 3A**). These individuals have transitioned through life together, worked hard, experienced the ups and downs, and now still look to fulfill their lives with new memories. This challenge will give individuals within the target markets the opportunity to share their life experiences and adventures with their peers. Fascinating stories and incredible dreams will spark communication, encouraging others to comment and vote, ultimately, creating an online community that Baby Boomers can relate to.

**Objective:** Involve the targets in an interactive challenge that connects with their personal preferences.

**Description:**

- Individuals within the target markets can submit their life stories, along with a lifelong dream that will enable them to live “Forever Young”. Submissions can be made on ForeverYoung.com and will be split into three separate competitions: video, photo, and written submissions.
- Individuals can submit their stories monthly, while peers comment on stories and vote their favorites.
- Each month, the winner with the most votes from each competition will be chosen to win a Nintendo console of their choice, along with their favorite game.
- At the end of the campaign, the individuals with the highest number of votes in each category will be chosen to have their dreams come true.

**Timing:** February 1, 2010 through June 30, 2011

**Budget:** 18 Nintendo consoles and software. \$60,000 for challenge winners (\$20,000 for each winner).

**Metrics:** Sign-ups, submissions received, online voter participation, online community involvement.

### B. ForeverYoung.com

**Rationale:** The official website, ForeverYoung.com will be the central hub for the Forever Young Challenge. The target markets will have the opportunity to compete in the challenge and make their dreams come true by sharing their “Forever Young” stories through personal videos, photos, or written submissions. The site will allow Maximizers to interact with their peers, learn about the latest Nintendo releases, and purchase the newest products.

**Objective:** Promote the “Forever Young” campaign, encourage participation in the Forever Young Challenge, educate the target markets about Nintendo products, and increase product sales.

**Description:**

- The main page will display the top three submissions at any given time, based on votes, for others to see. Individuals will be informed about the Forever Young Challenge and prompted to register their personal information and upload their story.
- A Nintendo Rep will blog about benefits of using Nintendo products. The blog posts will involve tips on how to cook using various games, how to optimize Maximizer’s Wii Fit workouts, etc.



## Forever Young

- Each challenge category (written, video and photo) will be linked to a separate page. Individuals will be able to submit, read, view, comment, and vote on their peers' stories.
- Another page will provide relevant information about Nintendo products that specifically cater to the various target markets and allow them to purchase those products.

**Timing:** January 1, 2010 through June 30, 2010

**Budget:** \$30,000 (Quote by DesignQuote, 2010)

**Metrics:** Forever Young Challenge registrants, sales through the ForeverYoung.com sister website.

### C. Forever Helping

**Rationale:** Baby Boomers are interested in ongoing philanthropy projects that help Americans with all types of needs, including health. The generation is also interested in physical fitness and healthy diets. Considering both, we chose the American Diabetes Association as a nonprofit that fits the targets' health conscious mindset. Involving Nintendo employees and vendors is the key to showing that this philanthropy project is worthy of Baby Boomer support as well. (American Diabetes Association, 2010)

**Objective:** To appeal to Maximizers' health consciousness.

**Description:**

- Show support of a healthy lifestyle by partnering with the American Diabetes Association.
- Provide an avenue for Nintendo, its employees, and vendors to participate in helping Americans with physical fitness and healthy diets, including those in our target market.

**Timing:** Introduce the American Diabetes Association to Nintendo employees on January, 2011.

**Budget:** \$10,000

**Metrics:** Donations are generated by employees and vendors through a multitude of donation avenues.

### D. Keep the Earth Forever Young

**Rationale:** Due to United States becoming one of the world's leaders in environmental movement, it is important that Nintendo show their support towards this initiative. By connecting with the nonprofit organization EarthShare, Nintendo will join a plethora of private and national corporations who want to provide their employees with a chance to participate. (EarthShare, 2010)

**Objective:** Emphasize Nintendo's earth-friendly focus and concern for the environment.

**Description:**

- Demonstrate environmental leadership by partnering with the nonprofit organization EarthShare.
- Provide an avenue for Nintendo employees and vendors to participate in Earth Day 2011.
- Show support of environmental awareness by placing "Earth day April 22, 2011" reminders on the Nintendo home page, advertisements, and product packaging through April 15, 2011.

**Timing:** Offer EarthShare as an environmental option to Nintendo employees and vendors on January 3, 2011, which gives employees and vendors time to raise funds for the Earth day event in April 2011.

**Budget:** \$5,000

**Metrics:** Donations generated through employee and vendor fundraisers, along with private donations.

### E. TV advertising

**Rationale:** Boomers are rarely seen in commercials and other advertising efforts, showing that advertisers have not been using this strategy to reach out to them. According to a 2009 study done by Nielsen, Baby Boomers, ages 45-60, spend an average of 39.13 hours a week watching television, while 95.2% of that time is spent on watching live TV.

**Objective:** To increase awareness of the benefits offered through the use of the Nintendo Wii and DS products, while targeting multicultural groups within our segment.

**Channels:** TV Land, HGTV, History Channel, Univision, Lifetime, Travel Channel, ESPN, ESPN 2, AMC, CBS, NBC, ABC, BET.

**Description:** See **Exhibit 7C** in the Appendix for a sample of TV ad storyboards.

**Timing:** January 1 – February 15, 2011

**Budget:** \$5,000,000

**Metrics:** Nielsen Ratings, ForeverYoung.com website visits.

# Forever Young

## F. Print

### National Print Advertising (See Exhibit 7A)

**Rationale:** According to research done by Creating Results Strategic Marketing, Baby Boomers account for the high sale numbers of several print magazines.

**Objective:** Capture the attention and imagination of Maximizers, increase the overall product awareness, and shift the perception of Nintendo and the gaming industry.

**Description:**

- Advertisements and sponsored press releases will be featured in national magazines.
- The Media Industry Newsletter published the top 10 best-selling monthly magazines, which include publications read by our primary and secondary target market.

**Vehicles:** Family Circle (average reader's age of 50.5), Ladies' Home Journal (53.2 years old), Better Homes & Gardens (49.1 years old), and More (51 years old).

**Timing:** January and February, 2011.

**Budget:** \$2,320,000

**Metrics:** Ad exposures tracked through magazine circulation, visits to ForeverYoung.com sister site.

### Local Print Advertising (See Exhibit 7A)

**Rationale:** 66% of people between ages of 45-64 read local print newspapers (State of the Media, 2004).

**Objective:** Expose Nintendo products to Baby Boomers that live within the top geographic locations.

**Description:**

- Ads will run in local newspapers, within chosen geographic areas (see Exhibit 3D).
- Ads will feature a link to the ForeverYoung.com website and allow readers to connect online.

**Timing:** February 1-28, 2011

**Budget:** \$200,000

**Metrics:** The ads will feature a ForeverYoung.com link that will track all website visits for the campaign. Impressions will be tracked based on readership.

## G. Online Advertising

According to the Ynakelovich Boomer Dreams study, Maximizers are open to new technologies, more so than the other targets, and seek thrills within these technologies. eMarketer reported that "74% of Baby Boomers use Internet at least once a month and 68% of Baby Boomer women trust recommendations and rated information they heard in conversations as credible. Also, more Boomer women are internet users, than Boomer men" (Phillips, 2010). Mintel research indicates that younger Boomers are becoming more comfortable online, and in 2009, were rated the most comfortable generation with online purchasing. This group spends most of their time online seeking information, rather than entertainment. A 2009 Nielsen study indicated that Boomers between the ages of 45 and 60 spend the majority of their time online, primarily on search/community sites, and then, entertainment sites. The article, Why Marketers Can't Afford to Ignore Baby Boomers, in the Nielsenwire listed the top 10 Baby Boomer sites: Google, Yahoo, Bing, Facebook, Microsoft, AOL, Youtube, Wikipedia, Ask, and Amazon.

### Keyword and Phrase Search

**Rationale:** Using the most popular search engines, Nintendo will purchase specific words and phrases that the target markets search regularly.

**Objective:** Connect with the target by advertising on search engines, based on popular searches.

**Vehicles:** Google, Yahoo, Bing, cRANKy, AOL, Ask.com

**Description:**

- Specific words and phrases that reflect the target's interests will be purchased. Phrases will relate to the target's healthy, active lifestyles, and directly connect with the "Forever Young" concept.
- CRANKy, a search engine linked to the Baby Boomer social network, Eons, specifically caters to the Baby Boomer generation.
- Examples of words and phrases include: online games, healthy recipes, healthy lifestyle, workouts, exercise routines, etc.

# Forever Young

**Timing:** January 1, 2011 - June 30, 2011

**Budget:** \$90,500

**Metrics:** Click through rate, Google analytics, time on site, drive-to rates.

## Blogs

**Rationale:** A survey by Forrester Research in 2009 reports that more than 60% of Baby Boomer actively consume socially created content, such as reading blogs. Advertising can be done on social blogging sites that are specifically cater towards Maximizers.

**Objective:** Connect with Baby Boomers and increase their awareness and curiosity about the fun and healthy benefits associated with Nintendo products.

**Vehicles:** Boomercafe.com, Theboomerblog.com, Midlifebloggers.com, Thefiftyfactory.com, Blog.aarp.org, Tipsforboomeryears.com, Agingboomerblog.com, Feistysideoffifty.com

### **Description:**

- Bloggers who are popular amongst Boomers will dedicate a blog or mention to the use of various Nintendo products to entice their readers.
- Blog posts will include topics such as Nintendo for health and wellness, having fun with Nintendo, current Nintendo campaigns and posts about company's culture and community involvement.

**Timing:** Once every 4 weeks, January 1 – June 31, 2011.

**Budget:** \$2,000

**Metrics:** Monthly visitors tracked by each blogger, replies to each post, ShareThis function statistics.

## Podcasts and Webcasts

**Rationale:** Research shows that 61% of Baby Boomer internet users have visited sites that offer streaming or downloadable video (Lewin, 2008). Females in our target are interested in Yoga, both males and females are taking up gourmet cooking and are open for new experiences (Green, 2006).

**Objective:** Showcase the various uses of Nintendo consoles for a number of activities and experiences.

**Vehicles:** Podcastforboomer.com; Podcast.com: Food network; iTunes: The balanced living show, No excuses to a healthier you with Jonathan Roche, YOGAmazing, Yoga Today, Not Just the Kitchen

### **Description:**

- Podcasts and webcasts will dedicate episodes to topics on Nintendo, such as "Use Wii for fitness", "Sushi Academy for gourmet cooking", "Experience diving with Endless Ocean: Blue World".
- Emphasize simplicity of using Nintendo consoles

**Timing:** Once a month on each site, February through June.

**Budget:** \$30,000 (\$6,000 each)

**Metrics:** Number of subscribers, number of customer reviews and comments.

## YouTube

**Rationale:** According to Kinesis, a marketing and design service, 28.8% of the online population consists of people aged 45-63. Of this 28.8%, more than 60% review socially created content, such as blogs, videos, and podcasts. (Rozgonyi, 2010)

**Objective:** To increase traffic to the ForeverYoung.com website and increase challenge participation.

**Vehicles:** Nintendo can advertise using topics that Baby Boomers are interested in: Arts & Entertainment, Sports, People & Society, Beauty & Fitness, News, Food & Drink, Travel, Internet & Telecom, Crafts, Outdoors, Antiques & Collectibles, and Clubs & Organizations. By targeting these topics, Nintendo can reach nearly 47 million viewers in the U.S. every day.

### **Description:**

- Ads will inform the targets about the availability of interactive at local department stores
- Diet, health, Yogatic, and Raw Radiant Health will be some of the topics of Boomers' interest
- Youtube's segment-specific and topic-specific advertising will allow for advertisements to be featured next to videos that directly relate to Maximizers' searches.

**Timing:** January 1, 2011 – June 30, 2011.

# Forever Young

**Budget:** \$181,000 (Google, 2010)

**Metrics:** The number of exposures for each ad, based on video views.

## Sponsored Tweets

**Rationale:** A study by Brian Solis stated that 20.7% of all Twitter users are between 45-64 years old. Twitter also consists of a diverse online population, in which African Americans and Latinos are amongst the most active users. (Membis, 2010)

**Objective:** Reach Maximizers through their loyalty towards popular celebrities.

**Vehicles:** Twitter pages of Ellen DeGeneres (5,471,232 followers), Oprah Winfrey (4,575,451 followers)

### **Description:**

- Celebrities will Tweet about their endorsement and usage of Nintendo products.
- Each celebrity will Tweet twice, during the Forever Young challenge.

**Timing:** January 15, February 30, April 15, June 30, 2011

**Budget:** \$60,000

**Metrics:** Number of followers, retweets, Tweets trending.

## Online Banners

**Rationale:** The AARP website indicates that over 3.2 million active 50+ consumers can be reached by advertising on their website. The slogan “Forever Young” and Nintendo’s healthier gaming options directly reflect the AARP Online Network’s vision to “successfully navigate life and fulfill goals and dreams” (AARP, 2010).

**Objective:** Reach Maximizers through websites that they spend the most time on, and showcase the applicability of Nintendo products to their lifestyles.

**Vehicles:** Banner ads on AARP.com, Retiredbrains.com, RL.tv, Irememberjfk.com, Boomer girl.com, Boomerbabesrock.com, Boomerwomenspeak.com, Facebook.com, Eons.com, Youtube.com

### **Description:**

- Banner ads will be purchased on mentioned websites.
- After clicking on the ad, the target will land on the ForeverYoung.com sister website.

