

Nintendo Company Analysis – Switch 2 Launch

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MKTG 4520: Social Media Marketing

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Nintendo Introduction

Home to some of the most popular video game franchises like Mario, The Legend of Zelda, and Animal Crossing, Nintendo has established itself as a trailblazer and industry leader in gaming. The company first began in 1889, when Fusajiro Yamauchi created the concept of Nintendo before its official launch.¹ Originally named Yamauchi Nintendo & Co., the company name was then changed to Nintendo Playing Card Co. Ltd in the 1950s while becoming a successful Japanese playing card (Hanafuda) manufacturing company.² Finally, in 1963, the company name was changed to Nintendo Co., Ltd where it would then begin manufacturing games and consoles for decades to come.³ Today, Nintendo has sold over 5.5 billion video games and over 800 million consoles globally.⁴ It currently holds record-breaking titles like the best-selling portable console (Nintendo DS) and is on the path to claiming the title of the most successful home console (Nintendo Switch). Despite some of its shortcomings throughout the years, the company has created a strong competitive advantage and a widely loved reputation that even successful competitors struggle to compete with.

Nintendo Products

Nintendo's video game consoles began with the Color TV-Game and Game & Watch before the renowned Nintendo Entertainment System was released and became an international success.⁵ As a new pioneer in the gaming industry, Nintendo went on to release popular consoles

¹ Nintendo UK. "Nintendo History." Nintendo, 2016.

<https://www.nintendo.com/en-gb/Hardware/Nintendo-History/Nintendo-History-625945.html#1889>.

² *ibid.*

³ *ibid.*

⁴ *ibid.*

⁵ Hunter, Noah. "Every Nintendo Console: A Full History of Release Dates." IGN, April 24, 2025.

<https://www.ign.com/articles/all-nintendo-console-release-dates-in-order>.

like the Game Boy, Super Nintendo Entertainment System, Nintendo 64, Game Boy Color, Game Boy Advance, GameCube, Game Boy Advance SP, DS, DS Lite, Wii, DSi series, 3DS series, Wii U, 2DS series, and finally, the Nintendo Switch series. The next Nintendo console will be named the Nintendo Switch 2, a complete redesign of the original Nintendo Switch.

Aside from video game consoles, Nintendo sells a variety of accessories and merchandise; however, the focus often lies on Nintendo and its wide video game collection. Some of Nintendo's franchises have become so popular and recognizable that they naturally formed as brands of their own. For example, franchises are adapted into movies, like The Super Mario Bros. Movie or the upcoming The Legend of Zelda movie. There is also a wide selection of merchandise available for customers to purchase. Additionally, Nintendo works with other companies to present franchises usually exclusive to its systems, like its partnership with Game Freak Inc. and Creatures Inc. for the Pokémon franchise. The company sells a combination of in-house games and third-party games from other companies and independent developers.

Target Market

Nintendo's target market is often a mystery to businesses and the general public, mostly because its fun and playful games somehow attract individuals from all groups. Children are attracted to the colorful themes and skill-building objectives, and parents tend to gravitate towards Nintendo due to its family-friendly nature. Millennials and Gen Z individuals often have a special nostalgic connection to Nintendo, as they grew up alongside the brand. Moreover, the portability of most Nintendo consoles makes it easier to play on the go while traveling to work or school. Older Gen X individuals and elders also benefit from games like Wii Fit, Ring Fit, and Brain Age, allowing them to challenge their brains and stay active.

Specific demographics like women, who are often alienated in video game spaces, have also found a safe space within Nintendo after kickstarting the “cozy gaming” wave.⁶ Not only does Nintendo offer creative, simple, and adventurous games for people to pick up quickly and enjoy, but the Nintendo eShop is home to hundreds of “indie games” made by lesser-known developers with niche concepts. Whether it is farming, home decorating, or virtual dating, women now have the freedom to choose games that fit their interests. Furthermore, they have the option to play as some of the most popular female characters, such as Princess Peach, Princess Zelda, or Samus Aran.

Overall, Nintendo succeeds in targeting people of all ages, from all different walks of life. For example, journalists claim that *The Super Mario Bros. Movie* is “aimed at 5-year-olds of all ages, meaning the child in all of us.”⁷ However, to give a concrete answer, it can be concluded that the company seems to target families and young adults aged 20-30. In a 2022 fiscal year report, it was revealed that the highest number of annual playing users were around 20-25 years old.⁸ Nintendo values analyzing annual players because it aims for consumers to continue playing the Nintendo Switch in a way that fits their lifestyle.⁹ The company succeeds in grabbing the attention of its customers, regardless of age or background.

⁶ Richards, Evelyn. “The Rise of Cozy Gaming: Meet the Women Levelling up Their Mental Health through Virtual Worlds.” *Living 360*, September 5, 2024. <https://living360.uk/cozy-gaming-women-nintendo-switch-tiktok/>.

⁷ Travers, Peter. “Review: ‘the Super Mario Bros. Movie’ Is the next Best Thing to Playing the Actual Game.” *ABC News*, April 21, 2023.

<https://abcnews.go.com/GMA/Culture/review-super-mario-bros-movie-best-thingplaying/story?id=98705230>.

⁸ Furukawa, Shuntaro. “Second Quarter Financial Results and Corporate Management Policy Briefing for Fiscal Year Ending March 2022.” Nintendo, November 5, 2021. <https://www.nintendo.co.jp/ir/pdf/2021/211105e.pdf>.

⁹ *ibid.*

Strengths & Weaknesses of Nintendo's Social Media

Today, Nintendo of America maintains an active social media presence across multiple platforms, including X (formerly Twitter), Instagram, Facebook and YouTube. The following sections focus in detail on X and Instagram, while briefly addressing Facebook.

