

EA SPORTS: "IT'S IN THE GAME" PROFILES AND PERSONAS



What do all EA brand users have in common?

- 1 They consume EA content over a video game platform. This requires a ~\$300 investment in a gaming device.
- 2 They must learn to master an Xbox 360, PS3 or Wii controller with many buttons. This requires a lot of dedication and coordination!
- 3 These are more dedicated gamers and almost all men who are under the age of 35



How did we get to the users?

1

A \$50 Philz Gift Certificate lured Stanford undergraduate gamers to a FIFA tournament held on campus:



2

We found casual gamers through our personal network and at Gamestop



...people *loved* to talk about video games



1. POWER USER



**2. SOCIAL
ENTHUSIAST**

3 Personas Emerged



**3. Post-Modern
Gamer**

1

The power users



nickseaver

5d

#ea7 #dh "I am a soccer player at Stanford and I like the realism of the game. Don't play other games. Will sometimes play 10-15 games at a time." "Hate playing against jerks on Xbox live. Waste time, play with the ball in the back."



nickseaver

5d

Yea. This guy rocks a glove to play FIFA. #ea9: "Glove makes sure that grip doesn't slip"



nickseaver

5d

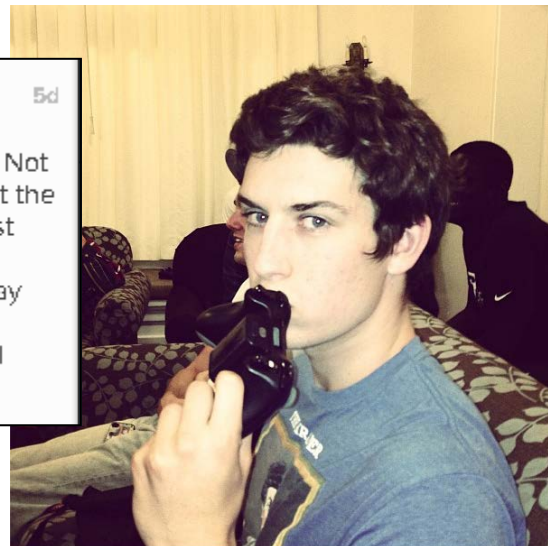
#dh



nickseaver

5d


#ea8 #dh "Don't like that it doesn't perfectly capture essence of game. Not unpredictable enough. Also feel that the differentiate best teams and not best teams is speed which is inaccurate. Barcelona is best because of the way they play. Love FIFA because I love soccer. Like playing with the teams I see on tv. Only game I play."





2


The Social Enthusiasts

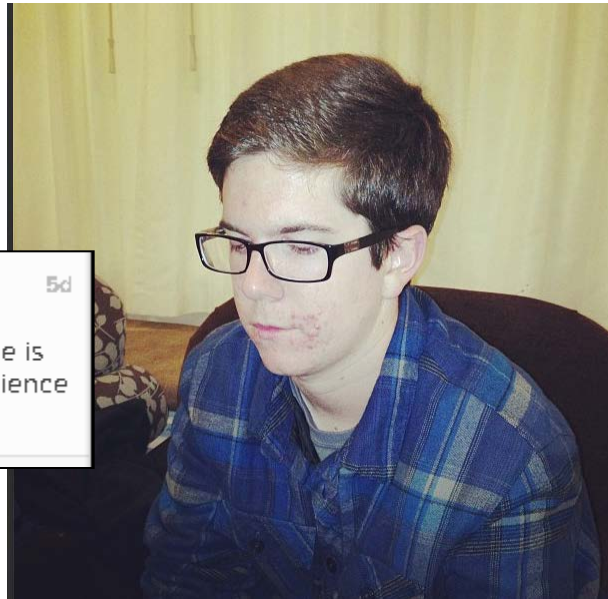


 **nickseaver** 5d
Jack says "Fifa perfect game, so easy to play with friends. Builds social interaction unlike call of duty at 3am" #ea8 #dh

 **nickseaver** 5d
Can't find any friends to play madden. Doesn't like Xbox live due to 14 year olds talking trash. #ea3

 **nickseaver** 5d
#dh

 **nickseaver** 5d
Michael is sad because he is not playing yet #ea4 #dh "favorite game is madden and FIFA. In person experience trumps Xbox live experience"



