

NEO-PRO

Gamescape

Gaming Cafe & Museum

Terry Nillo



SEGMENTATION & TARGETING

The Three C's

Company

Neo-Pro Gamescape is a video game cafe & museum, which is located at Front Street in downtown Toronto and is open from 10am-11pm. Featuring the mood of nostalgia, exploration and a form of escapism through gaming. Different floors feature popular generations of gaming that impacted video game history. With a vast variety of genres, featured games include arcade legend, PONG to the newest technology of gaming, VR(virtual reality). Different floors of the venue venture into the nostalgic approach of the particular game, further enhancing the experience. Customers get to explore the overall timeline of gaming history through a museum environment with an interactive appeal.

Neo-Pro Gamescape also exhibits a learning environment. Along with the interactive games that customers can play, there is also a chance to learn of its history. Showcasing different artworks for smaller console games, such as the Gameboy Advance. As well as previous iterations of the game before its completion. Customers not only get to enjoy gaming, but also learn of their history and how they reached their finished product.

Booking

Bookings can be made for birthday parties and private where customers can reserve an area of space of a particular gaming

floor of their choice. Neo-Pro Gamescape accomodates group visits as well. Whether you are coporate, school or just looking towards a regular group hangout place, Neo-Pro Gamescape welcomes all groups. Providing both social and entertainment aspects, we encourage families, friends and colleagues to express their nerdy self, through this immersive exhibition of games and learn of their history.

Events

A variety of events allows customers to unwind and unleash their inner gamer. We offer specific themed events on Halloween and Christmas. Some events are weekly, for example Mario Maker Wednesdays, which encourages customers to build their own mario levels and choose the best 3 levels for prizes to win. Another event is Competitive Weekend Nights, which caters towards a more competitive type of gamers, allowing them to verse each other to win a limited collectible. Another special event offered that caters towards family groups is held on Friday's. Family Friday Game Night features cooperative games that in order to win, collaboration is needed to succeed. Games on Family Friday Game Night, include Mario Party, Rockband & more! Finally, there is Trivia Tuesday which challenges customers to answer trivia questions about video game history in the comfort of the cafe area! The

winning group gets a discount on an event of their choosing!

Membership

Neo-Pro Gamescape offers a membership program for Student, Adult, Group and Family. On each memberships 10th visit, the cover charge will be free, along with a free admission on any event. For students, they can admit 2 members with them for free and a additional slices of pizza or whole pizza of their choice. While adults get an additional free beverage drink of their choice and 5% off any event. For groups, including free drinks and free group booking. Finally for family memberships, allowing free desserts, free next booking and a free family event.

Neo-Pro Gamescape encourages a fun, positive, learning experience which allows customers to not only enjoy themselves, but learn about the games that helped shaped the video game industry in a relaxed and immersive environment. A place that combines both the casual and competitive players that also includes a chance to learn and explore the culture of gaming.

Primary Persona

Rebecca Diaz

Energetic & Outgoing

25 | Toronto, ON | Single
Art Designer | \$50k



Lifestyle & Background

Rebecca is an art designer at Critical Mass. She is very social and outgoing person that many of her coworkers know about her. With her work at Critical Mass, sometimes she can be overwhelmed by the amount of things she has to do! However, she always gets things done in time for her clients.

With her energetic nature, she is always active for the events at her company. One that she always participates in is the gaming night event. Her competitive nature shows during this event. Through this, her colleagues know of her love for video games.

On her days off, her favourite past time would be reading, and of course, playing games with her friends. Upon her interest in video games, she is always invested in the artistic side, as well as the developments and designs of them. Before making a good game, there has to be a clear concept and sketches for characters and environments. She always liked to see the process of how things are done after seeing such a fine product.

Influences

Rebecca is influenced by her friends, coworkers, social media, magazines, blogs and design events.

As an art designer, she is always willing to learn, thus going to design events such as Design Thinkers and An Event Apart. She is the kind of person who wants to keep evolving her skill sets.

