

## **N1506 Marketing Communications**

### **Asmodee - Dobble**



**Candidate Number: 117887, 131738, 131870, 136034**

## **Executive Summary**

The objectives of Asmodee Group are to maintain top ranking of consumer preference and to increase sales revenue in launching a new educational toy - Dobble: Marvel.

Asmodee is a growing international publisher and distributor of educational toys that estimate to have €160 million turnover in 2016 and €8 million marketing budget. The brand awareness of the brand is relatively low than the toys they produced.

In order to overcome those problems, this detailed marketing communication plan is created for the launch of our new product. The Brand Identity Prism helps Asmodee reveals its intrinsic and extrinsic attributes that can be used for strategy planning and positioning. In the communications plan, it provides a combination of push, pull and profile communication strategies to increase the brand awareness and market penetration of Asmodee in the United Kingdom, and to promote our new product.

Our target audience will be both businesses and individuals. The key stakeholders of the B2B audience are suppliers and retailers in the United Kingdom, while our main users (ultimate consumers) would be children aged 3 or above, and people who are willing to play tabletop games. The knowledge of the public on advantages of educational toy is raising, our versatile and skill-building game (honing kids' perceptual abilities, attention, and speech-language skills) could gain the public attention.

We intend to develop an integrated marketing communication with our stakeholders by creating opportunities for us to interact and build strong relationship with them. Multiple communications tool would be used, for example, broadcast media advertisement through television channel, social media and public relations to reach our current and potential customers.

This plan includes two main campaigns ('Marvel Superhero Party' and 'Marvel At School'), which is catering the children and their parents. The first campaign would only be held within the month of launching our game (June, 2016), the second one will last for 6 months, while the official launch of 'Dobble: Marvel' will be on the first of June, 2016.

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# 1. CONTEXTUAL ANALYSIS

## 1.1. BUSINESS CONTEXT

### Company

Asmodee Group is an international leading game publisher and distribution company of boardgames and Trading Card Games (Asmodee, 2009); and owned by Eurazeo investment group since 2013 (Eurazeo, 2016). In 2015 Asmodee Group announced the acquisition of the worldwide publishing, commercial and brand rights of the Spot It! (in North America) / Dobble (in rest of the world) from the Divertis Properties Group and Blue Orange publishers (Eurazeo, 2016) and settled the lawsuit between these two companies (Miller, 2015).

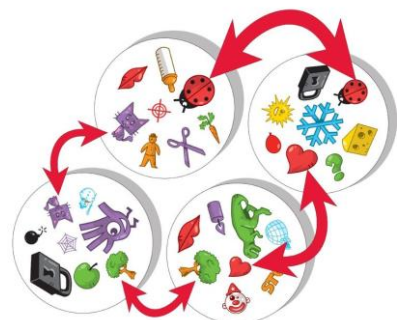


Asmodee has a global market share of 24% and recorded an increase of 55.7% in revenue i.e. €179.6 million by the end of September 2015 and has sold more than 1.4 million copies of Dobble worldwide (Eurazeo, 2015). The game has a sublicense agreement with Disney and previously introduced various versions including Spot It! Alphabets: Frozen and Planes (Appendix 1). This year Asmodee will apply the line extension strategy by launching a new version of Dobble in the U.K. 'Dobble: Marvel' as shown below:



### Game

Dobble, a.k.a. Spot it!, is a simple pattern recognition game for 2-8 players aged 3 or above. There are 55 cards with eight different symbols on each card. Players have to try spotting and matching the same symbol shown on two cards. Any two cards have one symbol in common but varies in size. The fastest player who spots the symbol claims the card and the one who collects the most cards when the 55-card deck runs out wins the game. Dobble is a family and party game to train one's observation skills and reaction and enable children to recognise alphabets and symbols.



## 1.2. CUSTOMER CONTEXT

### 1.2.1. Segmentation

The market segmentations of Dobble can be classified into two categories: business to business and ultimate consumers, which are as follows:

#### a) Business-to-Business (B2B)

<b>Geographic</b>	<b>Region:</b> United Kingdom
<b>Distribution Channel</b>	<b>Specialist Independent Stores and Specialised Retail Chains:</b> Antics, Access Models, Toys R Us, Forbidden Planet, WH Smith, Amazon, Argos

#### b) Ultimate Consumers

<b>Geographic</b>	<b>Region:</b> United Kingdom
<b>Demographic</b>	<b>Age:</b> 3 or above <b>Education:</b> Kindergarten or above <b>Occupation:</b> Students from kindergarten and primary school
<b>Psychographic</b>	People who like playing table top games
<b>Behavioural</b>	<b>Behavioural Occasion:</b> Gathering

### 1.2.2. Customer Characteristics

<b>Children</b>	<ul style="list-style-type: none"> <li>• Has little spending money</li> <li>• Mostly rely on parents to buy them things they want</li> <li>• Focus on immediacy and fun (Intel, 2015)</li> </ul>
<b>Parents / Grown-up</b>	<ul style="list-style-type: none"> <li>• Focus on longer-term value and education</li> <li>• Believe learning through play is effective</li> <li>• Believe educational toys can foster learning and develop communication and language skills at young ages</li> </ul>

Asmodee has to be aware of the customer characteristics so as to ensure Dobble is a child-friendly and parent-approved game.

### 1.2.3. Perceived Risks

#### a) Business-to-Business

Types of Perceived Risks	Explanation
Financial	<ul style="list-style-type: none"> <li>If sales is overestimated (supply &gt; demand), business buyers need to bear the inventory carrying costs and idle capacity. On the contrary, if sales is underestimated (demand &gt; supply), business buyers may not be able to stock in time and may lead to customer dissatisfaction.</li> <li>Introducing the new version of Dobble may dilute the sales of the original version.</li> </ul>
Physical	<ul style="list-style-type: none"> <li>If the Dobble game is defective, negative word-of-mouth will be spread and, therefore, may damage the brand reputations of the retailers and Asmodee.</li> </ul>

#### b) Ultimate Consumers

Types of Perceived Risks	Explanation
Performance	Customer dissatisfaction may occur due to printing errors and missing cards.
Financial	Prices may vary in different distribution channels.
Physical	Asmodee has strict quality control on Dobble to ensure all the cards are free of sharp edges. However, it is still possible to have defects that are with sharp edges, which may be harmful to players.
Social	Some grown-up may not like the game as they may think it is a silly game to play.
Ego	Dobble is a competitive game that requires players to have quick observation and reaction to recognise patterns. It is fun to play but may cause disappointment and sadness to the losers.

### 1.2.4. Decision-Making Process

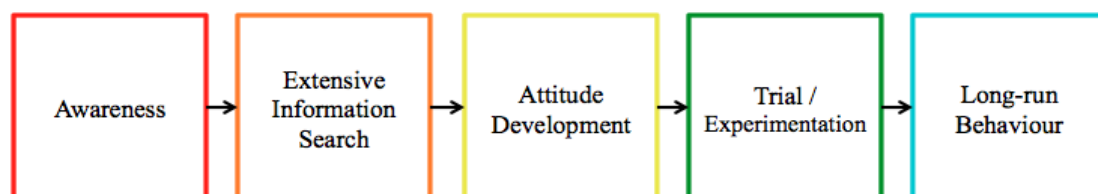
#### Decision Making Unit

Retailer	Deciders
<ul style="list-style-type: none"> <li><b>Business to Business:</b> Retailers including specialist independent stores, specialised retailer chains and web</li> <li><b>Ultimate Consumers:</b> Children aged 3+, Teenagers aged 13-18, Adults aged 18+</li> </ul>	<ul style="list-style-type: none"> <li><b>Business to Business:</b> Store managers</li> <li><b>Ultimate Consumers:</b> Parents, Students, Retired</li> </ul>
Influencers	Buyers
<ul style="list-style-type: none"> <li><b>Business to Business:</b> Distributors</li> <li><b>Ultimate Consumers:</b> Board game YouTubers, Salespeople, Friends</li> </ul>	<ul style="list-style-type: none"> <li><b>Business to Business:</b> Store managers</li> <li><b>Ultimate Consumers:</b> Teenagers aged 13-18, Adults aged 18+</li> </ul>

### 1.2.5. Level of Involvement and Buy-classes

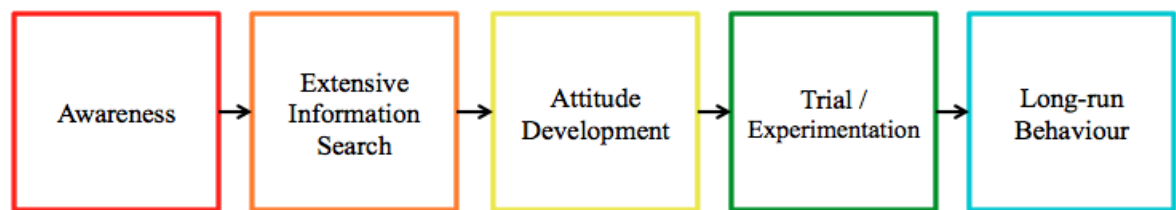
#### 1.2.5.1 Low Level of Involvement

##### Ultimate Consumers (Modified rebuy)



Buyclass	Information Requirements	Explanation
Modified Rebuy	Modified re-buyers require some information and may rely on their memory and past experience.	Modified re-buyers are those who have purchased Dobble before. They are less likely to do an extensive information search but a short internal information search before they make a purchase of the new version of Dobble.

### 1.2.5.2 High Level of Involvement



#### a) Business to Business

Buyclass	Information Requirements	Explanation
Modified Rebuy	Business buyers may require more information and rely on past experience (sales of original or other versions of Dobble) before they stock in the new version - Dobble: Marvel.	Business buyers are those specialised stores and retail chains that sell Asmodee products. Dobble: Marvel is considered as high involvement to them due to the high financial perceived risk.