**Timing:** January 1, 2011 - June 30, 2011

**Budget:** \$905,000.

**Metrics:** Click-through rates and impressions.

## Social Networking

**Rationale:** A 2009 article by Sarah Perez, for Forrester Research, indicates that “More than 60% of those in this generational group actively consume socially created content, like blogs, videos, podcasts, and forums.” The article also states that 67% of people between the ages 43-52 have a Facebook account.

**Objective:** Reach the various target markets on their favorite social networks and connect with them based on their personalities and attributes. Drive them to the ForeverYoung.com website and encourage challenge participation.

**Vehicles:** Facebook, Eons.

**Description:** Advertisements can be specifically tailored to reach people based on a particular conversational topic, page on the site, geographic location, gender, age, relationship status and health profile.

**Timing:** January 1, 2011 through June 30, 2011

**Budget:** \$181,000

**Metrics:** New Facebook features will help track total exposures to each post and actions taken. Number of exposures can be tracked through each website’s analytic tools and capabilities.

## **H. Small Website Correction**

**Rationale:** Making the Baby Boomers feel related to Nintendo products and the gaming industry.

**Objective:** Make 45-64 year old adults feel that they belong in Nintendo community.

**Description:**

# Forever Young

- The game guide page will ask page visitors their age range along with which system they play, and then display recommended games for each age-range.
- A page tab designed specifically for ‘adult games’ will be featured on the homepage and will include games that relate to mental and physical activities.

**Timing:** January, 2011.

**Budget:** \$1,000

**Metrics:** Tracking the length of each visit from Maximizers by using Alexa.com and Google Analytics.

## I. National Talk Radio

**Rationale:** According to the Talk Radio Research project in 2009, 49% Baby Boomers listen to talk radio. The talk radio listeners will specifically support the businesses that advertise on their favorite radio shows. (KFNX News-Talk Radio, 2009)

**Objective:** Increase exposure and drive traffic to the ForeverYoung.com.

**Vehicles:** Rush Limbaugh Show and the Sean Hannity Show, the most listened to National Talk Radio shows (NewsMax.com). These shows air on various radio stations throughout the country, therefore, producers of the show will be contacted directly.

**Description:**

- Ads will run during the most popular two shows - the Rush Limbaugh and the Sean Hannity shows (Both have over 14 million listeners).
- Ads will encourage the Forever Young challenge participation and send listeners to the sister website.

**Timing:** February – March, 2011.

**Budget:** \$200,000 (Klaassen, 2006)

**Metrics:** Amount of listeners and total ad exposures.

## J. Interactive Booths

**Rationale:** Macy’s is the number one department store shopping destination for the Maximizers, according to our Psychographics survey (**See Exhibit 2H**). Our target tends to travel via plane at least twice a year (Lifestyles of Baby Boomers: Travel - US - October 2009, 2009).

**Objective:** To introduce the targets to a variety of Nintendo products and improve their perception of gaming.

**Vehicles:** Macy’s, Dillard’s, Nordstrom, airports, cruise lines, hospital rehabilitation centers.

**Description:**

- Nintendo Wii with the Wii Fit equipment will be set up in some of the major department stores known for high sales, along with setting them up at cruise lines, airports, and hospital rehab centers.
- At department stores, while waiting for others trying on clothes, the Maximizers will be able to enjoy themselves at a new level and engage in physically or psychologically healthy activities while in the waiting room area.
- Places such as the airports will be staffed with Nintendo personnel, due to the ever-changing audience. The staff will guide Maximizers through the games and workouts available.

**Timing:** February – April, 2011.

**Budget:** \$2,500,000

**Metrics:** Each person will be able to register their online profile and be further tracked. Staff interaction.

## K. Gym Partnership

**Rationale:** Targeting women that tend to participate in light exercise classes at national gyms, such as 24 Hour Fitness or Gold’s Gym and showing them the options they have with the Wii Fit workouts.

**Objective:** Increase awareness of the Nintendo Wii and the Wii Fit program. Increase sales of the console and the Wii Fit and encourage online participation in the Forever Young challenge.

**Description:**

- Wii consoles will be placed at various fitness centers within the cities of highest Baby Boomer demographic. All gym members will have free access to the product.

## Forever Young

- Gym employees will be trained in product use and various workout tips and routines. Wii Fit fitness classes will be held to let customers try the Wii workouts.
- Individuals will be required to register their information, automatically entering them into a drawing for a free Wii console with Wii Fit software.

**Timing:** January 1, 2011 - June 30, 2011

**Budget:** \$1,000,000

**Metrics:** Gym members will digitally sign in to the ForeverYoung.com website and input personal information. Members can be tracked by their demographics and challenge participation.

### L. IGT Partnership

**Rationale:** One of the spots that Baby Boomers frequent is casinos. According to Harrah's "Profile of a the American casino gambler", gambling appeals the most to adults ages 51 to 65 who earn over 75,000 per year. IGT is the leading slot machine manufacturer in the U.S., with its machines featured in casinos all over the country. (Refer to Exhibit 1C)

**Objective:** To reach the target in unconventional places and let them interact with Nintendo products.

**Description:** Nintendo will release rights to introduce Nintendo branded slot machines to IGT.

**Timing:** January, 2011

**Budget:** No expenditure is associated with this tactic.

**Metrics:** Average number of casino visitors in each location that features the new IGT slot machines.

### M. Product Placement

#### Movie product placements

**Rationale:** Primary research shows that the target audience enjoys the comedy genre the most (16.5%) (See Exhibit 2G).

**Objective:** To promote Wii and DS gaming through associations between the target audience and movie characters.

**Channels:** Country Strong, Drive Angry, Adjustment Bureau, Footloose, Bridesmaids, Something Borrowed.

**Description:**

- We chose 6 movies released within January-June 2011 that will appeal to our audience.
- Movie characters within the target market will be shown playing Nintendo consoles.

**Timing:** January through June 2011, one movie per month (starting with Country Strong in January and finishing with Something Borrowed in June)

**Budget:** \$500,000

**Metrics:** Number of movie viewers.

#### TV product placements

**Rationale:** According to a 2009 study done by Nielsen, comparing the media usage of Baby Boomers vs Millennials, it was revealed that Baby Boomers ages 45-60 spend an average of 39.13 hours a week watching television. Nielsen ratings show that the target audience likes active, family friendly shows, such as The Biggest Loser, So You Think You Can Dance, and American Idol. We chose the top three shows that will appeal to our target.

**Objective:** To promote Wii and DS gaming through associating target audience through TV shows.

**Channels:** *TV Land, HGTV, History Channel, Lifetime, Travel Channel, ESPN, ESPN 2, AMC, CBS, NBC, ABC*

**Description:** TV characters within the target market will be shown playing Nintendo consoles.

**Timing:** January through June 2011, 3 shows, one episode per month

**Budget:** \$200,000

**Metrics:** Viewership ratings for each episode.

# Forever Young

## **N. The Early Show Cook-off**

**Rationale:** The 2009 Nielsen report indicated that CBS had the highest percentage of viewers between the ages of 50 and 64. Televised professional chefs' cook-off challenge will be directed at the Maximizers by broadcasting it on the CBS network.

**Objective:** To showcase the versatility of the Nintendo and DS/DSi products and inspire Maximizers to take part in the Forever Young challenge.

**Description:**

- The cook-off event will be held on a Saturday, one week prior to Easter Sunday.
- Event will feature several renowned chefs who will compete on CBS using the Wii Cooking Kit and Cook-Off game and cook the best Easter meal.

**Timing:** April 16, 2011

**Budget:** \$1,000,000

**Metrics:** Live audience and viewership numbers will indicate exposure of the Nintendo products.

## **O. Music Event Booths**

**Rationale:** Music has had a major influence on the lives of Baby Boomers. There are a number of music events that Maximizers will be attending during the beginning on 2011. According to our Psychographics Survey, the most listened to genres of music are rock, oldies, country and pop. (**See Exhibit 2G**)

**Objective:** Get Baby Boomers to try out Nintendo products and enter the Forever Young challenge.

**Description:**

- Set up Nintendo Wii and DS booths at music events, where individuals will have the opportunity to play various games such as Wii Rock Band, Wii Music and other games.
- Individuals will have an opportunity to enter into a drawing limited to those who register at the booth. The drawing will give away a free Wii console with the Wii Music software.
- Booth attendees will be encouraged to experience the details of the Forever Young challenge.
- The events optimal for Nintendo were chosen based on Baby Boomers' geographic locations.

**Timing and Location:** Styx at Silver Legacy Casino, Reno, NV, Jan. 15; Styx at House of Blues in Anaheim, CA, Jan. 20; Bon Jovi at Madison Square Gardens, Feb. 24-25; 15th Annual Blues Festival, Silver, NM, May 28-30; 32nd Annual Union Street Fair, San Francisco, CA, June 4-5; CMA Music Festival, Nashville, TN, June 7-10; Roots on the River Music Festival, Vermont, Jun 9-12; Old Port Festival, Portland, ME, June 11; Bonnaroo Arts & Music Festival, Manchester, TN, June 14-17; Clearwater's Great Hudson River Revival, Croton-on-Hudson, NY, June 18-19

**Budget:** \$290,000, approximately \$20,000 - \$50,000 per event.

**Metrics:** Individuals will digitally sign in to the ForeverYoung.com website and submit personal demographic and psychographic information. Attendants at the event will also be given coupons that, if used, can be traced back to the event.

## **P. National Sporting Events**

**Rationale:** A research study by comScore on sports league demographics shows that Baby Boomers enjoy attending sporting events including MLB, NFL, and NBA games. Also, the Lifestyle Market Analyst ranked attending NASCAR races as one of the top ten hobbies for Baby Boomers.

**Objective:** To reach Maximizers by allowing them to try out Nintendo products at their favorite sporting events and expose them to the national Forever Young challenge.

**Description:** Set up "Forever Young" booths at MLB, NFL, NBA and NASCAR events.

**Timing:** MLB: April 2011 through June 2011. NFL: January 2011 to February 6, 2011. NBA: January 2011 to April 13, 2011. NASCAR: February 2011 through June 2011.

**Budget:** \$4,710,000

**Metrics:** Customer data will be tracked during personal conversations at interactive booths, where users will input psychographic and demographic data. They will be invited to take part in the Forever Young challenge, which will enable their progress and interest in Nintendo products to be tracked.

# Forever Young

## Q. Airport Advertisements

**Rationale:** U.S Travel Association reports that younger Boomers represent 21% of U.S. leisure travelers and 22% of business travelers. Additionally, younger Boomers take an average of 4.1 leisure trips and 5.6 business trips per year. As for older Boomers, they make up 15% of leisure travelers and take an average of 4.4 leisure trips each year. Older Boomers also represent 16% of all business travelers and these travelers take an average of 10.1 business trips each year. (U.S. Travel Association, 2010)

**Objective:** To supply mass exposure to the large percentage of Baby Boomers that fly frequently.

**Description:** Ads will prompt Maximizers to take part in the Forever Young challenge and visit the ForeverYoung.com sister website, in order to interact through the online community.

**Vehicles:** Airports in the major cities in which Baby Boomers retire (RDU, AFB, ATL) (Brandon, 2009).

**Timing:** January- June, 2011.

**Budget:** \$300,000

**Metrics:** Number of fliers within each terminal advertised throughout the campaign period.

## R. Sweatshirt Giveaways

**Rationale:** Free merchandise giveaways appeal to consumers and will be used as a reward for those who participate in a public Nintendo event. (See Exhibit 7B)

**Objective:** Distribute customized, free Nintendo merchandise to gain brand attention.

**Vehicles:** Large malls, airports, booth locations and other popular Baby Boomer venues.

**Description:**

- Connect with consumers by giving those who participate in an organized Nintendo event a free Nintendo sweatshirt that promotes the Wii and Nintendo DS products.
- Encourage Maximizers to further explore the capabilities and games by Nintendo.

**Timing:** February – June, 2011.

**Budget:** \$230,000 for 10,000 (Quote from At Cost Apparel)

**Metrics:** Amount of sweatshirts given away plus the amount of exposures they will incur.

## 8. Timeline, Metrics and Financial Information

The total cost of the campaign is estimated at \$19,997,800. Each tactic was carefully reviewed and estimated quotes and costs associated with the tactic execution were provided. Some of the tactics, such as print, TV, and online advertisements were adjusted to reflect a slight discount from those on the rate cards, due to the partnered companies' willingness to work with advertisers. The Metrics table provides an outlook on how to best track the activity and participation resulting from the Forever Young campaign. The Timeline provides an optimal release schedule for all the tactics. The Timeline starts out with the period of heavy TV, print, online, and radio advertising and the general introduction of the campaign and the Forever Young challenge. It then concentrates on interactive and guerilla tactics that require participation from Maximizers and will be achieved through interactive booths and the Forever Young challenge. During the period past the introduction of the campaign, product placements, blogs and podcasts will help nurture the interest towards the campaign. Timeline, Metrics and Budget tables are included in the Appendices (Refer to Exhibits 8A, 8B and 8C).

### *Forever Young, Successful and Fun!*

We strongly believe that the “Forever Young” campaign will successfully reach a new market of non-gamers. With strong primary and secondary research, every detail of this plan has been thought out and backed up. Baby Boomers, especially the Maximizers, Due Diligents, and Re-Activists will be excited and empowered to want to invest in Nintendo products. They will want to experience how these products can add value to their lives and be part of a hip new movement to use technology to make their lives more convenient. This group is a sizable, affluent market that Nintendo is perfectly poised to capitalize on. By taking action and implementing the “Forever Young” integrated marketing campaign, Nintendo can reach new markets and expand its market share. This campaign truly has the ability to help the Baby Boomer generation stay Forever Young!



