

Global Marketing Plan

Expanding Wargaming.net to the Brazilian Market



WARGAMING.NET

LET'S BATTLE

Tatiana Alshevskaya

Nº2141234

Katsiaryna Pechankova

Nº2141227

Agenda

- 1. Introduction
- 2. Enterprise characterization
- 3. Market selection justification
- 4. External Analysis
- 5. SWOT Analysis
- 6. Strategic Analysis
- 7. Marketing-mix
- 8. Critical Analysis



Enterprise characterization

- online game developer and publisher, leader among the developers of free-to-play MMO games
- 16 offices in 10 different countries



Mission

We deliver legendary online games. Globally. With passion.



Portfolio analysis

World of Tanks



World of Warships



World of Warplanes



Internal analysis

Resources

- Financial Resources: net value in 2013 - 372 mln. EUR
- Highly qualified employees
- Brand loyalty and good reputation among customers

Capabilities

- High quality of games
- Attractive design
- New “free-to-win” concept

Market selection justification

- Huge size of market
- Historical flashpoints
- Peculiarities of Brazilian character



External analysis

- **Economic freedom ranking**

ranked as 118th out of 178 countries (“mostly unfree”)

- **The population and GNI per capita**

GNI per capita (PPP) is 14,750 U.S. Dollars (high-income country)