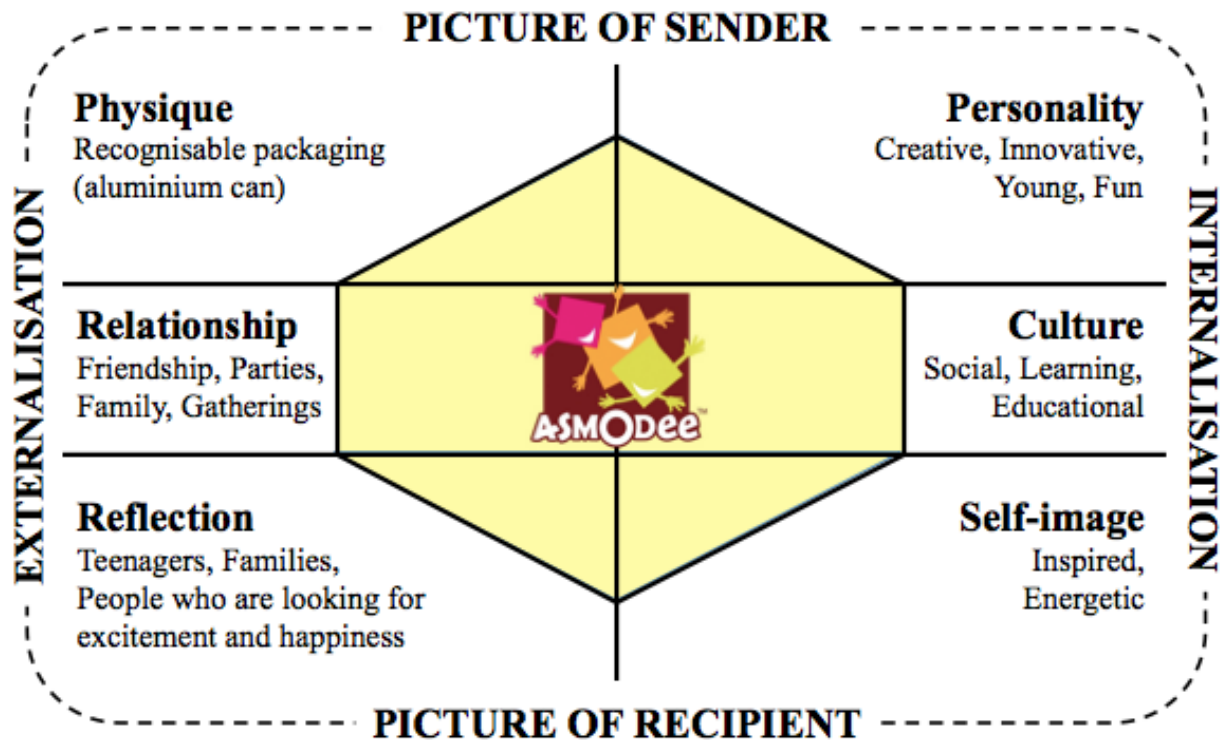
#### b) Ultimate Consumers (New Buy)

Buyclass	Information Requirements	Explanation
New Buy	New buyers may not be familiar with Dobble and, therefore, require a lot of information to reduce the levels of perceived risks.	New buy ultimate consumers are those who do not know about Dobble. They tend to have high involvement that they need to do some information search before developing attitude and making a purchase.



### 1.2.6. Brand Identity Prism (Kapferer, 2012)

The following brand identity prism helps Asmodee identify its intrinsic and extrinsic attributes that can be used for strategy planning and positioning.



### 1.3. INTERNAL CONTEXT

#### 1.3.1. Financial information

By entering the global market from 2008, the sales had been significantly increased and its revenue has multiplied by 18.5 times within four years. (Eurazeo, 2014a). Its turnover grew from €28 million in 2007 to €72 million in 2009 (Montefiore, 2010). Based on these information, we estimate the Asmodee Group's 2016 turnover will be approximately €160 million <sup>1</sup>, and the marketing budget will be €8 million <sup>2</sup>.

#### 1.3.2. Brand Awareness

The Asmodee Group is currently having low brand awareness in the UK. Even though it got many winning products from 10th Annual Golden Geek Awards for 2015 (Asmodee, 2016), and sold through popular retailing channels like WH Smith, Amazon and Argos; people knew more about the games or toys rather than the company itself. By establishing good relationship of various stakeholders and conducting various advertising campaigns, the brand awareness would be greatly enhanced.

#### 1.3.3. Company Culture

The Asmodee Group should aware of the local culture in different countries when it is incorporating the company culture with local employees. The company should be flexible in enacting and implementing company regulations.

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<sup>1</sup> The reported revenue of Asmodee is €139.5 million (Eurazeo, 2014b)

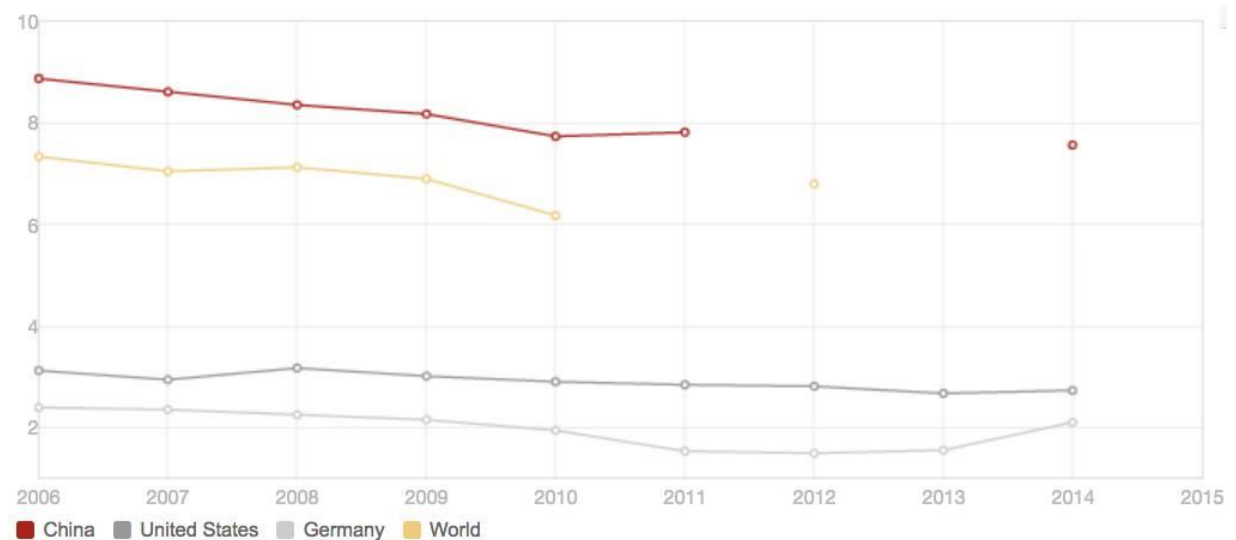
<sup>2</sup> 5% of the estimated turnover in 2016.

## 1.4. EXTERNAL CONTEXT: PESTLE ANALYSIS

### a) Political Factor

Details	Implication for Asmodee Group
The overall world tariff is slightly increased (The World Bank, 2016), it may influence on selling price adjustment.	<p>The Asmodee products are currently distributed to 44 different countries around the world. Those countries' tariff on imported goods may increase or decrease the producer or consumer burden.</p> <p>However, those 44 countries seems have declined or stable rate on tariff (The World Bank, 2016)</p>

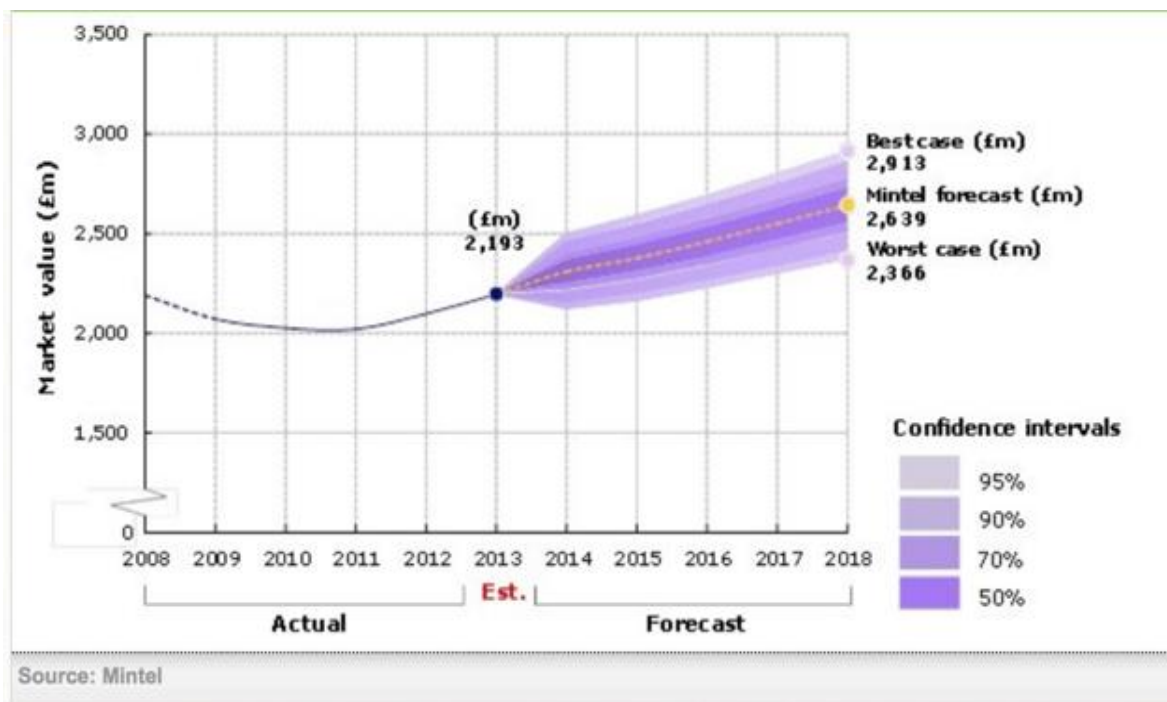
Graph on tariff rate, applied, simple mean, all products (%) (The World Bank, 2016)



## b) Economic Factor

Details	Implication for Asmodee Group
<p>Consumer confidence increased, the spending power of households is therefore recovering to the pre-recession in 2007-08 level (BBC, 2016).</p> <p>Based on Mintel's report toy retailing- UK - March 2014, it points out that the growing sales of toys and game. It also expects the market will increase by 20% in 2018.</p>	<p>Higher potential sales of the products, it may also lead to potential growth of revenue.</p> <p>The positive forecast future sales of toy retailing industry allow the market to grow.</p>