She is easily persuaded into joining hangouts that involves excitement. She is always willing to try something new. One day, while hanging out with her friends, she got to experience a gaming cafe for the first time. It was definitely something new and she really enjoyed it. Now, because of her friends influences, she would visit gaming cafes with her friends and sometimes on her own.

Social Media Activity

Instagram

Twitter

Pinterest

LinkedIn

Rebecca uses different social medias to get inspired and continuously motivated. Instagram and Pinterest are her go-to for inspirations on art and designs. Pinterest allows her to learn new things everyday. Twitter allows her to keep up to date with her friends and the world around her. She follows accounts such as Square Enix and Nintendo as those are a few gaming companies she likes. On following these accounts, she is always excited for the games they produce. Finally, LinkedIn allows her to connect with her colleagues and build connections with people she meets in design conventions.

Core Needs

1. After such a hectic day at work, she wants a place to decompress once in a while. After her friends showed her the atmosphere of gaming cafes, she couldn't really find other places that helps her relax. However, the types of gaming cafes in Toronto are quite noisy at times, due to the many participants playing games in the same area. So, ultimately Rebecca needs a chill and relaxing gaming cafe that allows her to enjoy her time relaxing while also enjoying the atmosphere around her.
2. Rebecca has always been interested in the, "behind-the-scenes" work of projects. Being an art designer allows her to really appreciate process work. She hopes to find a place where she can immerse herself in a learning environment that allows her to learn and be inspired.
3. Because of her energetic nature, she is always eager to learn new things. She was always fond of past video games as she is one to immerse herself in nostalgic things, including games. She hopes to find a place where she can also learn and experience the culture of vintage gaming.
4. Finally, as a social person, she loves to spend time with her friends. Though she has gone to gaming cafes before, she would like to visit one that also included retro games. To allow not only herself to enjoy them, but her friends as well.



Secondary Persona

Marcel Wood

Active & Broad-Minded

40 | Toronto, ON

Married with 2 children

Senior Art Director | \$80k



Lifestyle & Background

Marcel is a senior art director at Atomic Cartoons. He is married with 2 children who have a love for video games. Marcel is always excited to work at his company, for he has a love for comic books, cartoons and hero movies. But, one thing that he shares a love for with his children is video games.

Working at his company allows him to share his interests with his colleagues during break time. And through his colleagues, he keeps up to date with the new things in society. Occasionally, he would have to stay late at work with his production team but nonetheless, when he gets home on a Saturday night he is always happy to spend time with his family for a fun game night.

During long weekends, he likes to spend time with his family. One thing that he learned from his colleagues is there are cafe's that provide a gaming element to them. Upon hearing this intrigued him to learn more! However, when going to one recommended by his colleague, he felt a bit out of place since he felt it appealed more to the millennials. And with the growing technology, he would miss the older generation of video games.

Influences

Marcel's main influences are his friends and colleagues, online articles, newspapers and social media.

With his interest in video games, he is always willing to learn about what's new in the

gaming industry, and he occasionally learns them from his younger peers. What he is always happy to know is the many cafe's they offer around downtown Toronto.

