



# Game

# HUP

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**This project is no way nor is near connected to GameStop, this project was a personal interest based upon experimentation and personal passion**  
**-Marcus Bounds Jr**



# Memories



**What is your earliest memory of GameStop... ?**

**was it trading in games to get a better game?**

**Was it watching the trailers on the TV or browsing new upcoming games?**

**Was outside of gamestop on launch day?**

**Was it signing up for your very first Powers membership where you will get delivered Game Informer Magazine exclusively to your door?**



# Memories

My earliest memory was buying two of my first games when walking inside and seeing other Gamers like me my age young, I walked around to each section testing out the upcoming games playing on the mini TVs and thinking about what my next game would be or what game to look out for to play with my friends and family. Walking into GameStop and looking for a new game it's like finding a new adventure and experience to explore, not only looking for adventure but also looking for people with similar interests such as me.





# Memories & Why

With this project, I wanted to Express ideas problems, and ways on how GameStop could return to its former self but also bring a new view to the game industry. I ran through many emotions and ideas on how GameStop could bring so many Concepts and opportunities to the table for the gaming industry, similar to times like the early 2000s when GameStop was the place to go to if you wanted a video game, gaming information, magazines & guide books, controllers & accessories, even exclusive content when you are a member. Gamestop is where a player truly feels as if they have a voice and where "power to the players" really means something.

GameStop as we know it today in the present is still alive but not as alive as how we remembered it. As we can all see in may assume that GameStop kind of fell behind due to the incoming of digital media, where you can now download games on your console, and other stores now coming into play offering more and better warranty, instead of reading a magazine,



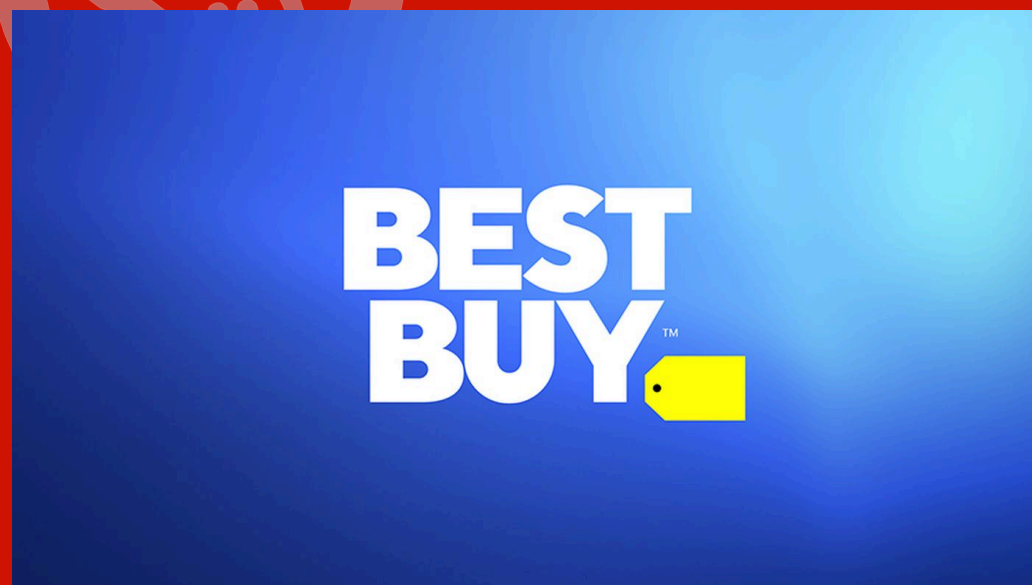
players can now go to YouTube or go online and see a video games review or any updates, and one of the biggest things that GameStop had was a good pre-order system to the point now where you can pre-order through your gaming console or via online. With all this new technology and so much media incoming and evolving as we know it GameStop has fallen behind.

So I devise a plan to evolve GameStop's content brand and somewhat new look while still keeping the Nostalgia of GameStop intact.



# Marketing strategy

First I start off with a few concept ideas such as what can GameStop offer new and how can GameStop renew its interior. With this, I seek inspiration from looking at other businesses that are involved with the gaming side and media marketing strategies such as Best Buy where they have Geek Squad and warranties for video games PCS and consoles. Most importantly The Geek Squad aspect is where if you buy your PC from Best Buy or if you bought your console from Best Buy you can get it fixed if anything goes wrong when you go to Best Buy and go to The Geek Squad Department.



Then I look at strategy marketing from Walmart especially when it comes to gift card memberships and especially deals.

I also looked at one of the things that GameStop lacks is PC accessories and an area for PC Gamers since now PC gaming has evolved so much with that being said I even looked at PC stores that involved with building your own PC or upgrading your PC such as changing out the Ram or the motherboard. I looked at stores that deal with these types of accessories such as crucial.com, Office Max, & computer Zone.





**Then there is now the problem is how can GameStop turn the tables? if GameStop does follow the same marketing strategies or gets inspired by the same marketing strategies of Best Buy Walmart and online pc stores, I don't think that it possibly be enough it'll be catching up but they'll just be like any other store so now I have to figure out how to make GameStop completely different something that I can offer that other stores cannot and that's when exclusive come in.**



**The term exclusive has been thrown around especially in the Gaming Community overall and sadly it tends to lose its meaning usually now when you think of exclusive it's not much of a wow effect nor as exciting as what it used to be the term exclusive and again communities somewhat dealing to a small value where back then and early 2000s to 2012 it had a lot of weight to it especially when it comes to terms like special offers and extra content and much more. Nowadays in the**



**present when you think of exclusive or where exclusive content comes in it's only something small and then maybe later on potentially it'll become free and everyone gets it. w**

**When it comes to exclusivity it means special to the few who interact faster get their hands on a coffee faster or go through a certain amount of stuff to get the exclusive and extra content. Nowadays you can just go to a website pre-order and you get the exclusive content which is something mediocre or maybe even overpriced.**

**Exclusivity was where you had to take steps to get the best contact or to get more of the special content for a video game you have to go to a certain place such as Gamestop to get that special .**

Also with this exclusivity was interactivity you have to interact to get the special content sometimes special content is so amazing and has a lot of weight to it to the point where sometimes there were contests and competitions to get the special content. Or even pop quizzes you had to do to show that you are worthy of this exclusive content it also shows if you are a true fan of that game or company. And difference between



exclusivity back then and now is that back then it was more rewarding and it was more satisfying it was something that was worked through fun. And the price was reasonable. Now an exclusivity when you pre-order a game the extra content you have to buy now you can just buy it you don't have to go through a through you don't have to do a competition or a quiz you just pay the extra price for the extra content and that's it



Though this can also be more beneficial as well for those who have the GameStop power membership which still going today and is still somewhat good .

the gamestop membership offers quite good benefits such as coupons and discounts and PowerPoints whenever you trade games and or even purchase video games it was very high demand and early 2000s but now it's losing its meaning as well and it's benefits now that there are consoles and other websites where you can buy things and get points for them but the difference is usually when buying a video game on the console the points are mediocre but buying a game through GameStop you get more points and more benefits.