- **Participation in regional trade agreements**

WTO, Mercosur, BRICS

International cultural environment

- **Halls Typology**

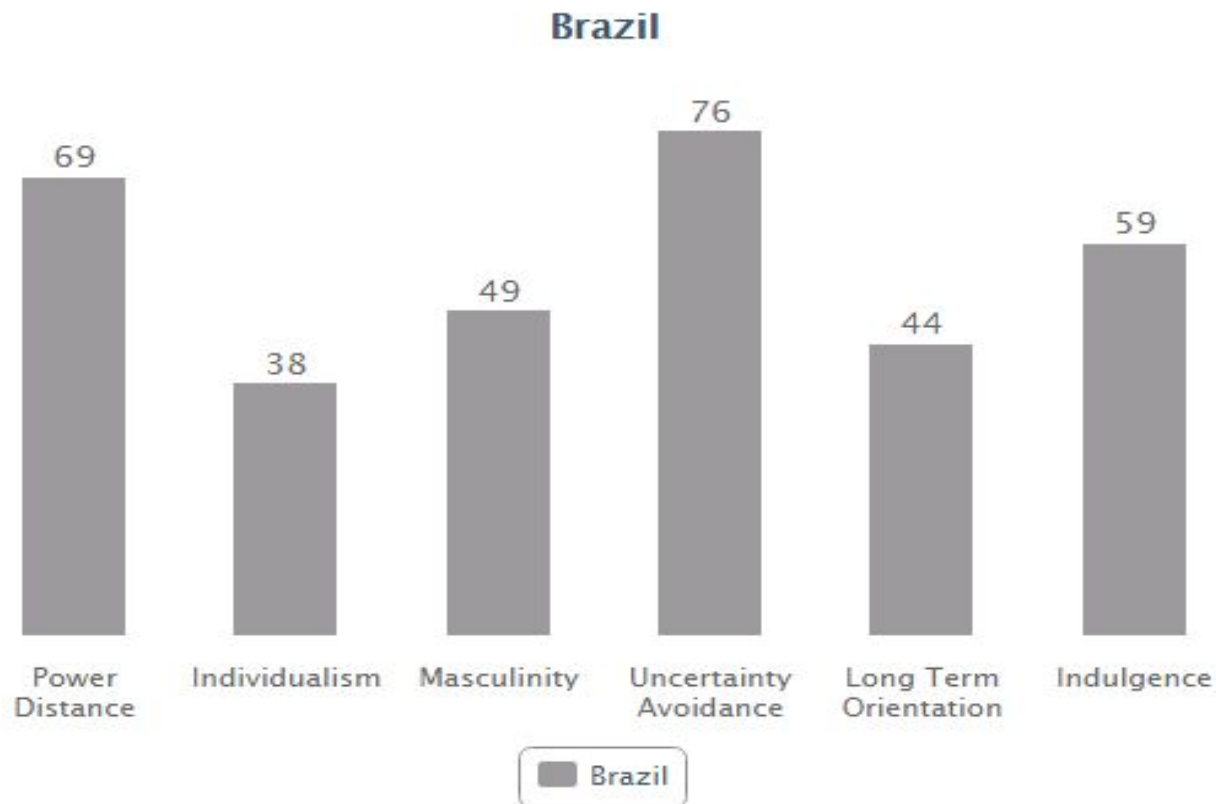
a high context culture

- **Monochronic vs.
polychronic**

polychronic culture



Hofstede typology



Taxation

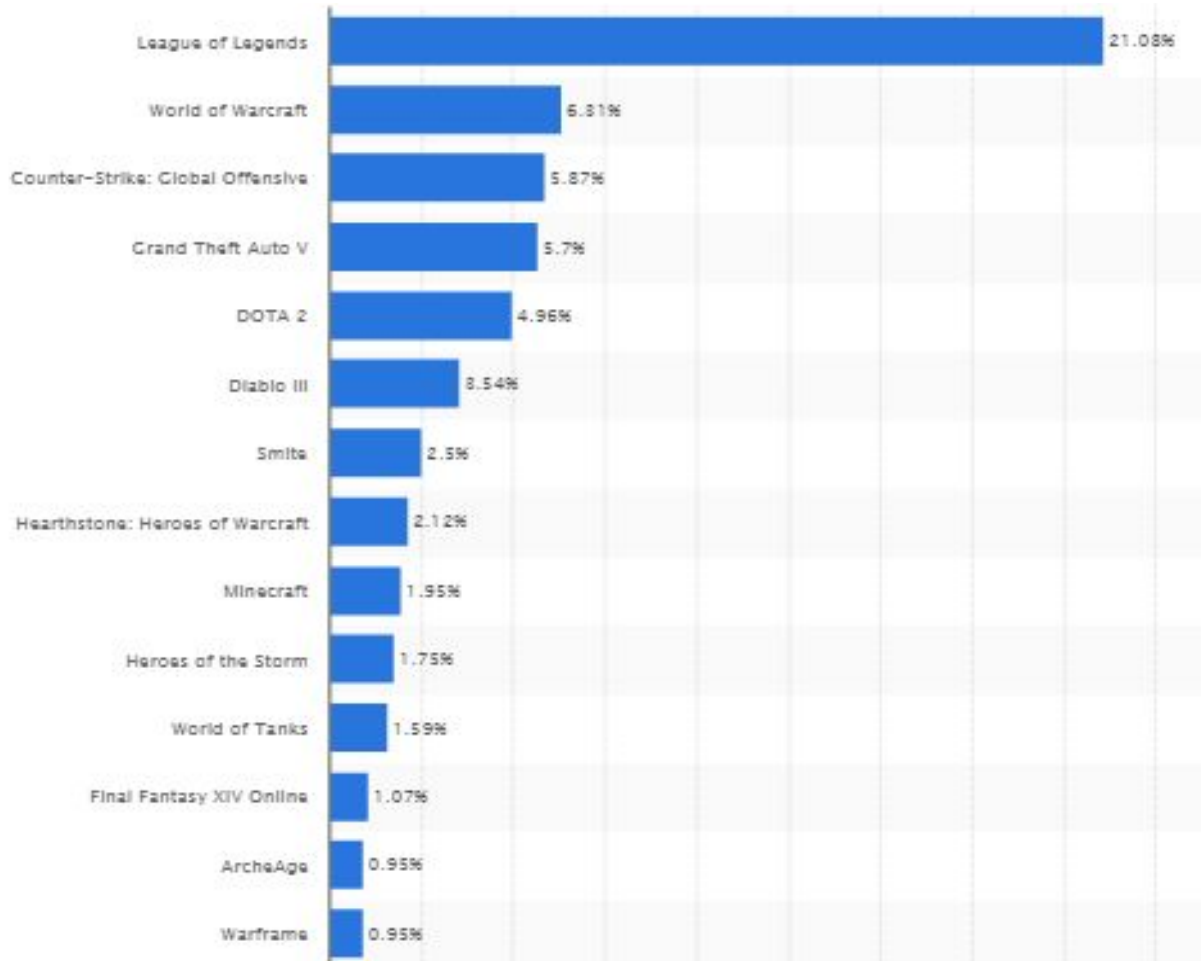
| Indicator | São Paulo | Rio de Janeiro |
|---------------------------------|-----------|----------------|
| Payments (number per year) | 9.0 | 9.0 |
| Time (hours per year) | 2,600.0 | 2,600.0 |
| Profit tax (%) | 24.8 | 24.6 |
| Labor tax and contributions (%) | 40.3 | 40.3 |
| Other taxes (%) | 3.8 | 4.2 |
| Total tax rate (% profit) | 68.9 | 69.2 |

Clients

- Largest game market in Latin America
- 25% of interviewees declared to play computer games
- Warm, open-minded, favor emotions, adventure, competition



Competitors



- Activision Blizzard
(19,5% of the market)
- Electronic Arts
(18,4% of the market)

SWOT Analysis



Strategic Analysis

- *To establish a world renowned Massively Multiplayer Online Gaming studio which develops, publish, promotes and distributes online gaming entertainment to people worldwide.*
- Entry mode: subsidiary
- Product and communication adaptation
- Globally sensitive strategy



Segmentation

- **Demographic**

(age, gender)

- **Psychographic**

(lifestyle, personality)

- **Behavioral**

(potential users, ex-users,
normal, first-time, users of
competitors' products)



Targeting



- Mostly male population
- 16-30 years old
- Socially active
- Potential users, first-time users and users of competitors products
- Mostly students or not currently working

Positioning

- Mix of **high-tech** (inform about all technical characteristics) and **attribute** product (unique character of the game, that is based on the WWII history)
- **Global Consumer Culture Positioning (GCCP)** explained by the “common language”, that computer games consumers use and the same mindset, that they share.