X

Nintendo today is most active on X (formerly Twitter), where it operates through its official account @NintendoAmerica. With 14.2 million followers, X is currently Nintendo's largest social media platform, serving as a key channel for promoting announcements, building brand awareness, and engaging with fans. The types of posts include short and long videos, generic photo posts, polls, announcements, and text-based updates.

Some strengths include Nintendo's strong branding consistency, effective hashtag usage, and high engagement rate on major announcements. Nintendo maintains strong branding consistency, frequently using its signature red from its branding color palette and featuring popular characters like Mario in advertisements. The brand effectively uses hashtags to organize conversations around major events or releases. Based on posts from January to April 2025, frequently used hashtags include: #NintendoSwitch2, #XenobladeChroniclesX, #NintendoSwitch, #MarioKartWorld, #MyNintendo, #Kirby, #NintendoMusic, #PokemonScarletViolet, #NintendoDirect and #DonkeyKong. These hashtags help build momentum around key launches and updates. A best practice example from its high engagement rates can be seen in the post on April 1, 2025, where Nintendo announced a Live for a Nintendo Switch 2 presentation featuring hands-on gameplay.



Nintendo of America ✓ @Nintendo... · 4/1/25 ...

Join us on April 3rd and April 4th at 7 a.m. PT each day for a Nintendo Treehouse: Live | Nintendo Switch 2 presentation featuring hands-on gameplay of [#NintendoSwitch2](#) games!



535

7.2K

34K

3.8M



This post received 535 comments, 7.2k reposts, 34k likes, and 3.8 million views, highlighting the strong audience excitement Nintendo can generate during major product reveal events.

Some weaknesses include regional fragmentation, a serious brand tone, and a lack of influencer collaborations. Nintendo's X accounts are divided across different regional handles such as Nintendo of America, Nintendo of Europe, and Nintendo of Canada. Each account typically posts its content at different times with different variations, leading to inconsistent messaging for global Nintendo fans. Another weakness is its serious tone and formality. On Instagram, Nintendo has a playful and colorful tone, yet X is completely opposite and affecting

its products opportunities, like the Nintendo Switch 2. A poor practice example is the post expanding their partnership with the Seattle Mariners on March 27th, 2025, which was a collaboration with a professional sports team rather than an individual influencer. While partnering with a professional sports team was a positive step towards Nintendo's brand, it would benefit most from pursuing collaborations directly with gaming influencers to better reach their intended target market. In addition, this was the only collaboration posted between January and April 2025, highlighting how rare these types of partnerships were during that time frame.

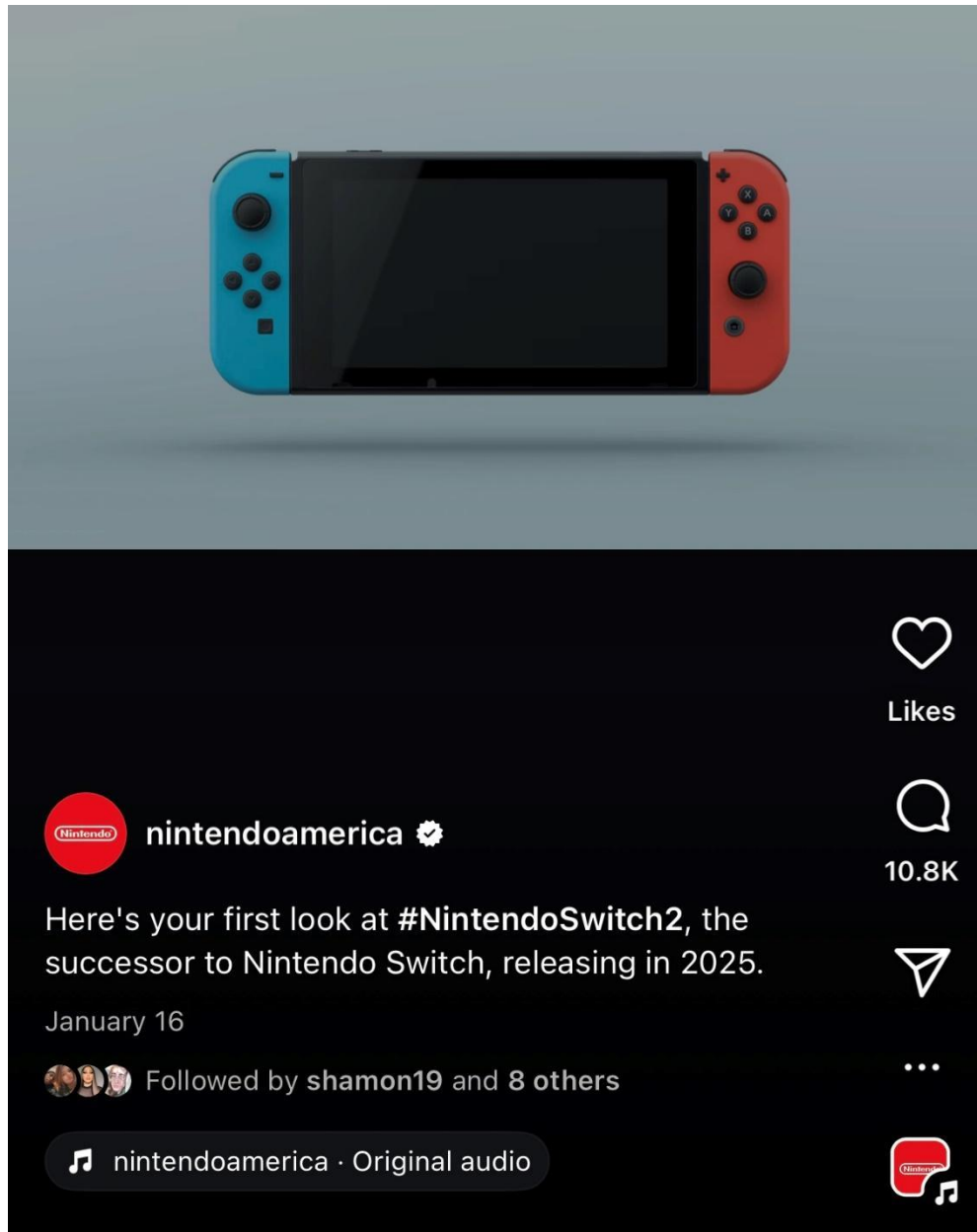
Overall, Nintendo's presence on X remains a major strength for real-time announcements and brand engagement, but improving influencer collaborations and maintaining consistent messaging across regions could help enhance their performance even further.