Social Media Activity

Youtube

Twitter

Facebook

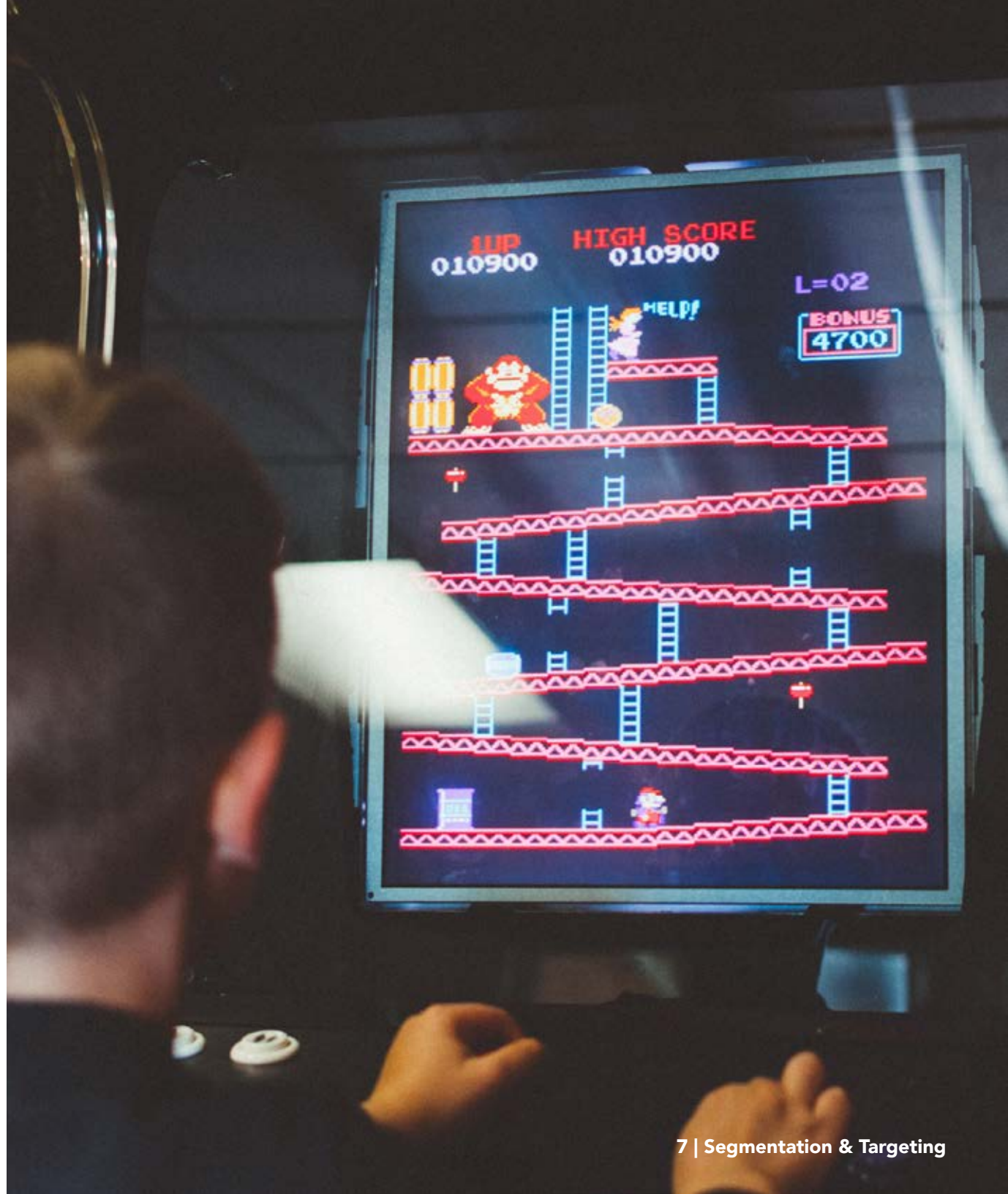
LinkedIn

Marcel uses social media to further connect with his peers. He would join community and company parties to be inspired and connect with new people. He would join events such as, An Event Apart and Adobe 99U to keep up with the evolving industry and learn ways to keep the company afloat.

He also likes to keep up with social media event accounts such as, FanExpo. He likes to know the different guests coming that year to prepare for the event. FanExpo is a fun convention that he goes with his family at the end of summer to meet comic book artists, and get autographs from voice actors from his children's favourite cartoons. One event featured Mario's voice actor. His children and himself included, were thrilled and excited to meet the popular video game character.

