

## Marketing Objectives

- Sell X-amount of hardware as a direct result of the SquareSoft association/deal. - the idea being Square products will move hardware and take share from Nintendo and Sega
- Sell 750K Final Fantasy VII
- Sell 150K to 300K each of Final Fantasy Tactics, Bushido Blade, Saga Frontiers, and Toba #2

## Marketing Strategies

- Create a brand identity for the SquareSoft/ PlayStation line of products that communicates:
  1. SquareSoft's brand heritage and promise
  2. PlayStation's brand identity
  3. The singular and pioneering potential of the partnership
  4. The promise of great things in interactive entertainment
- Generate awareness for the "SquareSoft on PlayStation" brand
- Create overwhelming demand for Final Fantasy VII
- Generate awareness and trail for Final Fantasy Tactics, Bushido Blade, Saga Frontiers, and Toba #2.

## Situation Analysis

### Marketing Strengths & Weakness

*These are assets worth exploiting:*

- + Final Fantasy VII is a pioneering software title
- + SquareSoft is a highly attractive franchise recognized world wide
- + Sony and PlayStation are highly attractive franchises recognized world wide
- + Square's deal with Sony strengthens PS Brand at the expense of N64 given Square's long history with Nintendo and the inability of the N64 in delivering Square software.
- + Nintendo 64's RPG solution (Cartridge + 64DD) may be too confusing and too expensive for the majority of their RPG gamers.

*These are problematic and/or unclear areas that need to be worked out and/or learned:*

- Forecast assumptions for Final Fantasy VII are untested. Is 750K achievable? If it is what is the 1st month build? Need to work closely with Sales and DADC to manage distribution.
- Need stronger and deeper understanding of:
  - SquareSoft brand identity and their consumers
  - PlayStation consumer's awareness of Square
  - PlayStation RPG category (Beyond the Beyond, 80K LTD)
- Nintendo will compete against FFXVII with Zelda 64 w/ 64DD releasing during the '97 holiday season. Although it appears Zelda 64 will not be a full-bodied RPG.
- Loyal Nintendo and Square fans will have resistance to converting to PlayStation.
- Final Fantasy Tactics, Bushido Blade, Saga Frontiers, and Toba #2 are albeit attractive titles currently lack the "pioneering" quality of Final Fantasy VII.

# SquareSoft on PlayStation Marketing Plan

DRAFT

## Consumer Profile:

*This is a description of possible targets. This is my best sense of things with little research to back it up. My primary and secondary recommendations are below*

### Primary target

#### 1. *SquareSoft gamers/enthusiasts.*

- + SquareSoft has a large base of loyal consumers (size?) created over the last 10 years on Nintendo platforms (NES, Super Nintendo).
- + SquareSoft gamers represent a broad spectrum of RPG gamers (light to heavy)
- A segment of Square gamers are fanatical fans and appear to be very loyal to Nintendo. They can be won over but not at the expense of N64
- A good majority of the Square gamers probably don't own a next gen system.
- + A good majority have probably left the market and need a reason to come back

#### 2. *RPG gamers who have left the market or are still playing 16-bit*

- + Current next gen RPG's have not improved significantly enough to attract 16-bit gamers. Most next gen RPGs look like repurposed 16-bit RPGs with better graphics.
- + Many 17 year old and higher gamers don't empathize with the youthful looking characters in console RPGs and have either moved to PC gaming or other games that offer more mature themes.

#### 3. *PlayStation RPG gamers*

- Probably less than 10% of current PlayStation gamers play RPGs (300+ gamers). Big guess on my part. Need more data here.
- Beyond the Beyond, an average RPG, will probably have lifetime sales of 120K
- The potential size of the segment will be difficult to determine as only a few RPGs have been released.

### Secondary Target

#### 1. *PlayStation gamers who might play RPGs.*

- + The success of Resident Evil and Tomb Raider although strictly adventure games may indicate that these gamers are looking for deeper discovery-based games.
- + FF VII graphics and cinematic style both in exploration and combat may interest the Resident Evil and Tomb Raider gamer.
- FF VII RPG turn-based fighting system may be a major turn-off.

## Marketing Charts

Attached are charts that highlight the general marketing activities that will most likely occur for each title. Please use them to help your brainstorming (ie. Ship dates, print support, pre-sale timing, positioning)

## **SquareSoft/PlayStation Brand Chart**

Outlines a campaign for the new brand. The main objectives of the brand are:

1. Maximize the potential for the Square line to sell hardware.
2. Simply/Clarify the message for greater impact.
3. Create incremental awareness for the rest of Square line.