So to put it in a more of a nutshell GameStop could bring this type of true meaning to exclusivity back and make it more fun again and also more rewarding and satisfying at a reasonable cost and price.



**With all this in mind I can create a good marketable strategy for GameStop to overcome other stores and also bring a new meaning to its brand and meaning to The Gaming Community, by offering:**

- tech support which is repairing consoles PC technology or even controllers**
- Better exclusivity and more content when it comes to pre-ordering video games at the same price**
- More content and accessories for PC gamers**
- Offer amazing benefits through there still existing power membership**

**Now let's get into remodeling the interior of the store of GameStop overall**

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**THE  
PLAYER**



# Concepts

GameStop still has its nostalgic beautiful interior that every gamer loves, where video Gamers come in by their video game get points for it talk with employees, and get reviews on it. Sometimes when a video gamer buys a video game that's physical it's more of a memory it's something that can hold some that they can possess some that they can be proud to own since the 1990s having video game cartridges and CDs shows a physical form of a Gamers Adventure the many games they play the many Adventures they had in memories they had with that game or the games lined up all together to signify that Gamers history and adventure, though now that everything is so media driven now you can buy games digitally on your console such as your PC, Xbox, switch, or Playstation. It's not a physical copy nor is it something you can physically look at. it is virtually installed on your console's hard drive or possibly connected to your account via your console cloud where it's floating in a space where everyone else data lies also. As much as it sounds sad it is now the new evolution of gaming media and interactivity that old and new Gamers have to adapt to. But we can still leave it as an option for

those who still want to collect that physical copy as a remembrance of that game.

GameStop also was the place to try out demos of video games and beta tests or even get the beta code of a game to try at home, it was the place where you had to go to try something and get a physical copy of or get early access to a game. This also leads to the remodeling of the interior & its name GameStop.





I first start off with how GameStop could change its name this was quite tricky due to the fact that GameStop could either keep its name and it could still have the same meaning or it could change its name to a more meaning that deals with more going towards just not selling games but also branding towards being a club for gamers.

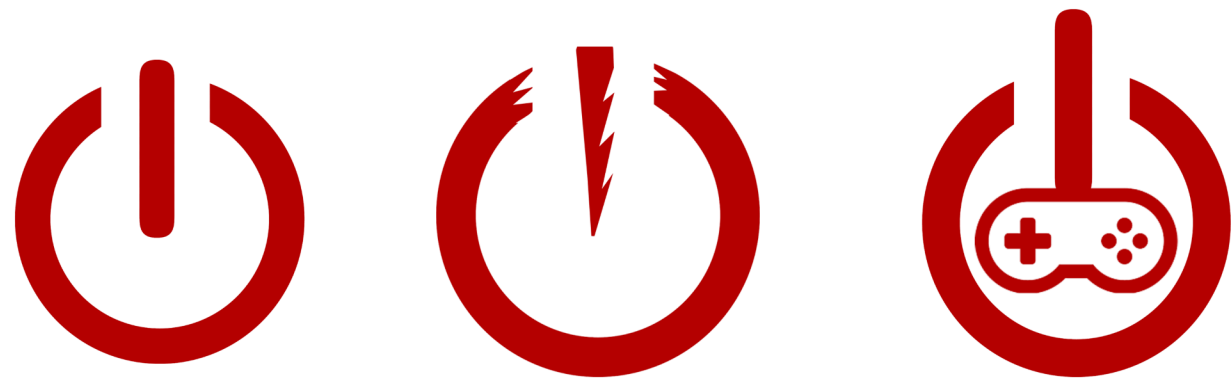
I started off with a few ideas and fonts and I came up with gamehub.



LETTERFORMS:







**POWER\_UP!**

**The reason why I choose Game Hub is because Game Hub it shows a sense of community like a club or gathering. Usually, when you think of the time Hub you think of an area of people involved in a singular interest or something or an area of entertainment. Not only just entertainment but also a social Gathering of people who came together to talk and communicate and express themselves.**

**with that in mind I started also creating a new brand symbol as well which is a power symbol connecting into a controller that symbolizes the power to the controller and symbolizes the power to the player that wields the controller.**