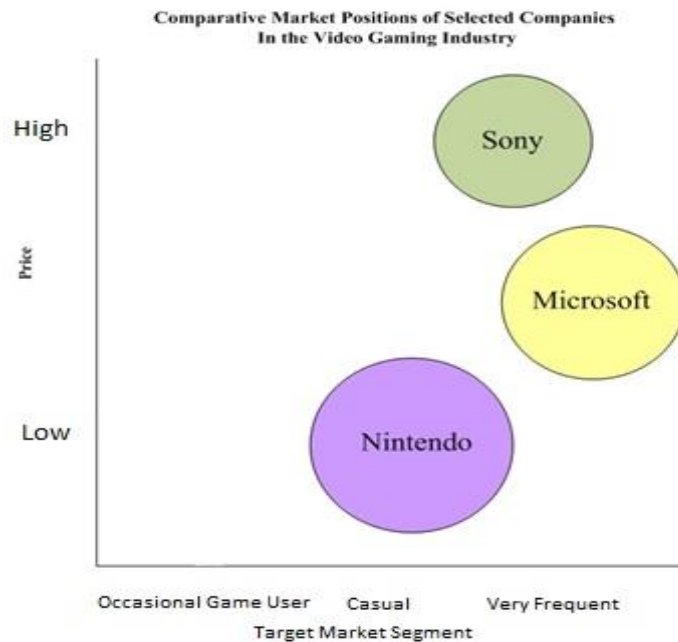
# Forever Young

## Appendices Situation Analysis Appendices

**Exhibit 1A. SWOT**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Established brand</li> <li>• Innovative</li> <li>• First mover advantage on motion sensor technology (Wii)</li> <li>• Family friendly image                             <ul style="list-style-type: none"> <li>✓ Non-violent games</li> <li>✓ Educational games</li> <li>✓ Family fun games</li> </ul> </li> <li>• Competitive price</li> <li>• Sales of handheld gaming devices</li> </ul>	<ul style="list-style-type: none"> <li>• Doesn't have the technology/graphics that tech savvy consumers want</li> <li>• Not as many games being produced compared to competitors</li> <li>• Disconnect between products and brand image</li> <li>• Too broad of a target market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Changing demographics of players                             <ul style="list-style-type: none"> <li>✓ Women</li> <li>✓ Parents</li> <li>✓ 50+</li> </ul> </li> <li>• Growing market</li> <li>• Mismatched consumer perceptions can be redirected</li> <li>• Seasonal boosts in sales</li> </ul>	<ul style="list-style-type: none"> <li>• Strong threat from substitutes</li> <li>• Strong competitive rivalry</li> <li>• Rapidly evolving technology</li> <li>• Strong bargaining power of consumers</li> <li>• Economic downturn</li> </ul>

**Exhibit 1B. Perceptual Map**



# Forever Young

## Exhibit 1C. Porter's National Diamond

Porter's Diamond is an excellent tool used to assess the international business environment and why some industries are more competitive than others, more specifically, the diamond helps to determine competitiveness among industries within nations. This model measures the ability of a firm's national environment to provide international advantage, which is a function of four key conditions, according to Porter.

**Factor conditions** for Nintendo in the United States include skilled labor and specialization. Also considered a "home grown" resource is the technology available in the U.S. Innovation is a valued resource in America. Also considered a resource of national headquarters is production studios and an elite team of engineers and design experts. Lastly, partnering with large internationally and nationally established Information technology companies to create products is an advantage of the location.

**Home demand** is one of the key conditions; when analyzing the home demand conditions Porter suggests that the mix of customer's needs and wants, the scope of growth rate, and the mechanisms that transit domestic preferences to foreign markets are the three main factors that determine home demand. The US consumers want more games from Nintendo as proven in research. The industry is growing and projected to continuously grow. According to Grabstats, the video gaming industry is expected to grow by 20 Billion dollars from 2008 to 2012 (Grabstats, 2008). Observations of US trends, market research, and internal data of competitors that already do business in the US are examples of the mechanisms that transit domestic preferences to foreign markets.

**Related and supporting industry options** are not slim. Though Nintendo is its own supplier, there are many options for partnerships and innovations. There are companies such as Intel and Advanced Micro Devices (AMD) in which Nintendo can partner with to further their product offerings. Technology advancement through third party or partnerships can produce even more effective forward movement for Nintendo in the United States. The video gaming industry's value added to the GDP in 2006 was 3.8 billion dollars (Grabstats, 2008). Looking at these statistics, it is apparent that the video gaming industry is being heftily fostered. The market is invested in the video gaming industry, which means there are other supporting and/ or related industries that add to the video gaming industry and continue to aid its growth.

**Strategy, Structure, and Rivalry** is healthy, with competitors each having niches. Competitors of Nintendo capture enough market share within the industry to encourage rivalry and competing products. Nintendo's competitor Microsoft creates their own hardware, while Sony targets an avid typical gamer. As for authorized regulations in the United States, the only apparent regulation is in reference to content. The structure condition doesn't pose a threat to the sales of consoles.

The greatest condition in analyzing the video gaming industry is the **factor conditions** within the United States. These conditions highlight the many resources available in the US. Moreover, the home demand is healthy and acts as a synergy between the industry and the market. By using the resources in the United States, Nintendo can use its resources to develop technology. Also, the home demand can be accessed easier, because there is a substantial presence in this industry. These features can be capitalized as competitive advantages.

## Exhibit 1D. Indirect Competitors

Mobile Gaming
With the emergence of Apple and Android smart phones, mobile gaming is increasing in popularity. Mobile gaming, mainly, poses a threat to Nintendo's handheld devices. Those who own smart phones may not feel the need to own another portable gaming device. The forecast for 2014 states that the mobile gaming market will reach \$11.4 billion in revenue and the Iphone, alone, will account for 24% of total gaming software sales. (Anand, 2009)
PC Gaming Platform
Microsoft is a major competitor in the PC gaming market, showing strong interest in PC games. Microsoft's senior director for PC and mobile gaming explained that the company plans to introduce games made specifically for PCs, while continuing the development of console games (IGN, 2010). PC gaming software revenues were \$13.1 billion in 2009. Revenues from consumer PCs reached approximately \$54.6 billion in 2009 and are expected to grow to \$61.3 billion by 2014 (PC Gaming Alliance, 2010).
Social Network Gaming
The major competitors in this category are Playfish, Zynga, and SGN. Playfish's games all placed in Facebook's Top 25, while Zynga dominates MySpace (Chen, 2009). The industry generated about \$725 million in the U.S., in 2009, and is expected to triple by 2012 (Verna, 2010). A major strength of this industry is its dynamic growth through

# Forever Young

social networks. Like Nintendo, it also was able to attract females. Social network games, however, are unable to achieve elaborate graphics and run as fast as console games do.

## Online Gaming Platforms

Valve is a major competitor in this segment. This company is the creator of Steam, one of the world's largest online gaming platforms. Both PC and Mac owners can download the software, and then purchase and play games on their computers. The software is free; players only pay for the games sold through Steam, which range from \$3 on discounted ones to \$50 on new releases. This type of gaming also provides a social experience for by enabling gamers interact with one another. Online platform games have primarily attracted, more competitive, "hardcore" gamers (Robinson, 2010). Valve earns profits by distributing developers' games to its 25 million active users and splitting profits from sales. (Valve Corporation, 2010)

## Primary Research Appendices

Exhibit 2A. Associative Network

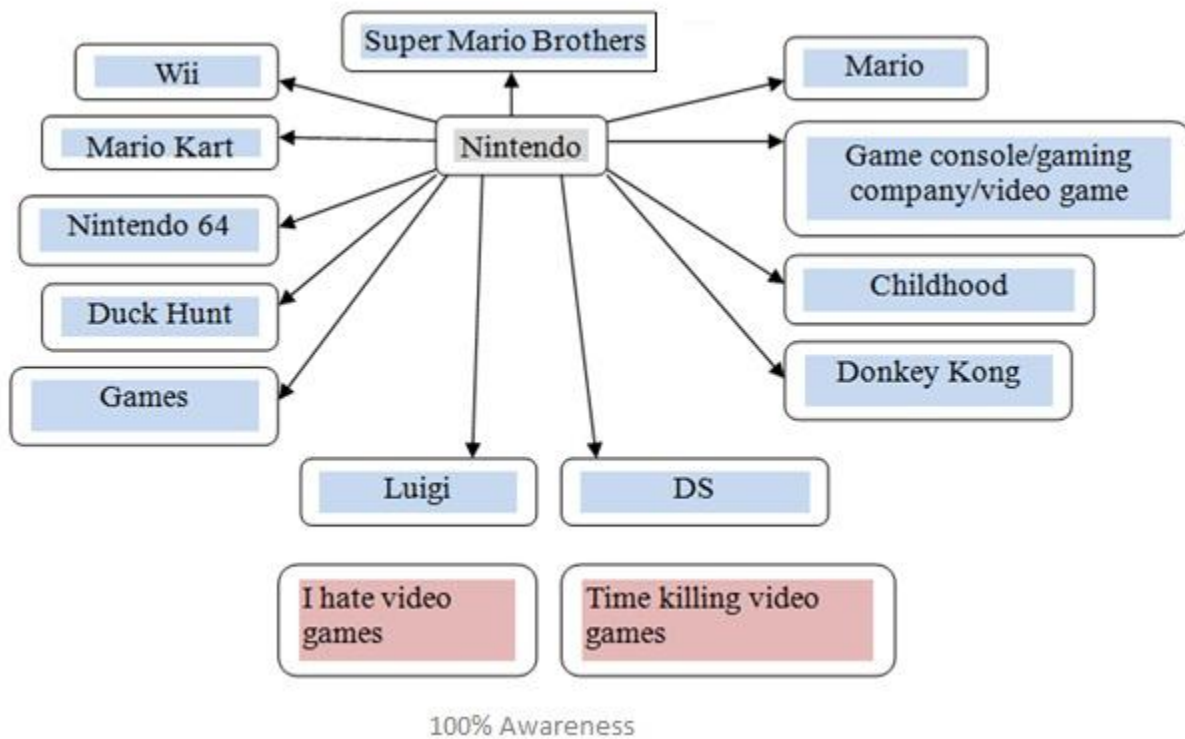


Exhibit 2B. "Game or No Game" Survey Questions

1. **If I play a game, it is normally:** via social network site (Farmville, etc.), on my personal electronic device (phone, ipod, etc.), on my laptop, PC (non-online games like Solitaire), online community games (world war craft, etc.), home game console (Playstation, Xbox, Nintendo), Portable game console (Nintendo DS, PSP, etc.)
2. **When do you normally play games?** At home, at work, at school, other (please specify)
3. **Do you own a game console?** I don't own one, Playstation, Xbox, Nintendo Wii, Nintendo DS, PSP, other (please specify)
4. **What are your overall feelings about video games?** I love video games, they are good for family time, video games are for kids, I have more important things to do, I don't have time for video games
5. **How often do you play video games on your game console?** Never, once a year, once a month, once a week, several times a week.

# Forever Young

6. **What are your favorite video games?** Action & Adventure, Life Training, Puzzles, Racing, Music & Rhythm, Role-Playing, Sports, Strategy & Simulation.
7. **What State do you live in?**
8. **How old are you?** Under 13, 13-18, 19-25, 26-35, 36-45, 46-55, 56-74, over 74
9. **What is your ethnicity?** African American, Asian, Caucasian, Hispanic Origin, Middle Eastern, Native American, Pacific Islander, Other.
10. **Education?** High School diploma or GED, some college, associate degree, vocational or trade school, undergraduate degree, advanced degree.
11. **Personal status?** Single, not in a relationship; single, in a relationship; married; separated; divorced; widowed.
12. **Parental status?** No children, one child, two children, three or more children.

Exhibit 2C – “Game or No Game” Survey Analysis  
How do you normally play video games?

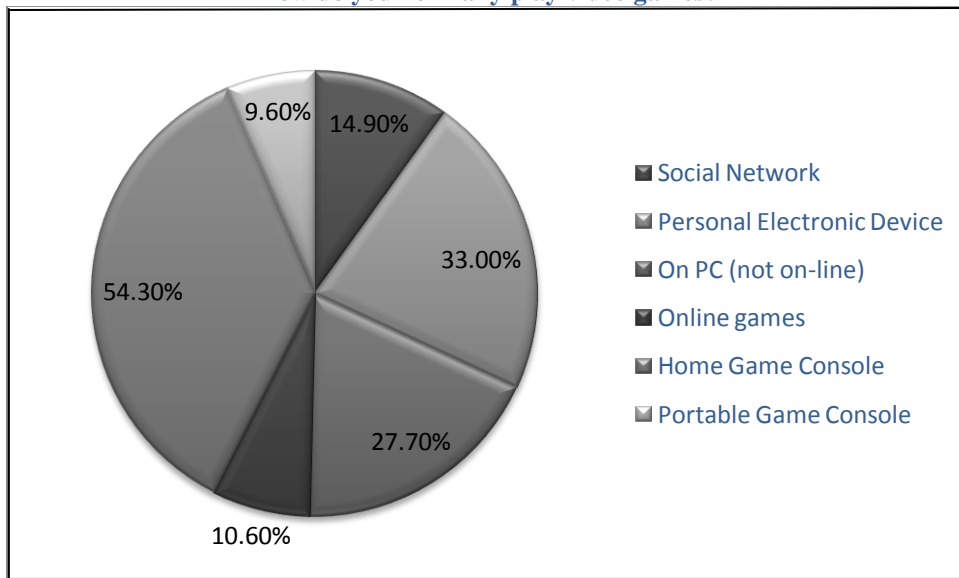


Exhibit 2D – Focus Group Questions

## Gamers

1. What comes to mind when you hear of Nintendo?
2. When was the last time you have used a Nintendo product?
3. Do your friends and family own or play Nintendo or other consoles?
4. How often do you play the consoles/games?
5. How many games do you buy a year?
6. Do you rent games? How many?
7. How involved are you in online gaming?
8. How often do you participate in online network gaming?
9. Does your athletic participation/sports influence the types of games you purchase?
10. Do you game alone or with other people?
11. Does finishing a game give you a sense of accomplishment?
12. During what times of week or day do you play?
13. What types of games interest you?
14. If a new version of your console were to come out next week, how soon would you go get it?
15. Do you have a competitive nature?
16. How often do you socialize?
17. If you were to pick a free console of your choice, which one would you pick? What types of games would you play? How would you choose what to play? Hardware?