Core Needs

1. With the ever-changing gaming industry, Marcel has a hard time keeping up with it even if his colleagues try their best to explain the newer technologies. Marcel wants to go back to a more simpler time, even if for a moment and play vintage games that he played during his time.
2. Marcel would also like to show his children the games that he played and share that era with them. Allowing them to invest in the older generation of gaming and learn how they shaped the gaming industry.
3. Not only does he want his kids to enjoy the nostalgic games and be introduced to newer ones, but also looking for a place of learning to teach them about these games. The way each of them helped inspire future games and know that even without the amazing graphics, it would still be an impactful and fun video game.
4. Finally, he also likes to hang out with his friends and colleagues. However, he doesn't want to spend too much on alcohol. Going to the same bar can be tiring and sometimes boring, so he would like to go to a new, exciting environment that everyone can enjoy. For both families and friends.



Competition



The Riddle Room

The Riddle Room is located at Yonge street in downtown Toronto and features a variety of options in terms of entertainment. Such entertainments include board games, video games and escape rooms. Their opening hours are from 2pm-12am on weekdays, 12pm-12am on Saturday and 12am-10pm on Sunday. They proudly serve a special coffee named, "De Mello Palheta Coffee." Their audience is catered towards the millenials as it features a more chill and intimate vibe.

Since The Riddle Room has only one primary audience, Neo-Pro Gamescape has the opportunity to expand to other audiences than just millenials.



Royal Ontario Museum

The Royal Ontario Museum is located at Queens Park in Toronto and is one of the largest museums in North America. They hold different exhibitions every year that brings in many audiences from different age groups. Catering to both children, adults and seniors. With a wide range of entertainment, the Royal Ontario Museum is a big competitor to Neo-Pro Gamescape.

The Royal Ontario Museum focuses on the cultural artistic aspect of their exhibitions. Neo-Pro Gamescape can explore the interactive element of a museum and further expand different elements of gamings to allow the experience to be more memorable and interactive. Bringing gamers of all types together.



The Rec Room

The Rec Room has a predominant venue that is based on fun and entertainment. Having an immense variety of entertainment such as board games, live music, virutal reality, etc. They contain a larger venue, a vast amount of entertainments and food options.

The Rec Room's main focus is fun, eats and entertainment. Their audience would consist of younger demographic and millenials. As it has a more exciting and overwhelming vibe. An opportunity for Neo-Pro Gamescape is allowing a learning aspect to gaming, thus including families to enjoy as well. Neo-Pro Gamescape has an opportunity to also create a welcoming and explorative environment that is different from a gaming cafe.



SWOT Analysis & Brand Positioning

Strengths, Weaknesses, Opportunities & Threats

Strengths

Expanded Game Genre

One of the advantages of having to expand our gaming genre is to allow other customers with different interests to our service. Having a specific genre of gaming, for example retro, would limit the audience and thus less opportunities to keep the business afloat. Expanding to different styles of gaming keeps customers entertained and to keep them coming back to use our services.

Explorative Environment

For our services to stand apart from different gaming cafes, Neo-Pro Gamescape cafe aims to have a more explorative element, having multiple floors that showcase each game that impacted the history of gaming. Allowing customers to experience a timeline journey while also enjoy playing the games. Another explorative aspect is that each game of that generation explored would contain a time-warp to create a nostalgic feel for older games. As for newer games, it would further fit the mood of a futuristic appeal compared to older nostalgic feel. Thus, creating an additional explorative element of entertainment for customers and further enhancing the experience.

Chance to Learn

Neo-Pro Gamescape allows customers to not only play with the games available, but also get to know the history of them. With a little blurb about the games, and showcasing artworks to fit into the gallery/museum mood combined with an interactive aspect of playing the games.

Targeted To Different Gamers

Having a specific service to our customers can limit other audiences however, Neo-Pro Gamescape has events that include all types of gamers. Having events for casual, competitive and family-oriented players. Through exploring different types of gamers, we grow our audiences in that specific community. Our service would gather a following on a specific group and appeal to the gaming community, both hardcore and casual players.

