Video game tracker with coronavirus related addons

Syndicated tracker

Nepa's syndicated 6-month tracker with Coronavirus addons

Keeping a close eye on the video game industry

Nepa's thoughts on how to approach market research and opportunities during COVID-19

Why start a video game tracker now?

The coronavirus pandemic is currently causing the world enormous suffering and sacrifice, with far-reaching personal, societal, political and financial ramifications.

In the ongoing crisis, many industries face rapid and dramatic changes in consumer demand, attitudes and behaviors, meaning brands need to be flexible and quick to respond to change.

A huge part of being able to plan for this unique situation involves staying on top of what consumers want, need, think and do, and getting to grips with where the market is headed in the time to come.

Insights from the tracker will let you:

- Better tailor your communication in order to reach the right audience with the right message
- Ensure that you stay ahead of changes in behaviors in the market based on the current world situation
- Identify new customer segments and strengthen the current customer base
- Explore how attitudes and behavior change, both short- and long-term
- Stay on top of quickly emerging consumer trends

Examples of included research areas

● General questions on video gaming and related behaviors: Games bought and played at the moment, media consumption and more.

● Questions on the pandemic and how it affects gamers' behaviors and attitudes towards the video game industry, purchase intent etc.

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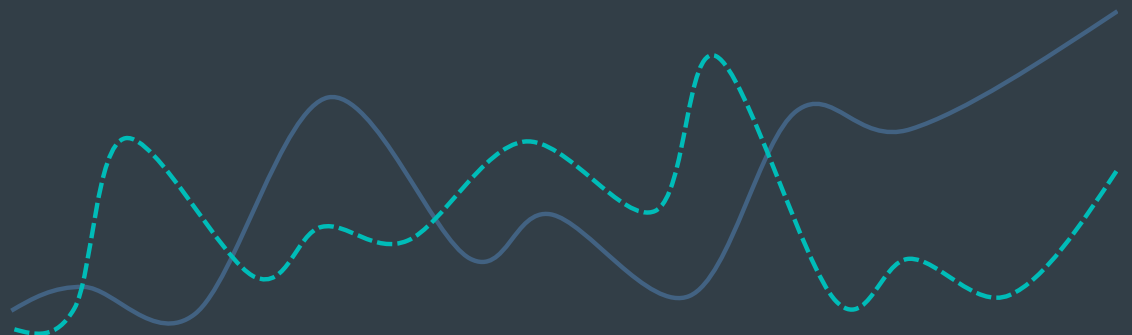
Get informed

Examples of business questions that the tracker will answer

1

Market changes

We want to sell more games in market "X", how has that market's needs and attitudes changed from the markets we have previously succeeded in recently?

2

Target groups

We have previously aimed our games towards only the younger audience. Can we re-target or broaden our gamer base now, and how should we do it and when?

3

Genres and content

Which genres and types of content should we focus on for new releases, based on how the market reacts to the pandemic and other things?

4

Drivers and barriers

What are the drivers and barriers for buying our games and have they changed recently? Do we need to adapt to another type of future?

5

Distribution and sales

Which stores/storefronts do our games need to be available in now to increase potential sales in our target group?

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The deliverables

Examples of what you get from video game tracker

1

INCLUDED
Monthly reports

- A deck of PowerPoint and PDF slides with the progression of all questions in the tracker.
- Raw data and table report in Excel.

2

ADDITIONAL
Weekly newsletters

- Email report delivered every week during the full period
- Quick summary with bullet points on most important metrics and events
- Enables you to quickly react to changes in the market

**3**

ADDITIONAL
Deep dives

- Nepa presents deeper insights based on analyses on specific questions and target groups by demand of the client
- The tracker enables more in-depth analyses i.e. target group analysis, etc

Example outputs

You will be able to follow the development of each area of interest as time progresses. This will ensure that you are ahead of the game catching trends and deviations in market behaviors and attitudes.

Tracking how the world reacts right now is very important: the near future has many unknowns regarding how the market will play out because of the pandemic and how it will change the way the consumers think and behave in the short and long run.