Instagram

In addition to its strong presence on X, Nintendo also connects with millions of fans through its official Instagram account @NintendoAmerica, which has 7.8 million followers and features over 2,800 posts. Instagram is Nintendo's second largest social media platform, serving as another major hub for brand promotion, fan engagement, and product announcements. The types of posts include a mix of carousels, single-photo posts, reels, and stories.

Some strengths include Nintendo's colorful, eye-catching posts, strong content diversity and high engagement levels on reels. Nintendo's Instagram feed is visually appealing, with consistent use of vibrant imagery that highlights popular games such as Metroid Prime 4 Beyond, Pokémon, Mario, and Kirby. The brand maintains content diversity by balancing different formats like single-photo posts, reels, stories, and carousels to keep its audience engaged. A best practice example can be seen in the reel posted on January 16th, 2025, where

Nintendo revealed the first look at the Nintendo Switch 2.



This reel received 10.8k comments and 10.5 million views, showcasing the strong audience excitement Nintendo can achieve with short-form video content.

Some weaknesses include inconsistent use of brand colors, limited influencer collaborations, and lack of cross-platform messaging. Although some posts incorporate

Nintendo's signature red, the feed often looks visually disconnected because the color schemes shift dramatically depending on the game being promoted. This variation sometimes weakens overall brand cohesion. Like X, Nintendo also posted the same announcement about their expanded partnership with the Seattle Mariners on Instagram. While this collaboration provided added visibility, it involved a professional sports team rather than a gaming influencer. This was also the only collaboration posted between January and April 2025, highlighting a missed opportunity to build stronger influencer partnerships. Outside of rare examples like this, Nintendo's Instagram content often differs significantly from what is shared on other platforms, leading to inconsistency across platforms during major campaigns.

Overall, Nintendo's presence on Instagram remains strong through its visual storytelling and fan engagement, but improving brand color consistency, expanding influencer collaborations, and strengthening cross-platform messaging could help maximize their impact during major campaigns.

