

> FPS

> RPG

> SIM

Ipsos Gamer Insight



GameStorm Ideation

It begins with an idea

The creative spark for a new video game can come from a number of sources. Perhaps management has decided it's time for a sequel to an existing game. Maybe your team has been tapped to support an existing property. Or there's a new technology you are looking to exploit. Sparks are everywhere.

But, successful game ideas are not. Think about your gaming development. How do you make sure you aren't missing out on an idea? Is there a process in place to bring it to life? And even if there is, *would a better defined and more goal-oriented process increase your chances for business success?*

Enter Ipsos' GameStorm.

Our ideation philosophy was born in response to a desire not just to develop a wide range of ideas, but to push farther and look deeper into truly viable innovations. In this way, Ipsos' approach differs from others!

Others tend to either expect gamers to be able to predict the next big thing or rely too much on the creative team to whip up the next market winner. They also tend to focus solely on new product innovation, ignoring commercial, marketing and financial innovations that allow you to increase the value of your existing properties without investing huge sums in developing new ones.

We do it differently – offering ideas with greater insight and a strategic perspective.

The GameStorm Difference.

Ipsos Understanding UnLtd's **GameStorm** Ideation sessions are a unique solution that brings game development to life. Our expert facilitators design a creative, highly flexible work session to generate exciting new ideas, concepts, messages, or strategic positioning all around the gaming space. The full- or half-day process places your team alongside hand-selected marketing and ideation experts – videogame enthusiasts with deep backgrounds in R&D, design, marketing, branding, and technology innovation – creating a rich, interactive environment that stimulates the generation of breakthrough ideas.

We believe a successful innovation program will focus efforts in three complimentary areas:

- **Core:** defined as innovation in the gaming category (such as prequels, sequels, or license extensions)
- **Contiguous:** defined as innovation in an adjacent or closely related category (such as extending properties into entertainment venues beyond video gaming)
- **New (Breakthrough):** defined as innovation in a new category or a new-to-the-world technology (such as the creation of motion-sensitive games)

GameStorm helps to establish a winning portfolio of innovative ideas, from core to breakthrough, based on commercial innovation (bringing new life to existing offerings) and product innovation (creation of entirely new game offerings). By identifying the right tensions between gamer wants and needs and brand equities, we can generate hundreds of viable new ideas using a myriad of creatively paradigm-bending exercises in dynamic workshops.



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About Ipsos' Video Game Lifecycle Research Group

Ipsos, a leading global survey-based market research company, offers a video gaming-focused research practice designed to meet the needs of game publishers, marketers and console manufacturers. Building on Ipsos' long established research specializations (marketing, media/content/technology, loyalty, advertising, and public affairs) and the company's robust video gaming experience, this practice group provides a unique end-to-end suite of research tools and expertise to the video gaming sector. Research tools and approaches include market segmentation initiatives, co-creation tools with Ipsos InnoCreation, qualitative concept development using Ipsos GameStorm Ideation or GamerLink Workshops, concept screening, database development, volumetric forecasting, advertising research, and loyalty and satisfaction programs.

GameStorm workshops have a strategic focus and yield hundreds of ideas. The program:

- Leverages the strategic experiences and creative ideas from our proprietary panel of Fortune 500 marketers and entrepreneurs
- Maximizes the results from the collaboration between your team and our GameStormers to generate breakthrough ideas quickly
- Fully tailors every workshop agenda to meet unique goals and objectives
- Is lead by best-in-class ideation facilitators specially trained in graphic facilitation and innovation
- Incorporates relevant, provocative, insightful stimulus, such as gamer research learnings and analysis, and intense pre-work to bring into the session real behaviors and factors as well as diverse, mind-bending inspiration
- Includes a set of exercises and approaches to drive out-of-the box ideation – including “How Might We” and prototyping, as well as a proprietary template-driven approach to game positioning and messaging
- Uses designers/illustrators to bring ideas to life in real time in session
- Provides actionable, best in class reporting of the top ideas and recommendations for next steps