



GamucateX

PRODUCT DEVELOPMENT: PRODUCT ENDORSEMENT

Cameron Beveridge

BSc, MTeach, MBA and Post Grad. Project Management

Business Developer/Consultant

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EXECUTIVE SUMMARY

This document provides information on possible endorsers of Gamucatex. Evidence suggests a product can develop a platform for their identity and credibility with the correct endorsers. The more endorsees a product has, it will have larger reach to possible customers. With right endorsement, Gamucatex can further develop their product pitch with future investors, clients, and customers.

Key highlights

- List of potential endorsees.
- Associated risks with endorsees.
- Preparation for product pitches in the future.
- Improving the products credibility.
- Collecting Qualitative and Quantitative data.

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PROPOSAL SCOPE

Gamucatex has currently trialled and tested the educational history game and is now in the process of gathering feedback in preparation for the release of the game. In preparation for the games release, Gamucatex requires endorsement. Endorsements give the product credibility, personality and build of the brands image and reputation. Endorsements need to come from reputable sources, backed by statistics as well as from professionals in Gamucatex's market.

RESEARCH

Product endorsements help your brand be able to stand out.

A product endorsement gives you a chance to differentiate your company and brand message from what your competitors are doing. That trait means your product becomes the first choice if a consumer feels like they need it.

It may open up new markets for your business.

endorsement gives you the opportunity to reach out to a different set of demographics and new markets with the products that you offer.

A solid product endorsement can build brand credibility.

When they see people to whom they can relate, it makes them feel like the business or brand message understands their needs. Even if the product isn't used, there is a trust built with the endorsement which means the consumer will purchase it if they have the need. Endorsements also reassure customers that the quality of a product will meet their expectations.

It creates a brand trigger for consumers.

When a well-known name is endorsing products or services, it creates a trigger in the mind of the consumer. Every time they see that person somewhere, there is a chance that they'll think of the product being pitched.

Endorsements give your brand personality.

When you have someone endorse your products or services, even if it is with a fictional character, then you have an opportunity to establish a brand personality. That personality becomes another relationship building tool that can be used to improve loyalty, message retention, and consumer sales.

It speeds up the time required to establish a market footprint.

When there is a recognizable celebrity, someone who would be considered an A-List person, then you can speed up the process of bringing a new product to the market. It's like having a friend recommend a new restaurant for you. Because they enjoyed it, you have confidence that your experience will be the same. That message is relayed through the endorsement, which encourages consumers to purchase the product if they have the need.

It creates a higher retention rate for future customers.

When you have a proper endorsement pitching your goods or services, the customers that do convert for you come at a 40% higher retention rate compared to a standard advertisement. If your endorsement is through an influencer, then the rates are even higher.

ENDORSEMENTS

Multiple endorsements provide a brand's product further credibility and greater identity. The following listed items are potential endorsers for the game based on the brand's current image.

Statistics

Gamucatex requires qualitative and quantitative data to illustrate the benefit of their game. Gamucatex aims to provide an educational service in the form of a video game, there needs to be statistical evidence that the games improve students' ability to retain historical information aligned with the Danish history curriculum for the specified years. The statistics will give the game credibility as well as assist in future sales pitches to parents, government, schools and other organisations and stakeholders.

Consumer Feedback

Consumer feedback is paramount not only to improving the users experience but also provides valuable quotes which can be used for the brands image. Qualitative feedback from users early in the game's development can be proved to be beneficial when pitching the product. This can come from students, teacher, and parents. Ideally all three.

Danish Historical Agencies (Museum)

Reputable critics of the game provide the product further credibility. Historical agencies can be used to verify the accuracy of the game's historical events and information. It is important to find specific museums or agencies that know specific knowledge relating to the games time. Additional quotes or an approval the games accuracy is beneficial to have when pitching to government agencies and schools.

Reputable Academics

Academics have already been consulted with for accuracy on the project. Being able to identify the academics and their credentials with quotes will be beneficial for future pitches in particular historical societies.

Government Agencies (Danish Ministry of Children and Education)

Government endorsement is the most important endorsement Gamucatex can have when pitching to possible investors and customers. The government should be approached following the advocacy of the endorsers. The development of the product could be implemented within the school or sold to the government as a teaching resource. This could lead to the partnership of selling the game to other danish online education groups.

Gaming/Digital Art Agencies

Gaming and digital art agencies are one of the lower priority endorsers of the product. Having any kind of accolade from a gaming convention of any sort regarding gameplay, graphics, content, purpose will provide the game with a greater degree professionalism in its development.

COST ANALYSIS

The following highlights key cost drivers:

It is predicted that the costs that will exist for the project includes paying for professionals within the historical societies, museums and academics as consultation fees.

Legal aid is required when quoting professionals when selling the product. Consent maybe required.

Because Gamucatex is not generating any revenue, endorsers cannot be paid. Possible arrangements could be made in the future.

RISK ANALYSIS

The following points highlight associated risks with endorsements:

The image of an endorsement changes over time.

Those who you may have chosen to endorse your product originally their values may change as well as the company's values may change over time. As a result, there can be a misalignment of objectives and goals between the two parties resulting in a misrepresentation of the product.

It is expensive to hire people to endorse products.

If you want to put a known person or organisation with your product to pitch it, there is going to be a cost associated with it that some businesses may not be able to afford.

A good endorsement can't fix a bad product.

Endorsements are based on the idea that the product being pitched is a good one. If your product quality is lacking, then even the best endorsement won't be able to save your business from the fallout which will occur. The same could be said about poor customer service. If your brand is not helpful or fails to help troubleshoot issues that consumers may have, then you'll be out the cost of the endorsement and still be dealing with negative reviews.

Not every endorsement is a good endorsement.

there are times when endorsements just don't make sense. If your business is going to pay for an endorsement, it must be through a spokesperson who reflects the message and vision which your company promotes.

OVERVIEW

Endorseees of Gamucatex's game can be very beneficial to the credibility of the game and content. It is important to have several endorseees paid and unpaid that range from consumers to academics. Having qualitative and quantitative data is paramount to support the claims of the game being used as an educational tool. Gamucatex must choose endorseees who align with Gamucatex's goals, objectives, and their market. Having credible endorseees with help with the product pitch for investors and customers.