Job advert

Electrix Zone (EZ for short) is keen to find talented young people with knowledge of the video games industry to help launch and market successfully an educational video game called: School’s Out, aimed at the secondary school sector of the market.

This is a unique challenge to join an exciting new and upcoming publisher of video games aimed at secondary school students to support their education in a fun and interactive way.

We intend to produce something exciting and different in our marketing and advertising of this new game and be up to date with any current trends. That is where your ideas can really shine as your age group plays the games, knows the different platforms and is good with new technology. You will know what will appeal and what will not to this core target group.

This is a once in a lifetime opportunity to gain some valuable work experience in a competitive market place by fully contributing to the new marketing strategy for this new game. You will need to pitch your ideas as well as outline your views on what makes a successful promotion and marketing campaign of a video game.

To get involved you will need to show your enthusiasm and knowledge by completing four tasks before we can make any decisions as to who gets the job. Bear in mind we are busy people so:

- keep your ideas focused
- use diagrams and illustrations where appropriate
- provide examples to support your ideas.

Looking forward to receiving your responses.

Nina Tondo

CEO of EZ: ntongo@electrixzone.co.uk
Task one:

In our view, the function of any promotion and marketing campaign of any video game is to:

- spark interest in the range of video games available
- encourage people to pre-order and buy the game
- enjoy playing the game and any sequels it develops.

From your research and knowledge of the promotion and marketing of video games what ingredients do you think are needed to make a campaign successful?

Task two:

We would like you to pitch your ideas for the School’s Out video game. The pitch must include:

- the budget for the whole campaign
- how it will appeal to the target audience. The core target audience will be reluctant to do extra school work but the game will appeal to their parents.
- what platforms will support this game
- awareness of other successful marketing campaigns and how this will help you
- how you will actively promote this new game.

Task three:

This is a highly competitive market place with many new video games coming out throughout the year. How will you make sure that you will be successful in your promotions and in the marketing of School’s Out? Give reasons for your answer.

Task four:

Create a home page design for a new website for Electrix Zone to promote the new game, School’s Out.