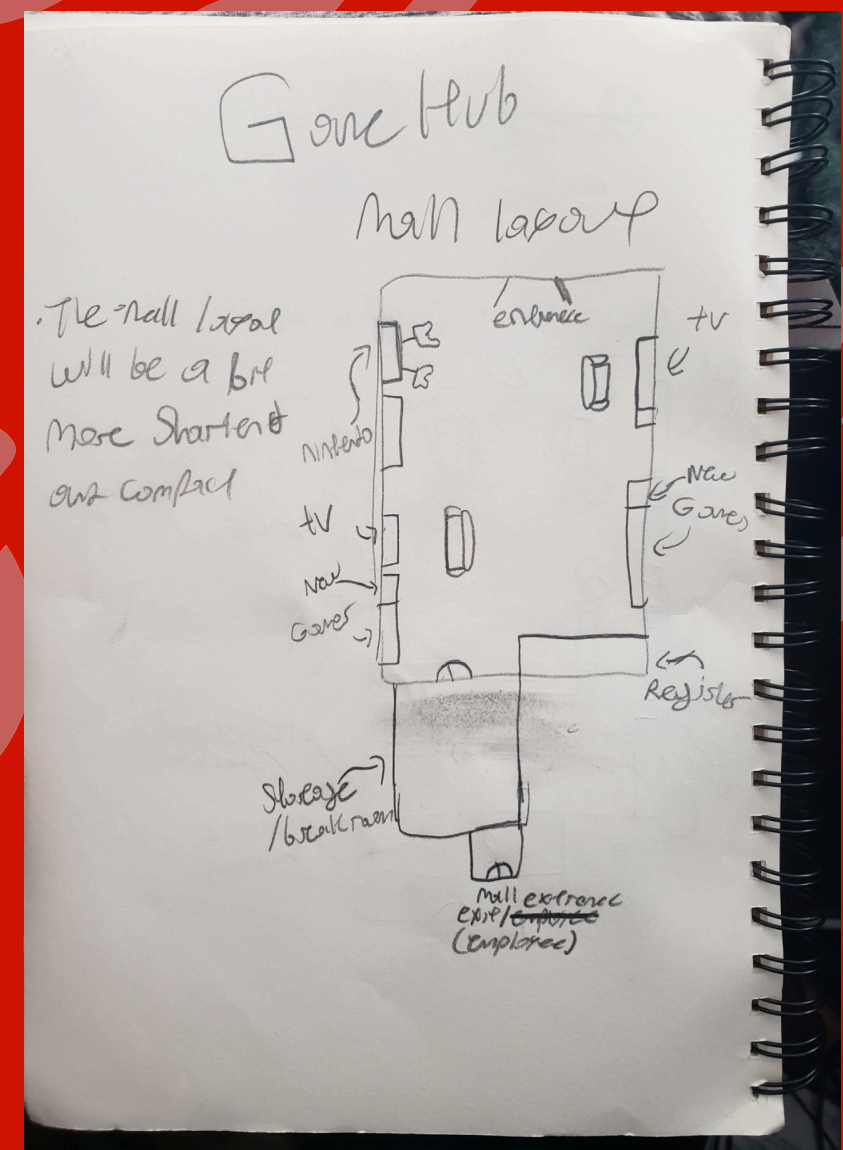
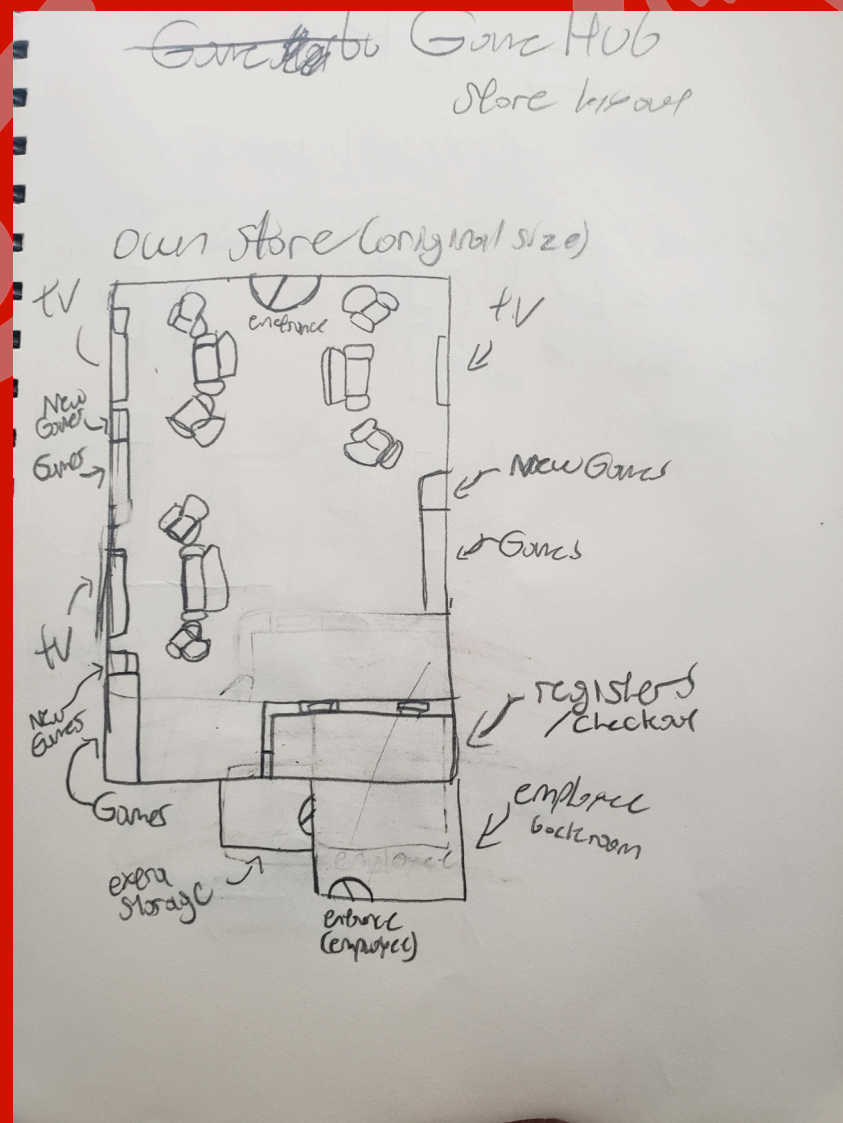
**Then once I became satisfied with the outcome this became the end result and somewhat of a new look for GameStop brand which then next comes the interior.**



I came up with some concept sketches on how GameStop can reform its interior and its brand as well, GameStop usually is located in two areas it literally has a mall store which is a little bit more compact, and sometimes it is located in a strip lock with other stores and usually those GameStops are a little bit bigger as well.

So with that in mind, that's how I came up with these two concept sketches where for the mall

GameStop is more compact and it offers the same amount of stuff but less. Then with the bigger Game Stop it would offer more stuff, especially to PC Gamers and also they have more gadgets and gizmos and more tech-savvy area when it comes to repairing PCs and consoles. Also at the bigger GameStops they will have control of customization and keyword customizations for gamers can come and customize their keyboards and controllers.