Gaming Museum

Another advantages that Neo-Pro Gamescape has is that it is also a museum. Creating a unique differentiation between other gaming cafes that are only for fun and entertainment. Neo-Pro Gamescape extends their entertainment by including a learning and explorative aspect of experiencing a timeline of video games and allowing customers to delve deeper into that time with time-warp rooms. Adding a nostalgic mood and experiencing escapism with video games.

Weaknesses

Limited Food Selections

As a business just starting out, we have limited amount of food selections. Going back to our competitors, The Rec Room has their own restaurant along with a gaming area. Since Neo-Pro Gamescape is a cafe, there is very limited food to give to our customers compared to a restaurant.

Include other Entertainments

Our competitors always have something new in store for their audiences, including different events each month, and having other various entertainments. What Neo-Pro Gamescape is lacking is delving into other entertainments. Since its sole purpose is gaming history, there is no point in going into other entertainments. However, because of this limited entertainment, some customers may find the area boring after various visits.

No Presence in the Market

Starting out our business, we have no distinct presence in the market, thus having few to very little customers in the beginning. Due to our beginning stages, there is no customer base. Time is needed for our services to be noticed through constant promotions, word of mouth from previous customers and improving our services based on feedback from our audience.

Limited Budget

With no presence in the market and very little customers coming to the establishment in the beginning stages, there would be a limited budget. Because of the short budget in the beginning, it would be hard to also pay for rent and electricity bills to further keep our business afloat.

Limited Games

Along with our limited budget, starting out we may have limited games for our customers at first. Because of that, there could be a waiting time. This could potentially weaken our services and lose customers.

Potential Breakdown of Arcade Machines

Technology can be unpredictable and sometimes unforgiving. There can be a situation where an arcade machine can break down, either because of the constant use or an accidental spill of a drink from our cafe. Due to this, we would have to close down that arcade machine for maintenance or have to buy a completely new one.

Opportunities

Increase Food Menu

An opportunity for our service to grow is increasing our food menu. Along with our cafe menu, we could include other foods that are popular with millennials in a gaming environment. Another food item we could include is lunch delicacies. Having the customer stay even longer at the venue than just stopping by for a cup of coffee or a place to drink beer with friends.

Expand on Entertainment

Expanding our entertainment can be a great opportunity for our services, as competitors branch out from just staying with video games. It will also help with our weakness areas of waiting times and limited gaming arcade machines or consoles. If a customer, group or family is playing, there are other options for customers to play in the cafe area as they wait for their turn.

Gaming Industry Partnership

Including a partnership with a gaming company can open opportunities for speakers to talk about the specific history of their industries games. Further expanding on the learning aspect of the services.

Offering Workshops

Workshops can further bring about new customers that are willing to learn about games. This can welcome school groups to venture the timeline of video games and learn of their impact in the industry. Also, including guest speakers and a chance to create their very own game level. This helps to expand our audience and gain a customer base.

Tours

In a museum environment, tours could be an opportunity to promote Neo-Pro Gamescape. Allowing future customers to experience the environment in a more calming demeanor and appreciating the aesthetic and overall escapism the venue offers.

Appealing to a Different Target Market

With the expansion of entertainment, there comes the ability to open our target market. With the ability to appeal to other audiences brings about a larger customer base to further spread the word of the service and expanding it to other people with similar interests.

Specific Time-Limit

Due to one of our weaknesses, there can be a time when there is not enough arcade machines and consoles for everyone. An opportunity to fix this issue is to have a time-limit during peak times. Allowing groups a 2 hour time limit to let other groups a chance to play. As for arcade machines, 5 plays would be the time limit for players.

Virtual Reality Rooms

Virtual reality is one of the newer gaming technologies that allows the user to feel like they are in the game. An opportunity with this is to include a specific room to finish the timeline of video games. Keeping up to date with the technology and featuring it in the venue can bring about more customers and expand our offering of games.

Gift Shop

Having a gift shop can further keep customers coming back to Neo-Pro Gamescape. Allowing customers to bring their experiences back home as well and help to further promote the services to future customers.