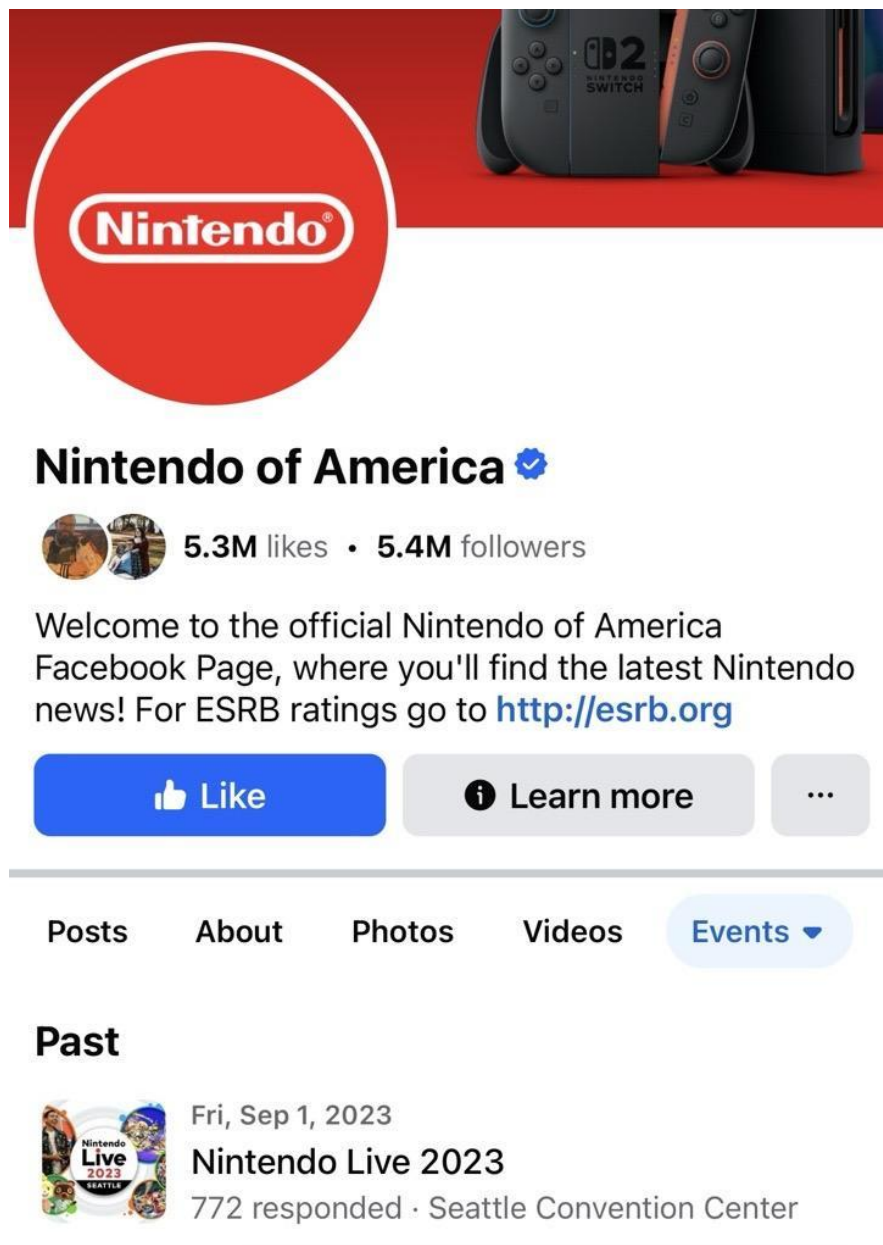
Facebook

Nintendo also maintains a presence on Facebook through its official page @NintendoOfAmerica, which currently has 5.4 million followers and 5.3 million likes. Compared to Instagram and X, Facebook serves primarily as a platform for general announcements, promotions, and broader fan communication. Like Nintendo of America's X and Instagram pages, its Facebook page is also updated at least once or more per day.

Some strengths include content diversity across stories, short-form videos, long-form videos, and single-photo posts. Another strength is its brand consistency on Facebook. Similar to

X, Nintendo frequently incorporates its signature red shade within promotional graphics and game-related posts.

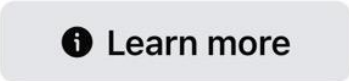
Some weaknesses include a lack of Facebook exclusive events and limited fan interaction through livestreams. Nintendo has not hosted a Facebook event since 2023, missing opportunities to invite the public and engage fans more directly.



Nintendo of America 

  **5.3M** likes • **5.4M** followers

Welcome to the official Nintendo of America Facebook Page, where you'll find the latest Nintendo news! For ESRB ratings go to <http://esrb.org>

Posts **About** **Photos** **Videos** **Events** ▼

Past

 **Fri, Sep 1, 2023**
Nintendo Live 2023
772 responded · Seattle Convention Center

Additionally, while regular content is posted, Nintendo could strengthen its connection with fans by incorporating more live video interactions and real-time engagement strategies on the platform. Overall, Nintendo's Facebook presence helps maintain brand visibility among a broader demographic, but expanding interactive features like livestreams and events could further improve fan engagement.

4-week Promotional Campaign

Target Market for Campaign

For the 4-week Nintendo Switch 2 promotional campaign, the primary target market is PC gamers seeking a powerful handheld gaming experience. This group is focused on finding a system that is powerful, travel-friendly, and capable of supporting more demanding games. Nintendo's campaign aims to position the Nintendo Switch 2 as the most powerful and advanced handheld console available, appealing to gamers who expect more serious performance from their devices. By doing so, Nintendo hopes to expand beyond its traditional audience and strengthen its competitive advantage in the handheld gaming space.