## Basic ideas for Brand

- Implement a line that runs across all product and complete by April -- in time for the first round of sales meetings and E3
- Create and run dedicated Brand oriented print ads in enthusiast books (ie. not multiple product ads)
- Create a Square/PlayStation web site with a brand specific address
- Create Sales Brouchures, Letter Head, Fax, POP, in-game catalog, separate section on the Price List, pins, hats, etc to brand Square/PlayStation brand
- Go direct via Square and PlayStation direct mail programs
- Own a transmission and a PS Underground
- Create Co-op line look & buy show products in groups

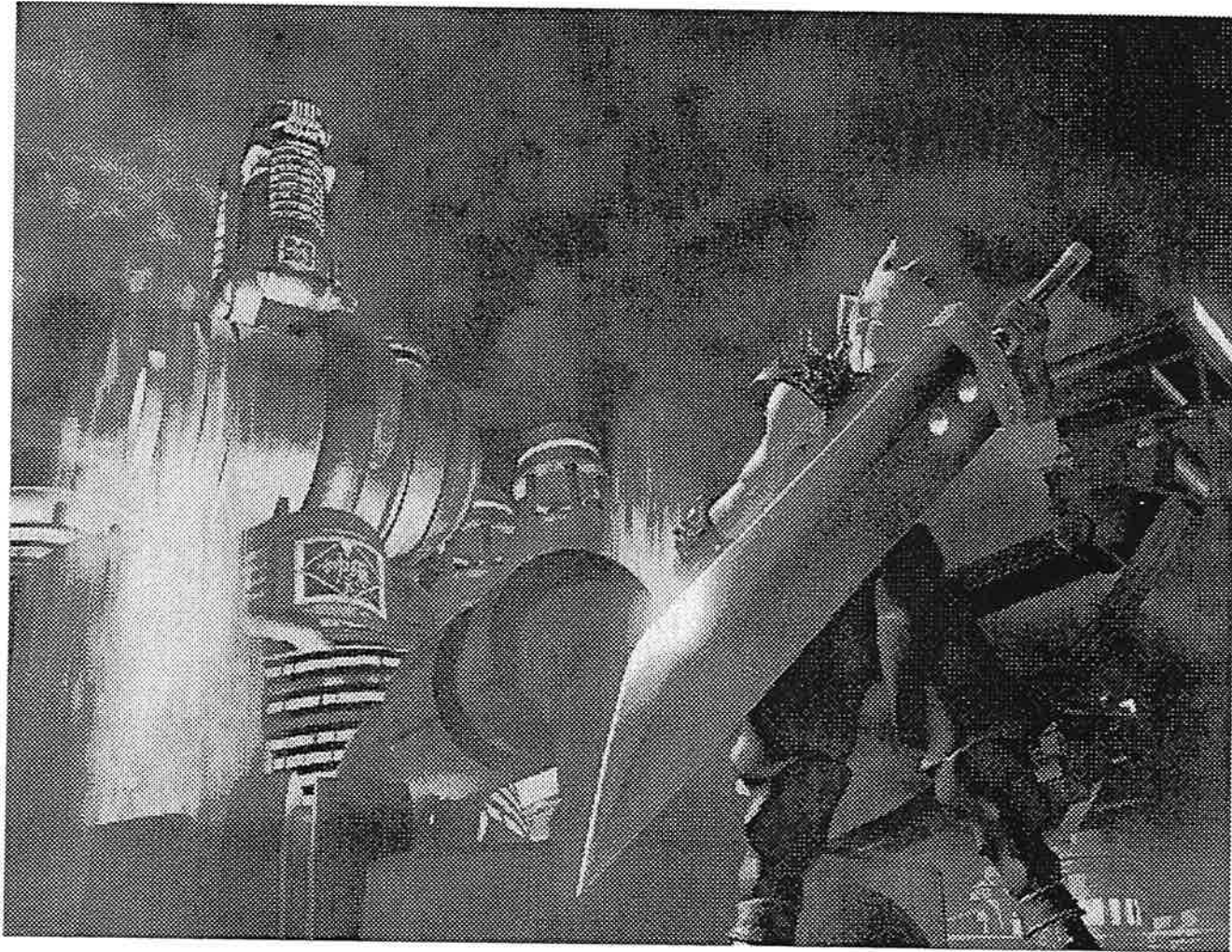
The rest of the charts should be self-explanatory, but just in case:

- General - Release dates show the Japanese and the possible US ship date
- Final Fantasy VII - Pre-Sell refers to implementing a pre-sell program
- Final Fantasy Tactics, Bushido Blade, Saga Frontiers, Tobal #2 - pretty straight forward.









**Final Fantasy VII Marketing Overview**

## **WHAT WE HAVE**

- **Final Fantasy VII** for the PlayStation is a pioneering software title and a milestone in game design --- the first true next generation role playing game that meets the promise of next generation graphics, music, and game play.
- **Final Fantasy VII** was created by SquareSoft, a first tier game publisher with a long and successful heritage and following.
- Anticipation in the industry is high and sales potential for the title even higher.