3

The Post-Modern Gamer



nickseaver

1d

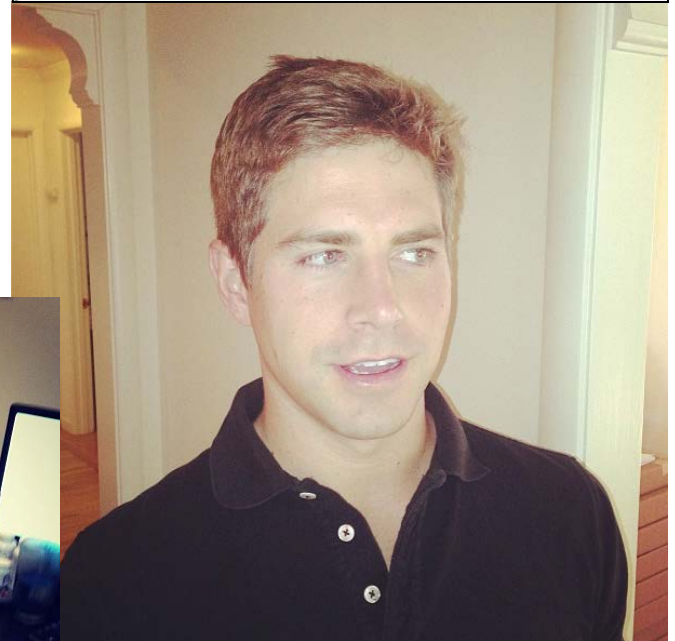
"Haven't bought a new title in a while. Friends don't play FIFA like they used to" #ea4 #dh