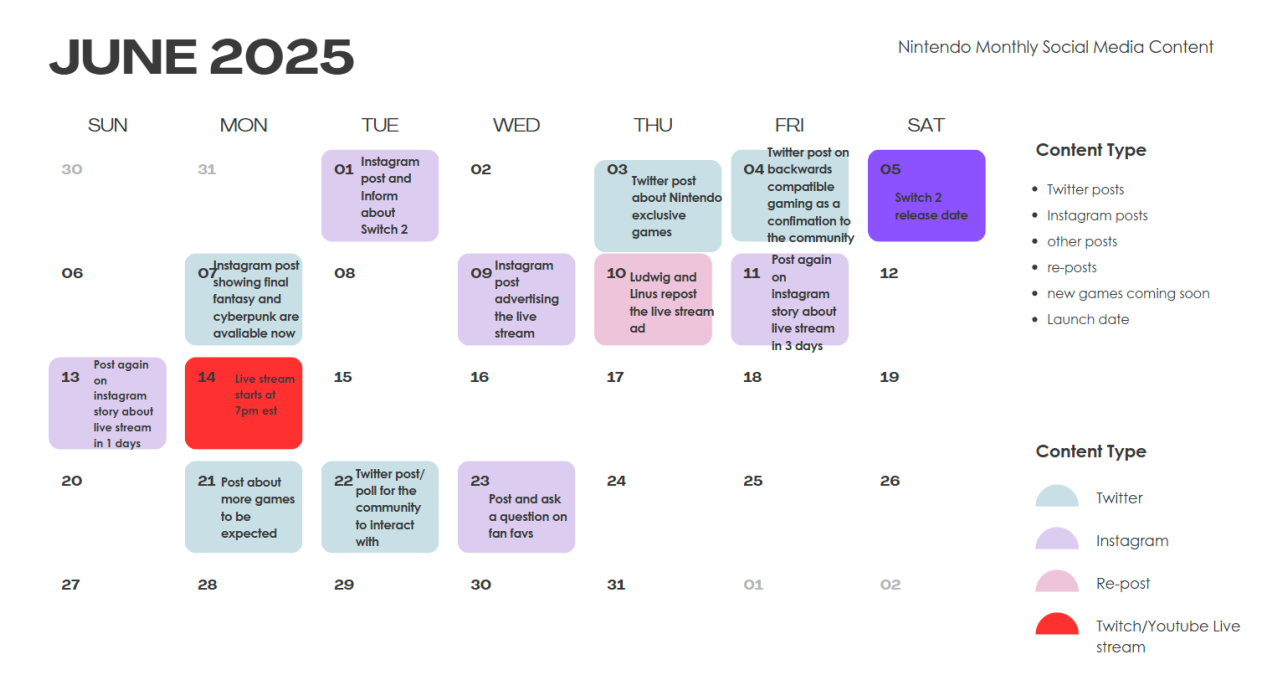
Overall Goal and Justification

The overall goal for the Nintendo Switch 2 promotional campaign is to capture 5-10% of the handheld PC market within the first year. This goal directly supports Nintendo's strategy to position the Nintendo Switch 2 as the most powerful and advanced handheld console available. It is a S.M.A.R.T. goal because it is Specific (focused on capturing handheld PC gamers), Measurable (targeting a clear 5-10% market share), Achievable (realistic for a major console launch), Relevant (aligns with Nintendo's competitive strategy), and Time-bound (to be achieved within one year). Capturing this percentage of the market would represent a strong expansion into the competitive handheld gaming space.

The goal capitalizes on Nintendo's current strengths in brand loyalty, visual storytelling, and social media reach while also addressing a key weakness: the perception that Nintendo only offers "cartoon" or casual games. The Nintendo Switch 2 campaign theme is centered on

improving Nintendo’s reputation with more demanding games. The goal is to change the perception that Nintendo only offers “cartoon” or casual titles by emphasizing the Nintendo Switch 2’s ability to handle more serious, high-performance titles. Nintendo also aims to avoid repeating mistakes like the Wii U, which struggled to differentiate itself and negatively impacted the brand's image.¹⁰ Through this campaign, Nintendo seeks to strengthen its competitive advantage, build a stronger competitive barrier, and discourage gamers from switching to handheld PC alternatives instead of choosing the new Nintendo Switch 2.

Content Calendar



¹⁰ Stuart, Keith. “RIP Wii U: Nintendo’s Glorious, Quirky Failure.” The Guardian. The Guardian, February 3, 2017. <https://www.theguardian.com/technology/2017/feb/03/rip-wii-u-nintendos-glorious-quirky-failure>.

Social Media ROIs

The two social media platforms that will be used in the Nintendo Switch 2 rollout are Instagram and X. These platforms were selected because Nintendo frequently posts on these platforms and generate high engagement. Nintendo posts one or more times a day on Instagram. In addition, Nintendo posts two or more times a month on X with a variety of content for followers to see and engage with.

Nintendo will use various tactics to reach its new target market which is PC gamers seeking a powerful handheld console to run high-quality games. Aside from improving Nintendo's reputation, another reason why this new target market was chosen is because PC gamers still struggle with the performance of some of the currently popular handheld PCs. The goal is to capture 5-10% of the handheld PC market within the first year. The return on investment plan for this campaign will be turning post interactions into sales, with a goal of converting 35% of people who interact with the advertising campaign into Nintendo Switch 2 sales.

The goal on Instagram is to get 100,000 likes per post along with a million views for the reel that is being posted. The goal on X is going to be 70,000 likes per post which is less than the Instagram objective but still obtainable based on Nintendo's status and previous major tweets. At least 15,000 reposts on the X posts is also a goal. In addition, Nintendo will include influencer collaborations by promoting a livestream with online personalities Ludwig and Linus Tech Tips. This collab will include a product review and a livestream of gameplay and performance. Clips from the livestream are likely to be shared online, helping Nintendo spread the word about the Nintendo Switch 2. One of the X ads will also be dedicated to promoting this influencer

collaboration. By having these ROI objectives in place, Nintendo should be able to earn a return on its investment.

Hashtags that will be used on these posts will include keywords like #NintendoSwitch2, #MarioKartWorld, #BackwardsCompatibleGaming, and #SuperSmashBros. All of these hashtags incorporate one new product, a new product feature, a new game, and a fan favorite. ROI for the X ads will also be based on user engagement and can be checked in X's analytics tab to view how many users interacted with it. Links can direct users to the official Switch 2 information page or to the livestream as well.

Campaign Ads



1.

This Instagram ad will send a message about the Nintendo Switch 2, showing the audience that it has more games, more power, and can be played anywhere. The ad showcases three popular games that are often played on demanding hardware: Yakuza 0, Final Fantasy 7 Remake, and Elden Ring. These games were previously unplayable on the original Nintendo Switch, but Nintendo customers can now play these games with its newest hardware.



PC power. Nintendo exclusives.

Pick up third-party titles like #SplitFiction and #Cyberpunk2077 or return to our familiar exclusives like #MarioKartWorld. The choice is all yours 🍄

Which games are you looking forward to on the #NintendoSwitch2?



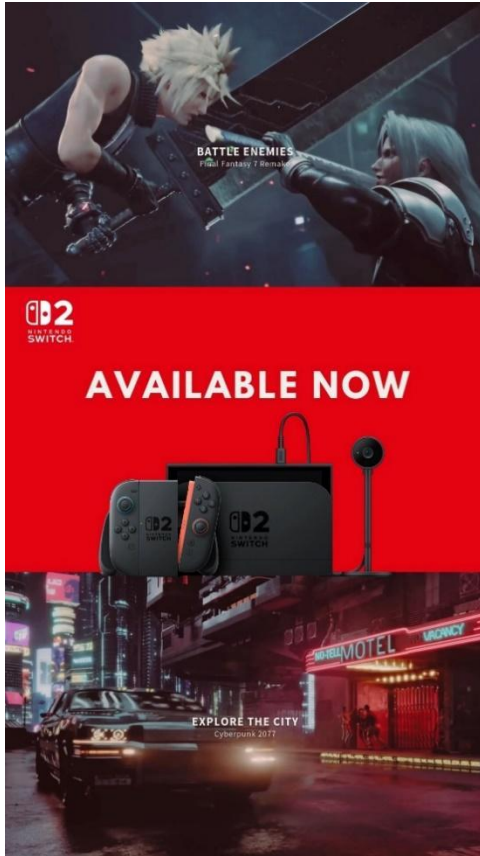
4:17 PM · June 7, 2025 · [Twitter for iPhone](#)

10k Retweets 47k Likes



2.