## **OUR BIGGEST CHALLENGE**

Convincing and motivating the target to not only buy Final Fantasy VII but to buy the PlayStation

- SquareSoft's base of consumers don't own PlayStations.
- Many RPG gaming enthusiasts have not seen a compelling reason to buy a next generation system.
- Final Fantasy VII can grow and broaden the market - this campaign should reach and convince them to buy PlayStation.

# HOW TO BRING THEM TO PLAYSTATION

- Create overwhelming demand with a 3 stage, year-long campaign.
- Create awareness and trial beyond the PlayStation base of consumers.
- Build image on three points:
  - **Final Fantasy VII's graphics and style**
    - FFVII graphics are stunning and quickly communicate the promise of the next generation gaming -- especially RPG gaming.
  - **SquareSoft's amazing heritage**
    - They are one the most respected game companies in the industry. They have artist prestige, market success, game designer credentials --Sagaguchi, Nintendo history, and the Nintendo consumer base.
  - **Final Fantasy VII is only on PlayStation.**

**Basic product and code information**

<b>Release date:</b>	September 7, 1997	<b>Licensor:</b>	Square Co., Ltd.
<b>Genre:</b>	Role Playing Game	<b>Distributed by:</b>	Sony Computer Entertainment
<b>Primary Target:</b>	RPG gamers (all platforms)		
<b>Secondary Target:</b>	Adventure gamers/all gamers		
<b>Players:</b>	1 player		
<b>Peripheral support:</b>	Standard		
<b>ISDA Rating:</b>	RP (most likely T or KA)		

**Background**

**Final Fantasy VII** for the PlayStation is a pioneering software title and a milestone in game design --- the first true next generation role playing game that meets the promise of next generation graphics, music, and game play. As it comes from a first tier game publisher with a long and successful heritage and following, anticipation in the industry is high and sales potential for the title even higher.

**Key Marketing Challenges**

**Reaching a deep section of the primary target that lies outside of PlayStation's current base of users** -- RPG gaming enthusiasts who either play on 16-bit, N64, and Saturn systems, or who have left the category or market.

**Getting the secondary market to buy the product.** The complex, mainly turn-based combat systems of RPGs and of Final Fantasy VII may be too large of a "gaming" hurdle for the secondary target to get over. While the title's exploration style, action elements, faster turned-based combat, mature themes, and overall cinematic look will be attractive to this market the game's RPG style may be too much. RPG game play seems to be attractive to a specific type of gamer although SquareSoft has been able to attract the broadest section of this type of gamer.

**Solutions**

**Exploit the inherent pioneering qualities of SquareSoft's Final Fantasy VII to build awareness, maximize trial and conviction.** It is rare when a title of this strength appears, so the main goal is to keep the message clean and clear, tell the story, and maximize trial opportunities. More specifically the launch must:

- Create maximum awareness and a ground swell of support from all game players. The goal is to allow game players to fully experience the visual and dramatic excitement of the game and to help them rise above any prejudices that they may have about RPGs.
- Maximize trail opportunities beyond the PlayStation base of consumers utilizing press, print advertising (consumer and enthusiast) TV advertising, in-store and at-home video preview, and in-store and hands-on preview.

**Primary and Secondary target background**

**Primary target:** The central driving force for the RPG and adventure gamer is the desire to discover which feeds their need for knowledge and a the sense that they are important. In terms of sub-groups in the primary target they are as follows:

**1. *SquareSoft gamers/enthusiasts.***

- SquareSoft has a large base of loyal consumers created over the last 10 years on Nintendo platforms (NES, Super Nintendo). Many are loyal to Nintendo and leery of other platforms.
- SquareSoft gamers represent a broad spectrum of RPG gamers (light to heavy).
- A good majority continue to play 16-bit RPGs or are have left the market.

**2. *RPG gamers who have left the market or are still playing 16-bit games***

- These gamers have not converted to next gen RPG's as these games have not improved significantly enough graphically or in terms of game design.
- Also game themes of RPGs have not attracted the older gamer (17+) who have either moved to PC gaming or other games that offer more mature themes.

**3. *PlayStation RPG gamers***

- The potential size of the segment will be difficult to determine as only a few RPGs have been released. But the titles that have released have sold consistently.

**Secondary Target**

**1. *Gamers who might play RPGs.***

- The success of Resident Evil and Tomb Raider although strictly adventure games may indicate that next generation gamers respond to the vast visual improvements of next generation gaming.
- FF VII depth of graphics and well executed cinematic style will be a first in next generation games.