### Consumer spend on toys and games, 2008-18 (Mintel, 2014)



**c) Social Factor**

Details	Implication for Asmodee Group
<p>Recent research has shown that educational toys can have significant benefits for those who use them, including self awareness, better problem solving and even better job prospects. This has caused both adults and children to become increasingly interested in using and purchasing educational toys (BBC, 2014).</p> <p>The UK's elderly population is forecasted to increase significantly over the next 10 years, this market who are already important educational toy consumers <sup>[3]</sup> will serve as a significant opportunity to market to.</p> <p>The number of children in the UK will increase by 7.2% from 2013-18. More infants aged 0-4 (+3.5%) and more aged 5-9s (+9.6%) will help stimulate demand for toys, increasing volumes. (Mintel, 2014).</p>	<p>Asmodee would benefit from the enhanced belief of the positive potential influence on educational toy.</p> <p>Customer base will be expanded, so as to enhance the potential sales of Asmodee products.</p>

**d) Technological Factors**

Details	Implication for Asmodee Group
<p>Strong demand for electronic toys and games such as children's tablet computer (Mintel, 2014).</p>	<p>There is a fierce competition within advanced technological toys and traditional toys, Asmodee got a challenge on maintaining sales of its traditional toys.</p>

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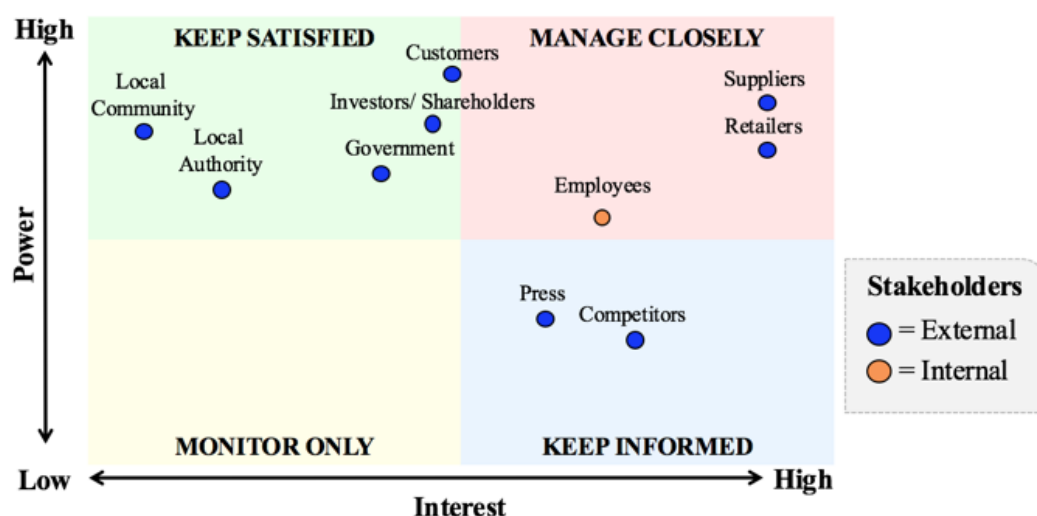
[3] Elderly people often buy educational toys for their grandchildren

### 1.5. STAKEHOLDERS

To ensure the success of launching our new product, we need to facilitate good communication with our stakeholders in order to build good relationships. By managing communication internally and externally, we show them that we are credible, reliable and trustworthy, so as to enhance our company status (Fill, 2013).

Stakeholder	Communication Required
<b>Customers (B2B and B2C)</b>	Price, Customer service and support, Product details and features
<b>Competitors</b>	N/A
<b>Government</b>	Regulation, Product details and features, Labour laws
<b>Retailers</b>	New products, stocks, Production schedule
<b>Suppliers</b>	Quality and time management, Cost of production
<b>Employees</b>	Company vision, Values and culture, Wages and welfare, Operations of launching new products
<b>Investors/ Shareholders</b>	Return on investment, Market growth, Market size, Market Prospect, Sales, Expected sales
<b>Press and Media</b>	Product launch dates, Communication timings
<b>Local Communities</b>	Quality of the products, ISO compliance, Jobs, CSR
<b>Local Authority</b>	Quality of the products, ISO compliance, Company

#### Stakeholder Mapping



## 2. OBJECTIVES

The new edition of Dobble will be established in the U.K. market initially, thus the objectives of Asmodee mainly concern about the U.K. market.

### Corporate Objectives

- To enlarge market share 5% by 2019
- To raise 3% of total revenue by 2019
- To enhance brand image and customer satisfaction through using different tools
- To established the Dobble:Marvel to the rest of the world one year later

### Marketing Objectives

- To target £129,900 sales revenues (10,000 units) from new product by 2019
- To generate ROI by 200% by the end of 2019
- To increase new distribution channel by the end of 2019
- To increase 15% brand awareness by 2019

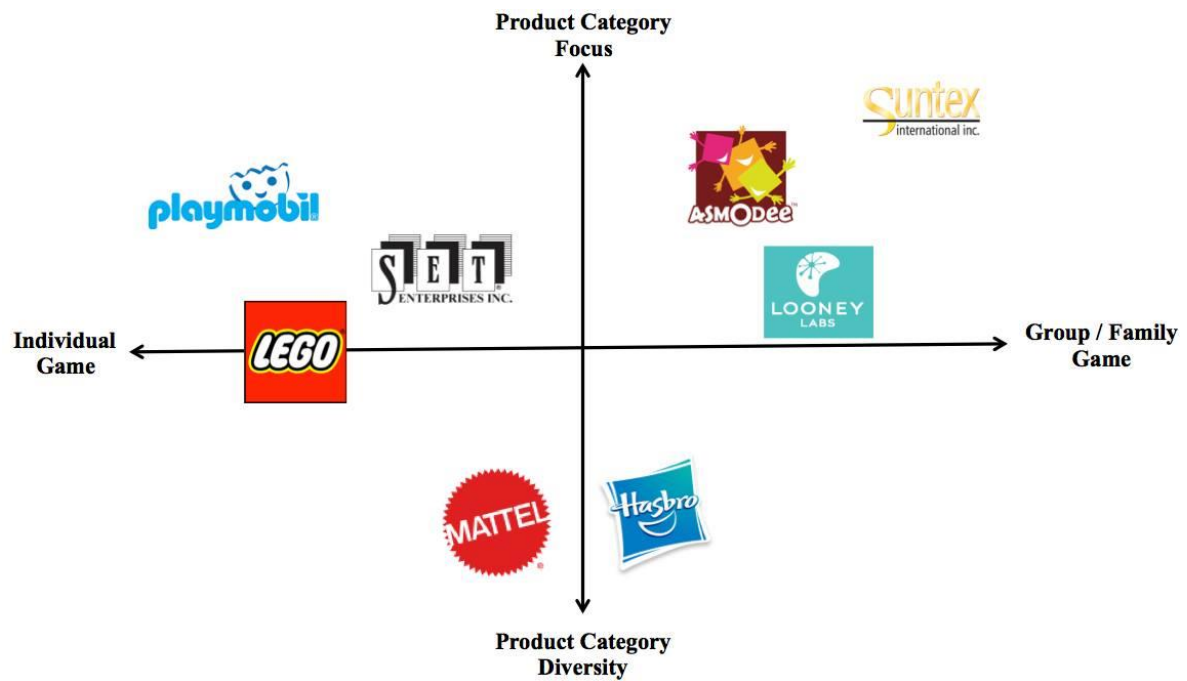
### Communication Objectives

- To increase awareness levels among all target segments by at least 15% by the end of 2017
- To build new product recognition 60% by 2017
- To maintain the top ranking of consumer and retailer preferences among competitors
- To improve the relationship between customers or retailers and gain postistive attitude to Asmodee

### 3. POSITIONING

#### 3.1 BRAND POSITIONING MAP

The brand positioning map shows that Asmodee is mainly focus on producing card games and the games are created for groups of people.



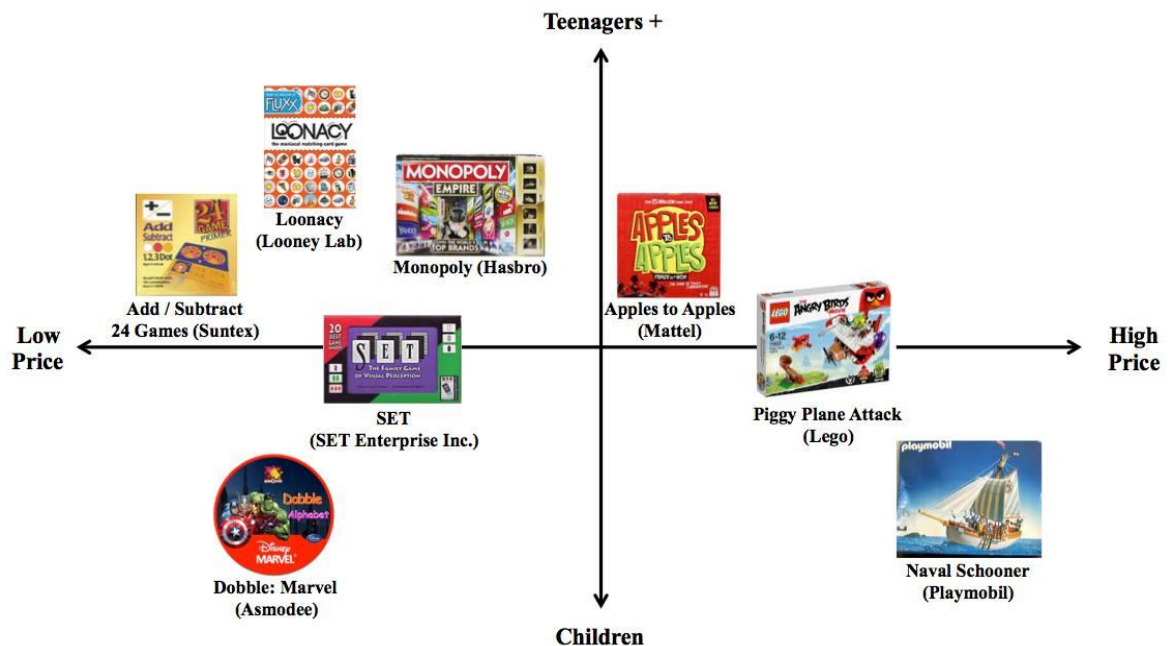
Competitors	Descriptions	Product Categories	No. of Players
<b>SET Enterprises Inc.</b>	There are 14 games won the family and educational games award. They aim is to create games for all ages with fun, perception and challenge (Setgame, 2015).	<ul style="list-style-type: none"> <li>Card games</li> <li>Clothes</li> <li>Sticker</li> </ul>	1 or more
<b>Looney Labs</b>	Games are suitable for adults and children. Looney Labs believe their games are not only for fun, but also provide opportunities for involvement and interaction, which help people enhance their social relationship (Looneylabs, 2016a).	<ul style="list-style-type: none"> <li>Card games</li> </ul>	2-6 players