Threats

Other Cafe's in the Area

Competitors offer a variety of different entertainments that appeal to our similar target market. Though, because they are in the business longer than we have, they would have gained a customer base. It would be quite challenging especially when starting out, because there are multiple gaming cafes throughout Toronto.

Upgraded Consoles, New Games

There are always constant upgrades with gaming systems and new gaming technology, such as the VR(virtual reality). With the ever-changing gaming industry, it is hard to keep up with them and to incorporate it into our cafe. Looking towards the future, the older generations could be replaced and customers may not be interested in playing them anymore. It would be hard to continuously adapt in order to keep our customer base interested in using our services.

Dependant on One Kind of Product Feature

With the constant development of new technology, arcade machines may soon not be as unique as it is now. It could completely be replaced with newer technology and lose its interests with customers. Having be dependant on one kind of product feature can be risky in the coming years.

Risks of Appealing to One Customer

Having to appeal to just one customer can be risky as it limits to where we can expand our services, especially if we are only targeting customers with interests in video games. We would be required to meet newer expectations if we rely on appealing to one customer.

Paying for Rent and Electricity Bills

Due to our limited budget in the beginning stages, there comes the threat of having to pay for rent and electricity bills. We would have to be mindful for these kind of pressures in order for our business to stay afloat.

Other Entertainments

Since Neo-Pro Gamescape is located in downtown Toronto, other indirect competitors can serve as a threat. Examples include sporting events, Toronto Zoo, Centre Island, CN Tower and other tourist exhibits. Big events can stray our audience away from our cafe, especially large events such as Enthusiast Gaming Live Expo(EG LX) and FanExpo just to name a few.



Positioning Statement

For eager learners and gamers, who wants to enjoy a relaxing time with friends and family through an interactive gaming museum. Neo-Pro Gamescape is a video game cafe & museum that provides an immersive experience through a timeline of video games. Gamers with different experiences come together to enjoy wholesome fun, explore different eras of gaming and dive deep into the behind-the-scenes aspect of video games.

Neo-Pro Gamescape offers a chance for players to have hands-on experience with past and new video games that impacted the gaming industry. Creating an explorative, creative and learning environment for every eager gamer.



Action Plan

Price, Place, Product & Promotions

Price

Cover Charge

Neo-Pro Gamescape includes a cover charge for entry which is \$10. We also allow customers to get free entry for getting a high score on a pinball machine game. The top 3 high scores allow the individual to get in for free with 1-2 members included. Event nights would cost \$10/person and children under the ages of 12 are free.

Membership Cards

Membership is also included as to keep the customers coming back to our establishments. Membership cards are given to each customer groups: Student, Adult, Group and Family. Each membership has their own unique values, with one similar aspect. Which on the 10th visit, they are allowed in for free. Students allow 1-2 person(s) in for free along with them, also an additional free pizza slices or whole pizza, adults get a free beverage drink of their choice and 5% off any event. Groups include free drinks and an additional free booking for their next visit. Finally, family memberships allow free desserts, free charge for their next booking and a free family event.

Food Menu

Cafe and alcohol beverages are separate pricing. Cafe drinks would include prices of \$5 and under, while alcohol beverages would be \$15 and under. Going into alcohol drinks, we will sell cocktails at a bit of a higher price of \$10-\$12 and some premium and domestic specialty alcohol at a lower price of \$6 for older demographics. Food selections include fries and poutine for \$5.95, popcorn at \$3.95, ceasar salad at \$5.95 and burgers(veggie, BLT, grilled cheese and chicken) for \$10. Other options include lunch food items for groups and families, such as pizza, buffalo wings, chicken tenders and nachos. A slice of pizza would cost \$2.50, while a whole pizza would cost \$10. Buffalo wings and chicken tenders would cost \$10 and nachos would be \$5.95. Desserts, which include ice-cream, cakes, brownies and tarts, an assortment of candies, fruits and cupcakes, all at a price of \$5.95 and under. Cakes for birthday events would cost \$15.

