



YOUR MARKET IS TURNING INSIDE-OUT. HOW DO YOU ATTRACT NEW CUSTOMERS, WITHOUT LOSING YOUR LOYAL BASE?

Game is the UK's leading high-street gaming retailer. But with prices under attack from internet retailers and a new type of customer to address, how could Game reinvent its offer, while not alienating hardcore gamers? That's when they called Dave.

CHALLENGE

Gaming is changing. In the early days, it was all about boys sitting alone for hours in their bedrooms working through games that were ever more complex.

That market is close to saturation point and game manufacturers are developing devices and games for the rest of the family, designed to draw in groups previously excluded by hardcore gaming.

On top of this, online retailers were serving web-savvy gamers at ever lower prices.

GAME is the leading gaming retailer in the UK with over 400 stores. To maintain and build this position in these changing conditions they needed to refresh their approach, to appeal to these new groups while keeping their loyal base of gaming fans.



SOLUTION

We went back to basics. Gaming has a universal appeal. Families, young and old, men and women have been competing against themselves and each other for as long as anyone can remember. No matter how proficient, it is always possible to go a step further, to push your limits forward by another notch.

The universal appeal of challenging yourself to reach 'the next level' ties together all of the groups that GAME has to delight and introduce to gaming. It ties together people who already love gaming with those who might want to try.

We created a refreshed identity and brought it to life with a whole new suite of point of sale signage and materials. This was extended into their own-brand products such as the reward cards or console bundles.

RESULTS

Refreshed Game stores ready to take gaming to a whole new audience. Game results to read: In the 6 months following the brand launch Game Group's share price rose by 80%.