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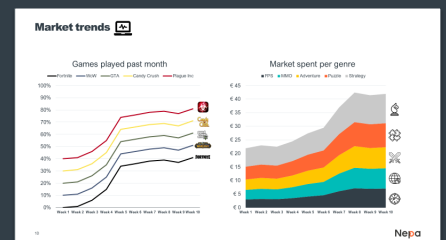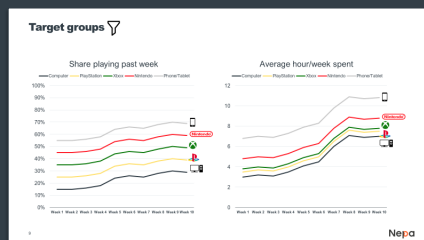
Contents

Topics that will be covered in the tracker

1

INCLUDED FOR ALL CLIENTS
Market trends

- What systems (consoles, computers, etc.) are being played and can we see trends of increased and decreased frequencies among them?
- Can we see changes in what games and genres that are being bought and that are on the gamers' wish list?
- Do some studios/games stand out more during this period regarding brand awareness, liking, ad awareness, etc.?
- Can we see that the way gamers socialize changes in any ways?

2

INCLUDED FOR ALL CLIENTS
Media behaviors

- What entertainment media and other activities compete with video games?
- How does willingness to spend money on different media change over time?
- Can we see changes in user demographics among different media?
- What platforms are being used for buying games, music, etc.?
- What are the most used communication platforms for gaming? Are there any new feature demands to consider, i.e. video quality, multiple screens functionality, etc.?

3

INCLUDED FOR ALL CLIENTS
Covid-19 and gaming

- How do attitudes toward the pandemic develop among gamers?
- How should we think about tonality in our games and ads depending on changes in the demand of themes, games, etc.?
- Is the pandemic changing gamers' attitudes and behaviors toward the gaming industry and gaming in general?
- Can we see long term changes in ways of gaming after the pandemic? Ways they socialize? Platforms they turn to when buying games? Drivers and barriers for considering games and studios?
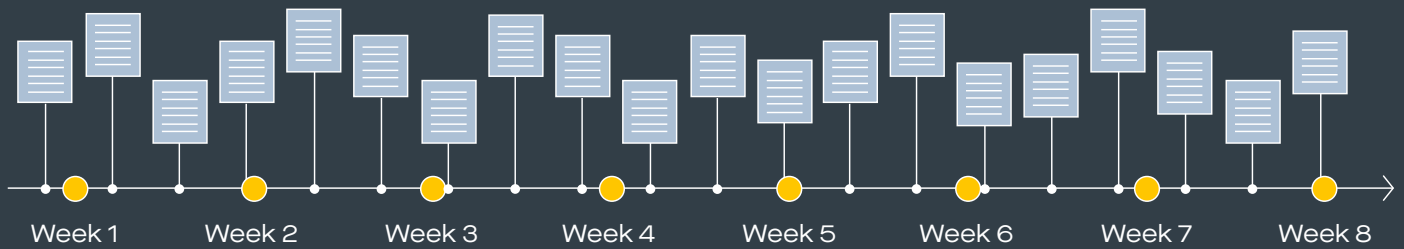
4

UNIQUE QUESTIONS
Client specific

Each client will have room to add 1-2 client unique questions to the survey. Results from this/these questions will not be available for other companies.

The tracker follows gamers playing video games on consoles, computers, phones and tablets

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Week 1   Week 2   Week 3   Week 4   Week 5   Week 6   Week 7   Week 8

The benefits of continuous tracking

Why measuring continuously outperforms ad hoc dips

1 Ensures better overall data quality

2 Simplifies comparisons over time and markets

3 Enables mapping perceptions directly to specific occasions, which is imperative during this rapidly evolving situation

4 Avoids data bias during specific occasions/weeks

5 Enables predictive analytics via merging of other types of data

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Additional analyses

Examples of potential further deep dives

1

Target group analysis

Break down data into your target groups and have the results delivered as scorecards or clean charts per question depending on the scope and purpose.

2

Driver analysis

How different industry attributes and Covid-19 related aspects drive e.g. brand liking. This knowledge will let you know what to push for in ads and trailers, etc. to increase attention and liking.

3

Brand position analysis

What video game companies and games are your closest competitors in order of brand image and game purchases, and which are their strengths and weaknesses compared to you?

4

Future analysis
Media Mix Models

One of the most powerful ways of using tracking data is understanding e.g. how media investments affects brand strengths (consideration, preference, liking, etc. for games and brands) and by understanding this being able to optimizing future investments in order to maximize effects.

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For more information, get in touch!

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