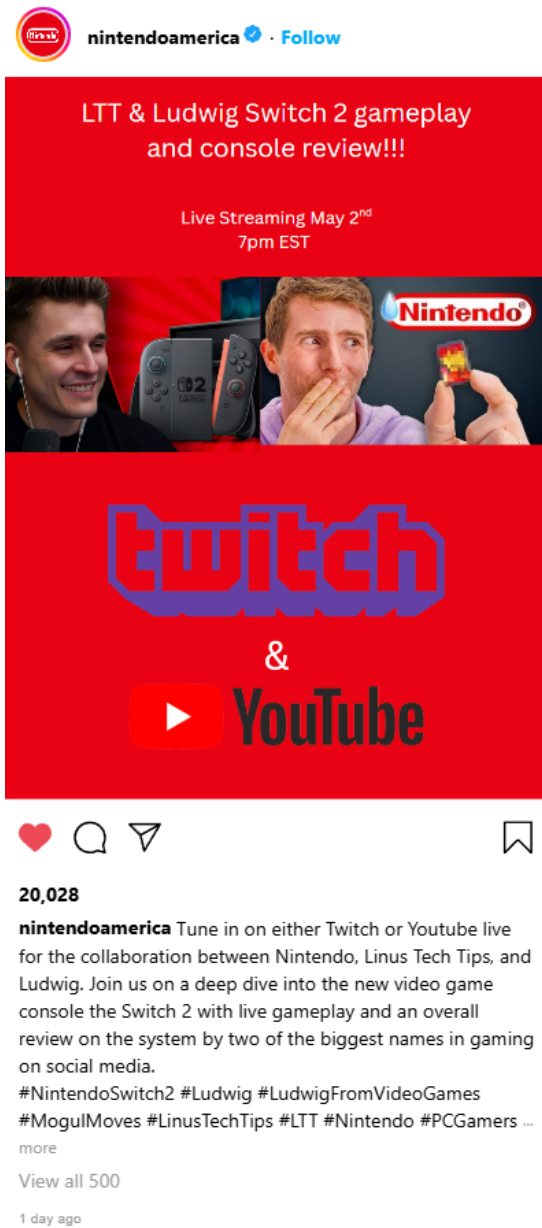
This content will be posted on X shortly after the launch of the Nintendo Switch 2. The phrase “PC power. Nintendo exclusives.” is meant to showcase how powerful the new console is, granting players the freedom to choose between demanding third-party titles and Nintendo’s exclusive games. The mention of PCs specifically targets PC gamers who may be doubting the power of the console. A question is also added to encourage interactions and engagement.



3.

This reel will be posted on Nintendo’s Instagram story and profile to showcase some of the powerful games now available on the Nintendo Switch 2. Players can battle their enemies in Final Fantasy 7 Remake or explore the city in Cyberpunk 2077. The call-to-action, “AVAILABLE NOW”, is meant to create a sense of urgency and excitement within viewers. Royalty-free instrumental music plays in the background to avoid distracting the viewer from the message. **Link:**

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4.

Using Nintendo's Instagram account, this post can be seen by their 7.8 million followers along with people sharing this post with their friends. This post is also planned to be an advertisement pushed towards already active Nintendo users and to the new target market of PC gamers. Offering a livestream is one way to allow potential customers a way to see hands-on use and reviews from credible influencers within the gaming community. In addition, this post will also

be re-posted by the influencers Ludwig and Linus Tech Tips on their social media platforms to reach even more people. Lastly, this is a way for fans of Nintendo, fans of the influencers, and potential new buyers to all have a new and entertaining way to watch and learn about the new Nintendo Switch 2. The livestream will take place on a joint stream on both platforms. A joint stream means that it is a collective viewer count, and people can join from either Ludwig's stream, Linus' stream, or Nintendo's stream and view all of the same content with the same camera angles. The livestream will also include the influencers interacting with the chat by answering questions and talking about the games they are playing along with the system itself.



Yes the Switch 2 is coming soon and yes the games are backwards compatible!!!!
#savingmoney #Switch2 #NintendoSwitch2
#backwardscompatiblegaming
#backwardscompatible

Old games,new device, play anywhere!!!



Enjoy and experience backwards compatibility on the new Switch 2

4:17 PM. April 04, 2025. [Twitter for iPhone](#)

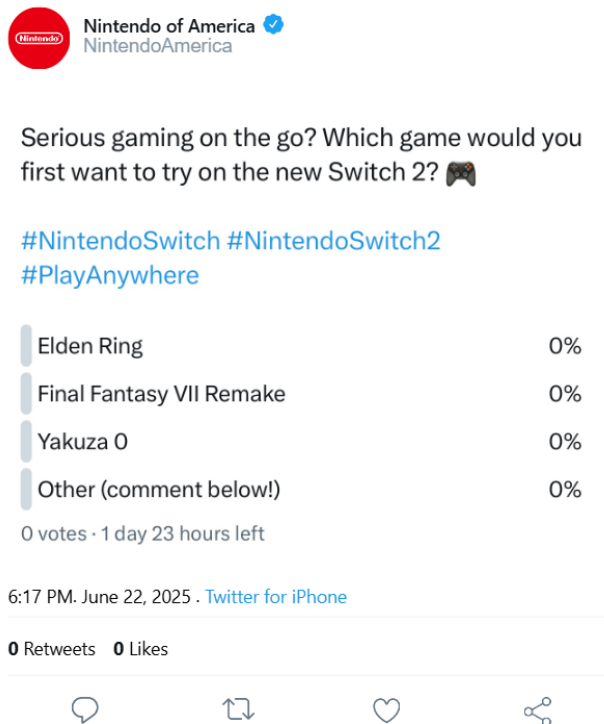
18k Retweets 14k Likes



5.