## Forever Young

18. Do you work out? Would consider a Wii for a workout option?
19. Do you own Apple products?
20. What capabilities would you like to see from Nintendo products, vs being just a game console?
21. Where have you found gaming to have the strongest presence?
22. Does your grandpa play games? What type of games? Why or why not
23. Do you have a smart phone? Why not, if not?
24. Do your friends and family own or play Nintendo or other consoles?
25. What are your perceptions of gamers? What do you not like about the idea of gaming?
26. How big are you on the newest technology?
27. How often do you use the internet and computer? What are some of the websites you visit regularly?
28. What do you do during your free time?
29. How often do you watch television?
30. What types of music and radio do you listen to? Pandora?
31. Are you employed? What type of work?
32. What kind of magazines do you read?
33. Did your parents limit your entertainment?
34. Are you in college?
35. Do you have children? What types of games do you play with them? Activities?
36. Do you think the Nintendo console is priced appropriately?
37. How much of disposable income do you put towards entertainment – spending money.
38. Have Nintendo products influenced you as you were growing up?
39. Have your friends tried to talk you into gaming before? Why have you not converted
40. Where do you purchase the majority of your games/gaming merchandise?
41. How long does it take for you to play a game in a sitting?
42. Does Nintendo stand for quality?
43. Favorite games? Console?
44. Brand loyalty towards anyone particular?

### Non Gamers

1. What comes to mind when you hear of Nintendo?
2. When was the last time you have used a Nintendo product?
3. Have you ever been a gamer? If you were, what made you stop?
4. Do your friends and family own or play Nintendo or other consoles?
5. How involved are you in online gaming on Facebook?
6. What are your perceptions of gamers? What do you not like about the idea of gaming?
7. How big are you on the newest technology?
8. How often do you use the internet and computer?
9. What do you do during your free time?
10. What types of music and radio do you listen to?
11. Are you employed? What type of work?
12. What kind of magazines do you read?
13. Did your parents limit your entertainment?
14. Are you in college?
15. Do you have children? What types of games do you play with them? Activities?
16. Do you think the Nintendo console is priced appropriately?
17. How much of disposable income do you put towards entertainment – spending money. Have Nintendo products influenced you as you were growing up?
18. Have your friends tried to talk you into gaming before? Why have you not converted?
19. Is the gaming industry attractive to you?
20. Where have you found gaming to have the strongest presence?
21. Do you have a smart phone? Why not, if not?
22. Apple products?
23. What capabilities would you like to see from Nintendo products, vs being just a game console?
24. Do you follow social media trends?
25. If you were to pick a free console of your choice, which one would you pick? What types of games would you play? How would you choose what to play? Hardware?
26. Do you work out? Would consider a Wii for a workout option?

# Forever Young

27. Do you find gaming to be complicated or intimidating?
28. Do you feel overwhelmed when trying out a game?
29. How long would you be willing to spend on learning how to play an individual game?
30. Do you have a competitive nature?
31. How often do you socialize?
32. Does your grandpa play games? What type of games? Why or why not?
33. Do you have children? Do they play games?
34. How often do you visit stores in which you look at gaming devices?
35. Do you own a gaming console that you never use for gaming?
36. Does Nintendo stand for quality?

### Exhibit 2E. Interview Questions

We interviewed both gamers and non-gamers. All the interviews were conversational in nature and the following questions were used to guide the interviewer.

1. Do you play video games? **If YES:** Which brand? Why?
  2. What are your perceptions of the various brands? **If NO:** -Why not?
  3. What are your perceptions of various brands?
  4. Would you come and try to play some video games if we set up a free event?
  5. Do you own a gaming console? **If YES:** Which game console? Why do you prefer this one?
  6. What are your perceptions of the various video game console brands?
- 
7. On a scale 1 to 7, where 1 means "Strongly Disagree" and 7 means "Strongly Agree" tell me what is your perception of your current gaming console and related games based on the following descriptions. Circle the number that best represents your opinion.

	1	2	3	4	5	6	7
(Strongly Disagree)							(Strongly Agree)
Was Enjoyable	1	2	3	4	5	6	7
Was Family-Oriented	1	2	3	4	5	6	7
Was User-Friendly	1	2	3	4	5	6	7
Good Graphic Quality	1	2	3	4	5	6	7

8. **If NO to question 1:** -Why not? Please explain.
9. Would you come and try to play some video games if we set up a free event, provide information about different brands and teach you how to play - if you have problems with technology?
10. Even if you don't play games, are you aware of some of the video game console brands? On a scale 1 to 7, where 1 means "very unfavorable" and 7 means "very favorable" tell me what is your attitude toward the following brands? Please circle your response. If you have never heard about the brand, just leave blank.

	1	2	3	4	5	6	7
(Very Unfavorable)							(Very Favorable)
Sony (Playstation)	1	2	3	4	5	6	7
Microsoft (Xbox)	1	2	3	4	5	6	7
Nintendo (Wii)	1	2	3	4	5	6	7

11. Sex
12. Age

### Exhibit 2F. Psychographics Survey Questions

1. **Gender:** Male, Female
2. **Age:** Under 18, 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 74+
3. **Ethnicity:** African American, Asian, Caucasian, Hispanic Origin, Middle Eastern, Native American, Pacific Islander, Other
4. **Education:** High-school diploma, GED, Some college, Associates degree, Vocational or Trade school, Undergraduate degree, Advanced degree
5. **Income:** Under \$25,000, \$25,001-\$40,000, \$40,001-\$65,000, \$65,001-\$90,000, \$90,001-\$120,000, \$120,001-\$150,000, \$150,001-\$250,000, Over \$250,000
6. **Living Arrangements:** Rent an apartment, Rent a house, Own a condo/house, Assisted living
7. **Marital Status:** Single - Not in a relationship, Single - in a relationship, Married, Separated, Divorced, Widowed

## Forever Young

8. **Parental Status:** No Children, Children under 18, Children over 18, Children & grandkids under 18, Children & grandkids over 18
  9. **Employment Status:** Unemployed, Part-time employment, Full-time employment, Retired
  10. **Occupation:** Management professional and related occupation, Service industry, Sales and office, Farming, Fishing & Forestry, Construction & Maintenance, Production, Transportation, & Material Moving Occupations
  11. **Music:** (Choose all genres that apply) Alternative, Blues, Classical, Country, Hip-Hop, Jazz, Metal, Oldies, Pop, R & B, Reggae, Rock
  12. **Movies:** (Choose all genres that apply) Action & Adventure, Classics, Comedy, Documentary, Drama, Horror, Kids & Family, Musical, Romance, Sci-Fi and Fantasy, Sports, Thriller
  13. **TV Shows:** (Choose all genres that apply) Animation, Arts & Culture, Comedy, Drama, Family, Non-Fiction, News and Information, Reality TV, Sci-Fi and Fantasy, Suspense, Sports, Weather
  14. **Main Shopping Destinations:** (Choose all that apply) Wal-Mart, Sears, Target, Nordstrom, Sacks 5<sup>th</sup> Avenue, Macys, Online, Other (Please Specify)
  15. **Leisure:** (Choose all that apply) Shopping, Skiing, Gym/Exercising, Cooking, Reading, Playing Games, Family Time, Browsing Internet, Other (Please Specify)
  16. **What do you read?:** (Choose all that apply) Local Newspapers, Local Magazines, Fashion Magazines, Business Magazines, Political Magazines, Sports Magazines, Special Interests (Please Specify)
  17. **Do you play video games?:** Yes, No
- If you answered “yes” to question 17, answer questions 18-20:**
18. **How do you play video games?:** Game console, Smart phone, Personal gaming device, Computer (not online), Computer (online), Via social network
  19. **Do you own any one of these?:** (Choose all that apply) I don't own one, Play Station, Xbox, Nintendo Wii, Nintendo DS, PSP, Other (Please Specify)
  20. **How often do you play video games?:** Once a year, Once a month, Once a week, Several times a week
- If you answered “no” to question 17, answer questions 21-22:**
21. **Have you ever tried playing a video game?:** Never, Tried and did not like it, Tried and liked it, I used to play video games, but do not anymore
  22. **What is the reason you don't play video games?:** They are too complicated, Only kids play video games, Violence in games, Too expensive, Habit forming, Not enough time, Not a gamer, Not interested, Other (Please Specify)
  23. **What types of video games are you playing or would be interested in playing?:** Action & Adventure, Life Training, Music and Rhythm, Puzzles, Racing, Role Playing, Sports, Strategy & Simulation
  24. **Would you try playing Nintendo DS if we had it set up for free at some location, for instance at the mall, park or any other public place?:** Yes, No, Not Sure
  25. **Would you try playing Nintendo Wii if we had it set up for free at some locations, for instance at the mall, park or any other public place?:** Yes, No, Not Sure

# Forever Young

## Exhibit 2G – Psychographics Survey Analysis

### (Age of Respondents/ Play Video Games)

#### Crosstabulation

		Play Video Games		Total
		Yes	No	
Age	45-54	17	23	40
	55-64	6	14	20
<b>Total</b>		23	37	60

### (Play Video Games/ Types of Video Games Being Played/Interested In) Crosstabulation

		Types of Video Games Being Played/Interested In							Total	
		Action and adventure	Life Training	Music and rhythm	Puzzles	Racing	Role playing	Sports		Strategy and simulation
Play Video Games	Yes	1	3	7	9	4	5	6	14	23
	No	8	10	6	8	3	5	11	8	27
<b>Total</b>		9	13	13	17	7	10	17	22	50

### (Play Video Games/Favorite Shopping Destinations) Crosstabulation

		Favorite Shopping Destinations						Total	
		Walmart	Sears	Target	Nordstrom	Saks 5th Avenue	Macys		Online
Play Video Games	Yes	9	8	6	4	0	7	3	14
	No	14	6	12	7	3	11	12	24
<b>Total</b>		23	14	18	11	3	18	15	38



# Forever Young

**\$Moviegenrefav Frequencies**

		Responses		Percent of Cases
		N	Percent	
Favorite Movie Genres <sup>a</sup>	Action & Adventure	36	14.9%	72.0%
	Classics	25	10.3%	50.0%
	Comedy	40	16.5%	80.0%
	Documentary	23	9.5%	46.0%
	Drama	22	9.1%	44.0%
	Horror	4	1.7%	8.0%
	Kids & Family	14	5.8%	28.0%
	Musical	10	4.1%	20.0%
	Romance	22	9.1%	44.0%
	Sci-Fi and Fantasy	12	5.0%	24.0%
	Sports	19	7.9%	38.0%
	Thriller	15	6.2%	30.0%
	Total		242	100.0%

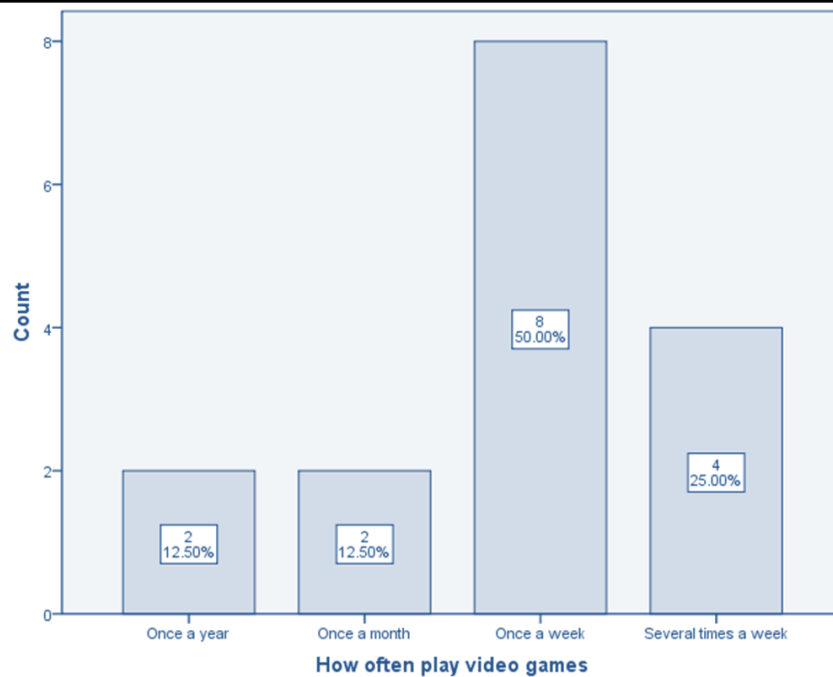
**\$Musicfavorites Frequencies**

		Responses		Percent of Cases
		N	Percent	
Music Favorites <sup>a</sup>	Alternative	14	6.9%	28.0%
	Blues	19	9.4%	38.0%
	Classical	17	8.4%	34.0%
	Country	22	10.9%	44.0%
	Hip-Hop	5	2.5%	10.0%
	Jazz	19	9.4%	38.0%
	Metal	4	2.0%	8.0%
	Oldies	31	15.3%	62.0%
	Pop	22	10.9%	44.0%
	R&B	11	5.4%	22.0%
	Reggae	5	2.5%	10.0%
	Rock	33	16.3%	66.0%
Total		202	100.0%	404.0%

# Forever Young

**(Reasons Why Respondents Do Not Play Video Games) Frequencies**

		Responses		Percent of Cases
		N	Percent	
<b>Reasons</b>	<i>They are too complicated</i>	15	20.5%	34.1%
	<i>Only kids play video games</i>	5	6.8%	11.4%
	<i>Violence in games</i>	2	2.7%	4.5%
	<i>Too expensive</i>	5	6.8%	11.4%
	<i>Habit forming</i>	1	1.4%	2.3%
	<i>Not enough time</i>	19	26.0%	43.2%
	<i>Not a gamer</i>	7	9.6%	15.9%
	<i>Not interested</i>	17	23.3%	38.6%
	<i>Other</i>	2	2.7%	4.5%
<b>Total</b>		73	100.0%	165.9%



**(Play Video Games/Favorite Leisure Activities) Crosstabulation**

		Favorite Leisure Activities							<b>Total</b>	
		<i>Shopping</i>	<i>Skiing</i>	<i>Gym or exercising</i>	<i>Cooking</i>	<i>Reading</i>	<i>Playing Games</i>	<i>Family Time</i>		<i>Browsing Internet</i>
<b>Play Video Games</b>	<i>Yes</i>	6	2	6	8	6	10	9	6	15
	<i>No</i>	6	6	16	7	17	5	12	9	25
<b>Total</b>		12	8	22	15	23	15	21	15	40

# Forever Young

## Target Appendices

### Exhibit 4A – Attitudinal Characteristics

To analyze different Baby Boomer segments, we chose lifestyle attitudes that would correspond to the products and experiences Nintendo has to offer. We chose segments with higher percentage of agreement with such lifestyles. The following attitudes are more likely to characterize Maximizers, Due Diligents and Re-Activists, than Straight Arrows, Sideliners and Diss/Contentents.