Competitors	Descriptions	Product Categories	No. of Players
<b>LEGO</b>	Lego is a line of construction toy, which help children develop creative and organizational skills. Their aim is to inspire children creative thinking through playing their games. Lego also cares about the safety of the products and environmental issues (Lego, 2016).	<ul style="list-style-type: none"> <li>• Lego with different themes</li> <li>• Apparel &amp; Accessories</li> <li>• Books</li> <li>• Video Games</li> </ul>	Tend to be individual
<b>Suntex</b>	The company is producing one game (24 game) with different editions. This card game aims to enhance student math skills, critical thinking, problem solving and number sense (24game, 2016a).	<ul style="list-style-type: none"> <li>• Card games</li> </ul>	3-4 as a group
<b>Hasbro</b>	Hasbro is an international toy company, their famous games, such as Monopoly, Play-Doh and My little Pony (Hasbro, 2016a).	<ul style="list-style-type: none"> <li>• <b><u>Boy's toys:</u></b> i.e. Figure, toy blasters</li> <li>• <b><u>Girl's toys:</u></b> i.e. Doll, bedroom playset</li> <li>• <b><u>Pre-school toys:</u></b> i.e. Play-Doh</li> <li>• <b><u>Other games:</u></b> i.e. Monopoly, The game of life, Jenga, Mastermind</li> </ul>	Some toys are for individual, while others are for group play
<b>Mattel</b>	Mattel is a global toy company, their famous products include Barbie's, UNO and Thomas & Friends (Mattel, 2016).	<ul style="list-style-type: none"> <li>• <b><u>Boy's toy:</u></b> i.e. action figure</li> <li>• <b><u>Girl's toy:</u></b> i.e. Barbie's</li> <li>• <b><u>Mattel game:</u></b> i.e. UNO, Magic 8 Ball, Apples to Apples</li> </ul>	Some toys are for individual, while others are for group play

### 3.2 PRODUCT POSITIONING MAP

The positioning map indicates that Dobble: Marvel targets younger children and offers a lower price than its competitors.



Game - Publisher	Features	Price	Suggested Age Group
<b>Dobble: Marvel - Asmodee</b>	<ul style="list-style-type: none"> <li>Matching card game</li> <li>Theme: Marvel</li> <li>Waterproof</li> <li>Free of sharp edges</li> <li>Train player's responsiveness in finding and recognising the same alphabets and symbols as fast as possible</li> </ul>	£12.99	3 or above
<b>SET - SET Enterprise Inc. (Setgame, 2016)</b>	<ul style="list-style-type: none"> <li>Matching card game: <ul style="list-style-type: none"> <li>➤ Identify a "set" of three cards from 12 cards on the table</li> </ul> </li> <li>Family game that will engage and challenge all generations</li> </ul>	£12.99	6 or above
<b>Loonacy - Looney Lab (Looneylabs, 2016b)</b>	<ul style="list-style-type: none"> <li>Matching card game: <ul style="list-style-type: none"> <li>➤ Match the images in the front and the quickest player who empty the cards on their hand wins the game.</li> </ul> </li> <li>Help improve one's reaction and observation skills</li> </ul>	£12.99	8 or above

Game - Publisher	Features	Price	Suggested Age Group
<b>Add / Subtract 24 Games - Suntex (24game, 2016b)</b>	<ul style="list-style-type: none"> <li>• Matching card game:</li> <li>• Using numbers on the cards and +/- to calculate 24 as the answer.</li> <li>• Improve mathematical skills</li> </ul>	£12.00	7 or above
<b>Piggy Plane Attack - Lego (Legoshop, 2016)</b>	<ul style="list-style-type: none"> <li>• Theme: Angry Bird</li> <li>• Train player's organisational skills</li> </ul>	£19.99	6 - 12
<b>Naval Schooner- Playmobil (Playmobil, 2016b)</b>	<ul style="list-style-type: none"> <li>• Theme: Pirates</li> <li>• Theme has different accessories that can be grouped to create a bigger playset</li> <li>• Improve one's organisational skills</li> </ul>	£45	4 or above
<b>Monopoly Empire - Hasbro (Hasbro, 2016b)</b>	<ul style="list-style-type: none"> <li>• Theme: Using world's top brands</li> <li>• Stimulation of a society</li> <li>• Improve player's financial management</li> </ul>	£14.99	8 or above
<b>Apples to Apples - Mattel (MattelShop, 2016)</b>	<ul style="list-style-type: none"> <li>• Select the best described card from your hand to match with the judge's card</li> <li>• Enhance creative thinking and communication / negotiation skills</li> </ul>	£17.99	8 or above

## 4. COMMUNICATION STRATEGY

### 4.1. PULL STRATEGY

Pull strategy stimulates consumer demand to obtain product distribution (Fill, 2013). Most people, excluding board game lovers, are familiar with the games rather than the brand. In order to catch the eyeballs of potential consumers and arouse public awareness, Asmodee has to pay more attention to its pull strategy.

#### Objectives of Pull Strategy

- To raise the brand awareness of Asmodee
- To arouse potential needs of the end consumers
- To differentiate Asmodee from competitors
- To encourage consumer to make purchasing

#### Messages of Pull Strategy

- **Message Type: Cognitive and Affective**
- The unique selling point for the game:
- To train player's responsiveness in finding and pointing out the same symbol as fast as possible.
- New edition with Marvel heroes (Spider-man, Iron Man and Black Widow)
- Allows 2-8 people to play and easy to carry

Opinion leader, such as the board game enthusiasts' opinions would influence others' impression of the game, thus Asmodee would create a social forum for consumer to share their opinions. At the same time, Asmodee would observe and react to customer opinions.

#### Main Campaign

##### Marvel Superhero Party

Asmodee is going to hold an amazing campaign during summer 2016 - Marvel Superhero Party. It will be held in three places: Brighton, Birmingham and Manchester. It conveys the message that target audience can become their favorites Marvel superheroes and have a happy summer holiday by playing games and winning prizes. Summer is a great timing for the kids as they are having a holiday. Our campaign will be held in weekends and so their parents are able to bring their kids to join this event. Participants will wear their Marvel costumes and play a few games in which they will play Dobble. Winners will have Dobble and other souvenirs as their prizes and audience will also have some small gifts. Not only does it increase the brand awareness, but also help Asmodee to promote its new product directly and build the relations with the public.

### Marvel at School

‘Marvel at School’ is a campaign that will be held in 15 different kindergartens and primary schools in Brighton, Birmingham and Manchester during the first half of year. The main message of this campaign is to convey learning is not only from the book and kids can develop new skills through Asmodee’s interesting educational toy. The staff will provide a seminar to the target audience. The venue of the seminar will be decorated with Marvel theme. The kid will participate in a mini competition, which will be held at the end of the seminar. Winners will get the Dobble as their prize and other participants will also have the souvenirs. All participants can get a 10% off discount if they order Dobble through their schools.

Here is the list of the participated schools:

	<b>Brighton</b>	<b>Birmingham</b>	<b>Manchester</b>
<b>Kindergarten school</b>	Brighton Steiner School	Court Oak Kindergarten	Collyhurst Nursery School
	The Brighton & Hove Montessori School	Highfield Nursery School	Cornhill Kindergarten
	Brighthelm Pre-School	Newtown Nursery School	Seymour Kindergarten
<b>Primary school</b>	Coldean Primary School	St John Fisher Catholic Primary School	Wilbraham Primary School
	St Luke's Primary School	St Ambrose Barlow Catholic School	Northenden Community School

**DRIP of Pull Strategy (Ultimate Consumers)**

<b>Pull Strategy</b>	<b>Objectives</b>	<b>Tools</b>
<b>Differentiate</b>	To position Asmodee as an innovative and international brand with a range of originated, educational and interesting games that stand out from its competitors.	<ul style="list-style-type: none"> <li>• Advertising (Broadcast media &amp; digital media)</li> <li>• Public relations (Indoor campaign)</li> </ul>
<b>Reinforce</b>	To remind customers of our educational game: versatile and skill building game.	<ul style="list-style-type: none"> <li>• Public relations (Indoor campaign)</li> <li>• Social media</li> </ul>
<b>Inform</b>	To ensure consumers are aware of product features and unique selling point 'Marvel educational toy'; and our retailing channels allow them to choose the most convenient way to buy.	<ul style="list-style-type: none"> <li>• Advertising (Broadcast media &amp; cinema)</li> <li>• Digital marketing (Website)</li> <li>• Social media</li> </ul>
<b>Persuade</b>	To encourage consumers to visit our website or retailers to make purchases based on cognitive or emotional reasoning.	<ul style="list-style-type: none"> <li>• Digital marketing (Website)</li> <li>• Social media</li> <li>• Public relations (Indoor campaign)</li> <li>• Sales promotion</li> </ul>

## 4.2 PUSH STRATEGY

Push strategy refers to the communications efforts intended to motivate and encourage retailers to purchase the product for eventual sale to the end user (Fill, 2013). Since Asmodee launches a new product, push strategy could be effective to attention-grabbing claims to put the product into customers' minds.