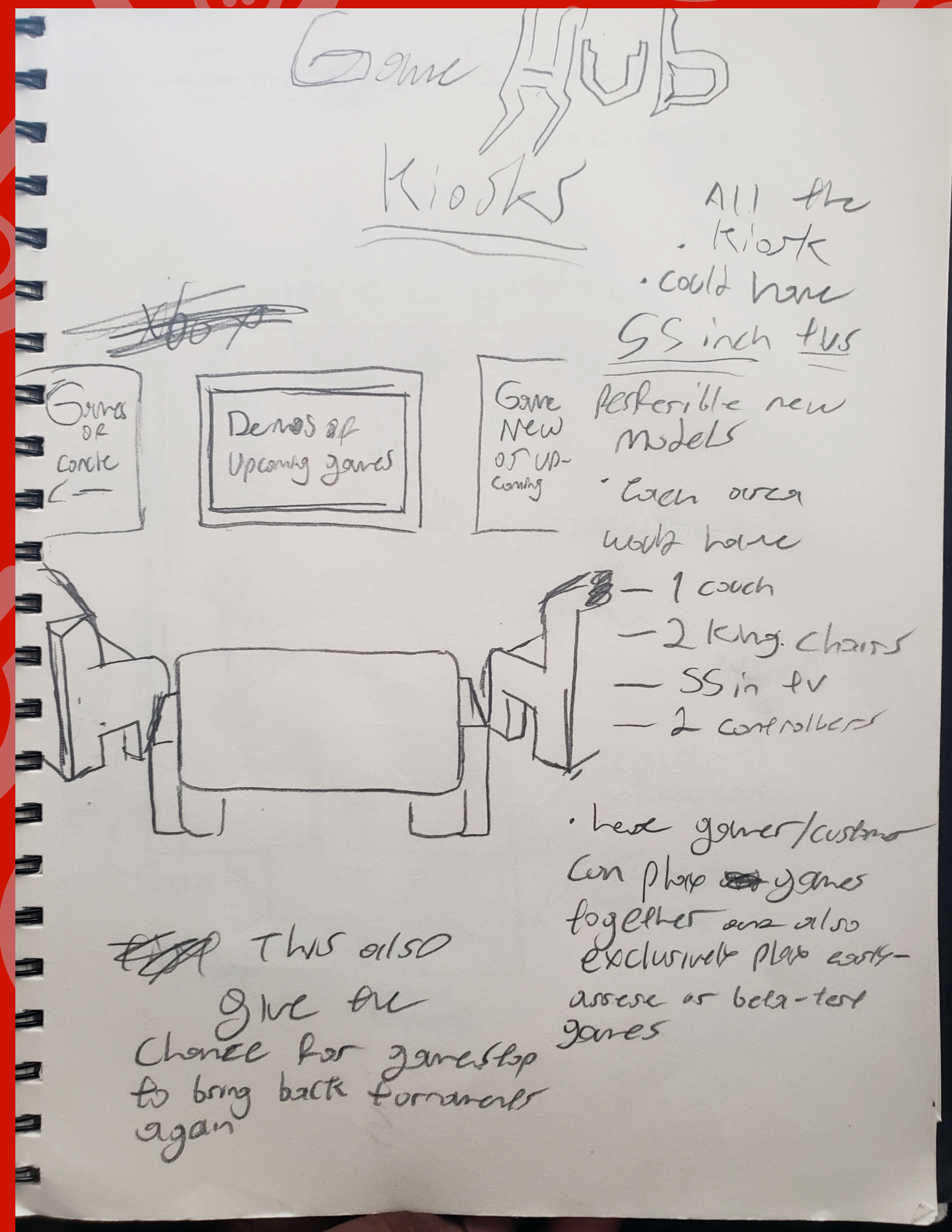




with this new GameStop interior, it still has the categorized areas of game companies and Studios such as Nintendo Xbox Sony and of course PC itself. But here's what's going to be different with each section there will be a TV and a love seat each section will show any upcoming news video games reviews and more based upon that game's organization or company. Also, there will be game testing and demoing at these kiosks as well put this in mind it will bring back that time when if you really want to try a game or try the beta of a video game you have to go through GameStop this also brings more Gamers together to interact and talk about the game in front of them or the reviews that are being shown to them. Based upon these sketches as you can see there are not many video game discs or physical copies due to the fact that everything is digital now sadly, with this concept there will still be physical copies but only of newer release and upcoming and latest games that are still active and popular.

As you can see at each kiosk there are a few seats and a TV that will show exclusive content, dealing with that organization or community.