<b>Attitude towards</b>	<b>DD</b>	<b>M</b>	<b>RA</b>	<b>SA</b>	<b>S</b>	<b>DC</b>
Life should be a never-ending series of adventures	87.6%	87.5%	85.6%	72.9%	78.2%	75.7%
I am concerned about taking care of myself	92.2%	83.6%	88.4%	75.2%	71.3%	78.3%
It is important in my personal life today to stretch myself and try new things	83.6%	81.6%	90.5%	72.6%	71.7%	79.8%
I am determined to get more out of life than am currently getting	89.6%	89.4%	83.1%	70.69%	72.6%	67.0%
I am very sure that one day I will get to where I want to be in life	83.0%	83.0%	76.9%	75.7%	71.3%	53.3%
I am always ready to tackle something new	71.6%	81.5%	87.3%	70.0%	68.9%	70.9%
I am always trying to think of something new and different to work toward	71.2%	74.4%	86.2%	62.7%	63.1%	67.5%
Periodically I like to change things about myself just for the sake of changing	79.4%	79.4%	72.6%	63.4%	49.0%	61.4%
Life is a set of endless opportunities no matter what your age	90.2%	90.5%	92.8%	88.9%	80.8%	77.9%
Personal enrichment is very important to me	87.6%	87.9%	83.00%	79.7	77.2	80.5
<b>How worried are you about each of the following</b>	<b>DD</b>	<b>M</b>	<b>RA</b>	<b>SA</b>	<b>S</b>	<b>DC</b>
Being able to live independently	76.9%	76.6%	71.6%	50.2%	60.2%	59.0%
Not being mentally sharp	82.5%	77.7%	66.7%	53.2%	55.0%	60.7%
Being short of energy and vitality	78.7%	75.3%	66.8%	51.2%	50.9%	46.6%
No longer being able to live life to the fullest	67.0%	70.9%	57.6%	39.4%	42.4%	56.7%
<b>How likely are you to focus your energies &amp; invest your time over the next 5-10 years on the following</b>	<b>DD</b>	<b>M</b>	<b>RA</b>	<b>SA</b>	<b>S</b>	<b>DC</b>
Getting more out of life	84.2%	87.3%	94.8%	69.4%	63.3%	61.1%
Taking more control over your future	83.8%	87.1%	82.2%	67.6%	66.4%	62.1%
Doing things I've always wanted to do	83.6%	86.8%	91.1%	67.6%	57.8%	67.1%
Learning a new skill or hobby	73.5%	80.7%	87.4%	68.6%	60.8%	54.6%
Having new adventures that are exciting and fun	85.0%	85.0%	89.3%	61.4%	58.5%	59.5%
Making new friends	76.7%	86.7%	82.1%	65.6%	44.4%	57.6%
Developing new skills and expertise	82.7%	77.9%	91.4%	56.9%	51.6%	34.3%
Expressing yourself in more creative ways	81.4%	79.7%	88.9%	54.7%	45.5%	45.5%
Unleashing your personal potential	75.9%	82.8%	89.0%	53.1%	49.3%	37.0%
Taking courses to learn something new	77.4%	76.4%	85.6%	56.7%	50.3%	33.1%
Exploring your potential in new and innovative way	76.4%	83.5%	88.6%	52.5%	43.7%	38.6%
Fulfilling life-long dreams and ambitions	78.5%	82.8%	71.6%	54.9%	45.1%	43.8%
Fighting against feeling old	73.5%	76.4%	64.7%	47.0%	53.5%	43.9%
Devote time to charity	66.0%	74.1%	83.7%	56.7%	9.9%	49.8%
Testing yourself in new ways to prove yourself	71.0%	77.5%	73.7%	42.9%	43.2%	23.9%
Finding something totally different to do in my life	73.8%	78.0%	72.8%	36.1%	44.2%	26.3%
Becoming more physically active	63.0%	63.6%	64.4%	30.0%	37.9%	35.0%
Finding real you	73.3%	71.3%	58.7%	31.5%	24.9%	18.9%
Becoming involved with people & websites on internet	55.3%	61.8%	54.9%	31.6%	23.8%	36.7%
Getting more involved with art	50.0%	55.7%	63.3%	22.4%	20.9%	25.0%
Creating things online	55.0%	48.7%	48.8%	28.0%	20.4%	27.1%

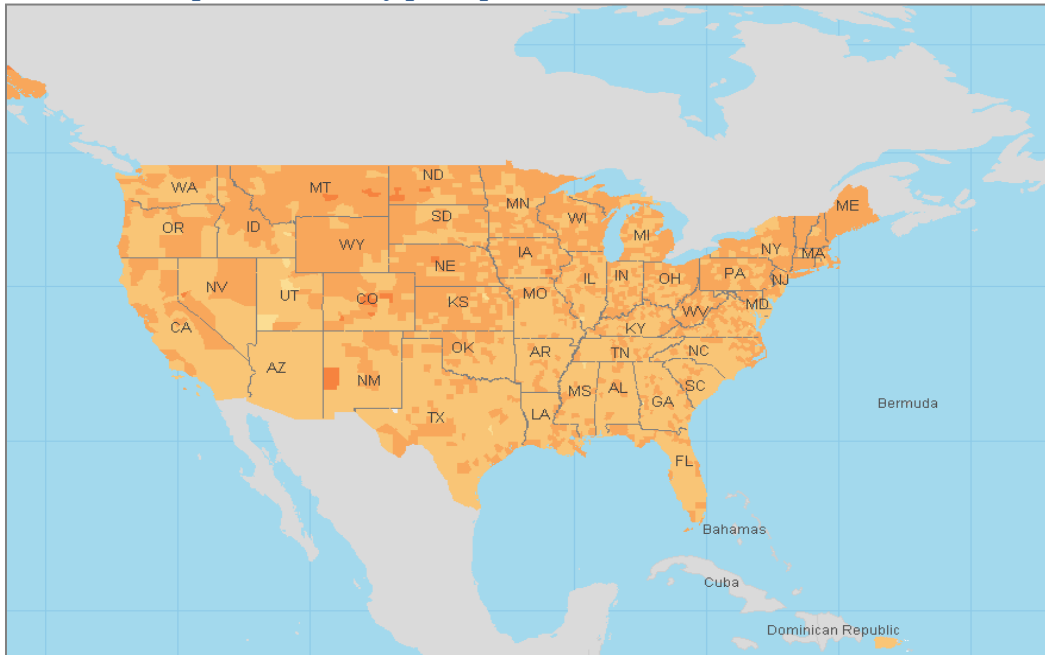
\*DD – Due Diligents, M – Maximizers, RA – Re-Activists, SA – Straight Arrows, S – Sideliners, DC – Diss/Contentents

# Forever Young

## Exhibit 4B- Segment Profiles

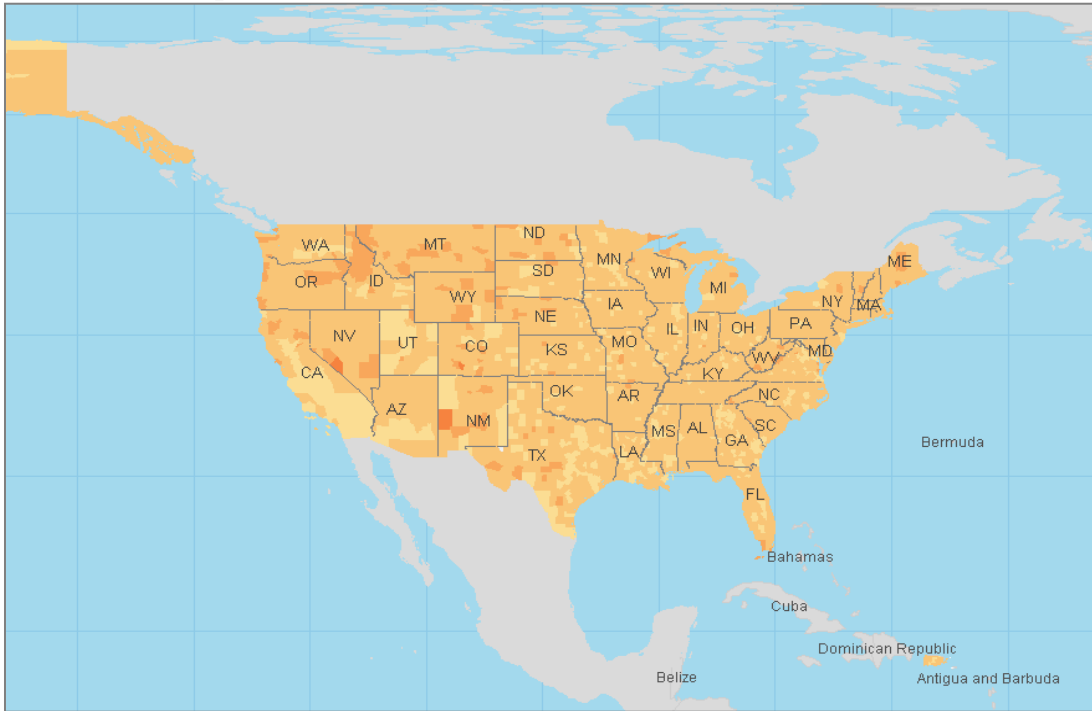
Segment	Maximizers	Due Diligents	Re-Activists
Size	11.5 mln	7.65 mln	11.5 mln
Women	57.3%	57.5%	56.0%
Men	42.7%	42.5%	44.0%
African American	27.6%	7.2%	7.4%
Hispanic	17.2%	7.7%	14.0%
White	51.7%	82.2%	70.6%
Employed full-time	70.1%	55.1%	63.4%
Employed part-time	4.8%	12.5%	9.8%
Retired	3.7%	7.3%	3.7%
Temporarily unemployed	5.8%	2.2%	9.1%
Housewife/husband	12.1%	9.8%	5.3%
Income: <\$49.99k/yr	35.9%	34.2%	26.5%
Income: \$50k/yr-\$99/9k/yr	40.3%	47.5%	37.9%
Income: \$100k/yr-\$149.9k/yr	19.5%	13.8%	21.7%
Income: >\$150k/yr	4.3%	4.5%	13.9%
Parent	89.2%	84.8%	75.9%
Home ownership	69.8%	70.8%	81.3%
Married	57.2%	59.0%	71.3%
Divorced	16.7%	14.8%	12.8%
Single	15.7%	7.6%	9.9%

## Exhibit 4D- Geographic Locations Population Density per Sq. Mile 2007 Tract estimates 45-54















# Forever Young







**Population Density per Sq. Mile 2007 Tract estimates 55-64**



**Key:**

**2007 Census Tract Estimates**

-  Missing Data
-  n/a (<100 base cases)
-  < 1%
-  1% to 5%
-  5% to 10%
-  10% to 15%
-  15% to 20%
-  20% to 30%
-  30% to 40%
-  40% to 60%
-  60% to 75%
-  75% to 82%