**Marketing Recommendation Overview**

- **Television campaign**
  - Dedicated 30 sec spots (National, Syndicate, Cable)
  
- **Print Campaign**
  - 4 page ad for enthusiast books
  - 2 page ad for consumer books
  
- **Promotions**
  - Video preview direct mail promotion (reach primary & secondary target: RPG gamer- all platform)
  - Demo CD promotion (reach PlayStation target)
  - In-Store advanced order promotion
  
- **Point of Purchase/Merchandising support**
  - In-Store Advance order POP
  - In-Store Video POP
  
- **Public Relations**
  - Heavy 12-month campaign with emphasis on creating excitement in the general media.
  
- **Sony Online**
  - Dedicated SquareSoft website with exclusive material
  - Monitoring of unofficial sites.
  - Consider special campaign in online video game newsgroups
  
- **Trade Shows**
  - Dedicated SquareSoft area at E3
  - Participation in various consumer tradeshow

**PR TIMELINE FOR FINAL FANTASY VII**  
★ INITIAL THOUGHTS ONLY ★  
*Detailed PR Plan to Follow by End of December 1996*

**DRAFT**

**DECEMBER 1996**

1. Press announcement on Square/SCEA Publishing Agreement

**JANUARY 1997**

1. Media Tour to Japan for FFVII Release
  - 6-8 key U.S. journalists from both enthusiast and consumer press to tour Square with SCEA staff for pre-FFVII product release in Japan. Meet with FFVII development team and "participate" in FFVII launch activities
  - Suggested Target Media: *NEXT Generation, Electronic Gaming Monthly, GamePro, Ultra Game Players, Business Week, Wired, Newsweek, Entertainment Weekly, Time Magazine*
  - Preliminary Timing: ~~January~~ 13-17, 1997  
Feb. 1 or 2 (March / April)
2. FFVII product "sneak peeks" in enthusiast publications to appear in January/February 1997 issues

**FEBRUARY 1997**

1. Editorial follow-up to Japan media tour
  - Solidify feature articles, supply additional information and artwork

**MARCH 1997**

1. Press release on success/initial sales of FFVII in Japan
2. Enthusiast Magazines Cover Negotiations for E3 (June 1997) issues
  - Initial Target: *EGM, NEXT Generation, GamePro*

**APRIL 1997**

1. Send new FFVII screen shots to enthusiast publications
2. Pre-E3 Teaser Program (Enthusiast/Consumer Press)

**MAY 1997**

1. E3 Pre-publicity

## **JUNE 1997**

**DRAFT**

1. E3 Activities (FFVII Product Introduction)
  - In-booth event
  - VIP press meetings (12-15 key journalists to meet with SCEA executives and Mr. Sakaguchi)
  - One-on-one press appointments with SCEA/Square, inclusive of thorough product demonstrations
  - Dedicated press kit for FFVII/Square developed through SCEA

## **JULY 1997**

1. E3 media follow-up to ensure press coverage on FFVII
  - Nationwide long-lead media tour to consumer media
  - Target locations: New York, Chicago, San Francisco, Los Angeles, etc.
  - Key personnel: SCEA, Mr. Sakaguchi and/or FFVII development leader

## **AUGUST 1997**

1. Distribution of movie-style "trailer" video to U.S. media
2. Long-lead Holiday Gift Guide program
3. CBS Toy Test

## **SEPTEMBER 1997**

1. Nationwide short-lead media tour
  - Target locations: New York, Chicago, San Francisco, Los Angeles, etc.
  - Key personnel: SCEA staff, Mr. Sakaguchi and/or FFVII development team leader
2. Video news release to major TV outlets (broadcast)
  - FFVII product launch event
  - Key personnel: SCEA staff, Mr. Sakaguchi and/or FFVII development team leader
  - Location and logistics to be determined

## **OCTOBER 1997**

1. Short-lead Holiday Gift Guide
2. Release maps to enthusiast publications for strategy guides

## **OCTOBER - DECEMBER 1997**

Holiday publicity (print and broadcast)

## SQUARE MATERIALS NEEDED "WISH LIST"

# DRAFT

1. FFVII Design Document
2. FFVII Storyline
3. Breakdown of FFVII
  - Major Themes
  - Turning Points
  - Character Bios
  - Other Game Elements (racing and side games) -
4. All Rendered Artwork\* (from major environments to supplemental backgrounds)
5. All Japanese Press Materials
6. Additional FFVII Screen Shots\*
7. Control over all artwork distributed to U.S. press.
8. Background materials on Square.
9. Background materials on FFVII development team.
10. Signed FFVII Artwork - as possible press giveaway.
11. Video footage of FFVII▲
12. Access to development team/Sakaguchi in <sup>Feb.</sup> ~~January~~/E3/Product Launch.
13. Access to Square development team for a "making of..." video news release.
14. Access to Square team to develop "History of Square" type of video news release (Note: is there any existing "making of" and/or historical video footage? ▲)
15. Maps of all levels to be used for Strategy Guides\*
16. Key codes and strategies on FFVII.
17. Screen shots\* and background video footage▲ of original Final Fantasy series
18. FFVII product manual.
19. Video footage of consumers lining up to buy FFVII in Japan▲
20. Beta copy or copies of Japanese release of FFVII with product manual.
21. Copies of all FFVII press releases from Japan
22. Photos of Square headquarters\*
23. Photos of FFVII development team and Square executive management\*