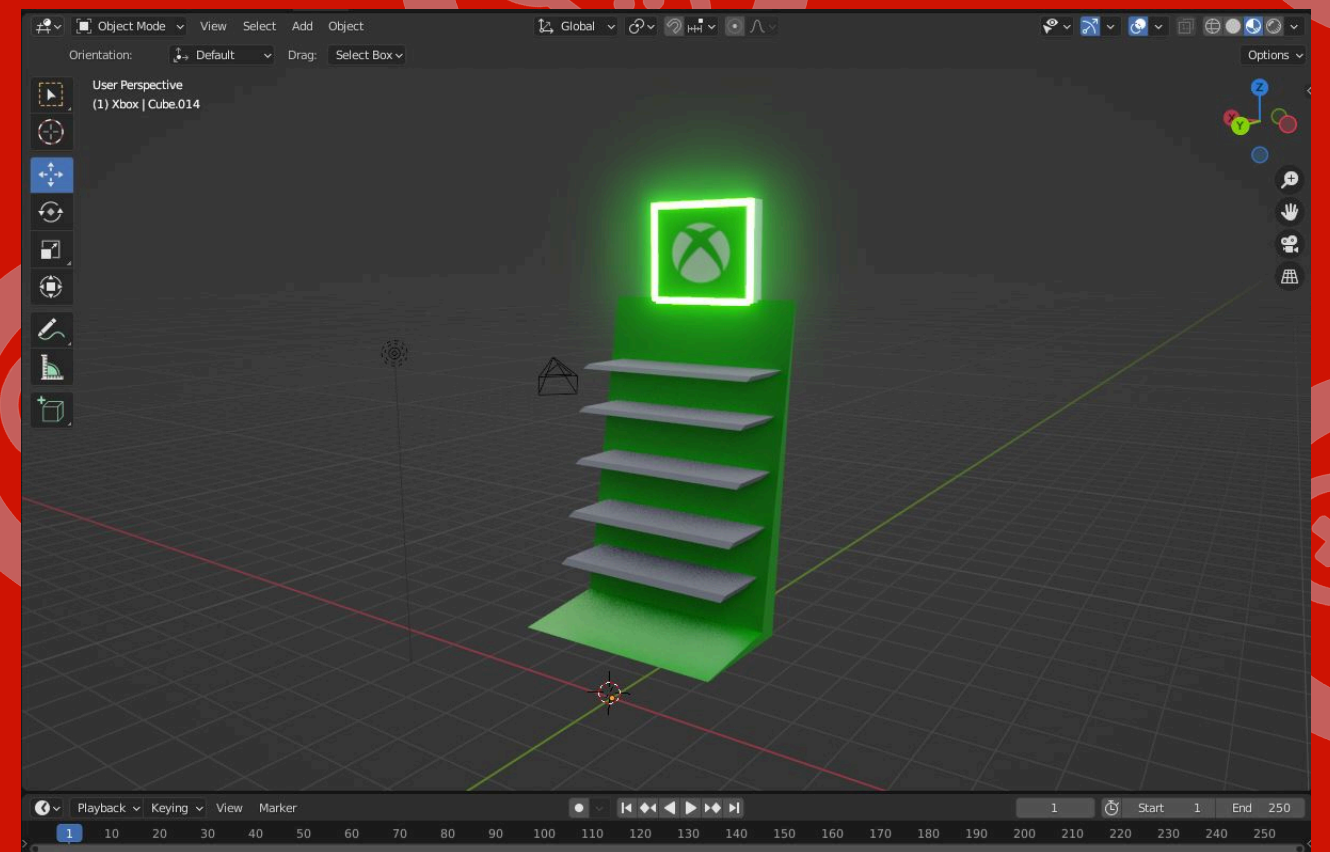
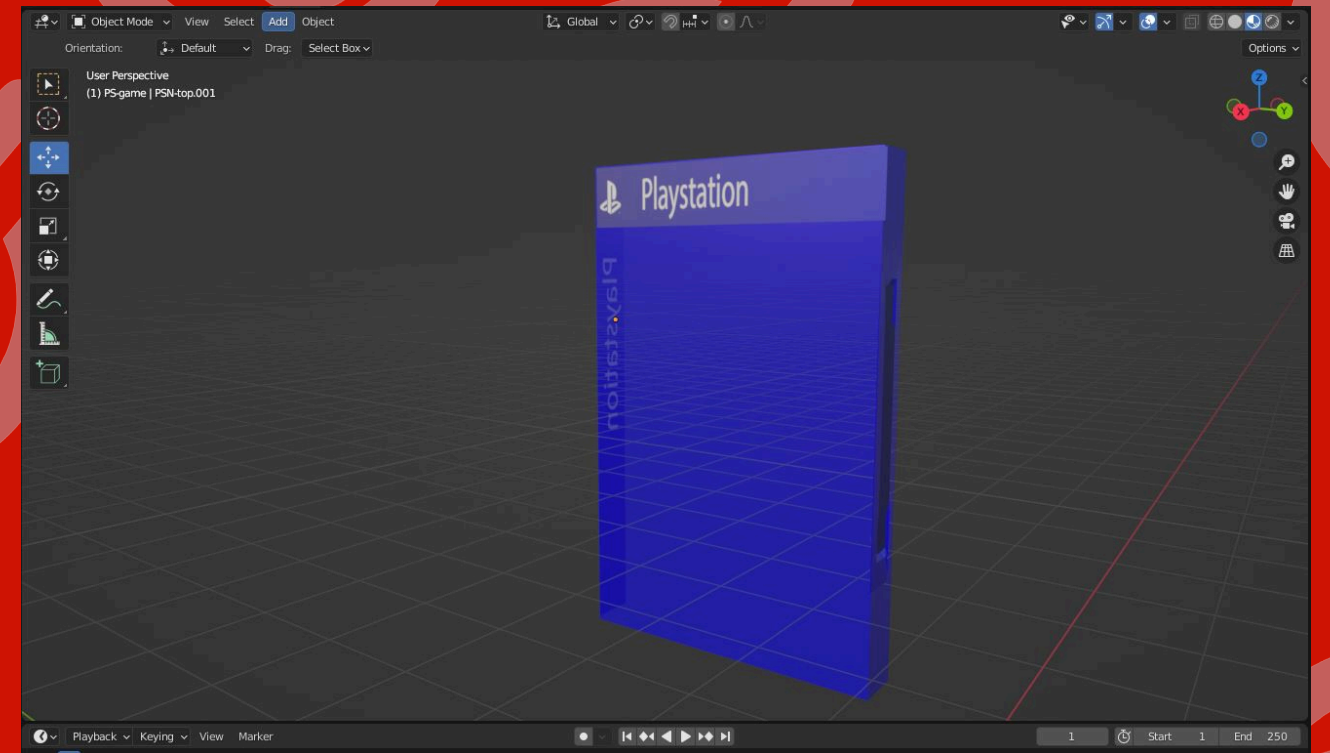
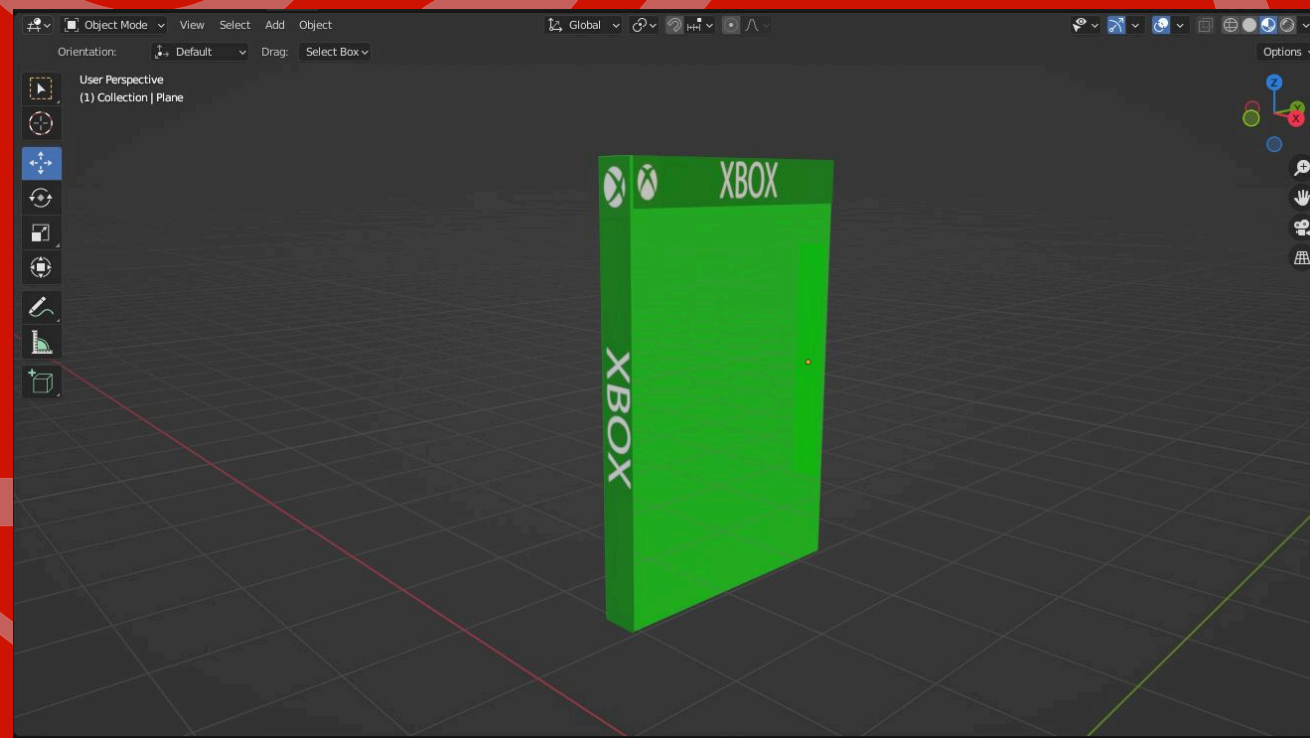
With all these ideas in mind and with the sketch and concept, I am finally ready to create a 3D render.