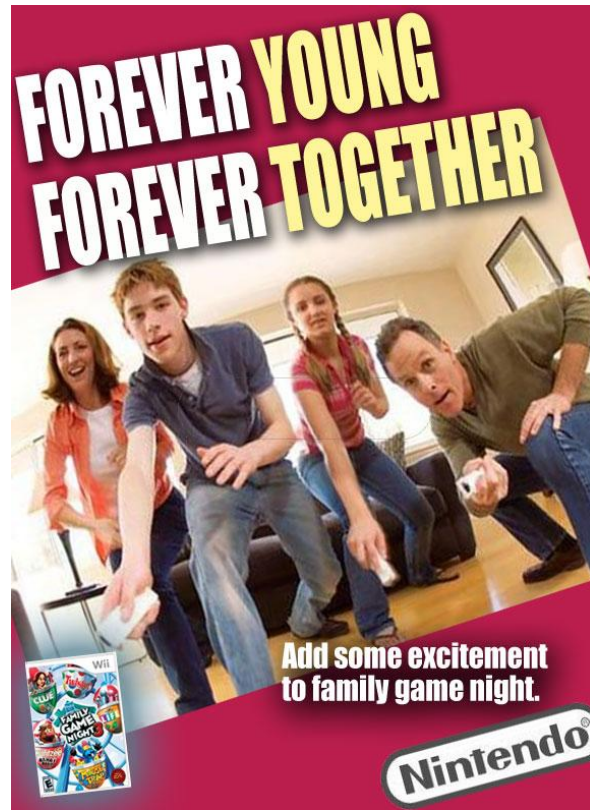
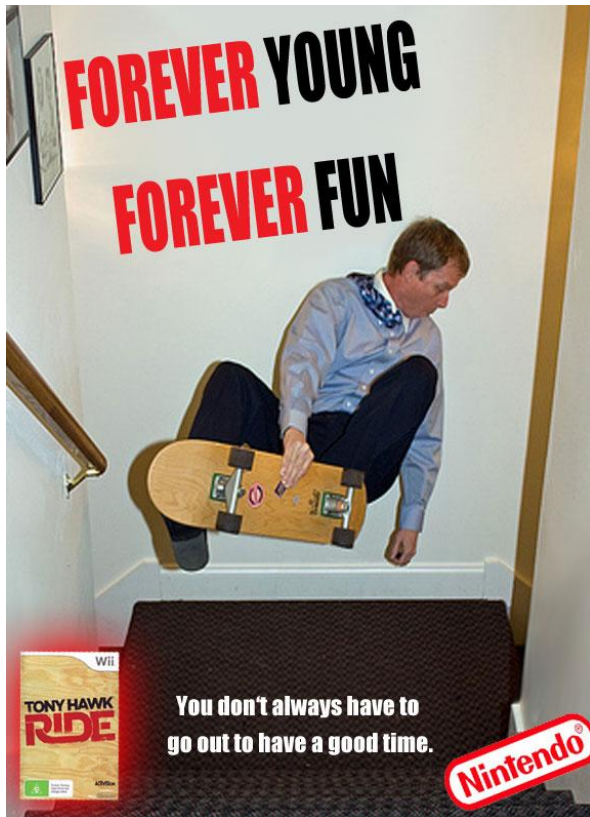
-  State Capital
-  City Pop. 30K to 50K
-  City Pop. 50K to 100K
-  City Pop. 100K to 250K
-  City Pop. 250K to 500K
-  City Pop. Over 500K

-  State
-  County
-  Census Tract - thick outline
-  Census Tract - thin outline
-  Airport/Airfield
-  Park/Forest
-  Military
-  Prison

# Forever Young

## Integrated Marketing Campaign Appendices

### Exhibit 7A. Print Advertising




### Exhibit 7B. Guerrilla campaign – Sweatshirts





# Forever Young

## Exhibit 7C. ForeverYoung.com Website

Forever Young. Forever  Wii Nintendo DS Games Club Nintendo Support

### "Forever Young" Challenge

#### February winners

Image	Video	Story
 <b>Forever Climbing</b>	 <b>Forever Daring</b>	<b>Mike Pilsner's Story.</b> When I was in the army, I was really popular, because of my ability to stay positive. The way I accomplished the state of calmness and positivity was through my paintings of the landscapes. I drew forest, lakes, oceans, and then I added pictures of birds. Various birds. Once I left the army, the painting stuck with me and I turned it into a passionate career. Read More...

**Participate:**  
Submit your image, video, story, or all three explaining how you stay Forever Young. Include the word Nintendo and tell us your lifelong dream.

Every month 3 winners, one from each challenge, will be selected based on the amount of votes their submission receives.

The winners will be awarded a console and a game of their choice.

At the end, 3 participants with the most overall votes will get their Dream Come True.

EXPAND TO VIEW challenge ▾

- "Forever Young" BLOG
- "Forever Young" Image Challenge
- "Forever Young" Video Challenge
- "Forever Young" Story Challenge

**Find Games**  
Browse a huge library featuring thousands of great titles.

**Connect with Wii**  
Download classic games, stream movies, and more!

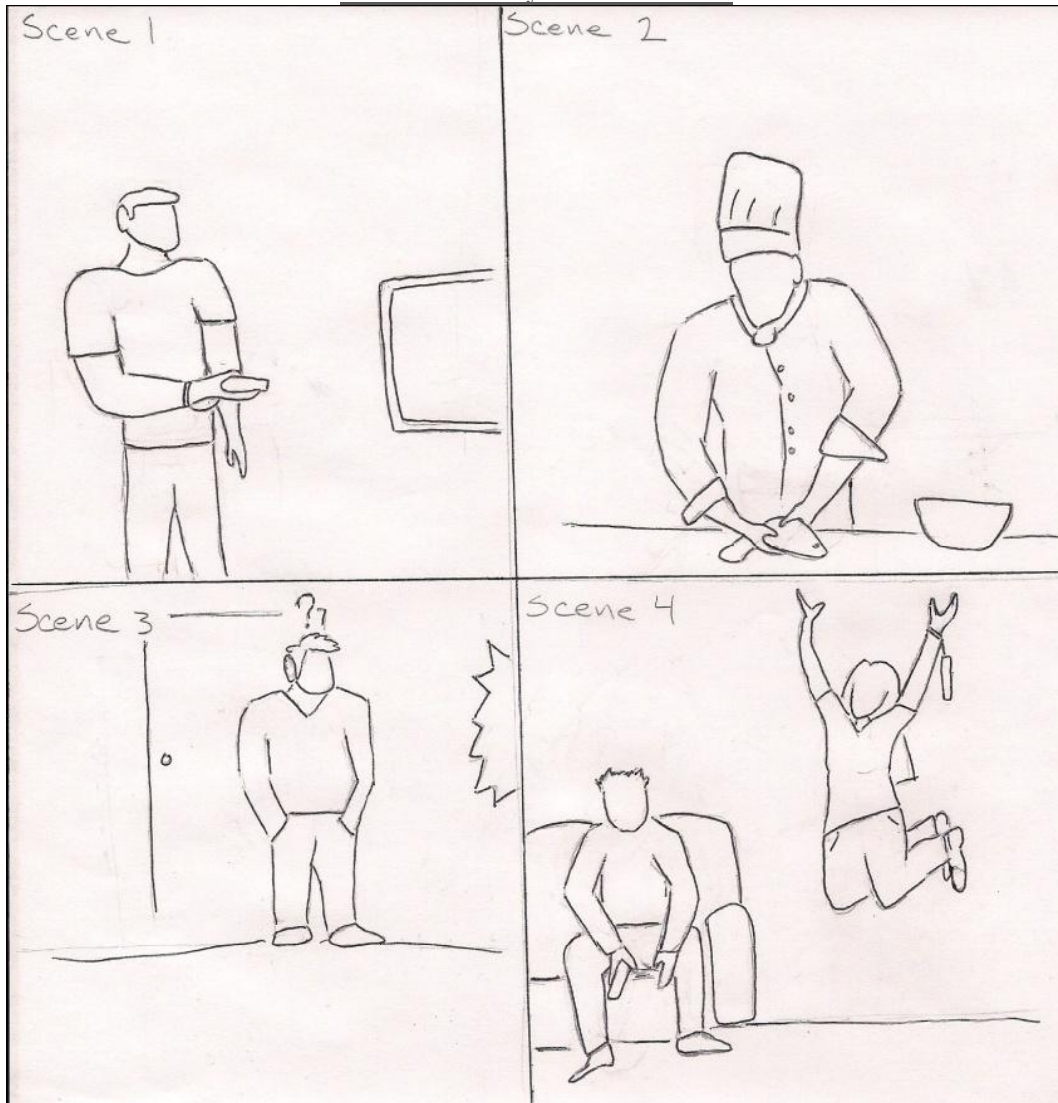
**Club Nintendo**  
Register Nintendo products to earn exclusive rewards.

**Nintendo Support**  
Need help with your Wii or Nintendo DS products?

**WHAT'S NEW** The Critics are Going Bananas for Donkey Kong Country Returns [Subscribe to RSS Feed](#)

# Forever Young

Exhibit 7D. Storyboard for TV Ad

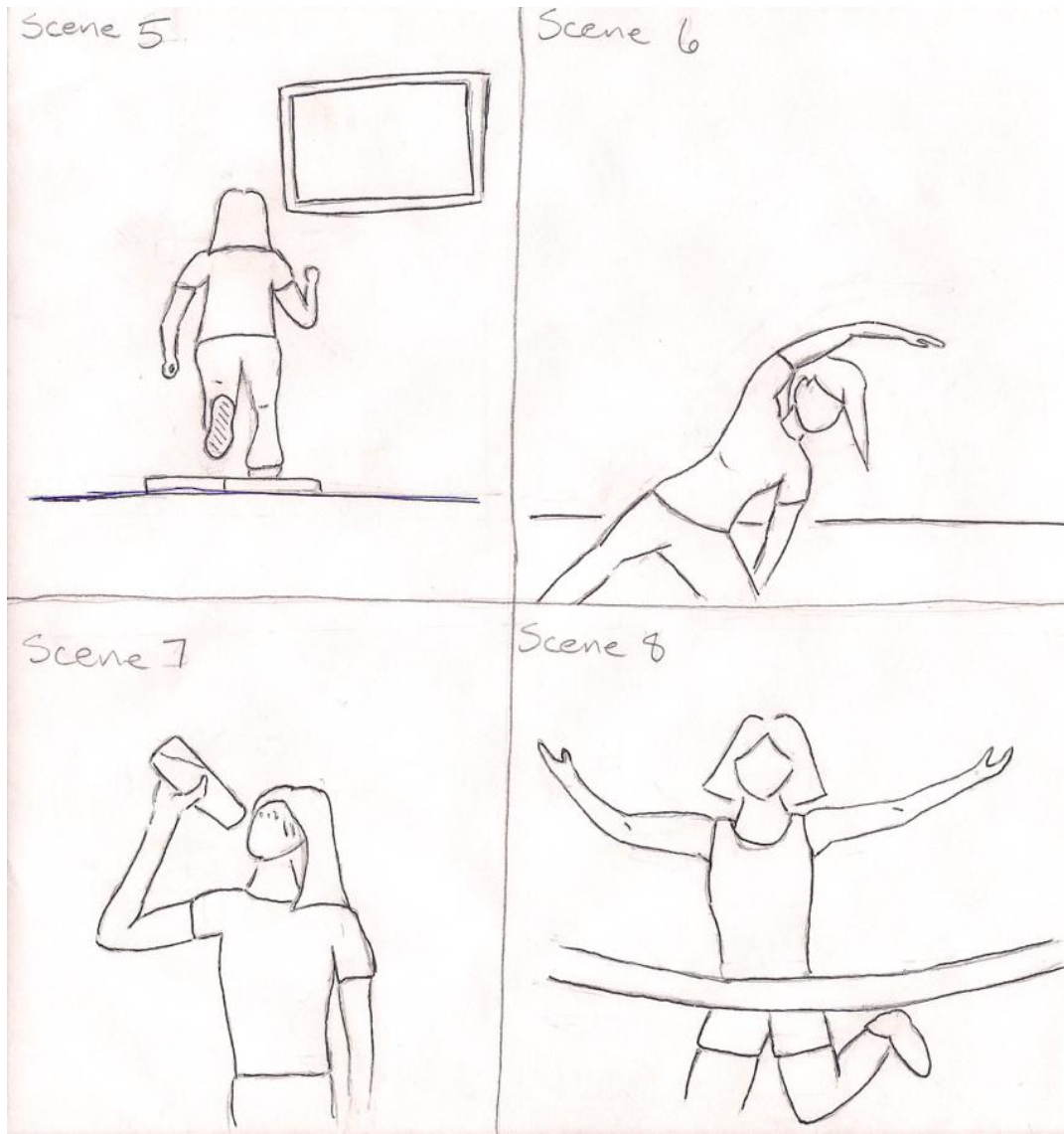


**Scenes 1 and 2.** “If your dream is to be a professional chef”. A 59 year old man, with his culinary passion, is shown cooking his favorite meal using a Wii cooking game. He has always loved to cook for his family and the Wii allows him to practice from the comfort of his living room. Next, the same man is shown as the head chef of an elegant restaurant. With his love for cooking, he has always dreamed of becoming a professional chef. What used to be his favorite hobby is now his passionate business venture.

**Scenes 3 and 4.** “If your dream is to finally put your son in his place”. A father comes home from work, entering the house from the garage. He hears loud cheering and commotion coming from the living room. He follows the noise to find his wife and their 20 year old son competitively boxing each other on the Wii. The mother looks fierce and the son looks exhausted, meanwhile the husband looks shocked. With only a few seconds left, the mom wins the boxing match. She jumps up and down and the son flops on the couch in defeat. The husband laughs and gives his wife a high five.



## Forever Young



**Scenes 5 through 8.** “If your dream is to win a marathon”. A 50 year old woman in work out gear is shown exercising in her living room with her Wii Fit. She is sweating while doing the different work outs and has a determined look through each scene. Next, a crowd is cheering as she crosses the finish line of a marathon in San Francisco. Her family greets and embraces her as she finishes. Training with the Wii Fit enabled her to achieve her dream of winning a marathon.