### Objectives of Push Strategy

- To persuade suppliers and retailers to stock and sell Asmodee's products
- To increase the brand awareness amongst the suppliers and retailers
- To increase contract with additional suppliers and retailers

### Messages of Push Strategy

- **Message Type: Cognitive and Affective**
- A new version of Dobble will be established
- Marvel movies usually would be released every 1-2 years, the movie would be a main factor that influences the sales of Dobble: Marvel.
- Asmodee would offer discount for buying a certain amount of quantity

### DRIP of Push Strategy (Channel Intermediaries)

Push Strategy	Objectives	Tools
<b>Differentiate</b>	To position Asmodee as reliable, responsible and promising brand with various profitable products, which are differentiated from competitors.	<ul style="list-style-type: none"> <li>• Direct marketing</li> <li>• Official website</li> <li>• Personal selling (exhibition &amp; trade show)</li> </ul>
<b>Reinforce</b>	To strengthen the trust relationship amongst Asmodee and its suppliers and retailers by emphasizing the reliability and responsibility of our brand; and interestingness, innovativeness and origination of our products.	<ul style="list-style-type: none"> <li>• Dealer convention or meeting</li> </ul>
<b>Inform</b>	To inform our suppliers and retailers about our products features and prices.	<ul style="list-style-type: none"> <li>• Personal selling (exhibition &amp; trade show)</li> </ul>
<b>Persuade</b>	To encourage bulk purchases based on the promising and reputational brand position in the market.	<ul style="list-style-type: none"> <li>• Direct marketing</li> <li>• Official website</li> <li>• Personal selling (exhibition &amp; trade show)</li> <li>• Sales promotion</li> </ul>

### 4.3 PROFILE STRATEGY

Profile strategy focuses on the organisation and builds a positive brand reputation. Each stakeholder has particular needs that must be satisfied and our communications will differ accordingly. The implementation of profile strategy aims to satisfy the information needs of all of the relevant stakeholders.

#### Objectives of Profile Strategy

- To increase brand awareness amongst all the stakeholders
- To promote positive reputation of Asmodee associated with its products
- To build relationships and expand the networks with stakeholders
- To maintain a long-term and positive relationships with stakeholders

#### Messages of Profile Strategy

- **Message Type: Cognitive and Affective**
- Asmodee concerns the educational sectors, and willing to contribute in a different way
- Asmodee is open to receive opinions internally or externally





**DRIP of Profile Strategy (All Relevant Stakeholders)**

Profile Strategy	Objectives	Tools
<b>Differentiate</b>	To position Asmodee as an originated and innovative brand, and being responsible and reliable among all stakeholders.	<ul style="list-style-type: none"> <li>• Annual shareholder release and meeting</li> <li>• Conferences</li> <li>• Employee (training and seminars; reward system)</li> <li>• Media and press</li> <li>• Sponsorship</li> <li>• Social media</li> </ul>
<b>Reinforce</b>	To strengthen the advantages of Asmodee's educational products which is positively influential to children, even their families.	<ul style="list-style-type: none"> <li>• Annual shareholder release and meeting</li> <li>• Conferences</li> <li>• Media and press</li> <li>• Sponsorship</li> <li>• Social media</li> </ul>
<b>Inform</b>	To make all stakeholders aware of the features of our products. To inform stakeholders of our updated news, brand development, and the aspects of these that may appeal to them.	<ul style="list-style-type: none"> <li>• Conferences</li> <li>• Media and press</li> <li>• Social media</li> </ul>
<b>Persuade</b>	To encourage stakeholders to contact us for further information and enquires.	<ul style="list-style-type: none"> <li>• Annual shareholder release and meeting</li> <li>• Conferences</li> <li>• Media and press</li> </ul>

## 5. COMMUNICATION MIX

### 5.1 PULL STRATEGY

#### Stage I Decision-making: Increase Awareness

##### a) Advertising

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<ul style="list-style-type: none"> <li><b>Broadcast Media:</b> The TV channels provide the advertiser a route to reaching the target audience. Asmodee's 15 seconds ad will be broadcasted within the period from 17:30-20:00 every Friday on Disney Channel, which is the one of the biggest kid channel that could help Asmodee reach the target who are 3+ and their parents. A certain level of awareness could be raised among the targets (See Appendix 4).</li> <li><b>Cinema ad:</b> The ad will be screened in cinemas between trailers before each screening of the following a new Marvel movie due to premier in the UK: 'X-Men: Apocalypse'. The ad will be screened before ever showing of the movie for the first week of its release. Screening the ad in trailers slots before the selected cinema movies may help Asmodee to reach another potential target such as adults.</li> <li><b>Digital Media:</b> YouTube ad will be considered to be one of the channels of advertising. YouTube is an effective channel that helps Asmodee reach a large amount of audiences with lower cost.</li> </ul>	<ul style="list-style-type: none"> <li>Low personalization of the message</li> <li>High ability to reach to large audience</li> <li>Low level of interaction</li> </ul>	Low	<ul style="list-style-type: none"> <li>High absolute costs</li> <li>Low cost per contact</li> <li>High investment</li> <li>High level of wastage</li> </ul>	<p>Low control of the message (imagery and audio); feedback is limited.</p> <p>However, Asmodee can control over the time, frequency, and pattern.</p>	DRIP	CO3 CO4 MO1 MO2 MO4 CMO1 CMO2 CMO3

**b) Public Relations**

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Amazing campaign – ‘Marvel Superhero Party’ will be held on 11, 18, 19/6/2016 in 3 shopping malls in Brighton, Birmingham and Manchester respectively. Gifts and samples would be given to the participants and audiences. It helps Asmodee to gain the attention from the public in the large extent. Poster will be displayed on the official website, Facebook and the shopping malls (see Appendix 3).	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>High ability to reach to large audience</li> <li>High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Medium cost per contact</li> <li>Medium investment</li> <li>Low level of wastage</li> </ul>	Higher control over the delivery of the message during the interaction and the target audience, with possible qualitative and immediate feedback. It can encourage WOM.	DRIP	CO3 CO4 MO1 MO2 MO4 CMO1 CMO2 CMO3 CMO4

**c) Social Media**

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<p>Information of the new product could be posted on the fans page on Facebook and Twitter, which could help consumers recognize it.</p> <p>Google search engine advertisement will also be used. Marketing our product so Asmodee watches appear in the results when people search for ‘broad game’. The idea is to be alternative to the broad game products.</p>	<ul style="list-style-type: none"> <li>Medium personalization of the message</li> <li>High ability to reach to large audience</li> <li>High level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>Low absolute costs</li> <li>Low cost per contact</li> <li>Low investment</li> <li>Low level of wastage</li> </ul>	High ability to target particular audiences	DRIP	CO3 CO4 MO4 COM1 COM2 CMO3 CMO4

## Stage II Decision-making: Extensive Information Research

### a) Digital Marketing: Official Website and Social Media

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<p>In a society driven by media technology, the age of maturity is becoming progressively younger, with the nation's youth shaping their perceptions of the world around them on the diverse range of media content available at their fingertips. All ages of local and global potential consumers could access to the official website and other social media website to get the information.</p> <p>Nevertheless, for the current consumers, they may jump over this stage due to their past experience and familiar with the brand. They may simply go to the stage of trial.</p>	<ul style="list-style-type: none"> <li>• Medium personalization of the message</li> <li>• High ability to reach to large audience</li> <li>• Medium level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>• Low absolute costs</li> <li>• Low cost per contact</li> <li>• Low investment</li> <li>• Low level of wastage</li> </ul>	<ul style="list-style-type: none"> <li>• Higher control over the info. and management of content.</li> <li>• Feedback possible through comment, and data collection.</li> </ul>	DRIP	CO3 CO4 MO4 COM1 COM2 CMO3 CMO4

**b) Advertising**

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Repetition of the Ads is necessary. Higher exposure of advertising could encourage consumer's learning behavior and help them retain the information in their mind. It could persuade the target consumers more easily.	<ul style="list-style-type: none"> <li>• Low personalization of the message</li> <li>• High ability to reach to large audience</li> <li>• Low level of interaction</li> </ul>	Low	<ul style="list-style-type: none"> <li>• High absolute costs</li> <li>• Low cost per contact</li> <li>• High investment</li> <li>• High level of wastage</li> </ul>	Low control of the message (imagery and audio); feedback is limited. However, Asmodee can control over the time, frequency, and pattern.	DRIP	CO3 CO4 MO1 MO2 MO4 CMO1 CMO2 CMO3

### Stage III Decision-making: Attitude Development

#### a) Public Relations

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Seminar would be held in 15 schools in three different cities. Person in charge will teach them how to play the new products. It can allow them to experience the new product and construct an evoked set by this sorting process.	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>High ability to reach to large audience</li> <li>High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Low cost per contact</li> <li>Low investment</li> <li>Low level of wastage</li> </ul>	Delivery of the message can be controlled during the interaction and the target audience. Feedback can be received immediately.	DRIP	CO3 CO4 MO1 MO2 MO4 CMO1 CMO2 CMO3 CMO4

#### b) Sales Promotion

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Special discount (10% off) would be given to the kids who order the product through their schools and sales can be increased consequently.	<ul style="list-style-type: none"> <li>Low ability to reach to large audience</li> <li>High level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Medium cost per contact</li> <li>Medium investment</li> <li>Medium level of wastage</li> </ul>	Control over the price.	DRIP	CO2 CO3 MO1 MO2 MO4 CMO1 CMO2

### Stage IV Decision-making: Trial / Demonstration

#### a) Advertising

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Advertising can influence to build brand familiarity in consumers' minds. Information provision can reinforce the brand message and refresh the consumers' perception of the product and the brand.	<ul style="list-style-type: none"> <li>Low personalization of the message</li> <li>High ability to reach to large audience</li> <li>Low level of interaction</li> </ul>	Low	<ul style="list-style-type: none"> <li>High absolute costs</li> <li>Low cost per contact</li> <li>High investment</li> <li>High level of wastage</li> </ul>	<p>Low control of the message (imagery and audio); feedback is limited.</p> <p>However, Asmodee can control over the time, frequency, and pattern.</p>	DRIP	CO3 CO4 MO1 MO2 MO4 CMO1 CMO2 CMO3