\*Electronic files on disk preferred. Hard copies acceptable

▲ Beta Cam SP format preferred



David's the list. I hope it helps. Molly  
 Here? D

Final Fantasy VII Enthusiast  
 Coverage

Month	Publication	Title	Type of Coverage	Writer	Comments
Jan-97	Game Fan	Final Fantasy VII	6 pages, multiple screen shots of Japan version	Takuhi	I think I'll spare you the usual rambling diatribe that tends to accompany these final Fantasy VII updates, as we have only six pages with which to catch you up on three months of Final Fantasy development.
Jan-97	Ultra Game Players	Final Fantasy VII	Cover, 1 and 1/2 page layout with photos	Staff Writer	Final Fantasy VII is rendered in such rich graphic detail that even players beyond the core RPG fan base are sure to take notice and maybe even be persuaded to try something new.
Jan-08-97	GameFan	PlayStation RPG News	2 paragraphs	Staff Writer	...Sony has confirmed that Final Fantasy won't reach American shores until 3rd Quarter, at the earliest.
Jan-11-97	BillBoard	Bits N Bytes - Final Fantasy VII PlayStation Announcement	parargaph	Staff Writer	Sony Computer Entertainment has acquired exclusive publishing and distribution rights to Square Co. Ltd. 's Final Fantasy VII
Jan-22-97	Reuter Financial Report	Square to supply revised game to PlayStation	1 paragraph	Staff Writer	??
Jan-15-97	Videogame Spot	Final Fantasy VII	6 paragraphs, 5 screen shots	Steven Garrett	The depth and design of Final Fantasy VII must be experienced to be appreciated, and will likely change the way video games are seen for years to come.
Feb-97	PSX	Final Fantasy VII	2 pages with photos	Staff Writer	The 20 minute playable demo of final Fantasy VII that was packed in with Square's Tobal No. 1 has raised FF mania to a fever pitch in both Japan and the U.S.
Mar-97	GamePro	Newsbits	1 paragraph newsbyte	Staff Writer	Final Fantasy VII may be this spring's most eagerly awaited game.

Final Fantasy VII Enthusiast  
Coverage

Month	Publication	Title	Type of Coverage	Writer	Comments
Mar-97	Ultra Game Players	Final Fantasy VII	2 pages with 12 screen shots, artwork	Staff Writer	...from what we've seen, it's [FFVII] sure to change the way we look at games forever.
Feb-19-97	Next Generation Online	Final Fantasy VII Ships	Brief paragraphs, 4 photos	Staff Writer	...Lines in Tokyo's electronics distract stretched over three blocks while people lined up to get their hands on the game.
Feb-03-97	PSX Power	Final Fantasy VII Blows Up Big	4 brief paragraphs	Staff Writer	Final Fantasy VII, one of the most anticipated video games of all time, set a new sales record in its first weekend of release in Japan...The game had already presold through 1.83 million units...
Feb-04-97	PSX Power	Final Fantasy VII Sales Update	3 brief paragraphs	Staff Writer	It has been learned that Square's 30 disc RPG sold 2 million units in just 3 days, a phenomenal feat by anyone's standard.
Feb-04-97	VideoGame Spot	Final Fantasy VII Quiz	1 paragraph	Staff Writer	Square told VideoGame Spot yesterday that sales for the multi-CD game numbered exactly 2,041,641 for the first 3 days.
Feb-05-97	Ultra Game Players	Japanese Software Sales Revolutionized	2 paragraph	Staff Writer	??
Feb-05-97	Game Informer	Sony Makes Date Official	1 1/2 paragraph	Staff Writer	SCEA today officially announced the North American release date for Square's highly-anticipated Final Fantasy VII
Feb-05-97	Next Generation Online	FFVII Set for September 7	1 paragraph	Staff Writer	"We expect to see the same kind of excitement for the title in North America as we've seen in Japan," said SCEA chairman Shigeo Maruyama.
Feb-05-97	PSX Power	Final Fantasy VII Official Launch Date Announced	4 paragraphs	Staff Writer	"In its first weekend, Final Fantasy VII has taken Japan by storm with sales exceeding 2 million units, making it the most successful PlayStation video release of all time," said Shigeo Maruyama, chairman, Sony Computer Entertainment America Inc.

