



Welcome to the Howie's Game Shack Rebranding!

AGENDA

- Current Problem
- New Idea
- Ideal Customer
- Mission
- Data
- Strategies
- Tactics
- Questions

CURRENT PROBLEM

- You provided a place where people played the newest and most popular video games
- You held large gaming events both casual and competitive
- This was a great marketable idea at the time but now this market has gotten much smaller and your business has been suffering for it



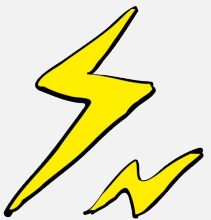
NEW IDEA

- Research has shown that gaming has reached the point where nostalgic games are a serious market
- Both Nintendo and SEGA have released wildly successful retro consoles and remakes and re-releases are massively popular



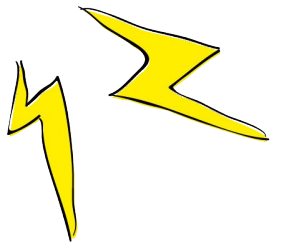


- This will be the company's new name and logo
- This name both encapsulates the mood we will want for the remodel but it also will resonate with our audience





- We will replace the modern consoles and PC's that you have at the Howie's locations with rows of retro consoles like the NES, SNES, old Atari's, SEGA Genesis, ect.
- This approach fits a gaming demographic that wants to play on these consoles but may not have a means to play on them



MISSION



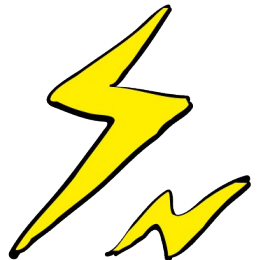
Our mission is to provide an
awesome spot where people
can sit down and **enjoy the**
classic retro games they played
as kids.



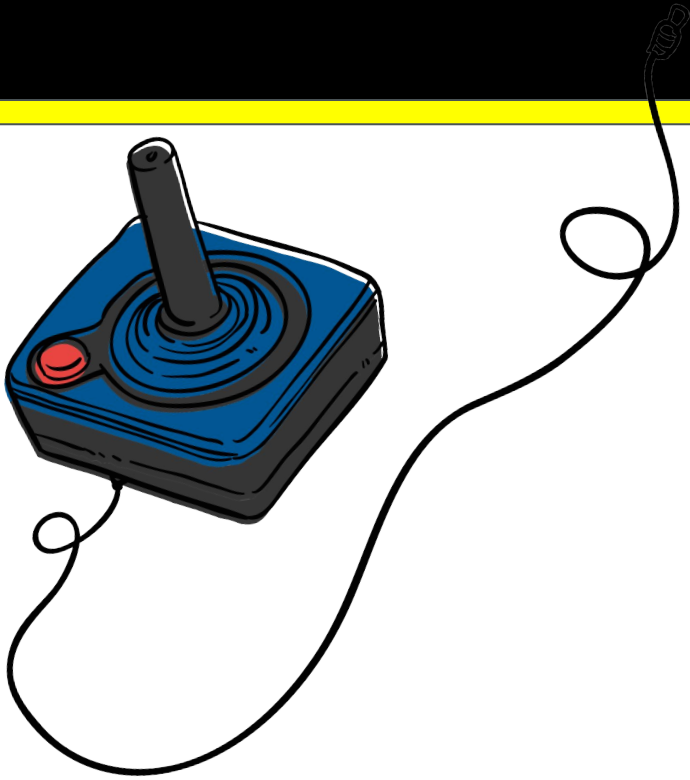
YOUR NEW IDEAL CUSTOMER



- Dan is a 35-year-old man with a wife and two kids. He grew up in the 80's and 90's when Nintendo and SEGA were at their peak. If he didn't have a game or a system, he had a friend who had what he didn't. He spent hours playing games like Mario, Zelda, and Sonic. As he got older though he moved away from it and his games got sold. Now his kids are playing the new games and it makes him remember when he was a kid, but XBOX just isn't the same. He wishes he and his kids could play the games he loved as a kid. That's where Retro Hero comes in!