#### b) Public Relations

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
PR is responsible to monitor the press and media, and gauging opinion through primary and secondary research in order to make the target consumers have a positive impression and attitude towards the new product.	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>High ability to reach to large audience</li> <li>High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Low cost per contact</li> <li>Low investment</li> <li>Low level of wastage</li> </ul>	<p>Messages on press and media will be controlled and reduce the impact of the offensive comments.</p>	DRIP	CO3 CO4 MO1 MO2 MO4 CMO1 CMO2 CMO3 CMO4

## c) Social Media

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Samples will be given to some famous board games YouTubers. They are taking a role of opinion leaders who are influential members of online world and able to express their thoughts about the new product with their knowledge and experiences to everyone	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>High ability to reach to large audience</li> <li>High level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>Low absolute costs</li> <li>Low cost per contact</li> <li>Low investment</li> <li>Low level of wastage</li> </ul>	Opinion leaders could increase the credibility of the product and the brand in the large extent. They can meet the selected audience, and collect feedback.	DRIP	CO3 CO4 MO4 COM1 COM2 CMO3 CMO4

## d) Sales Promotion

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Coupon will be given to encourage the repeating purchase.	<ul style="list-style-type: none"> <li>Low ability to reach to large audience</li> <li>High level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>Medium cost</li> <li>Low level of wastage</li> </ul>	Control over the price.	DRIP	CO2 CO3 MO1 MO2 MO4 CMO1 CMO2



### Stage V Decision-making: Long-Run Behaviour

#### a) Advertising

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
According to Two-Factor Theory, repetition of ads has a positive effect for a period, but then begins to have a negative effect. Although repetition of the ads could allow consumers to become familiar with the brand, consumers may become so tired of the ads and so they may tune out or actively avoid the product (Ott, 1965). Thus, advertising will be lessened and only focus on YouTube.	<ul style="list-style-type: none"> <li>Low personalization of the message</li> <li>High ability to reach to large audience</li> <li>Low level of interaction</li> </ul>	Low	<ul style="list-style-type: none"> <li>Low absolute costs</li> <li>Low cost per contact</li> <li>Low investment</li> <li>Medium level of wastage</li> </ul>	High flexibility in terms of changing content. Could be managed with other tools like social media.	DRIP	CO3 CO4 MO1 MO2 MO4 CMO1 CMO2 CMO3

#### b) Social Media & Public Relations

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
One emerging function of public relations is to maximize an organization's positive use of social media to build its image. Managing a Twitter feed, a Facebook page and a YouTube channel are all vital ways to connect with possible new customers or stakeholders. Additionally, social media could help push the word of mouth. Monitoring public comment about the organization on the Internet can also give PR professional's early warning of any emerging trends or problems.	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>High ability to reach to large audience</li> <li>High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Low cost per contact</li> <li>Low investment</li> <li>Low level of wastage</li> </ul>	Messages on press and media will be controlled and reduce the impact of the offensive comments.	DRIP	CO3 CO4 MO4 COM1 COM2 CMO3 CMO4

## 5.2 PUSH STRATEGY

### Stage I Decision-making: Increase Awareness

#### a) Direct Marketing

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<ul style="list-style-type: none"> <li><i>Direct Mail</i> Brochure, order form and prepaid envelope will be included in the sales letters. Asmodee could purchase mailing lists of potential customers through a mailing list distributor such as the Direct Marketing Association. It can be personalised and targeted with great accuracy and the results are capable of precise measurement.</li> <li><i>Telemarketing</i> Growth in telemarketing activity in the B2B sector has been greatly at the expense of personal selling. Not only does it reduce the cost, meanwhile, sales person could also communicate with the buyers and feedback could be received immediately.</li> </ul>	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>Medium ability to reach to large audience</li> <li>Medium level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Medium cost per contact</li> <li>Low investment</li> <li>Medium level of wastage</li> </ul>	<ul style="list-style-type: none"> <li>High ability to target particular audiences</li> <li>Easier to change and managed in terms of scheduling, communication effectiveness, and feedback collection.</li> </ul>	DRIP	CO1 CO2 CO3 CO4 MO1 MO2 MO3 MO4 CMO1 CMO3 CMO4

### Stage II Decision-making: Extensive Information Research

#### a) Official Website

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<p>Information can be spread efficiently with lower cost through the official website. Having a website could be more convenient and accessible for the potential buyers. A website can also help generate more customers. Not just outside the country, but also worldwide. With a website, it will be visible around the world and increase sales and brand awareness consequently.</p> <p>However, for the current buyers, they may skip this stage because of their past experience and familiar with the brand. They may simply go to the stage of trial.</p>	<ul style="list-style-type: none"> <li>• Medium personalization of the message</li> <li>• High ability to reach to large audience</li> <li>• High level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>• Low absolute costs</li> <li>• Low cost per contact</li> <li>• Low investment</li> <li>• Medium level of wastage</li> </ul>	High control over the information in management of the update and release content. Feedback can be received possibly over the comment, and data.	DRIP	CO3 CO4 MO4 COM1 COM2

### Stage III Decision-making: Attitude Development

#### a) Direct Marketing

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Asmodee will continue to use telemarketing and direct mail to raise the awareness of the target audiences. Email would also be used in order to reduce the cost.	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>Medium ability to reach to large audience</li> <li>Medium level of interaction</li> </ul>	Low to Medium	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Medium cost per contact</li> <li>Low investment</li> <li>Medium level of wastage</li> </ul>	<ul style="list-style-type: none"> <li>Medium control.</li> <li>Limitation in terms of the message, time and length. However, high control over its flexibility</li> </ul>	DRIP	CO1 CO2 CO3 CO4 MO1 MO2 MO3 MO4 CMO1 CMO3 CMO4

### Stage IV Decision-making: Trial / Demonstration

#### a) Personal Selling: Exhibition and Trade Show

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Asmodee would be participated in the UK Games Expo on 3rd to 5th June 2016 in Birmingham, which is the largest games event in the UK. It is generally targeted at an industry and people involved or interested in games industry, exhibiting at a trade show can be a great way to advertise to the target market and create brand awareness. It helps branch out to B2B trading and create a customer database from the visitors to the display booth in order to increase sales of the product.	<ul style="list-style-type: none"> <li>• High personalization of the message</li> <li>• High ability to reach to target audience</li> <li>• High level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>• High absolute costs</li> <li>• High cost per contact</li> <li>• High investment</li> <li>• Low level of wastage</li> </ul>	<ul style="list-style-type: none"> <li>• Low ability to target particular audiences</li> <li>• Low ability to adjust the utilization the tool as circumstances change</li> </ul>	DRIP	CO1 CO2 CO3 CO4 MO1 MO2 MO3 MO4 CMO1 CMO2 CMO3 CMO4

### Stage V Decision-making: Long-Run Behaviour

#### a) Sales Promotion

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Asmodee will offer the 20% off for those who order a certain amount of quantity. If the result is beyond the target sales, further offer would be given to the buyers encourage clients to make purchasing again.	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>Low ability to reach to large audience</li> <li>High level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>Medium absolute costs</li> <li>Medium cost per contact</li> <li>Medium investment</li> <li>Medium level of wastage</li> </ul>	Although it builds customers relationship motivated by incentives and increase sales over the short term, it is hard to get them to pay regular price after customers get used to certain discounted price points. Loyalty building will become a difficult task.	DRIP	CO2 CO3 MO1 MO2 MO4 CMO1 CMO2

**b) Dealer Convention and Meeting**

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Asmodee would regularly conduct meetings between suppliers or retailers, which is maintaining good relationship with them. Information can be exchanged and immediate feedback can be given (Fill, 2013).	<ul style="list-style-type: none"> <li>• High personalization of the message</li> <li>• High ability to reach to target audience</li> <li>• High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>• Medium absolute cost</li> <li>• Low level of wastage</li> </ul>	<p>High control over the communication, and feedback collection during the meetings. High flexibility in terms of the discussion content.</p> <p>However the availability to gather the suppliers or retailers are limited.</p>	DRIP	CO1 CO2 CO3 MO1 MO2 MO3 MO4 CMO1 CMO2 CMO3 CMO4

### 5.3 PROFILE STRATEGY

#### External Stakeholders

##### a) Media Relations

##### Media and Press

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Since the stakeholders have no or lack of experience and knowledge of the new products. Thus, Public relations take an important role to communicate initially with the stakeholders through media and press. Moreover, PR has to monitor the whole procedure in order to follow up the immediate feedback and make the stakeholders feel interested and satisfied about the new product.	<ul style="list-style-type: none"> <li>• High personalization of the message</li> <li>• High ability to reach to large audience</li> <li>• High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>• Medium absolute costs</li> <li>• Medium level of wastage</li> </ul>	High control to the message management.	DRIP	CO1 CO2 CO3 CO4 MO1 MO2 MO3 MO4 CMO1 CMO2 CMO3 CMO4



**b) Industry Relations**Conferences

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Conferences will be held during the pre-launching period and post-launching period to see the sales results and the opinions of the distributors in order to improve the communication tools and the product.	<ul style="list-style-type: none"> <li>• High personalization of the message</li> <li>• High ability to reach to large audience</li> <li>• High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>• Low absolute costs</li> <li>• Low cost per contact</li> <li>• Low investment</li> <li>• Low level of wastage</li> </ul>	High involvement and feedback.	DRIP	CO1 CO2 CO3 CO4 MO1 MO2 MO3 MO4 CMO1 CMO2 CMO3 CMO4

### c) Public Affairs

#### Sponsorship

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<p>To increase the visibility and credibility of Asmodee, the company will sponsor the Toy Fair by British Toy and Hobby Association so as to grab the attention from different stakeholders.</p> <p>Asmodee will also sponsor the educational competitions National Literacy Trust. Since the product is educational, it is relevant to the theme of the competition. Not only does it reach the target groups, it also builds up a positive image and shows that Asmodee take social responsibility through sponsoring to the local communities.</p>	<ul style="list-style-type: none"> <li>• Low to medium personalization of the message</li> <li>• Medium ability to reach to large audience</li> <li>• Low to Medium level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>• Medium to high absolute costs</li> <li>• Medium investment</li> <li>• Low level of wastage</li> </ul>	<p>Able to reach the target audience.</p> <p>However, communication is limited, especially more informative message. It is manageable in terms of its flexibility and numbers of events.</p>	DRIP	<p>CO4</p> <p>MO2</p> <p>MO4</p> <p>CMO1</p> <p>CMO4</p>