Final Fantasy VII Enthusiast  
Coverage

Month	Publication	Title	Type of Coverage	Writer	Comments
Feb-05-97	<i>VideoGame Spot</i>	Final Fantasy VII north American Release Date Set	1 paragraph	Staff Writer	???
Feb-05-97	<i>Game Informer</i>	First Impressions: Final Fantasy VII	4 paragraphs	Staff Writer	"Quite frankly, this is the most amazing RPG we've ever seen..."
Feb-05-97	<i>Ultra Game Players</i>	Final Fantasy VII -- First Impressions	6 paragraphs	Staff Writer	"Simply amazing...graphics are phenomenal...Battles load up incredible(y) fast, and the enemies are relentless..."
Feb-06-97	<i>Ultra Game Players</i>	Best Game Ever	4 paragraphs	Staff Writer	Could Final fantasy VII be the best console game ever? UGP Online thinks so.
Feb-07-97	<i>Game Fan</i>	Sony Computer Entertainment America Unveils Release Date for Anticipated Video Game Title of 1997	5 paragraphs	Staff Writer	??
Feb-07-97	<i>Game Fan</i>	Final Fantasy 7: Detailed First Impressions!	9 paragraphs	Orion	This is going to be a hard one... How does one write about what might be the greatest game ever made? Final Fantasy VII, in my opinion, is so good it actually hurts to think about it. I want to be home right now, playing.
Feb-07-97 (also seen Jan-15-97)	<i>VideoGame Spot</i>	Final Fantasy VII	6 paragraphs	Steve Garrett	The depth and design of Final Fantasy VII must be experienced to be appreciated, and will likely change the way video games are seen for years to come.

Final Fantasy VII Enthusiast  
Coverage

Month	Publication	Title	Type of Coverage	Writer	Comments
Feb-10-97	Ultra Game Players	Better Than Mario? Well it's the best ever so of course its better than Mario	1 paragraph, 35 image shots	Staff Writer	"...the new graphics and 3D appearance lift this into the stratosphere..."
Feb-12-97	Ultra Game Players	Final Fantasy VII - We Beat It	3 paragraphs	Staff Writer	"It's brilliant in the sense that FF7 has raised the standards on which all future RPGs will be judged. But overall, the story and ending doesn't live up to expecatations that we've come to expect from Square we all know and love.
Feb-13-97	Game Fan	Tons of final Fantasy VII Secrets Revealed	3 paragraphs	Staff Writer	Final Fantasy VII: It's the best entertainment product ever created. Yes that's right: I cannot think of any other game, film or novel that made me feel. For other webzines to say FFVII is not the greatest RPG, let alone the greatest game of all time, is ludicrous
Feb-14-97	VideoGame Spot	Final Fantasy VII	6 paragraphs	Trent C. Ward	



David Bamberger  
01/07/98 11:14 AM

To: Andrew House@SEPL  
cc: Shelley Ashitomi@SEPL  
Subject: Independent retailer activities for FF VII

This is the list of retailers who created independent ads, signage, and promotions for Final Fantasy VII. All retailers used the same art and where given mandatory requirements (Cloud image with sword, logos, legal copy) which insured some level of uniformity in what was created.

The retailers mainly justified the creation cost and use of the additional support as a competitive measure against other retailers in order to attract the large but limited number FFVII customers.

#### **Toys R Us**

POP -- Created an oversized sign to advertise the basic pre-sell promotion (T-shirt with pre-purchase)

#### **Kay Bee**

POP 1 -- Created lobby standee advertsing pre-sell promotion

POP 2 - Created cloth banner for in-store signage

#### **Sears**

Print ad -- Placed ads in gaming books with \$10 dollar coupon

#### **Babbages/Software Etc.**

Print ad -- Placed ads in gaming books with \$10 dollar coupon

#### **Electronic Boutique**

Giveaway item -- gave at the PlayStation Underground issue featuring the Square Soft demo disk and interviews

#### **Sony Style**

POP -- created special pop for instore display

#### **Best Buy**

POP 1 - created oversized POP for in-store lighted sign fixture

POP 2- created special shelf liners

Giveaway item 1 -- created phone card

Giveaway item 2 -commissioned Brady books to create a mini-strategy guide

#### **Target**

Giveaway -- packed in pre-order offer in a 1M+ credit card bill mailing

#### **Funco**

POP - may have created custom artwork -- need to check

## Reservation campaign. (July - August)

### In-store programs

#### General Program

Program finalized. Participating stores will offer a Limited Edition T-Shirt to consumers for a \$7.00 reservation fee.

Support materials completed and delivered to Sales force who will use them to sell-in the reservation program.

Reservation POP: Poster (A and B) and counter card are approved. Two changes to current direction: 1) add ESRB "RP" rating pending logo; 2) bring up size of FFVII logo and add white drop shadow to improve readability.

Limited Edition T-Shirt design enclosed.

#### *Next Steps:*

Monitor retailer participation rate.