SOLUTION

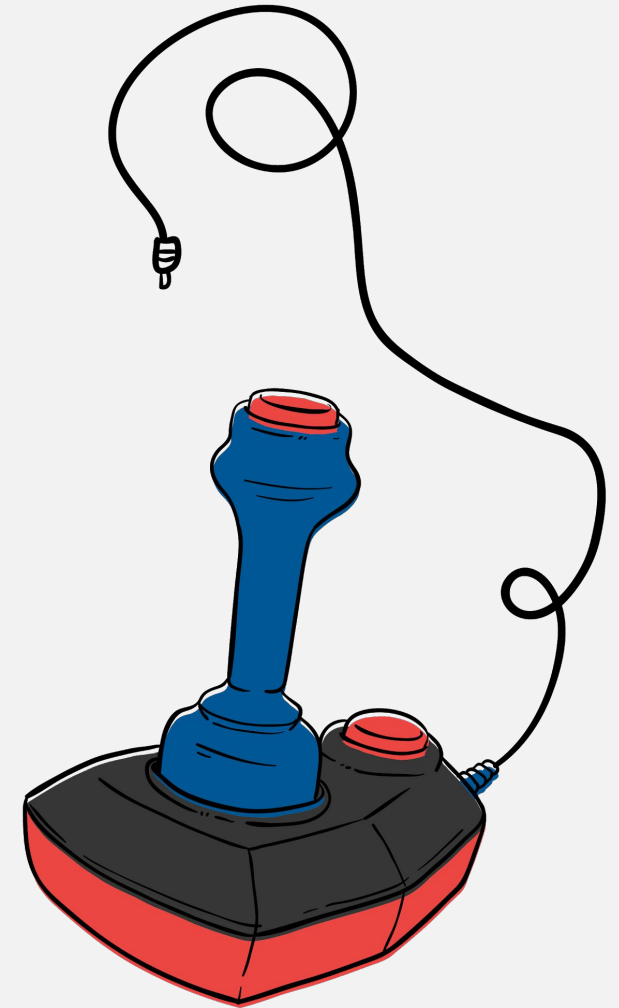


Retro Hero would provide Dan with a place that he could go and enjoy his old favorite games either by himself or with the family!



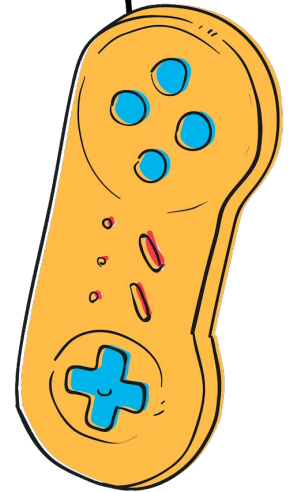
DATA

- The Retro gaming market has exploded over the last few years with demand for remakes and rereleases of games and consoles becoming deafening.
- Nintendo sold 2.3 million NES Classic consoles in just three short months, selling out their entire stock
- Between the NES and SNES classic systems, Nintendo has sold over 10 million units which is almost more than their WiiU console



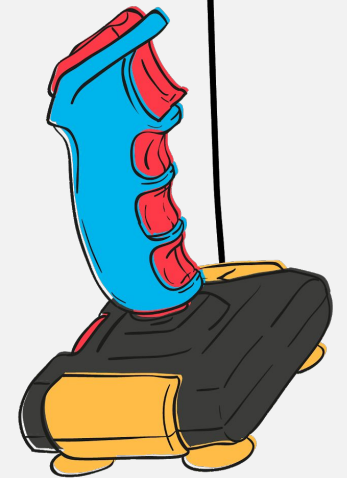
DATA

- A study was done by the American Psychological Association that proved playing or even just simply reflecting on older Retro games can trigger powerful Nostalgic Responses.
- In the study they had almost 600 Americans who grew up during the Video Game Renaissance (80's and 90's) to either play or reflect on the games they played during the time
- In almost every case the parts of their brains that had to do with Nostalgia fired.



BUDGET

- The cosmetic remodel would cost around: \$10,000 to \$20,000
- You can use the money you make from selling your newer consoles, PC's, games, and accessories to pay for the old Retro consoles and part of the remodel
- 40 PC's = \$16,000
- 40 Consoles = \$8,000
- 80 Retro Consoles = \$6,000



STRATEGIES



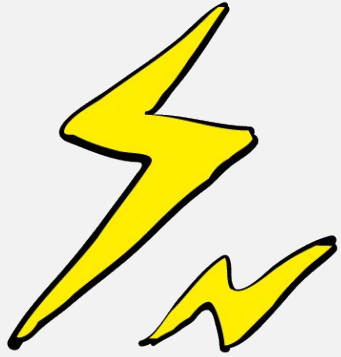
- Market to an older audience than the previous clientele with Nostalgic images
- Market heavy at the malls the locations are in
- Do tie ins and special holiday Events!

TACTICS

- Special offer days like half off every other weekend and deals on weekdays were effective for you when you were Howies!
- Banners and Flyers in the mall of stores are in could prove effective in getting mall goers to check it out
- Social media post and even a email campaign can help get the word out that Howies is now Retro Hero!



MOCKUPS





Retro Hero
Come down and play some Contra this Memorial Day Weekend and get a free Retro Hero Sticker!
[Like](#) · [Comment](#) · 9 minutes ago · 

 128 people like this.





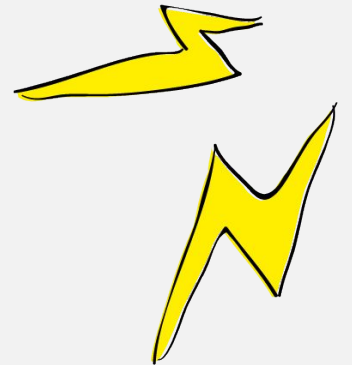
Retro Hero Mesa
@RHM

Feel the throwback this Halloween at Retro Hero and play Friday the 13th NES!

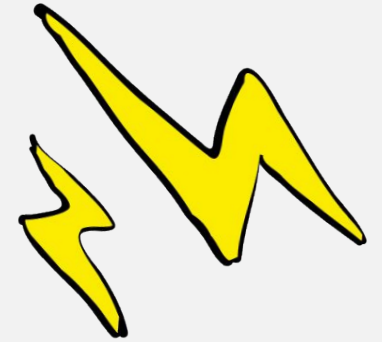
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1:56 PM - 24 Oct 19 · [Embed this Tweet](#)



MOCKUPS

**VISIT US 6 TIMES AND GET
YOUR 7TH VISIT FREE!**



QUESTIONS?