nickseaver

1d

"Start-up time is too long. I want to get going!" #ea3 #dh @fifa



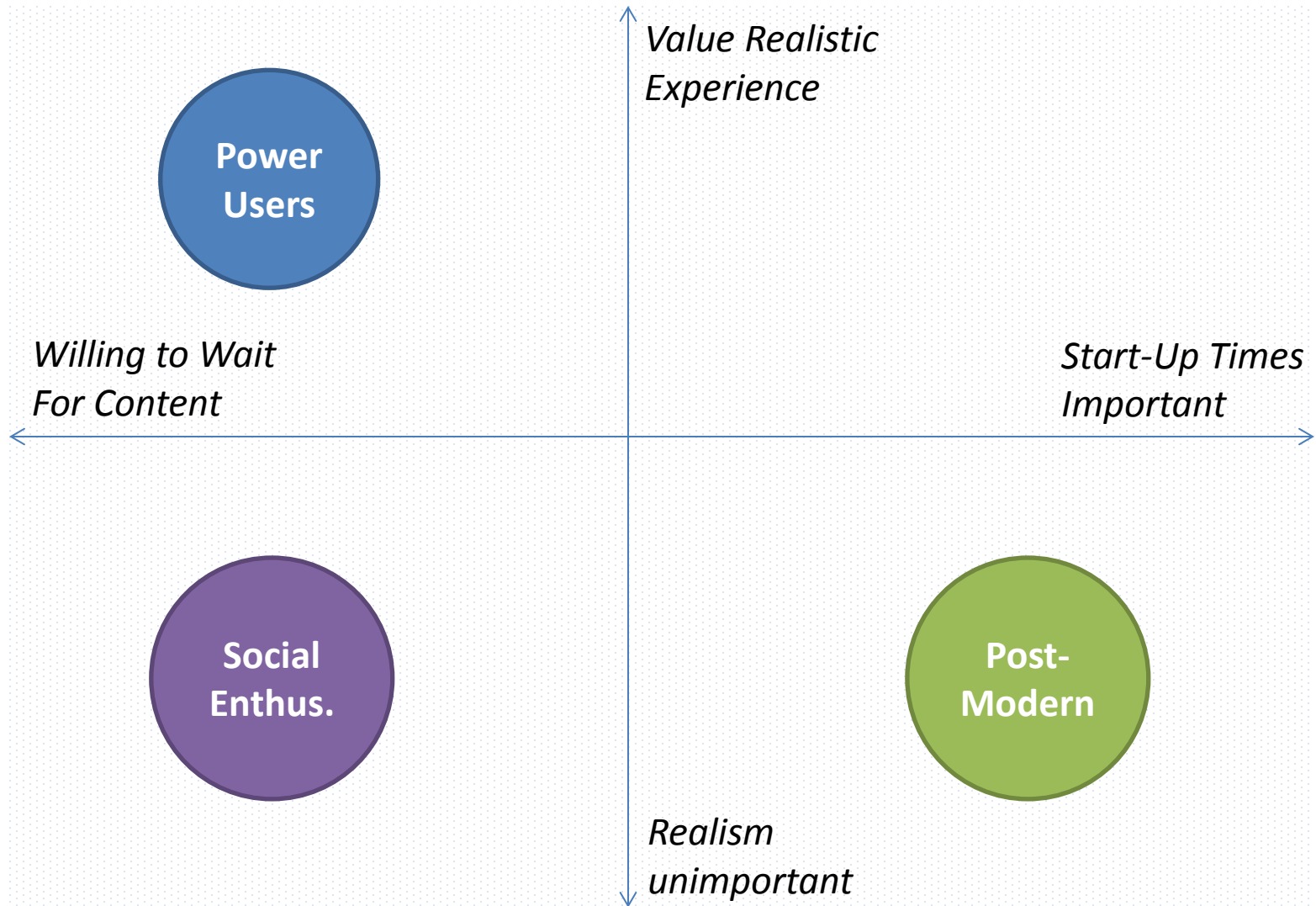
nickseaver

19h

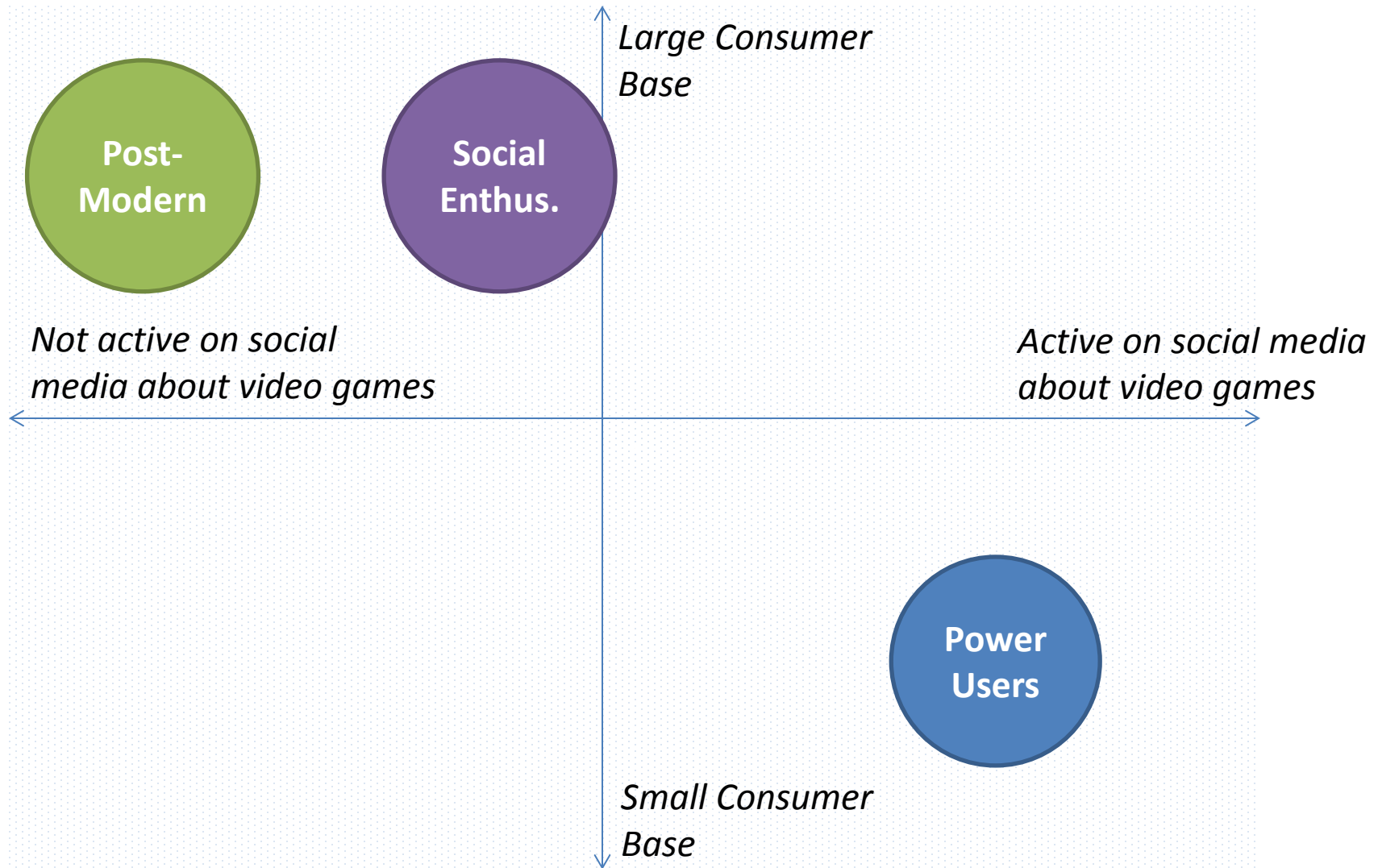
"Always fun to play with roommates" #ea7 #dh



Comparison: Realism and Start-up Time



Comparison: Social Media Activity / Demographic Size



Concluding Thoughts

- 1 Power users are the most critical of the brand and are willing to share their impressions in a public setting
- 2 Social Enthusiasts and Post-Moderns appear to be the largest and highest spending groups. However, these groups will not drive buzz around the brand
- 3 Power users will tend to favor features that enhance the games realism. Social Enthusiasts and Post-Moderns would tend to favor features that enhance a game's accessibility