Pricing Strategy

The pricing strategy our business is going for is setting prices artificially low to gain the attention of the market quickly, especially with a business just starting out, we would need to gather a customer base to get noticed. With our competitors, The Riddle Room sets prices at a lower price as well, which garnered the attention of young millenials. However, not many older demographics go to their place because of the audience they are tageting. As for The Rec Room, prices are set higher due to their competitors of other gaming cafes that ultimately lower their prices because of the attraction that The Rec Room received.

To be competitive in our pricing, we plan to have a packaged pricing for our food items and memberships that our customers can afford. The Riddle Room is lacking membership for their customers, thus gives our business the opportunity to share a memebership program with our market. However, The Rec Room will be quite the competition compared to memberships, although with pricing for foods, it could be quite expensive for a few millenials. Especially students who would want to save up their money. Neo-Pro Gamescape allows for a packaged deal of foods and entertainment at a lower price to gain the attention of our audience and to be competitive towards our competitors.

Place

Marketing Strategy

Our marketing strategy is both offline and online, along with email marketing.

Online marketing includes social media platforms such as Facebook, Instagram & Twitter. Creating opportunities to market the different upcoming events for future customers and allowing them to take pictures of the different arcade games to share their experience online. We will also include a website to further market our services to our customers. Introducing ourselves to the market and showing off our gift shop, however our gift shop would not sell items online as to let customers come to our establishment to buy our gift shop products. Email marketing will also further connect our customers with notifications on special deals and events. Finally, offline would include direct marketing with posters on subway carts and outdoor poster advertisements.

Product

Events

Products we are offering is eventful theme nights, that features both casual and competitive gamers. Examples would be Trivia Tuesday, Mario Maker Wednesdays, Family Friday Game Night and Competitive Weekend Nights. Offering events for all types of players, both casual and competitive to further expand our audiences across all demographics.

Food Selections

As for food selections, we offer fries/poutine, popcorn, ceasar salad, burgers (veggie, BLT, grilled cheese and chicken), pizza, buffalo wings, chicken tenders and nachos. As for desserts, we have ice-cream, cakes, brownies and tarts, an assortment of candies, fruits and cupcakes. Finally, we have our cafe and alcohol beverages for our older demographics. We include cappuccino, espresso, tea, mocha, hot chocolate, pop/water from our cafe. As for alcohol, we have products in premium and domestic specialty and cocktails.

Gift Shop Products

We also offer a gift shop to purchase products after your experience before you head out! Offering products such as posters of video game illustrations, badges, stickers, lanyards, gaming art books and clothing. We also include limited time offers of monthly themed products. Such as for halloween, we can include costumes of popular game characters. For christmas, we can include gaming theme christmas cards or holiday sweaters. Finally, since we include retro arcade machines, a product we offer is a tiny arcade machine toy to buy as a souvenir.

How we will “package” our services is through daily/monthly events. At the beginning stages, it will be tough gaining a considerable audience. Neo-Pro Gamescape holds events to allow customers to keep coming back and be excited using our services. We will also use memberships to package the following products giving them deals on future products. Some of these products, for example, special deals would be promotional based. We want to stay efficient and lock-in our customers with our “packaged” services. Allowing customers to save money with deals and offering memberships to discourage customers from straying away from our services.

Promotion

Website

A way to introduce ourselves to the market is using a website. With an introduction about our services and showing that distinct differentiation of being an interactive museum. We also plan to feature our events and some upcoming to keep the customer interested about our services. Another aspect we could include is the weekly events, showing the user that there is something new every week. We will also include a membership page, showing the deals on our website. To let future customers know the special deals we offer.

Along with our website, we will include social media links and a hashtag to spread around. Social media could be used to spread the word of our services to other future customers and share their experiences. Having a hashtag could help expand our consumer base and further promote our business. Along with social media, at our establishment we included a special photo area for customers to take a photo-op with a famous video game character sculpture. This gives them a chance to win a free night on us, based on the funniest photo. We would feature that photo on our website to enhance our connection with our audiences.