### Social Media

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<p>Although Asmodee keeps updating the existing Facebook page, there are only 1844 likes. Thus, there is a big room for improvement there such as posting more interesting information. Asmodee will utilize social media communicating with all relevant stakeholders to portray a reliable and supportive brand image during campaigns. Monitoring the message delivery is necessary in order to quickly ascertain message penetration through feedback.</p> <p>Asmodee's website features a large amount of information which conveys the brand image. Websites are easily accessed by all stakeholders e.g. employees, consumers and distributors.</p>	<ul style="list-style-type: none"> <li>• Medium personalization of the message</li> <li>• High ability to reach to large audience</li> <li>• Medium level of interaction</li> </ul>	Medium	<ul style="list-style-type: none"> <li>• Low absolute costs</li> <li>• Low cost per contact</li> <li>• Low investment</li> <li>• Medium level of wastage</li> </ul>	<p>Higher control over the information and management of content.</p> <p>Feedback possible through comment, and data collection.</p>	DRIP	<p>CO3 CO4 MO4 COM1 COM2 CMO3 CMO4</p>

### Internal Stakeholders

#### a) Internal Marketing: Employees

##### Training and Seminars

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<p>It would be provided to the employees, especially for those who have to present the products to other stakeholders. They can understand the detailed information of the product and demonstrate it with professional skills and knowledge. According to ability, motivation, opportunity (AMO) theory, the company plays an imperative role in aiding workers to equip themselves with essential skills, ensuring a return of good working performances (Purcell et al 2003).</p> <p>Moreover, employees could express the situation and the difficulties when they are selling the product and so Asmodee could take the contingency plans in order to avoid any obstacles.</p>	<ul style="list-style-type: none"> <li>• High personalization of the message</li> <li>• High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>• High absolute costs</li> <li>• Medium investment</li> <li>• Low level of wastage</li> </ul>	High control to the message management.	DRIP	MO2

### Reward Systems

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
Award system can encourage the employee to work harder to push products. It makes our communications plan run more smoothly and effectively. Based on Maslow's Hierarchy of Needs, it achieved 'esteem needs'. The employees can fulfil the goals of the company and their effort will be appreciated by rewarding, thus the value of recognition and respect are increased (Gawel, 1997).	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>High absolute costs</li> <li>Medium investment</li> <li>Low level of wastage</li> </ul>	High control to the message management.	DRIP	MO2

### **b) Shareholders Relations**

#### Annual Shareholder Release and Meeting

Justification	Communications	Credibility	Costs	Control	DRIP	Objectives Achievement
<p>Investor meeting will be held at the end of the year.</p> <p>The meeting is scheduled around the public release of the annual financial statements. It provides an opportunity for shareholders to vote on key issues, such as the direction of the company, the decisions made over the last year and the sales and financial results.</p>	<ul style="list-style-type: none"> <li>High personalization of the message</li> <li>High level of interaction</li> </ul>	High	<ul style="list-style-type: none"> <li>Low to medium absolute costs</li> <li>Low level of wastage</li> </ul>	High control to the message management.	DRIP	CO1 CO2 CO3 MO1 MO2 MO3 MO4 CMO1 CMO2 CMO3 CMO4

## 6. MEDIA PLANNING

### 6.1 MEDIA PLAN

The below media plan includes all the details of the tools stated in the Pull, Push and Profile strategy.

Business-to-Customer (B2C)					
	Tools	Media	Where	When	Aim
1	Broadcast Advertisement	TV	Disney Channel	High frequency. The ad will be shown in Disney Channels a high frequency on mid-May (2 weeks before product launch) until mid of June; Frequent pattern will be use onwards until the end of the promotion that fading pattern is practiced (Fill, 2013).	<ul style="list-style-type: none"> <li>• TV advertisement can reach a high number of audience and allow mass coverage (Fill, 2013)</li> <li>• The average age of Disney Channel and major viewer are 2-7 years old which suits the product's target audience – kids and parents</li> <li>• Evening time slot allows a higher Opportunities to see (OTS) as most of the kid watches TV after school within this time slot</li> <li>• Fading pattern will be used as the burst frequency in the beginning catches the attention of buyer (Fill, 2013)</li> <li>• A low frequency will be used at regular pulsing after the initial burst to develop learning and recognition in the long term and act as a reminder of the brand</li> <li>• A compatible spots is likely to improve message delivery considerably (Fill, 2013) to create synergies</li> </ul>
2	Cinema Advertisement	Cinema	In all Odeon cinemas (109 units) in the UK	Low frequency. The ad will be screened before ever showing of the three movies for the first week of their release. Screening the ads in trailers slots before the selected cinema movies.	<ul style="list-style-type: none"> <li>• Audience is captive, local and totally focused on the screen. A local ad on the big screen will be watched and absorbed by the audience without distraction.</li> <li>• The absence of some potential viewers may affect the effectiveness of this communication tool.</li> <li>• Cinema may fulfil a useful role as a support medium; media schedules in which it is the dominant medium may be unable to generate high frequency.</li> </ul>

	Tools	Media	Where	When	Aim
3	Digital Advertisement	Social Media	YouTube	From mid-May (2 weeks before product launch) until mid-June	<ul style="list-style-type: none"> <li>One of the target audiences is parents (25-40 years old) who are mainly heavy social media users. Based on the above, the target audience and the media chosen matches (Fill, 2013)</li> <li>Posting adverts on YouTube allows a higher OTS and higher chance to receive the message</li> <li>Regular pulsing in low frequency will be used to maintain the brand exposure after the burst frequency in the initial month (Fill, 2013)</li> </ul>
4	Social Media	Digital	1. Facebook 2. Official Website	High frequency on mid-May until the end of August; Medium frequency onwards	<ul style="list-style-type: none"> <li>Increase exposure opportunities as those three social media are widely used by the both target audience</li> <li>Continuity will be adopted that new issues and information will be posted constantly in order to maintain the brand exposure (Fill, 2013).</li> <li>A sustainable relationship can be build between Asmodee and the customers in the long run</li> </ul>

	Tools	Media	Where	When	Aim
5	Campaign	PR	Brighton, Birmingham and Manchester	<p><i>Marvel Superhero Party:</i></p> <p>During the second and third week of the product launching.</p> <ul style="list-style-type: none"> <li>11/6/2016 (Saturday): Churchill Square, Brighton</li> <li>18/6/2016 (Saturday): Bullring Shopping Centre, Birmingham</li> <li>19/6/2016 (Sunday): Manchester Arndale, Manchester</li> </ul> <p><i>Marvel at School:</i></p> <p>15 kindergartens and primary schools would participate in this campaign. Asmodee would visit them in different dates within the first 6 months of launching which is according to the availability of these schools.</p>	<ul style="list-style-type: none"> <li>A well-structured PR campaign can result in the target market being exposed to more detailed information than they receive with other forms of promotion.</li> <li>Thus, media sources often provide more space and time for explanation of a product.</li> </ul>
6	Sales Promotion	PR	National; Online and offline	Discount promotion for the first month (June); Vouchers are provided for each purchase.	<ul style="list-style-type: none"> <li>The discount promotion could help stimuli purchasing</li> <li>Encourage the spread of word-of-mouth by giving our vouchers after each purchase</li> </ul>



Business-to-Business (B2B)					
	Tools	Media	Where	When	Aim
1	Direct Marketing	1. Direct mail 2. Tele-marketing 3. Email	All broad game distributors	High frequency during the first three months of the product launching and monthly contact with representatives of the organizations	<ul style="list-style-type: none"> <li>• A greater attention and awareness could be generated</li> <li>• Low to Medium frequency will be used to develop recognition and learning of the products and the brand in the later stage</li> </ul>
2	Personal Selling	Exhibition and Trade Show	UK Games Expo in Birmingham	On 3rd to 5th June 2016	<ul style="list-style-type: none"> <li>• Increase the exposure of both the brand and the product</li> <li>• Awareness and reputation can be built by participating in the broad games market</li> <li>• Regular pattern will be practiced (Fill,2013)</li> <li>• Encourage the spread of Word-of-mouth when recommendations are made to peers by the first batch trial customers</li> <li>• Reputation and confidence are developed and facilitated before the official sale of the product in the market</li> </ul>
3	Digital Marketing	Official Website	Online	High frequency on mid-May until the end of August; Medium frequency onwards.	<ul style="list-style-type: none"> <li>• Information updating</li> <li>• A sustainable relationship can be build between Asmodee and the customers in the long run</li> </ul>
4	Sales Promotion	PR	National	Discount promotion will be held for the whole year for those who buy a large quantity	<ul style="list-style-type: none"> <li>• The discount promotion could help stimuli purchasing</li> <li>• Encouraging the spread of the Word-of-mouth by giving out discount</li> </ul>
5	Conference	Dealer Convention and Meeting	Headquarter in the UK	Pre Launching: 15 May 2016 After Launching: 15 July 2016	<ul style="list-style-type: none"> <li>• Build a long-term relationship between company and distributors.</li> </ul>

### Asmodee to Consumers and Businesses

	Tools	Media	Where	When	Purpose
1	Press Release	PR	Online	High frequency on beginning of June until the end of July; Low to Medium frequency onwards	<ul style="list-style-type: none"> <li>Instant online updates allow customers to quickly respond towards the announced news</li> <li>Attract the local and global consumers</li> <li>Sales can be stimulated when customers notice any on-going sales promotion</li> </ul>
2	Sponsorship	PR	1. British Toy and Hobby Association 2. National Literacy Trust	A high frequency of sponsorship will be allocated on the first week of the advertisement placement (mid May) and the first week of the product launch (Beginning of June); Medium frequency pattern will be used onwards.	<ul style="list-style-type: none"> <li>Sponsoring a related educational organisation and toy association could help raise awareness cohering with the adverts and the product sale</li> <li>Regular pulsing helps prevent the forgetting of the brand and product during the period of no advertising (Fill,2013)</li> <li>The brand exposures is maintained by sponsoring related organisations regularly</li> <li>Develop goodwill among the stakeholders</li> </ul>
3	Social Media	PR	1. YouTube 2. Facebook 3. Twitter 4. Official website	High frequency on mid May until the end of August; Medium frequency onwards	<ul style="list-style-type: none"> <li>Increase the brand and product exposure convenience as the social media platforms and website can be browse at anytime and any place</li> </ul>
4	Conference	Annual shareholder release and meeting	Headquarter in the UK	At the end of the year: 2/6/2017	<ul style="list-style-type: none"> <li>The product sales result will be released.</li> <li>Decide the direction of the company next year</li> <li>Maintain a long term relationship with the shareholders</li> </ul>

## 6.2. GANTT CHART

The Gantt chart below shows the main media frequency in the initial months (May to November 2016). All the advertisement adopts the fading pattern, from high frequency to low frequency. From May to July.