# 3D Modeling

**In Blender I decided to start off with the video game cases first, I wanted to try to make the game cases look transparent and realistic of course they do not have a cover it's just meant to be a concept example, and again by adding game cases to this new GameStop or still have an exist in general give Gamers the options to still have a handheld copy of that game to show that it's a physical memory.**





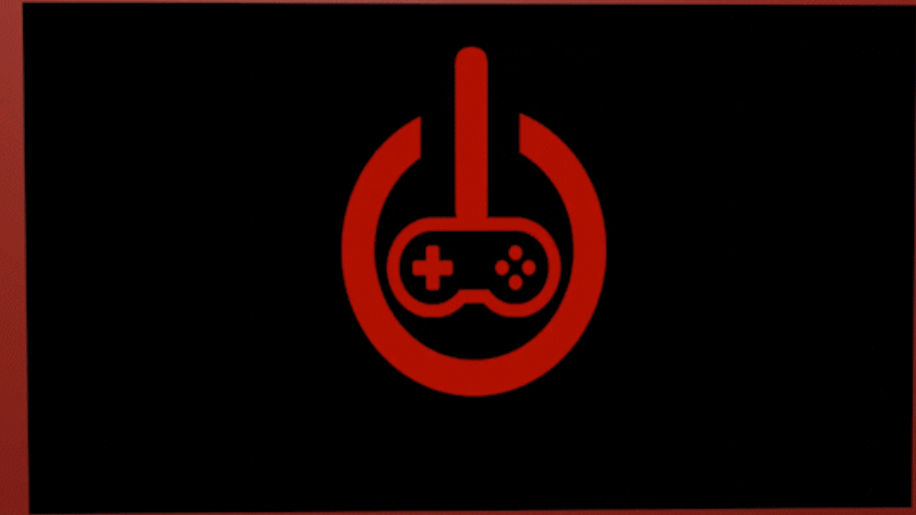
**Here we have our TV and couch set**

**I wanted to create the couch set to give a sense of comfort but also test a beta video games or watching the latest news and updates based on that company or organization and also this gives the chance for communication as well between fellow Gamers when they sit down and watch the TV together or play.**





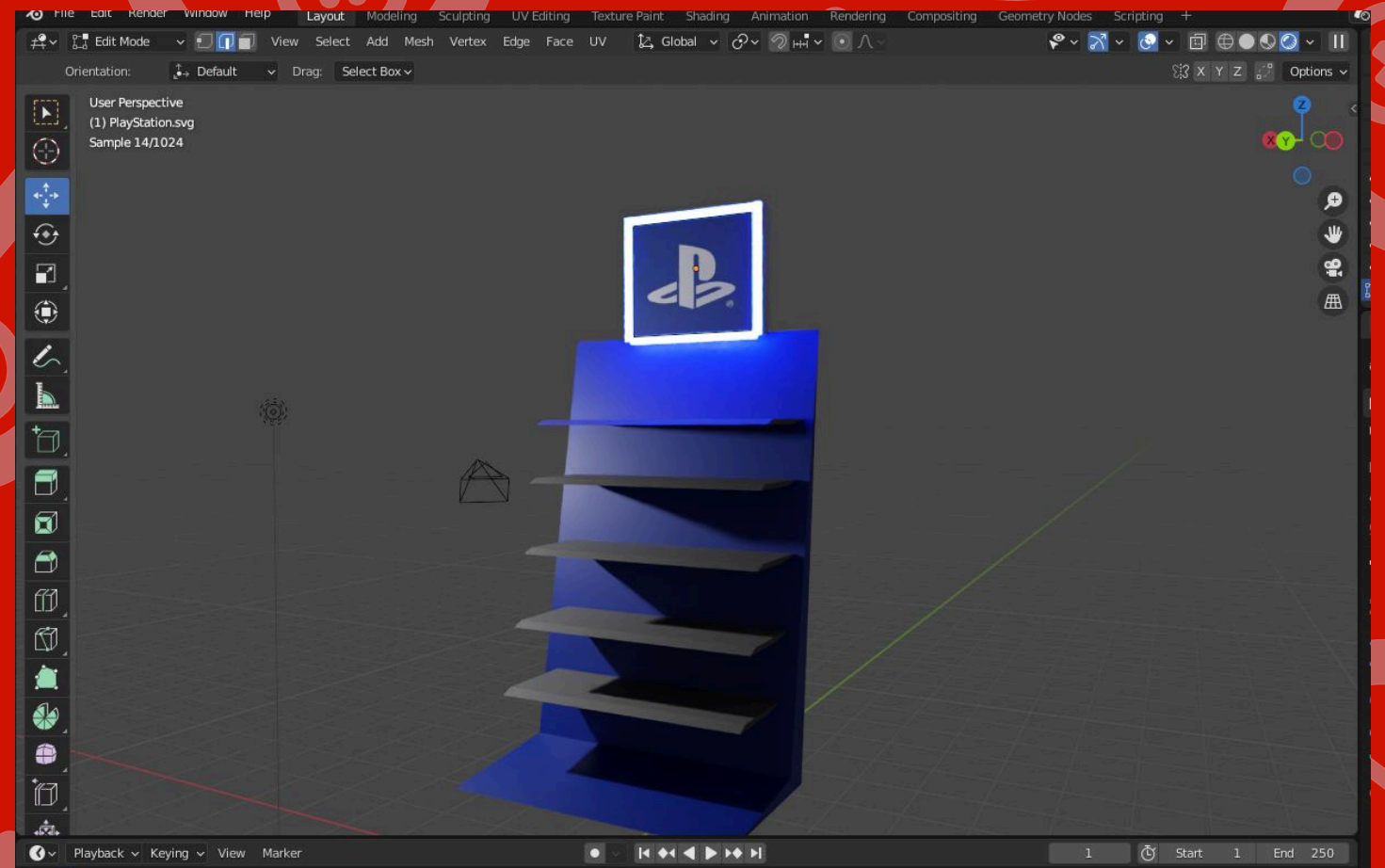
**To make it even more exciting that will also an overhead display with four TVs attached to it so all Gamers can get a chance to see updates in the gaming industry overall such as new trailers commercials and events coming up according to GameStop. Also, add accessory poles where merchandise can be placed on them merchandise such as Pop vinyl figures and many other little gizmos.**





