

### Target market, segmentation and positioning



This advertisement published in 2007 and made by the Parisian agency TBWA to promote the Sony PlayStation 3 (PS3) is quite impressive. The message is purposely aggressive, although the three clown heads add a touch of humour, a nuclear mushroom is not really a funny thing, it is more something related to disaster, war or mass destruction. So, this ad clearly wants to highlight the powerful features of the PS3, which is currently the most advanced video games console available in the market, thanks to its revolutionary Cell processor. These « Mushroom clowns » seem to evoke the fact that the PS3 will definitely shatter your world, and bring you exciting entertainment and incredible sensations.

In fact, this hard-hitting ad picture, a little provocative ([as usual with Sony](#)), is obviously addressed to hardcore gamers, the kind of people « *who have gaming in their top priority list, for example, someone who would prefer to play a game instead of sleeping at night or watching TV* ». So their leisure time is largely devoted to playing or reading about video games, in contrast to a casual gamer who only plays occasionally. Hardcore gamers have a very high level of technical knowledge on computers, high-tech and console hardware, and are by the way much more aware of the latest technology advancements than the public in general. A hardcore gamer is usually a male, between 14 – 34 years of age, and many are financially independent and make purchasing decisions themselves. They usually spend more money on video games than the mass market customers but they are much less numerous.

<http://www.gamespy.com/articles/701/701787p1.html>

<http://www.megagames.com/hardcoregamer.html>

[http://en.wikipedia.org/wiki/Hardcore\\_gamer](http://en.wikipedia.org/wiki/Hardcore_gamer)



Whereas Sony with its PS3 highlights « the powerful aspect of his video games console », has evidently targeted hardcore gamers, Nintendo has chosen to launch the Wii, a console much less powerful (in terms of raw performances) but which brings a revolutionary way to play, more intuitive and easier to use for everyone from the 7-year-old child to his 77-year-old grandfather.

The fact that the Wii's joypad included a gestures sensor, which gives the ability to play just making natural gestures, seems much more user friendly and accessible than the mysterious combinations of buttons, still beyond the understanding of many people who are not used to playing a lot of video games. So with the Wii Nintendo has just designed a console adressed to a wide range of casual gamers, possibly more interesting than the hardcore gamers, in order to get new market shares and attracting people who perhaps had never thought about buying until today, a video game device. Moreover the most interesting thing about the Nintendo campaign is that it could be for the first time one of the three big video game companies that has tried (and managed) to seduce women, girls, older people and all of those who usually do not feel interested in or comfortable with video games.

The Nintendo advertisement seems to demonstrate that with a Wii it's now possible to play with all the family, share more fun and discover new sensations thanks to the revolutionary nunchuk (joypad) of the console. And as Harry Hchen wrote about the Wii promotion campaign on his blog : Nintendo has chosen a excellent marketing strategy

<http://harry.hchen1.com/2006/10/30/403>