One thing a gamer does not like to do is spend more money on games they have already purchased before to be able to play on the latest and greatest console. The Nintendo Switch 2 offers a great backwards compatibility gaming experience while also being cost effective for the consumer base. Backwards compatibility is when an original Nintendo Switch owner has already purchased a game; for example, Super Smash Bros. Ultimate owners do not have to buy a new

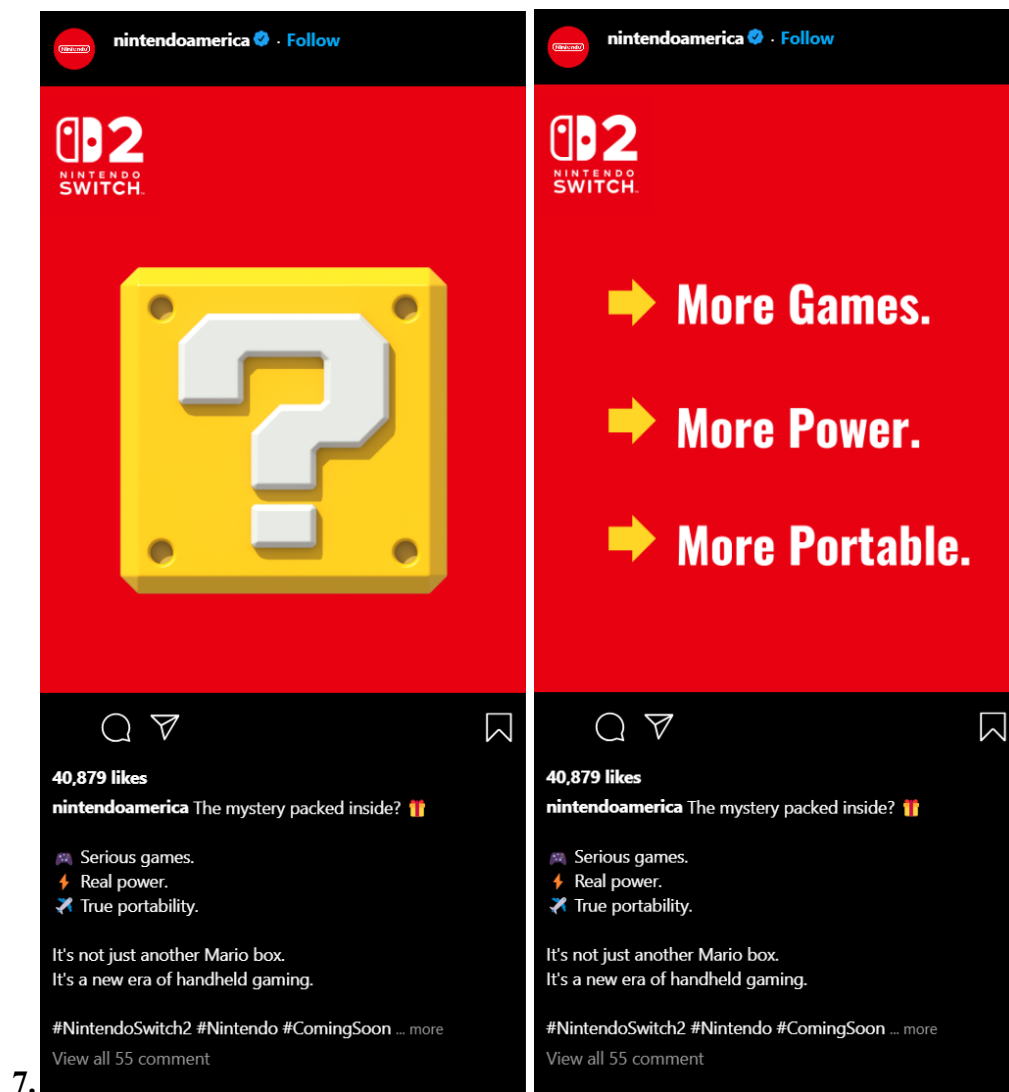
copy of the game for the new console. In addition, the purpose of putting this in an ad campaign for the new console is to make it clear to potential buyers that they do not have to dump more money into games they already own. Anyone who games on any platform will see this and have an incentive to buy the system because of a feature like backwards compatibility.



6.

Using an X poll asking players what they are most excited about playing on the Switch 2 is a smart way to build early engagement and connect with serious gamers. The poll would be posted after the Switch 2's launch announcement to keep momentum going, encouraging users to interact with the brand and share their excitement. This is tied directly to Nintendo's strength on X of creating buzz around major announcements and using hashtags to organize conversations. At the same time, it helps address the platform's weakness of needing more interactive communication to balance the serious tone of its posts. By offering a fun and simple way for fans to participate, the poll strengthens Nintendo's connection with its audience and keeps the focus

on the Switch 2's positioning as a powerful and competitive handheld console. This poll focuses on the excitement of which game Nintendo users are most excited to see for the Switch 2. Overall, this post supports the campaign's broader goal of energizing serious players and building stronger engagement across Nintendo's social platforms.



