🦄 Business Case for Revitalizing *My Little Pony: Princess Magic*

Strategic Opportunity

Gameloft holds the exclusive privilege of stewarding one of Hasbro's most beloved IPs in the mobile gaming space: *My Little Pony: Princess Magic*. With over 15 years of legacy, the game has cultivated a loyal, multi-generational fanbase. However, stagnation in content and quality control now threatens its relevance and revenue potential. This proposal outlines a high-impact strategy to reinvigorate the game, deepen player engagement, and unlock new monetization pathways—without compromising its core charm.

Why Now?

- **Untapped Demand**: Players are actively seeking new maps, storylines, and characters. The absence of fresh content has led to disengagement and negative sentiment across forums and app reviews.
- **Franchise Momentum**: MLP continues to thrive through merchandise, media, and fandom. The game should reflect that vitality.
- **Competitive Landscape**: Mobile games with regular content updates outperform stagnant titles in retention, spend, and virality.

Growth Levers

1. 🌍 New Maps = New Revenue

- Each map introduces fresh environments, quests, and collectibles.
- Monetization via map-specific bundles, timed events, and exclusive characters.
- Examples: Farasi (zebra lore), dream realms, ancient ruins, seasonal maps (Nightmare Night, Hearth's Warming).

2. 🛠️ Quality Control = Player Trust

- Regular bug fixes and performance updates reduce churn.
- Community-driven QA (e.g., bug bounty rewards) builds goodwill and loyalty.

3. 📖 Expanded Lore = Deeper Engagement

- Story arcs featuring underused species (donkeys, kirin, changelings) increase diversity and emotional depth.
- Unlockable lore entries and journals encourage exploration and replayability.

Business Impact

KPI	Current Trend	Projected Outcome
Retention (30-day)	Declining	+40% with new maps and story arcs
In-App Purchases	Plateaued	+30% via themed bundles and events
DAU (Daily Active Users)	Eroding	+15–25% with fresh content
Community Sentiment	Mixed	Strong positive shift with visible updates

Implementation Roadmap

Phase	Timeline	Key Actions
Concept & Planning	1 month	Player surveys, map ideation
Development	3–4 months	Build new content, test mechanics
QA & Optimization	Ongoing	Bug tracking, performance tuning
Launch & Marketing	1 month	Teasers, influencer engagement, fan events

Community Backing

This proposal is supported by a growing petition of passionate players who want to see *Princess Magic* evolve. The community is ready to support Gameloft through feedback, playtesting, and organic promotion. Investing in this update is not just a creative decision—it's a commercially sound move backed by data, demand, and brand loyalty.

Conclusion

My Little Pony: Princess Magic is more than a legacy title—it's a living world with untapped potential. By investing in new maps, better quality control, and deeper storytelling, Gameloft can transform a stagnant product into a thriving platform. The fans are ready. The market is ready. Let's make Equestria magical again.