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| Segmenting Stakeholders Matrix |
| Prioritizing Stakeholders: North American Gamers (25-40, avg. age of 32) |
| By Attributes | Definitive: North American gamers open to exploring quality Ubi Soft titles, predominantly console + PCExpectant – Dominant: Long-time Ubi Soft fans and core gamers, who gravitate toward quality brands and commit to preorders Dependent: Ubi Soft, which must rely on gamers for support/purchases Dangerous: Gamers’ friends and family, who may guide (or curtail) purchase decisionsLatent – Dormant: Game sites/game reviewers, which can support or kill a game’s launch Discretionary: Ubi Soft’s investors and promoters Demanding: Fans who feel ignored by the company |
| By Situation | Active: Gamers interested in/who have experience with Ubi Soft gamesAware: Non-gamers who purchase games for othersAroused: Gamers who don’t regularly play Ubi Soft titlesInactive: Non-gamers who think there are better uses for their time |
| By CommunicationStrategy | Advocate: Long-time Ubi Soft fans who actively generate hypeDormant: Gamers who have thought about purchasing major Ubi Soft titles in the past, but didn’tAdversarial: Other developers, who compete against Ubi Soft for fan support and purchasesApathetic: Non-gamers, or gamers who dislike the company |
| Understanding Stakeholders  |
| Segments | Descriptors | Concerns | Values | ConsumerHabits | Information Needs & Preferences |
| Generation | Digitally savvy, familiar with comm. Tech & social media. 9/11, dot.com bubble. Culturally diverse, moral but more secular, good multitaskers. | Series of economic crises since 2000, housing bubble, job losses, debt, high gas prices, autonomy, ability to sustain a family, personal security & job security. | Individualism, digital social interaction. Personal freedom and Web freedom. Equality, friends, and family. Career advancement. | Tech, media comm. Devices, Impulse buyers. Prefer digital products and e-formats. Shop online, search for deals. | Demand instant gratification via digital purchases and info. Data at their fingertips! Convenience, speed trump accuracy. Rise of social media. Seek to cut out the middle man. |
| Life Stage | Most in questions/questions stage. Searching for personal values, re-evaluating relationships, starting a family.  | Money, the financial crisis, career advancement. Raising a family. Managing relationships. Adopting to work/family changes due to economy. Home. | Autonomy, financial security, family values. Independence as well—still make time for personal hobbies. Desire job growth. | Spend money on family, but also personal interests. Buy for quality. Lots of tech/digital purchases. Online shopping. | Digital, FAST, straight from the source. Social media, e-readers, tablets, smartphones. Web as main purveyors of credible info. Surf blogs. |
| Social Class | High degree of variance, with most falling into the lower-middle to upper-lower categories. Many with job/career, many unemployed or still in college. | Economy, finding or protecting their job. Some may be finishing school or looking for internships, maybe changing jobs. Balancing time, money, and social obligations. | Autonomy, but family as well. Focused on job/career, but also making time for self. Social engagement. | Shop online or via mobile. Comfortable with online outlets. Compare prices, but stick to brand’s latest product. Cautious lately. Prefer digital. | Want FAST info, widely distributed via new mediasphere. Turning to educators, journalists, & government for info in how to live & work better in this economy. |
| Lifestyle | High degree of variance, with most falling into Strivers, Experiencers, or Achievers categories. Self-sufficient, but may also support a family. May value new experiences, but can’t afford them. | Poor economy limiting job growth and career advancement. Supporting and entertaining self/family on a budget.  | Embracing new activities on a budget. May be status or action-oriented. Still value independence. | Brand-loyal, but willing to try new products and services if affordable, especially on recommendation from WOM/friend. Spends on digital entertainment for family. | Likely to trust WOM and blogs somewhat more than government sources. However, this info must be practical and look credible. Want data FAST. Instant delivery, digital. Like to research their hobbies and connect with like-minded souls via social media. |
| Gender | Both genders, but 60% male, 40% female. Males tend to gravitate toward action-oriented genres, females social-oriented—but these lines are blurring! See PC clans like PMS, etc. | Autonomy, sustaining a family, seeking affordable entertainment options. Similar concerns for men/women. | Self as well as family. Technology is important! Education and career advancement. Protecting job in dire economy. | Technology, comm. Devices, digital products. Mobile Web/games gaining strong foothold among casual gamers. | Active in social media and comm. Tech. Women tend to rely on social media more than men. |
| Race/Nationality | Largely Caucasian, but a growing number of minorities, especially amongst Hispanics, Asians, and African Americans. | Economy, job market, internships, acquiring skills, family, finishing college, career advancement, surviving in economic downturn. | Individualism, but support their families, too. Access to technology, social media, Internet. Freedom. | Tech, including mobile and tablets. Latest services & apps. Fairly brand loyal, like to ask around before purchasing. | Digital, FAST info that relates to family, career, hobbies, or education. Read blogs, social media. Process a wide variety of info each day. |
| Core Gamer-specific | Many came of age playing PC, PlayStation, and N64 games. Younger gamers grew up with PS2, PSP, Xbox, GameCube. Saw the rise of digital purchasing, MMOs (Warcraft, EverQuest, FFXI), DLC, and pre-order bonuses. EVERYTHING is heavily digital. Experienced console wars in 90s. | Tighter budget, alarmed at rising preorder and downloadable content (DLC) costs. Prioritizing purchases. Typically 1 console + PC, possibly 1 iOS device (iPad/iPhone), to keep entertainment affordable. Want original IPs (new, non-series games) as well as fan-favorite franchises (Final Fantasy, Mortal Kombat, Diablo, etc). Unsure about new controller/camera technology like PS Move/Xbox Kinect/Wii U. Worried about devs sacrificing gameplay for “pretty graphics”. | Replayability and multiplayer big preorder boosters, as well as preorder bonuses. Like continued dev support for games post-release! Appreciate gamer points/achievements and digital trophies. BIG on social engagement in game lobbies, forums, matchmaking. Voice chat vital for some genres (FPS, MMOs). Love a good deal and will search the Internet and WAIT for sales/coupons. Incentives WORK. | Open to used purchases, digital purchases, affordable DLC packs. Avoiding big-box stores like GameStop. Almost all game purchases are online via Amazon, Glyde, etc. Immensely system (BRAND) loyal, usually 1 console + PC and mobile device. Highly loyal to franchises and game devs., often waiting years for beta or a release. Highly supportive of Valve’s STEAM and other digital services for games. | DIGITAL and FAST. Follow industry news like hawks on a daily basis. B/C loyal to companies, they research them and their new releases frequently. Get most info from third-party gaming sites, some from forums (NEOGAF), some from third-party mags (GAMEINFORMER). Now getting info from OFFICIAL company blogs and pubs (newsletters, emails, press sites, mainly). Get purchase info from a VARIETY of sources BEFORE buying. |

*Adapted from Brad Rawlins, Prioritizing Stakeholders for Public Relations (Institute for Public Relations, 2006) and Linda P. Morton, Public Relations Publications: Designing for Target Publics (Norman, OK: Sultan Communication Books, 2000).*