For larger, more competitive events, we could feature these in another page. Occasionally, there would be league competitions for competitive gamers. With the creation of gaming clans and meeting every week to practice. The top 3 scores win an exclusive gaming trophy and in some cases, include a chance to compete in a professional gaming competition in a popular gaming convention.

Another page to add to our website is tours. An opportunity to allow school groups to learn about the gaming industry in a more intimate and calming environment without the added noise of other customers.

Sponsorship

Through our larger gaming events, it would provide a great opportunity to include a sponsorship with the tournament. Allowing the winner a chance to compete in a professional gaming tournament. Other sponsorships to include would be guest speakers talking about the process of creating a game during tours or workshops.

Print

Print promotional marketing can help promote our business during offline means. With subway posters and outdoor poster advertisements. Another print media to consider is gift shop clothing products. Which opens up to catering towards a fashion area. Additionally, our services can also be promoted on the newspapers. Reaching our services to slightly more older demographics gaining their interests on the nostalgic side of retro video games.

Online Advertising & Email Marketing

Online advertisement can include search engine page results (when we gain more of a following online), banner ads and email marketing. Email marketing allows consumers to be informed of events happening weekly, getting emails on the first day of the week. Also, letting them know about special deals happening on specific days. Other online advertisement is being featured on tourist blogs such as BlogTO. BlogTO is a great platform to showcase different things one can do in Toronto. Being a featured article in the website would expand our audience to older demographics, possibly tourists and customers with families.

Online Community

The community will be based on sharing and keeping in touch with our audience based on the events we hold. We could communicate with our customers, allowing them to choose their favourite gaming level, creating trivia questions, cheering for their favourite competitive team and more! Sharing that connection with our consumers and building relationships beyond just a service can help promote how we treat our customers and gain feedback reviews by a satisfied customer. In turn, we would gain future consumers to our establishment based on our online community.

Viral Campaign

An idea for a viral campaign is sharing an inspirational story of how a video game impacted/inspired the individual. Either helping them through tough times, or inspiring them towards their future career. This would be shared through the hashtag "#MyGameStory." Chosen stories would be featured beside the video game they talked about! If the video game is not there, it would be featured in the cafe area.

Point-of-Sale

This promotional channel can be done by our gift shop products. Pushing products to our consumers and gaining attention and a following. Selling clothing, gaming books that can feature guest speaker talks and inspirational stories from the viral campaign.

Event/Experiential

Events would include large gaming tournaments with the winner getting a limited gaming trophy or a chance to compete in a professional tournament. Another special experiential event to include is a news media broadcast allowing first time customers to experience and interact with the service. Showing the different arcade games we have to offer and the overall environment of the place, which encaptures a time-warp for certain older games.

Direct Marketing

Pushing our promotional material to our consumers would be our gift shop and handing out a booklet when entering the venue. Featuring the different games we offer and giving a brief look at the timeline of the video games. Our gift shop would offer promotional products, such as clothing that is unique to our service.

Social Media

Promotional channels, such as social media is a great way to reach to our audiences. The social media channels we would be included in is Twitter, Instagram and Facebook. Showcasing different events and allowing the chance for customers to share their experience, in hoping it in return gains future customers to come. Customers would be sharing a customized hashtag to create a social following online.

Sales/Specials

Promotional sales would include deals for after-work hours. Social Night offers a deal for \$8 of any alcohol beverages during the 5-7pm hours every Saturday. Also, offering special deals for students with a half-price cover charge on Friday's. Sales would be promoted through our website, email marketings and posters.

Loyalty Programs/ Memberships

Our memberships include special deals as well. With on the 10th visit allows a free entry and various deals of a free drink, next free event, next free booking and more, depending on the membership that one receives. This would be promoted through our website.





Happy Gaming!