Product

- Enter Brazilian market with **World of Warships** due to the Great South American naval arms race between the ABC nationals (Argentina, Brazil, Chile)
- Several adopted types of combat vessels (Minas Gerais)
- Wide range of tactical options and scenarios, making every battle a unique experience.



Price



- **Free-to-win** and **free-to-play** strategy
- **Paid access** to cosmetic products or features, development
- Possible to acquire **Premium status**

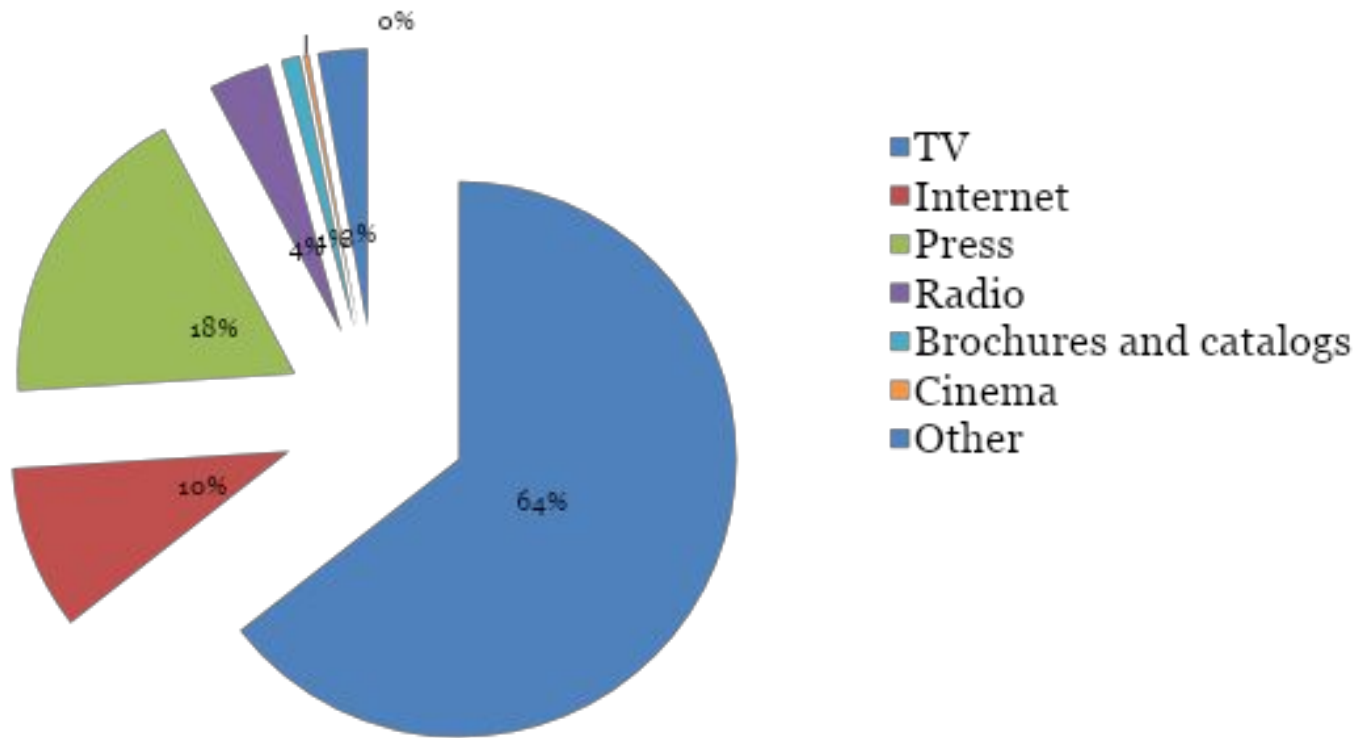
| Period, days | 1 | 3 | 7 | 14 | 30 | 90 | 180 | 360 |
|--------------|-------|-------|--------|--------|--------|---------|---------|---------|
| Price, EUR | 1,09 | 2,85 | 5,25 | 7,35 | 9,95 | 27,45 | 47,25 | 80,39 |
| Price, BRL | 3,815 | 9,975 | 18,375 | 25,725 | 34,825 | 89,2125 | 165,375 | 281,365 |

Placement

- **Acquire South American Server**
- **Direct involvement**



Media in Brazil



Promotion

- YouTube;
- Social networks (Facebook and Twitter);
- TV commercials;
- Sponsoring and participating in commemoration of main historical events in the country.




Limitations and Recommendations

- Difficulty in obtaining data: primary requires a lot of time and money; secondary is not always reliable
- Language restrictions (the majority of data is in portuguese)
- Conduct full market research (using primary and secondary data)
- Study the marketing strategies of the competitors
- Be globally sensitive
- Make adjustments in the marketing mix to the Brazilian market



Conclusions

- The decision to expand to the Brazilian market is reasonable.
- The implementation of the globally sensitive strategy makes sense for entering Brazil.
- There is a need in adaptation of the marketing mix according to the Brazilian market (add specific types of warships, translation of the game into Portuguese, using more TV commercials, etc.)



Thank you for the
attention!