Using the Mystery Box graphic with the caption “The mystery packed inside? Serious games. Real Power. True portability. It’s not just another Mario box. It is a new era of handheld gaming” is a strategic post to tie in both the strengths and weaknesses identified for Nintendo’s Instagram.

The Mystery Box, inspired by the iconic Mario games, creates an instant visual connection with fans, playing into Nintendo's strength of colorful, recognizable imagery. At the same time, the caption shifts away from just nostalgia and towards serious gaming performance, which helps address the weakness of inconsistent brand messaging. The post clearly signals that this launch is not about the old Nintendo, but about the real upgrades with more games, power, and portability. By combining strong visuals with a more competitive message, it appeals to the new target audience of PC gamers and serious players. This post will be rolled out before the launch of the Switch 2 to help build early hype, tease Nintendo's upgraded features, and support the overall campaign goal of showing Nintendo as a serious competitor in the handheld gaming market.



8.

Using an Elden Ring background paired with the caption “Elden Ring. In your hands. The Switch 2 isn’t just portable — it’s powerful enough for your greatest battles” is a strategic move

that ties directly to the strengths and weaknesses identified in Nintendo's X platform analysis. This post builds on Nintendo's strength of creating excitement around major announcements by featuring a respected, demanding game that serious players already admire. It also helps fix the weakness of the platform's tone being too serious and formal by bringing in more energy and excitement. By highlighting Elden Ring, the post targets the new audience of PC gamers and supports Nintendo's goal of shifting its image beyond casual cartoon-style gaming. Since Elden Ring has a global fanbase, this helps create a more unified messaging across regions, addressing the fragmentation issue on Nintendo's X accounts. This post will be rolled out before the Switch 2 launches to build hype, attract serious PC gamers, and support the campaign's goal of strengthening Nintendo's competitive advantage in the handheld gaming market.

Influencer Collaboration

Nintendo will conduct a hybrid mix of a livestream with Ludwig, a streamer/YouTuber known for playing all types of games on various platforms, and famous YouTube tech reviewer Linus Tech Tips. This mix of influencers showcasing the Nintendo Switch 2 during the campaign launch will allow potential consumers to get the best of both worlds and receive reviews from both individuals. In addition, hand selecting those two influencers will help Nintendo reach the goal of capturing more sales from PC gamers interested in handheld consoles. Nintendo has chosen to do a livestream since a mass majority of PC gamers watch streamers play video games, so it is perfectly catered to the new target audience.

To break down more details on the livestream, the main topic of the collaboration will be how powerful the Nintendo Switch 2 is for high-intensity games according to PC gamers. The title of the stream will be “Ludwig and Linus’ Honest Switch 2 Review.” The livestream will be available to watch on both Twitch and YouTube which are two platforms that PC gamers often stream on. Nintendo will promote the livestream by posting ads for it on social media accounts like X, along with the influencers posting on their own accounts to gain traction for more viewership.

Nintendo has chosen two influencers who are ideal matches for the Nintendo Switch 2 promotional rollout. Ludwig is a famous streamer and YouTuber known for playing a wide variety of games. In addition, Ludwig is also known for speedrunning the old Mario games which makes him a perfect candidate and a friendly face for Nintendo fans. Linus Tech Tips is another YouTube influencer that was chosen due to Linus’s incredibly honest reviews on technology, gaming systems, and his involvement with the PC community. The way the influencers will be incorporated into the streams will involve playthroughs of new games, a deep

dive into the Nintendo Switch 2 hardware technology, and honest reviews on the games/system. Both individuals are not celebrities by any means and are only known by their communities that follow them passionately. Nintendo chose both influencers because they do not have any past conflicts that could cause people to not want to associate with Nintendo. Hashtags to be used in promoting this livestream will be #NintendoSwitch2, #Ludwig, #LudwigVideoGames, #MogulMoves, #LinusTechTips, #LTT, #Nintendo, and #PCGamers. These hashtags will be utilized in the promotional ads Nintendo will post leading up to the livestream. In addition, these hashtags will be seen by their fanbase to draw in millions of viewers to tune into the stream. Moreover, some hashtags include keywords and inside jokes within their personal communities to connect with them more and spread the message about the livestream.

Conclusion

To bring everything together, Nintendo is expecting to release the Nintendo Switch 2 on June 5th. The new target market goal for this release is to reach people who play games on PCs and seek portable experiences. In addition, Nintendo is also advertising to their already existing consumer base at the same time. The goal is to reach 5-10% of the handheld PC gamer market to purchase the new Nintendo Switch 2 as an alternative to other handheld portable gaming systems. Nintendo is bringing better battery life, higher performance, and new games, as well as influencers to help explain the technological improvements and gameplay reviews for the new system. Furthermore, by bringing PC and gaming influencers into the mix, the company can reach the influencers fanbase along with the PC community for more sales at release. The 4-week campaign has a calendar made for a smooth rollout of promotions for the Nintendo Switch 2. The posts consist of information about the system/games, new features, and a new and improved livestream. Nintendo has multiple social media platforms but are not completely active on all of them, which is why Twitter and Instagram were selected. The new target market also fits in with the S.M.A.R.T. goals since it is specific, measurable, achievable, relevant, and time bound. Lastly, Nintendo plans to innovate and take over the handheld gaming system market.

Contributions

Gavin: Conclusion, influencer collaboration, 2 posts/ads 4-5, ROI's, content calendar, Slides 12, 15-16, 19-21

Zarria: Nintendo Introduction, Ads 1-3, Slides 1-6, 17

Mariana: Strengths and Weaknesses, Target Market for Campaign, Overall Goal and Justification, and promotional ads: 6-8, Slides 7-11, 13-14, 18

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