At the end, a voice reads, “Life’s been your journey of fulfilling dreams. What dream is next? Tell us your story and submit your dream at [ForeverYoung.com](http://ForeverYoung.com) for your chance to make your dream come true. Nintendo wants to help you stay Forever Young,” and [ForeverYoung.com](http://ForeverYoung.com) is displayed on the screen.

# Forever Young

## Timeline, metrics and Budget Appendices

### Exhibit 8A. Timeline

		Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11
	<b>Tactic</b>	<b>Launch</b>					
A.	Forever Young Challenge						
B.	Foreveryoung.com						
C.	Forever Helping						
D.	Keep the Earth Forever Young						
E.	TV Advertising						
1-F.	National Print						
2-F.	Local Print						
1-G.	Keyword and Phrase Search						
2-G.	Blogs						
3-G.	Podcasts and Webcasts						
4-G.	Youtube						
5-G.	Sponsored Tweets						
6-G.	Online Banners						
7-G.	Social Networking						
H.	Small Website Correction						
I.	National Talk Radio						
J.	Interactive Booths						
K.	Gym Partnership						
L.	IGT Partnership						
1-M.	Movie Product Placement						
2-M.	TV Product Placement						
N.	The Early Show Cook-off						
O.	Music Event Booths						
P.	National Sporting Events						
Q.	Airport Advertisements						
R.	Sweatshirt Giveaways						

<b>Key</b>	
<b>Ongoing Throughout Month:</b>	
<b>Multiple Times Per Month:</b>	
<b>Once Per Month:</b>	
<b>One Single Event:</b>	

# Forever Young

## Exhibit 8B. Metrics

MARKETING CAMPAIGN	METRIC
Forever Young Challenge	Sign-ups, videos received, online voter participation
Forever Young.com	Click through rates, log in information
Nonprofit Sponsorship	Employees & vendors generate donations, funds are monitored and recorded
Earth Forever Young	Employees & vendors generate donations, funds are monitored and recorded
Television Advertising	Nielsen Ratings
Print	Circulation, readership rates
National Print Advertising	Magazine circulation, average readership, ForeverYoung.com website visits
Local Print Advertising	Print circulation, average readership, ForeverYoung.com website visits
Online Advertising	Ad exposure rates
Key Word and Phrase Searches	Click through rate, Google analytics, time on site, drive-to rates
Blogs	Visitors tracking by blogger, replies to post, Share This <a href="#">function</a> statistics
Podcast & Webcast	Number of subscribers, customer reviews and comments
YouTube	How many times the link to more information on the Nintendo products clicked
Sponsored Tweets	Number of followers, retweets, Tweets trending
Online Banners	Click-through rates and impressions
Social Networking	New Facebook functions, such as Impressions and Feedback metrics
Small Website Correction	Click through rates for the specific page
National Talk Radio	Radio monitoring sites and Talk Radio Research Project
Interactive Booths	Personal staff interaction, Forever Young challenge sign-ups and web visits
Music Event Booths	Log on to "Forever Young.com" website input demographics, collect coupons
Gym Partnership	Log on to "Forever Young.com" website input demographics, track by inputs
IGT Partnership	Average numbers of casino visitors and slot machine popularity rates/revenues
Movie Product Placement	Estimate number of viewers and increased web traffic to ForeverYoung.com
Television Product Placement	Estimate number of viewers and increased web traffic to ForeverYoung.com
The Early Show Cook-Off	Live audience and viewership numbers indicate exposure of products
National Sporting Events	Track demographic data at booths, Forever Young challenge online participation
Sweatshirt Giveaway	Create general awareness, increase sales of consoles
Airport Advertisements	Number of fliers within each terminal advertised in throughout the time period.

# Forever Young

## Exhibit 8C. Budget

	Quantity	Price	Cost	Strategy Total
<b>Online Advertising</b>				
“Forever Young” Challenge Monthly Giveaway	18	\$100	\$1,800	
	3	\$20,000	\$60,000	
ForeverYoung.com Official Website Setup & Operation			\$30,000	
Search Engine Key Words & Phrases	181	\$500	\$90,500	
Sponsored Blogs	8	\$250	\$2,000	
Podcasts	6	\$5,000	\$30,000	
YouTube	181	\$1,000	\$181,000	
Celebrity Sponsored Tweets	12	\$5,000	\$60,000	
Online Banner Ads	181	\$5,000	\$905,000	
Social Network Ads	181	\$1,000	\$181,000	
Small Website Correction			\$1,000	
				<b>\$1,542,800</b>
<b>Philanthropy Partnerships</b>				
“Forever Helping” Partnership			\$10,000	
“Keep the Earth Forever Young” Partnership			\$5,000	
				<b>\$15,000</b>
<b>Television Advertising</b>				
30 Second Commercial			\$5,000,000	
				<b>\$5,000,000</b>
<b>Print Advertising</b>				
Family Circle Magazine	2	264800	\$529,600	
Ladies’ Home Journal Magazine	2	254000	\$508,000	
Better Home and Gardens Magazine	2	486900	\$973,800	
More Magazine	2	154300	\$308,600	
Local Newspaper Ad	10	\$20,000	\$200,000	
				<b>\$2,520,000</b>
<b>National Radio Advertising</b>				
National Radio Ads	10	\$20,000	\$200,000	
				<b>\$200,000</b>
<b>Business Partnerships</b>				
Gym Partnership			\$1,000,000	
IGT Partnership			\$0	
				<b>\$1,000,000</b>
<b>Movie/Television Product Placement</b>				
Movie Product Placement			\$500,000	
Television Product Placement			\$200,000	
Holiday Cook-Off			\$1,000,000	
				<b>\$1,700,000</b>
<b>Interactive Booths</b>				
Interactive Booths			\$2,500,000	
Music Event Booths	11		\$290,000	
National Sporting Event Booths	9		\$4,710,000	
				<b>\$7,500,000</b>
<b>Guerilla Advertising</b>				
Sweatshirts	10000	\$22	\$220,000	
				<b>\$220,000</b>
<b>Airport Advertising</b>				
Advertisements at major airports			\$300,000	
				<b>\$300,000</b>
<b>Total Due:</b>				<b>\$19,997,800</b>

# Forever Young

## References

- Albanesius, C. (2010, November 29). Microsoft: kinect sales hit 2.5m. PCMAG.com, Retrieved from <http://www.pcmag.com/article2/0,2817,2373577,00.asp>
- American Diabetes Association. (2010). Retrieved November 12, 2010, from American Diabetes Association: <http://www.diabetes.org/>
- Beinhocker, E. D., Farrell, D., & Greenberg, E. (2009). Why baby boomers will need to work longer. *McKinsey Quarterly*, pp. 118-127.
- Bonigala, M. (2009, October 27). *Nintendo: Rebranding to Tap New Markets*. Retrieved October 15, 2010, from Logodesignworks.com: <http://www.logodesignworks.com/blog/nintendo-rebranding-to-tap-new-markets>
- Brandon, E. (2009, April 1). *The 20 Cities Where the Most Baby Boomers Will Retire*. Retrieved November 20, 2010, from U.S. News & World Report: <http://money.usnews.com/money/blogs/planning-to-retain/2009/04/01/the-20-cities-where-the-most-baby-boomers-will-retire.html>
- Business Wire. (2010, January 13). *Nintendo's Wii Music Strikes a Chord with Music Educators*. Retrieved October 15, 2010, from Business Wire: [http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news\\_view&newsId=20090113005538&newsLang=en](http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&newsId=20090113005538&newsLang=en)
- Chen, S. (2009, April 29). *Gamasutra.com*. Retrieved October 14, 2010, from The Social Network Game Boom: [http://www.gamasutra.com/view/feature/4009/the\\_social\\_network\\_game\\_boom.php](http://www.gamasutra.com/view/feature/4009/the_social_network_game_boom.php)
- Cian. (2010, March 12). *GoMo News*. Retrieved October 14, 2010, from Survey of mobile gaming industry leaders shows huge confidence in iPhone and Android: <http://www.gomonews.com/survey-of-mobile-gaming-industry-leaders-shows-huge-confidence-in-iphone-and-android>
- Clurman, J. W. (2007). *Generation Ageless*. New York: HarperCollins Publishers.
- Cortez, H. (2010, September 29). *Nintendo 3DS Release Date, Price and Launch Titles Revealed*. Retrieved October 14, 2010, from m&c: [http://www.monstersandcritics.com/gaming/ds/news/article\\_1588010.php/Nintendo-3DS-Release-Date-Price-and-Launch-Titles-Revealed](http://www.monstersandcritics.com/gaming/ds/news/article_1588010.php/Nintendo-3DS-Release-Date-Price-and-Launch-Titles-Revealed)
- Cravit, D. (2008). *The New Old*. Toronto: ECW Press.
- Crean, E. (2007, February 13). *CBS News*. Retrieved November 5, 2010, from Web sites for Baby Boomers: <http://www.cbsnews.com/stories/2007/02/17/earlyshow/saturday/main2490139.shtml>
- DeLeo, J. L. (2008, March 8). *The 10 best sites for Baby Boomers*. Retrieved November 5, 2010, from PCMag: <http://www.pcmag.com/article2/0,2817,2278071,00.asp>
- DesignQuote. (2010, December 6). *DesignQuote*. Retrieved December 6, 2010, from Web Design Cost Estimate Calculator: [http://www.designquote.net/html/dq\\_estimate\\_wizard.cfm](http://www.designquote.net/html/dq_estimate_wizard.cfm)
- EarthShare. (2010). Retrieved December 1, 2010, from EarthShare: <http://www.earthshare.org/>
- Fashion Windows. (2010, January 14). *Beyoncé and Nintendo Expand Collaboration in Style*
- Green, B. (2006) *Marketing to Leading-Edge Baby Boomers: Perceptions, Principles, Practices, Predictions*. Paramount Market Publishing.

## Forever Young

- Go Nintendo. (2010, May 7). *Nintendo's mission statement - smiles on EVERY face, says they are the only platform producer with 'powerful in-house software devs'*. Retrieved October 13, 2010, from Go Nintendo: <http://gonintendo.com/viewstory.php?id=81706>
- Google. (2010). Youtube video targeting tool. Retrieved from <http://google.com/videotargeting/aw/displayMediaPlan?mediaPlanId=170120&cy=USD>
- Gorumors. (2009, November 11). *Mobile Gaming Industry – Growth Forecast and Drivers*. Retrieved October 14, 2010, from Gorumors: <http://gorumors.com/crunchies/mobile-gaming-industry>
- Grossman, L. (2006, May 15). A game for all ages. *Time*, pp. 36-39.
- Group, M. R. (2009). *Gaming in the Interactive World - US - July 2009*. Retrieved October 20, 2010, from Mintel: [http://academic.mintel.com/sinatra/oxygen\\_academic/search\\_results/show&/display/id=393591](http://academic.mintel.com/sinatra/oxygen_academic/search_results/show&/display/id=393591)
- Hachman, M. (2010, August 11). *Nintendo Wii Sells 30 Million Units*. Retrieved December 2, 2010, from PCMag.com: <http://www.pcmag.com/article2/0,2817,2367685,00.asp>
- Harrah's Entertainment, Inc. (2003). *Profile of the American Casino Gambler*. Harrah's Entertainment, Inc.
- IBM. (2009, March 13). *Ibm ships 50 millionth processor for the nintendo wii game system*. Retrieved October 14, 2010, from IBM: <http://www-03.ibm.com/press/us/en/pressrelease/26904.wss>
- IGN. (2010, August 18). *Gamescom: MS Doubling Down on PC Gaming*. Retrieved October 14, 2010, from IGN: <http://pc.ign.com/articles/111/1114324p1.html>
- Ivan, T. (2010, September 15). *Take-two: ps3 move is "wii hd"*. Retrieved November 16, 2010, from Next-Gen: <http://www.next-gen.biz/news/take-two-ps3-move-is-%E2%80%9Cwii-hd>
- KFNX News-Talk Radio. (2009). *Demographics*. Retrieved Decemeber 1, 2010, from KFNX News-Talk Radio: <http://www.1100kfnx.com/index.php?/demographics>
- Koppel, P. (n.d.). *Using tv and internet to tap into the baby boomer market*. Retrieved November 10, 2010, from My Article Archive: <http://www.myarticlearchive.com/articles/7/294.htm>
- Khan, A. (2010, May 03). *Nintendo's revenue growth 'at risk,' says PMC*. Retrieved October 17, 2010, from Industry Gamers: [www.industrygamers.com/news/nintendos-revenue-growth-at-risk-says-pmc/](http://www.industrygamers.com/news/nintendos-revenue-growth-at-risk-says-pmc/)
- Landau, M. D. (2010, October). *Baby boomers' next act*. Retrieved November 3, 2010, from [www.ebscohost.com](http://web.ebscohost.com/ehost/detail?vid=4&hid=14&sid=e4c68e19-502d-4795-b293-39e5af1ed65d%40sessionmgr13&bdata=JnNpdGU9ZWZhc3QtbGl2ZQ%3d%3d#db=bth&AN=53755279): <http://web.ebscohost.com/ehost/detail?vid=4&hid=14&sid=e4c68e19-502d-4795-b293-39e5af1ed65d%40sessionmgr13&bdata=JnNpdGU9ZWZhc3QtbGl2ZQ%3d%3d#db=bth&AN=53755279>
- Lemasters, R. (2007, July 24). *Nintendo hopes to build on success with sponsorship*. Retrieved October 6, 2010, from <http://www.nascar.com/2007/news/business/07/24/business.nintendo.gbiffle/index.html>
- Lewin, J. (2008, Sep 08). *Baby Boomers Into New Media, Social Networking*. Retrieved Nov 10, 2010, from Podcasting News: <http://www.podcastingnews.com/content/2008/09/baby-boomers-new-media-social-networking/>
- Makuch, E. (n.d.). *Nintendo and target team up for wii fit plus in-store promotion*. Retrieved October 17, 2010, from <http://blastmagazine.com/2010/01/14/nintendo-and-target-team-up-for-wii-fit-plus-in-store-promotion/>
- McCann, Shawn. (2009). Systems showdown. *Library Journal*, 134(7), Retrieved October 17, 2010, from <http://web.ebscohost.com/ehost/detail?vid=4&hid=11&sid=22f182a9-b55a-4c8d-8e9c->

## Forever Young

b46f4336525b%40sessionmgr13&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#db=aph&AN=38593518#db=aph&AN=38593518

McHugh, M. (2010, November 30). Sony confirms shipping, not selling, 4.1 million move units. Digital Trends, Retrieved from <http://www.digitaltrends.com/gaming/sony-confirms-shipping-not-selling-4-1-million-move-units/>

Membis, L. (2010, December 10). Blacks and Latinos Use Twitter More than Whites. Retrieved December 12, 2010, from Clutch Magazine: <http://clutchmagonline.com/newsgossipinfo/blacks-and-latinos-use-twitter-more-than-whites/>

Meyers, T. (2008). Trend: Boomers. *Entrepreneur*, 66-67.