Create final film on reservation Poster

Get final approval on T-Shirt

Finalize total order quantity for T-shirt and Pre-sell POP by May 30th.

#### Retailer Exclusive Programs

The accounts below are using their co-op dollars to create account specific Pre-sell programs for the Final Fantasy VII reservation period. They will also continue the account specific campaigns into the launch phase. Below is the status of their current plans. Note that a template and a basic set of materials will be provided to each retailer so as to maintain the overall communication and visual integrity of the campaign. Also note that this list may grow as we meet one on one with the various accounts.

**KayBee Toy Stores:** A top account in the mass merchant toy channel. They are creating banners and offer a unique item for reservations; possibly a mini-strategy guide. ✓

**Babbages/Software Etc:** Top account in the Specialty software channel and will most likely post the largest FFVII sell-through numbers for all accounts. They are creating posters, video presentation based on a re-edit of the launch video, and unique item for reservation. ✓

**Electronic Boutiques:** Top account in the Specialty software channel. Participation will be similar to Babbages. ✓

**Blockbuster Video:** Top national rental account. They are creating a video which will mainly feature FFVII and also show other star titles. The video will be a free to rent when rented with a movie or game. There is a possible opportunity that this account will participate in the reservation program. This is rare so it may not happen. ✓

#### *Next Steps:*

Monitor progress of account involvement.

Supply all necessary materials.

Create template and basic art supply for Exclusive materials.

Create needed rough drafts of materials for approvals

### Reservation program Print and Television Campaign

Reservation print media buy to finalize by May 30th. The buy will be for August gaming magazines and comic books (DC Comics and Marvel), which appear in Mid-July Print creative to be based on in-store reservation poster.

*Next Steps:* Finalize media buy and print and TV creative by end of May.

Brain  
&  
Scott

**Launch Campaign (September - January)**

## Launch Television Campaign

Chiat/Day briefed for both Reservation and Launch campaigns. Currently in concept development stage.

*Next Steps:* Review concepts

## Launch in-store Point of Purchase

Posters: Will feature new art of Cloud facing out. Style will be like box art.

Standee: Cloud facing out

Counter Card: Two possible directions: 1) the current direction (see example); 2) a smaller version of the standee using the new art.

Interactive display POP: Two possible directions: 1) the current direction (see example); 2) a version based on new art.

Static Cling Decals: No concepts to show as yet but most likely will feature logo and package art. See examples of decals. These are placed in windows and glass counter displays.

Oversized boxes: This an oversized version of the box featured in store displays

*Next Steps:* 1) Receive new Cloud art; 2) Create near final versions; 3) Get final approval on all materials.

## Promotions

The objective for these national promotions is to extend the awareness of Final Fantasy VII. Each promotion will reach light to heavy gamers and out to mainstream consumers.

**Pepsi Promotion:**

One of four featured titles in national co-promotion with Pepsi.

350 million packages across the country in Super Markets and Convenience stores

\$5 million in Tagged TV Advertising

Program running November 11th to December 31st

Appearing 3,000 interactive displays. FFVII section of demo will be a movie clip based on launch video.

*Next steps:* Finalize package art. Concept enclosed.

**MTV game strategy video** - One of 5+ titles featured on a gaming video sponsored by MTV.

Will be used to introduce FFVII to a broader audience and give them a general look at the basics of FFVII game play. *Next steps:* Begin creative development of piece.

**Blockbuster Video:** Appearing in a "free rental" video. Blockbuster customers will be able to take out video when they rent a game or movie. Allows none PlayStation users to experience Final Fantasy VII. *Next steps:* Begin creative development of piece.**Multi-title promotions:** Title is featured in all SCEA sponsored multi-title promotions and co-promotions including Summer Music Tours (Horde, Roar, Warped, Jamison); PlayStation Truck events.

USE  
BU 2  
SEAMS ?

## Other Programs

### Trade show

#### **Main Entrance Video Display Booth**

Feature title in main entrance video display

Booth provides a unique theater experience as it surrounds the viewer with six movie screens and specialized overhead diamond shaped screen.

Video example shows all footage to be used in section

*Next Steps:* Review video presentation. Provide approval and comments.

#### **Square Soft Booth**

12 kiosks surround a 3 screen theater. The theater also includes surround sound speakers.

6 kiosks for FFVII (code with saved game); 3 kiosks for Bushido Blade (code); 1 kiosk each for Saga Frontiers (video), Final Fantasy Tactics (video), and Square Soft on PlayStation Demo (code). Staff will assist in showing product to show attendees.

Video example shows rough cut of presentation.

Presentation has three segments on Final Fantasy VII using game footage and Sakaguchi interviews. And a segment each on Bushido Blade, Final Fantasy Tactics, and Saga Frontiers.

Video will end on Sakaguchi statement from video interview followed by company logo's.

