Task one

Complete the table and name your favourite **five** video games; outline the genre, console, and why you enjoy playing these games:

<table>
<thead>
<tr>
<th>Name and genre of game</th>
<th>Console used</th>
<th>Why do you enjoy playing this game?</th>
<th>What features appeal to you?</th>
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Task two

What are the ingredients of a successful marketing campaign?

A marketing campaign is what organisations use as a way to encourage consumers to buy their product.

**Having knowledge of the target audience** is very important so that the campaign reaches the right audience.

**The four P's:** product/price/placement/promotion. Knowing the product well, how much it will cost to sell, where the adverts will be placed and how they will be promoted to the audience.

Two ideas have been started for you. Come up with eight more ideas as to what is needed to make an effective marketing campaign.
Some ideas to help you:

- TV advertisements
- trailers
- billboards/large posters
- print-based advertisements
- use of social networking sites
- the internet/home sites/fan based sites
- merchandise
- competitions
- press releases
- reviews in specialist publications
- celebrity endorsements.
Task three

Complete some research focusing on how **FIFA 14** is marketed.

Think about the following ideas to help you in your research:

- Where are the advertisements placed for this game? *e.g.* football magazines, TV advert breaks between sports programmes, newspapers, the internet and social networking sites and any links to football clubs such as Liverpool and F.C. Barcelona with exclusive video game rights.

- Who are EA Sports?

- Who are the core targeted audience for this game?

- How are footballers used in the promotion of this game?

- What platform will it start off with? Why do you think it has chosen this platform for its release on the 27th September 2013 and why this date when the new football season has already started?

- How much will it cost on the various platforms it will be released onto eventually?

- How are trailers of the game used to help in the promotion and marketing of the game?

- How many other FIFA games have been released? What does this tell you about the popularity of this game?

- How are the players rated in the game and what new features will the FIFA 14 have compared to previous editions of the game?
How is the home page of EA sports used to help in the marketing of the game?

How is the cover of the game designed for maximum impact for consumers?

How are reviews of the game used to help in the marketing and promotion?

Are any agencies used to help them promote the game?

Will there be any competitions to win a copy?

How will social networks be used to promote the game and will there be a strong online presence in their marketing?

Will there be any interactive links with the game such as downloadable wallpapers, promotional posters or playing online against other players?

What are its unique selling points (USP)?

Will there be an international marketing campaign?

Will they use paid for media such as billboards and JC Decaux display boards to help promote it.

Has any particular music been linked to the game?
Task four

Choose one more game of your choice now from a **different genre** to FIFA 14 and do the same type of research on it.

When you have completed your research you will need to present it to the rest of the class. You may wish to do this as a PowerPoint presentation so it is visual and detailed. In this presentation, you will need to make sure that you cover all the ideas covered in the research completed on FIFA 14. Include **visual images** of the design of the cover and explain what **platforms** that game can be played on.

Make sure you include:

- an introduction summarising the game and its genre as your first slide
- details of the company who makes the game
- who the target audience is
- details about whether the game is a sequel to previous versions and why it is so popular
- information about where it has been advertised – you should show any TV adverts if they’re available
- questions for the class at the end of the presentation to gauge the class’s response to your presentation and whether they have clearly understood how the game has been marketed.