**Last but not least of course we had to customize the categorized areas of the different organization and communities I created a glowing icon topper for each kiosk that adds a bit of more style and is eye-catching.**

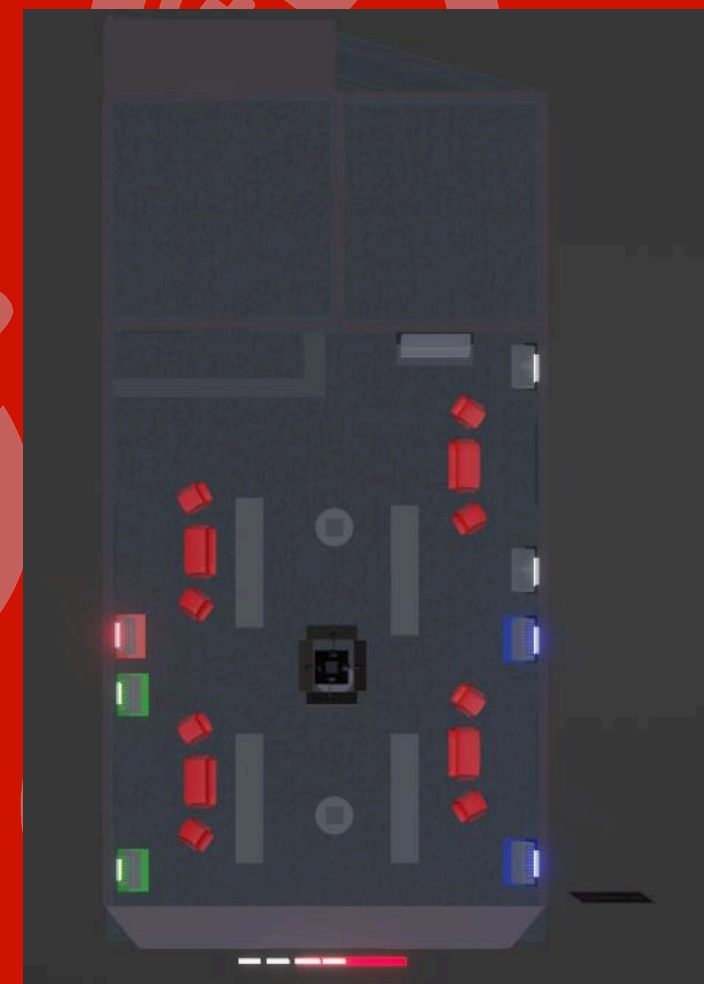
**With all these models created I now got started on both different types of buildings or both the mall and its own store.**





**As you can see the main GameStop store is bigger which means there will be more variety or benefits and more accessories, especially for PC Gamers where they can get their PC gizmos and their accessories that also help enhance their homemade build PCS or customized the pre-made PC they have.**

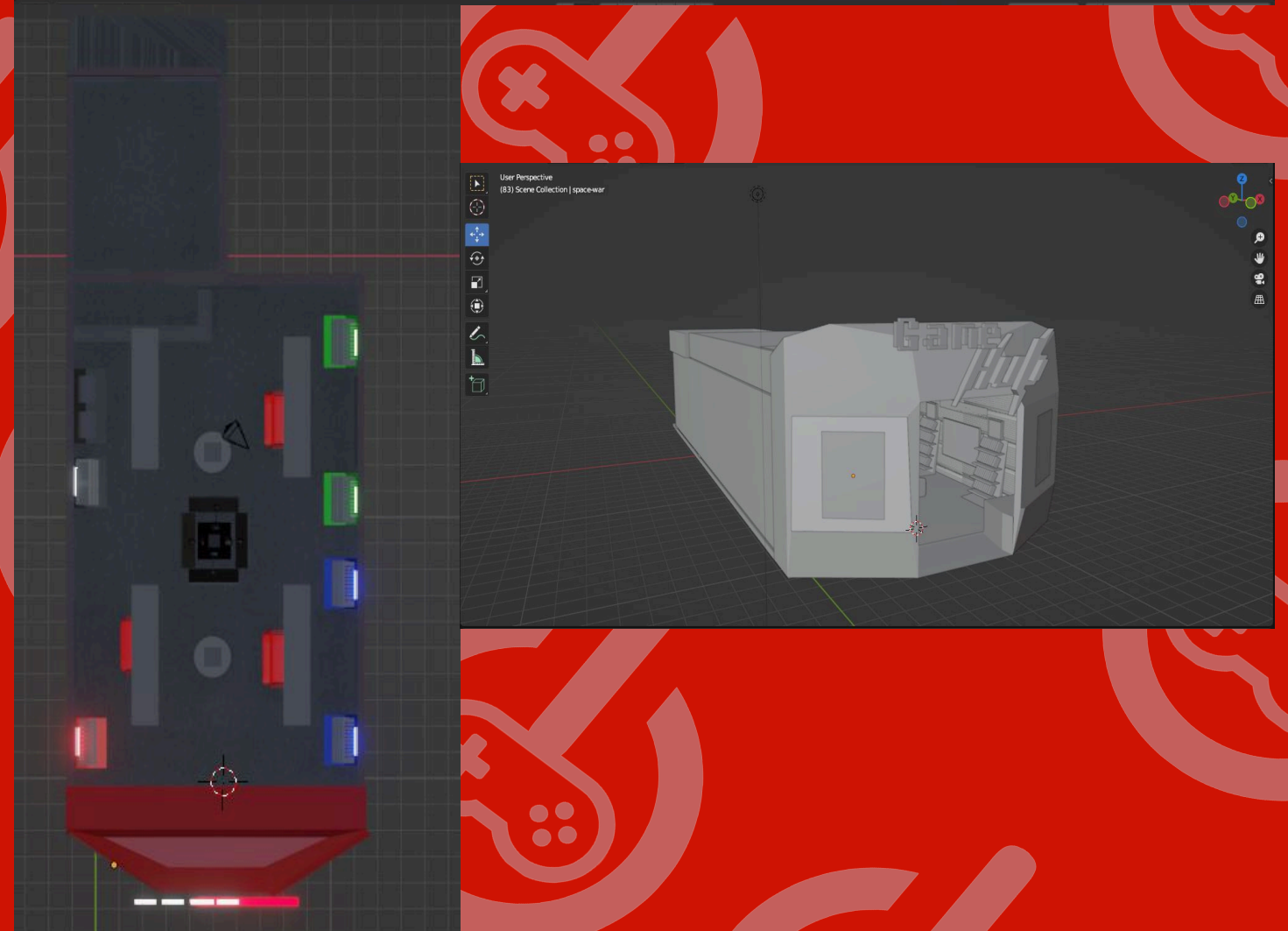
**Also at the main store, it will be controller customization, console tech support, and more opportunities for competitions and GameStop events.**