High Frequency (Daily, Weekly)	
Medium Frequency (Weekly / Biweekly: one / 2 weeks)	
Low Frequency (Monthly / quarterly / yearly)	
None	

## x.1 May to November 2016 Schedule

	May				June				July					August				September				October				November			
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Asmodee to Consumers and Business																													
Press Release																													
Sponsorship																													
Social Media																													
Business-to-Customer (B2C)																													
Broadcast Advertisement																													
Cinema Advertisement																													
Digital Advertisement																													
Social Media																													
Campaign																													
Sales Promotion																													
Business-to-Business (B2B)																													
Direct Marketing (Distributors)																													
Personal Selling (Exhibition & Trade Show)																													
Digital Marketing (Online)																													
Sales Promotion (Based on quantity)																													
Conference																													

	Year 1 2016-2017				Year 2 2017-2018			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Asmodee to Consumers and Businesses</b>								
<b>Press Release</b>								
<b>Sponsorship</b>								
<b>Social Media</b>								
<b>Conference</b>								
<b>Business-to-Consumer (B2C)</b>								
<b>Broadcast Advertisement</b>								
<b>Cinema Advertisement</b>								
<b>Digital Advertisement</b>								
<b>Social Media</b>								
<b>Campaign</b>								
<b>Sales Promotion</b>								
<b>Business-to-Business (B2B)</b>								
<b>Direct Marketing (Distributors)</b>								
<b>Personal Selling (Exhibition &amp; Trade Show)</b>								
<b>Digital Marketing (Online)</b>								
<b>Sales Promotion (Based on quantity)</b>								
<b>Conference</b>								

## 6.3 Budget

Marketing Communication Tools	Calculation	Estimated Amount in Total (£)
<b>TV ads broadcast on:</b> Channel (3 times during Early Peak 17:30-20:00 every Friday from mid-May to mid-June 2016)	£500 per advert (Guerillascope, 2016) * 3 times * 4 days	£6,000
<b>Cinema ads</b> Box Office of Avengers: Age of Ultron (2015) first week in the U.K.: \$27,368,366 (Box Office Mojo, 2015), equivalent to £39,220,932 at the rate of 1 USD: 0.6978 GBP; Assume price per ticket = £10; No. of tickets sold = 3,922,093. As market share of Odeon is 22% (Bainbridge, 2012), No. of Odeon audiences = 863,000	£0.07 per admission (Digital Cinema Media, 2016) * 863,000 audiences	£60,400
<b>YouTube ads</b>	£0.2 average cost-per-view (YouTube, 2016) * 10,000 views	£2,000
<b>Facebook ads</b> (Facebook, 2016)	Budget set by Asmodee	£4,000
<b>Twitter ads</b> (Twitter, 2016)	Budget set by Asmodee	£2,000
<b>Exhibition</b> UK Game Expo 2016 (UK Game Expo, 2016)	<b>Stand Size: £110</b> £27.5 per square meter * 2x2m  <b>Stand Configuration: £530</b> Corner Stand (2 customer facing side):  <b>Stand Position: £530</b>  <b>Expenses for Exhibition: £930</b> <ul style="list-style-type: none"> <li>• Stand furniture: £25</li> <li>• Programme advert. half-page horizontal: £180</li> <li>• Gold Online Marketing Package: £250</li> <li>• Exhibitor travel expense: £150</li> <li>• VAT in total: £325</li> </ul>	£2,100
<b>Events</b> <ul style="list-style-type: none"> <li>• Churchill Square, Brighton</li> <li>• Bullring Shopping Centre, Birmingham</li> <li>• Manchester Arndale, Manchester</li> </ul>	<b>£5,000 for each location</b> Leasing venue space + Host + Setup & decoration + Misc. expenses	£15,000



Marketing Communication Tools (Cont.)	Calculation (Cont.)	Estimated Amount in Total (£) (Cont.)
<b>Direct Mail</b> Brochure (large letter under 100g)	£0.73 2nd Class Stamps (Royal Mail, 2014) * 10,000 recipients	£7,300
<b>Sponsorship</b>	£2,000 for Toy Fair by British Toy and Hobby Association  £2,000 for National Literacy Trust	£4,000
<b>Sales Promotion</b>	Samples	£800
<b>Seminar</b>	Travel expenses, gifts & samples	£400
	<b>Total Budget</b>	<b>£104,000</b>

## 7. CONTROL & EVALUATION

In order to achieve the objectives smoothly, marketing control is necessary. Strategic control would be conducted to evaluate performance in managing the marketing function.

### Inquiry Tests

- The number B2B inquiries made upon receiving direct marketing would be measured.
- 'Split-Run'(Fill, 2013) inquiry test will be used to measure the awareness created from the ad and also to compare each one to see which one created the most awareness which will be useful in determining what appeals to the target audience.

### Recall Tests

- Recall tests will be used to measure the effect advertisements had on the perception of consumers
- Recall tests will also be used to assess if the new product has entered target audiences evoked set of products which is indicative of awareness and inclination to purchase (Solomon, 2015).
- Results from recall tests will be used in order to justify further advertising.

### Online Comms Tests

- Asmodee could get comment from the consumers by using social media platforms such as Facebook and Twitter to measure consumer engagement and WOM and also understand the underlying needs and wants of the consumers

### PR Test

- PR activities will be measured by press cuttings to see how much awareness have been raised. Press cuttings will also be collected pre-campaign to evaluate existing awareness.

### Sales Tests

- All sales will be recorded . Sales results will also be divided by different sales channels in order to find out which channel most purchases are made.
- There will be a comparison between after campaign sales and pre campaign sales. Competitor sales will determine change in market share and also % of market share controlled by Asmodee in relation to competitors.
- Repeat sales will also be logged to determine repeat customers.
- If the result is not on the track, Asmodee should take specific actions and changes with no hesitate.



## 7.1 RISKS AND CONTROL

The Risk Priority Number (RPN) is a numeric assessment of risk assigned to a process that helps us to identify the highest chance of the effects of risk and, therefore, more effective risk responses can be developed in order to cope with the risks effectively and make sure that the event would be held successfully (Olanrewaju, 2008).

Risk	Description	Severity	Hide Ability	Likelihood	RPN (Priority)	Action Plans
<b>Negative WOM</b>	Negative WOM is a consumer response to dissatisfaction. It may affect the brand reputation and the sales of the product.	7	5	7	245 (1)	Asmodee will keep in touch with the stakeholders who feel dissatisfied consumers and understand the main issues in order to prevent them from happening.
<b>Over budget</b>	Spending more than the planned budget for marketing communication. Lack of financial support may lead to failure of the project.	7	3	6	126 (2)	The following control measures will be put in place: 1. Reallocating resources from budget heading with forecast low spend. 2. Reduce the project scope
<b>Delay Secluding</b>	Delay of deliverables or incompleteness of important activities will directly influence the sales of the product.	5	4	6	120 (3)	Comprehensive project planning would be carried out at the first stage of the project. The administration team would also monitor the progress frequently.
<b>The Dangers of Inconsistent Branding</b>	Managing brand consistency across all communication channels is crucial in order to stand out and accelerate brand growth. Brand inconsistency is a common brand management mistake that should be avoided.	5	3	5	75 (4)	Paying large attention on all of the communication channels. Further communication tools will be used if it is needed.

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## APPENDIX 1: DIFFERENT VERSIONS OF SPOT IT!



**Spot It!: Frozen**



**Spot It!: Planes**

## APPENDIX 2: PRODUCT PACKAGING



Front



Back



### APPENDIX 3: POSTER OF MARVEL SUPERHERO PARTY



## APPENDIX 4: 15-SECOND AD OF DOBBLE

The ad will be with a joyful background music.



1. Dobble with an amazing packaging is put on the table in the living room.



2. Suddenly, the box is on fire.



3. The Dobble cards fly everywhere (as a fade out scene)

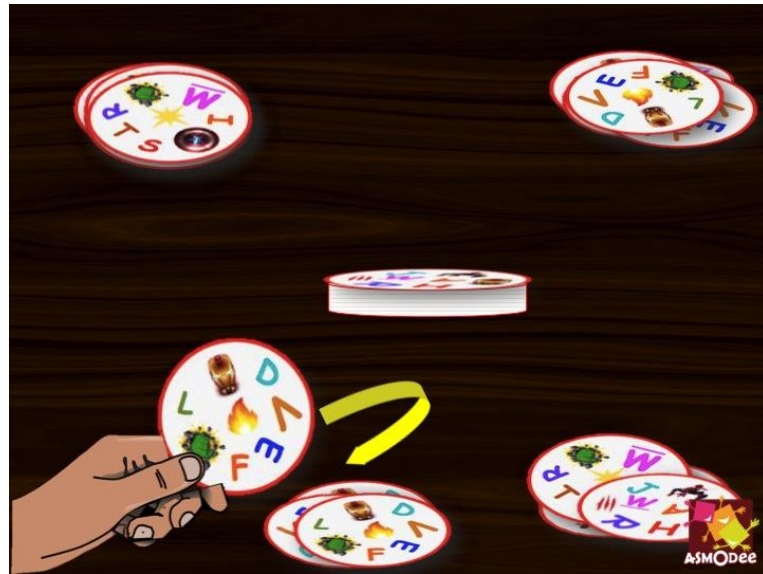


4. A family start playing Dobble.





5. They become the characters from Marvel when they are playing.



6. The ad is showing how to play this game.



7. Someone wins the game, he/she says 'Dobble' joyfully.



8. Last scene of the ad shows the product and the narrator will say the slogan.