



MARKETING SAMPLE ROLE PLAY 2

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive, and the judges will ask questions throughout the presentation. You have recently been commissioned, along with two other companies, by ZGames, a leading video game design company to develop a full-scale marketing plan for their new game launch.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function and identify the major purpose of advertising.
- Identify major promotional activities used in marketing and the benefits of each.
- Identify the advantages and disadvantages of each type of advertising and promotional media.
- Explain the concept of promotional mix and identify the elements of the promotional mix.
- Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.
- Describe the importance of branding, packaging, and labeling.

ROLE PLAY SITUATION

Background Information

Your team is one of three companies commissioned by ZGames, a leading video game design company to develop a full-scale marketing plan for their new game launch. The company would like to launch the product within the next year throughout North America, Asia, and Europe. ZGames has been around for two decades and continually produces the top games in the industry. They are known for their amazing launches of new games and they expect this launch to be their greatest ever.

Scenario

Your team must develop a marketing plan that will address the uniqueness of the game, focus on the company's strong reputation for developing new, innovative, cutting edge games, and propose strategies for the launch. As a part of your plan, be sure to include all media outlet options, branding, messaging, possible sneak peaks for loyal customers, and why your plan should be chosen over the other two proposals. Your team will be presenting your plan to the board of directors at the upcoming board meeting.

Other Useful Information

- Focus on the flashiness of the event.
- Budget is not a consideration at this point.
- Be creative with uniqueness of the game being front and center. The marketing plan should match up appropriately.
- Detail how you will differentiate plans for each of the three market segments.

Things to Consider

Your team must address the following in your presentation:

- The scenario and the scope involved.
- Your position and why.
- Effective solutions for meeting the customer's needs.

SAMPLE