**At the smaller GameStop stores such as the mall it will be more condensed and for PC Gamers it will also be condensed to the point where it will be simple monitors that they can buy or motherboards. It will still have the same kiosks as Nintendo, Sony, and Xbox. But also there will only be one loveseat at each kiosk at this particular GameStop setup it will still have the similar experience of trying out games from different organizations and and still receiving the same news and updates based on that organization and things happening at GameStop and the gaming community.**

**Though the only thing that the small Game Hub will not have is controller customization there will still be tech support and console repair. It will also still have merchandise but only selected merchandise and little. These GameStops can still hold events as well it just can't be big events due to the limited space it has.**





Once all these spaces are created and I feel as if they were well put together I now started getting ready to create the sign which is the storefront sign which is something I definitely had a lot of fun with.

After all was completed here is the finalized look and potential interior for both The Game Hub store and the mall.



**GameHub Mall**

**GameHub Store**



# Marketing strategy

Game Hub may have been rebranded , but also there still needs to be a marketing strategy that helps attract and keep Gamers coming.

Of course one of those biggest reasons is the use of social media especially Instagram Facebook Twitter and tik tok these social medias are the main strain platforms a lot of people use. On these platforms, anyone who follows GameStop will automatically be kept up to date when something new comes in or any game on the way, or specials and deals for those who are part of the membership.

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**Speaking of the power of reward membership the power of membership award is actually perfect the way it is and it doesn't need much change and now due to this possible Reformation, the rewards will be more beneficial and feel more rewarding now than ever.**

**The only possible changes and additions that could go for this reward:**

- **Discount and percentage of certain items**
- **10% off controller dunking**
- **10% Tech support and repair**
- **The price for the membership should be reasonable possibly \$19.99 a month**







## **Controller dunking**

**This will give players the opportunity to express themselves when it comes to customize controllers or even consoles, of course when it comes to customizing there will be only a Selected Few that can be customized fully and I'm afraid possibly switch will be excluded but not fully due to the fact that there will also be a use and a lot of decals and vinyl as well.**



Now let's talk about sponsorships when there are sponsorships there is also immediate attention and also more exclusivity being introduced to GameStop.

GamerSupps  
Pop vinyl figures  
Ign  
Neca Toys

And possibly more sponsorships and collaborations to come in the near future.







**Gamersupps would play even more of a huge part of exclusivity to GameStop because this can be a huge benefit for GameStop because it will also open an opportunity to actually have the product in-store and only at GameStop.**

**With this window of opportunity, Gamers can not always go to the internet to get their Gamers up flavors they can now go to GameStop to get their gamer stuff flavors,**

**also to add more to the cake they can even use discounts and coupons and promo codes that are connected to these flavors based off and from their favorite content creators.**

**Ex: a gamer comes in grabs the flavor “guacamolegamerfarts” ( it is an actual flavor from a content creator) and takes it to the register for checkout with their membership it is already 10% off, but if they also know the code from there content creator that was provided also as a sponsor for their particular flavor and if they use it it will be also an additional 10% off and it will come out to 20% off overall on that flavor.**



**Also, Game Informer will be more occurring as well where Gamers will receive magazines just like the good old times where they get their latest updates and news and info dealing with video games, and the Gaming Community, also it will bring back the same feeling similar to having a physical copy of a game is that feeling of having a physical copy of a magazine collecting them not only just for memories but because of the amazing artwork covers.**

# GAMEINFORMER





**Lastly, the most important thing to this new formation in GameStop is to bring the power back to the players which means bring their voices back.**

**When players come to try betas and test out games and demos it is more personal and it is a more exclusive way to hear a Gamers opinions concerns and doubts, when it comes to coming in person it is more exclusive and more of the traditional way of marketing when it comes to Word of Mouth because it shows that a gamer took their time to come in test and play and express their opinion in person.**

**When you play a beta that was given to you online or through a website there isn't really much you can respond with. You can type in a little feedback and the game but your feedback will get lost upon millions of others. Especially if others have a higher following let's say especially content creators. Nowadays companies go to social media to hear feedback about their game or beta and sometimes most of the feedback they receive is from popular content creators or again social media accounts that have a higher following and activity. This then again leads to a true gamer or other Gamers who aren't be on social media like that or don't have a popular following voice to get lost amongst that media.**



**With this, it gives the opportunities for gamers to come into GameStop and do a traditional Word of Mouth where they hear from Gamers and not just public content creators. when hearing from Word of Mouth there can either be a written response or even a recorded response and this data can be collected personally at these GameStops and be sent to the companies to show that a more traditional and real way of getting feedback on their game.**





Game

Hub

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