Mintel. (2009, March). *Lifestyles of baby boomers - us - october 2009: apparel*. Retrieved November 2, 2010, from [www.academic.mintel.com](http://academic.mintel.com):  
[http://academic.mintel.com/sinatra/oxygen\\_academic/search\\_results/show&/display/id=393506/display/id=393506/display/id=489909#hit1](http://academic.mintel.com/sinatra/oxygen_academic/search_results/show&/display/id=393506/display/id=393506/display/id=489909#hit1)

Mintel. (2009, March). *Lifestyles of baby boomers - us - october 2009: food and dining out*. Retrieved November 2, 2010, from [www.academic.mintel.com](http://academic.mintel.com):  
[http://academic.mintel.com/sinatra/oxygen\\_academic/search\\_results/show&/display/id=393506/display/id=393506/display/id=489910#hit1](http://academic.mintel.com/sinatra/oxygen_academic/search_results/show&/display/id=393506/display/id=393506/display/id=489910#hit1)

Mintel. (2009, March). *Lifestyles of baby boomers - us - october 2009: health and medicine*. Retrieved November 2, 2010, from [www.academic.mintel.com](http://academic.mintel.com):  
[http://academic.mintel.com/sinatra/oxygen\\_academic/search\\_results/show&/display/id=393506/display/id=393506/display/id=489906#hit1](http://academic.mintel.com/sinatra/oxygen_academic/search_results/show&/display/id=393506/display/id=393506/display/id=489906#hit1)

Mintel. (2009, March). *Lifestyles of baby boomers: travel - us - october 2009*: Retrieved November 2, 2010, from [www.academic.mintel.com](http://academic.mintel.com):  
[http://academic.mintel.com/sinatra/oxygen\\_academic/search\\_results/show&/display/id=393506/display/id=489908#hit1](http://academic.mintel.com/sinatra/oxygen_academic/search_results/show&/display/id=393506/display/id=489908#hit1)

Mintel. (2008, July) *Video Games- US-July 2008*. Retrieved October 17, 2010, from [http://oxygen.mintel.com/sinatra/oxygen/search\\_results/show&/display/id=296686](http://oxygen.mintel.com/sinatra/oxygen/search_results/show&/display/id=296686)

Movie-Trailer.com. (n.d.). *Upcoming Movies 2011*. Retrieved November 20, 2010, from Movie-Trailer.com: <http://movie-trailer.com/upcoming-movies-2011.html>

Murray, B. (2007, May). *Baby Boomers Seek Active Lifestyle*. Retrieved November 5, 2010, from <http://web.ebscohost.com/ehost/detail?vid=6&hid=14&sid=e4c68e19-502d-4795-b293-39e5af1ed65d%40sessionmgr13&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#db=bth&AN=25093614#db=bth&AN=25093614>

NewsMax.com. (n.d.). *NewsMax Top 25 Radio Hosts*. Retrieved November 13, 2010, from NewsMax.com: [http://w3.newsmax.com/radio\\_hosts.cfm](http://w3.newsmax.com/radio_hosts.cfm)

Nielsenwire.(2010, July 19). *Why marketers can't afford to ignore baby boomers*. Retrieved October 17, 2010 Nielsenwire: <http://blog.nielsen.com/nielsenwire/consumer/why-marketers-can%E2%80%99t-afford-to-ignore-baby-boomers/>

*Nintendo 3DS*. (2010). Retrieved October 12, 2010, from <http://e3.nintendo.com>: <http://e3.nintendo.com/3ds/>

Nintendo. (2010). *About the Wii Console*. Retrieved from Nintendo: <http://www.nintendo.com/wii/console>

Nintendo. (2010). *Console at nintendo*. Retrieved from <http://www.nintendo.com/wii/console>

# Forever Young

- Nintendo. (2010). *Corporate*. Retrieved October 12, 2010, from Nintendo: <http://www.nintendo.com/corp/coc.jsp>
- Nintendo. (2010). *Games*. Retrieved October 2010, from [www.nintendo.com](http://www.nintendo.com).
- Nintendo. (2010). *Nintendo of America's Corporate Mission and Philosophy*. Retrieved October 13, 2010, from Nintendo: <http://www.nintendo.com/corp/mission.jsp>
- Nintendo. (2010, May 7). *Financial Results Briefing for Fiscal Year Ended March 2010*. Retrieved October 12, 2010, from Nintendo: <http://www.nintendo.co.jp/ir/pdf/2010/100507e.pdf#page=6>
- Nintendo collaborations with third parties*. (2010, May 14). Retrieved October 15, 2010, from [http://nintendo.wikia.com/wiki/Nintendo\\_collaborations\\_with\\_third\\_parties](http://nintendo.wikia.com/wiki/Nintendo_collaborations_with_third_parties)
- Nintendo development teams*. (2010, August 22). Retrieved from [http://en.wikipedia.org/wiki/List\\_of\\_Nintendo\\_developers](http://en.wikipedia.org/wiki/List_of_Nintendo_developers)
- Nintendo DS*. (2010). Retrieved October 10, 2010, from [www.nintendo.com](http://www.nintendo.com): <http://www.nintendo.com/ds/systems>
- NPD Group. (2010). *Video Gams SalesWiki*. Wikia. Retrieved from [http://vgsales.wikia.com/wiki/Video\\_Game\\_Sales\\_Wiki](http://vgsales.wikia.com/wiki/Video_Game_Sales_Wiki)
- PC Gaming Alliance. (2010). *Home Page*. Retrieved October 14, 2010, from [pcgamingalliance.org](http://www.pcgamingalliance.org/): <http://www.pcgamingalliance.org/>
- Perez, S. (2009 , February 20). How to reach Baby Boomers with social media. *Readwriteweb*, Retrieved from [http://www.readwriteweb.com/archives/how\\_to\\_reach\\_baby\\_boomers\\_with\\_social\\_media.php](http://www.readwriteweb.com/archives/how_to_reach_baby_boomers_with_social_media.php)
- Phillips, Lisa E. (2010). Boomers and Social Media. eMarketer, 1-13. [www.emarketer.com](http://www.emarketer.com)
- Podfeed.net. (2010). *Baby Boomer Podcasts*. Retrieved November 10, 2010, from Podfeed.net The Podcast Directory: <http://www.podfeed.net/tags/baby%20boomers>
- Podcast for Boomers*. (2010). Retrieved Nov 10, 2010, from <http://www.podcastforboomers.com/>
- Rozgonyi, B. (2010, July 19). *Baby boomers boast big social media market potential*. Retrieved November 12, 2010, from Wired PR Works: <http://wiredprworks.com/2010/07/baby-boomers-social-media-market/>
- Remo, C. (2010, April 15). npd: industry sales up 6% as ps3 software shines with god of war iii. *Gamasutra: The Art and Business of Making Games*, Retrieved from [http://www.gamasutra.com/view/news/28120/NPD\\_Industry\\_Sales\\_Up\\_6\\_As\\_PS3\\_Software\\_Shines\\_With\\_God\\_Of\\_War\\_III.php](http://www.gamasutra.com/view/news/28120/NPD_Industry_Sales_Up_6_As_PS3_Software_Shines_With_God_Of_War_III.php)
- Research, B. M. (2004). Survey Says. *Marketing Health Services* , 4.
- Richtel, M. (2009, March 29). *Video Game Makers Challenged by the Next Wave of Media*. Retrieved October 17, 2010, from NY Times: [www.nytimes.com/2009/03/30/technology/30game.html](http://www.nytimes.com/2009/03/30/technology/30game.html)
- Robinson, B. (2010, October 4). *5 Experiences that Redefined Online Gaming in 2010 [Mashable Awards]*. Retrieved October 13, 2010, from Mashable.com: [http://mashable.com/2010/10/04/best-online-games/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed:+Mashable+\(Mashable\)](http://mashable.com/2010/10/04/best-online-games/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+Mashable+(Mashable))
- Savvy Game*. Retrieved October 16, 2010, from <http://www.fashionwindows.net/2010/01/beyonce-nintendo-style-savvy-game/>
- Seniors and Technology - US - April 2009: Gaming for Fitness*. (2009, February). Retrieved November 1, 2010, from [www.academic.mintel.com](http://www.academic.mintel.com)



## Forever Young

Solis, B. (2010, November 10). Who are All of These Tweepie? Retrieved December 5, 2010, from Brian Solis - Defining the convergence of media and influence: <http://www.briansolis.com/2010/11/who-are-all-of-these-tweepie/>

Sowa, C. (2009, December 15). Top 7 ways to market to Baby Boomers. *America's Best Companies*, Retrieved from <http://www.americasbestcompanies.com/blog/top-seven-ways-to-market-to-baby-boomers.aspx>

Takahashi, D. (2010). Neurosky raises \$11.8m for brianwave-controlled games. *Venture Beat*, Retrieved from <http://venturebeat.com/2010/06/22/neurosky-raises-11-8m-for-brainwave-controlled-games/>

The Inquirer. (2002, December 13) *Nec to make "son of gamecube" chip for nintendo*. Retrieved October 12, 2010, from The Inquirer [http://www.theinquirer.net/inquirer/flame\\_author/1022022/nec-to-make-son-of-gamecube-chip-for-nintendo](http://www.theinquirer.net/inquirer/flame_author/1022022/nec-to-make-son-of-gamecube-chip-for-nintendo)

The State of News Media 2004. (2004). *Newspapers: Audience*. Retrieved November 15, 2010, from The State of News Media 2004: [http://www.stateofthemedias.org/2004/narrative\\_newspapers\\_audience.asp?cat=3&media=2](http://www.stateofthemedias.org/2004/narrative_newspapers_audience.asp?cat=3&media=2)

U.S. Census Bureau. (2008). *United States*. Retrieved November 20, 2010, from U.S. Census Bureau: [http://factfinder.census.gov/servlet/STTable?\\_bm=y&-geo\\_id=01000US&-qr\\_name=ACS\\_2008\\_3YR\\_G00\\_S0101&-ds\\_name=ACS\\_2008\\_3YR\\_G00\\_](http://factfinder.census.gov/servlet/STTable?_bm=y&-geo_id=01000US&-qr_name=ACS_2008_3YR_G00_S0101&-ds_name=ACS_2008_3YR_G00_)

U.S. Travel Association. (2010). *Travel Facts and Statistics*. Retrieved November 14, 2010, from U.S. Travel Association: <http://www.ustravel.org/news/press-kit/travel-facts-and-statistics>

Valve Corporation. (2010). *Company*. Retrieved 10 14, 2010, from Valvesoftware.com: <http://www.valvesoftware.com/company/index.html>

Verna, P. (2010, June). *Social Gaming*. Retrieved October 14, 2010, from eMarketer.com: [http://www.emarketer.com/Report.aspx?code=emarketer\\_2000683](http://www.emarketer.com/Report.aspx?code=emarketer_2000683)

*Wii gets stamp of approval from american heart association*. (2010, May 18). Retrieved from <http://blogs.babble.com/strollerderby/2010/05/18/wii-gets-stamp-of-approval-from-american-heart-association/>

Wilson, B. (Producer). (2010, October 15). The new technology in video games [Video]. *redOrbit*. Retrieved from [http://www.redorbit.com/news/video/technology/7/the\\_new\\_technology\\_in\\_video\\_games/22465/](http://www.redorbit.com/news/video/technology/7/the_new_technology_in_video_games/22465/)

*Whole Foods, Nintendo Hold In-Store Promotion Today*. (2008, November 20). Retrieved October 17, 2010, from [http://supermarketnews.com/news/wf\\_nintendo\\_1120/](http://supermarketnews.com/news/wf_nintendo_1120/)

Wong, W. (2006, May 25). Virtually real. *Electronic Design*, 54(11), Retrieved from <http://web.ebscohost.com/ehost/detail?vid=17&hid=11&sid=22f182a9-b55a-4c8d-8e9cb46f4336525b%40sessionmgr13&bdata=JnNpdGU9ZWhvc3QtG12ZQ%3d%3d#db=aph&AN=21024483#db=aph&AN=21024483#db=aph&AN=21024483>

Xbox (Producer). (2010, October). Kinect Overview [Video]. Xbox. Retrieved from <http://www.xbox.com/en-US/kinect/default.htm>

*YouTube*. (n.d.). Retrieved December 6, 2010, from YouTube Fact Sheet: [http://www.youtube.com/t/fact\\_sheet](http://www.youtube.com/t/fact_sheet)