Surround sound and lighting will be used to enhance the experience

To be added are company logo's, final voice over, and title cards with segment headings and other features

*Next Steps:* Review video presentation. Provide comments and approval. Complete video next week.

**Trade show hand-out:** Unique trade show hand-out is being created by Chiat/Day. Instead of a standard catalog that shows game screens and feature sets a more image oriented piece is being created. The purpose is to involve the reader on a creative journey rather than present a typical trade show piece which is often not read or returned to after the show. All titles will be represented but not in the typical fashion.

*Next Steps:* Complete concept and approvals.



## Other Programs continued...

### Sales Materials

Sell Sheet - Final draft presented. Next step: approve and print

Launch Kit - In concept stage. Next step: complete draft and approvals

### Public Relations:

Managing Hawaii media coverage with follow-ups.

Sending the launch video to 1000 press contacts outside of gaming press. This is unusual as these items are typically set to 220 contacts.

Working on cover stories although there is a significant and serious risk in losing the covers already gained due to lack of original art. These cover stories would provide a level of legitimacy that would sway the national press to cover the game.

*Next step:* Work to generate original art based on game magazine requests.

### PlayStation Underground CD magazine

#### Issue #2 - June Release

Sakaguchi interview video completed - need approval

Disc art completed - need approval

PlayStation Underground #2 will be handed out at E3. Great for Square as this version features Square Soft!

#### Issue #3 - September Release

Will begin work soon on translation and editing second round of interviews. This second round will feature the other designers from the interview series.

### Square Soft on PlayStation Demo

Finalizing code and disc art for PlayStation Underground #2.

*Next steps:* Get approval on PlayStation Underground Disc art; Finalize hardware pack-in art;

Plan hardware pack-in process.

PlayStation.com: Will begin laying out the page and start showing rough drafts during June. Will be up in July for the reservation campaign.

Brady Strategy Guide: Working with Brady on several projects to help incorporate their Strategy guide marketing into our marketing.

Website ← get going

**Sony PlayStation**  
**FINAL FANTASY VII**  
**Creative Brief**  
**4/16/97**

**The Requirement**

TV and Print Tease: August; TV and Print Launch: September

**Role for Advertising**

To launch Final Fantasy VII as a blockbuster title.

**Single Most Compelling Idea**

Final Fantasy 7 is like no other fantasy you've ever experienced.

**Support (why should I believe this)**

- The Environment: FF7 obliterates the graphical conventions of the RPG category. Traditionally, RPG games have 3D characters moving through flat, map-like environments. The environments in FF7 are like a living, 3D movie set. The visual appeal of this game is it's key differentiation in this category. The graphics and the music make the game experience more present, more engrossed in the storyline. The "darker" mood of this game broadens it's appeal to an older audience.
- The Story Line: The creative triumph of this game runs deeper than it's graphics. The legendary creator of this game, Sagaguchi, builds on his Final Fantasy artistic heritage with a darker and more serious story than his previous ones. (See attached storyline, and article on characters.)
- The Swords and Magic: FF7 blends high technology and high fantasy in the tools used to get you through this world. Magic spells and battles result in effects that are of cinematic proportions.
- The Developer: The maker, SquareSoft, has the industry's leading reputation in the category. They chose the PlayStation platform because of the system's advanced graphics and game play capabilities. N64 isn't ready for the creator's imagination.
- Only On PlayStation: SquareSoft and Sagaguchi chose to partner with PlayStation because this game was only possible on PlayStation. Cartridge technology other CD technology was too limiting for the demands of the developer; other systems are not fast enough and are graphically inferior to PlayStation. And finally, the graphics are so advanced that this game requires 3 CDs to hold it all.
- The Hype: Final Fantasy VII is the most recent in a series of incredibly successful RPG games. This game has been hyped in the enthusiast press, and expectations for the game (and the marketing of it) are high.

## Our Audience

- The RPG target is a mindset, not a demographic. They love the challenge (me vs. the game), becoming totally immersed in the game to the point of escape. It becomes an intensely personal and emotional experience, one that enables them to take risks or enjoy the sensation of an extreme thrill that they would never experience in real life. They play at least a few hours everyday, and the games are their key motivation to buy a system.
- Their relationship to RPGs: They're motivated by the discovery inherent in the game, and beating the game gives them a sense of heroism, like being Luke Skywalker for just a moment. They are "experience-aholics" and their other media choices (books, movies, TV shows) are reflections of their need for a sense of importance, sense of heroism in their lives.
- Most RPG guys play on Super NES. This game has a huge following with these guys, but since the game's only available on PlayStation we have a huge opportunity to convert them into PlayStation owners.

## Brand Personality

Challenging, Adult, Intense

## Requirements:

- Only On PlayStation
- Square Soft logo
- PlayStation logo
- Game rating logo
- SCEA logo (print only)