

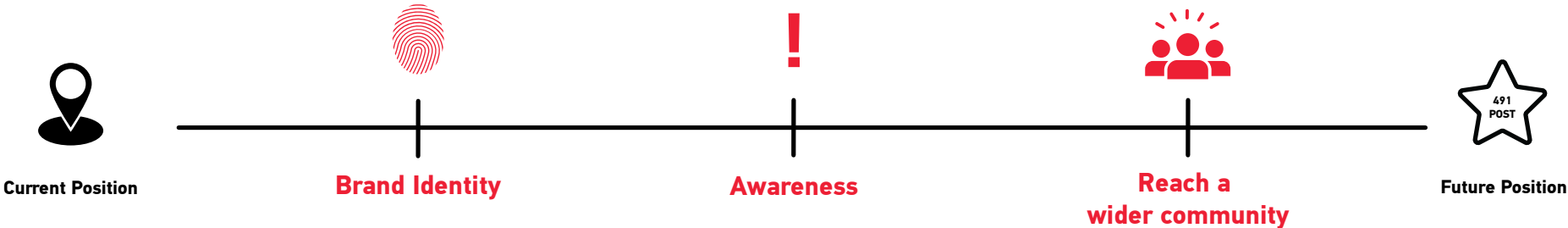
AAU GAMING

CURRENT AND FUTURE POSITION

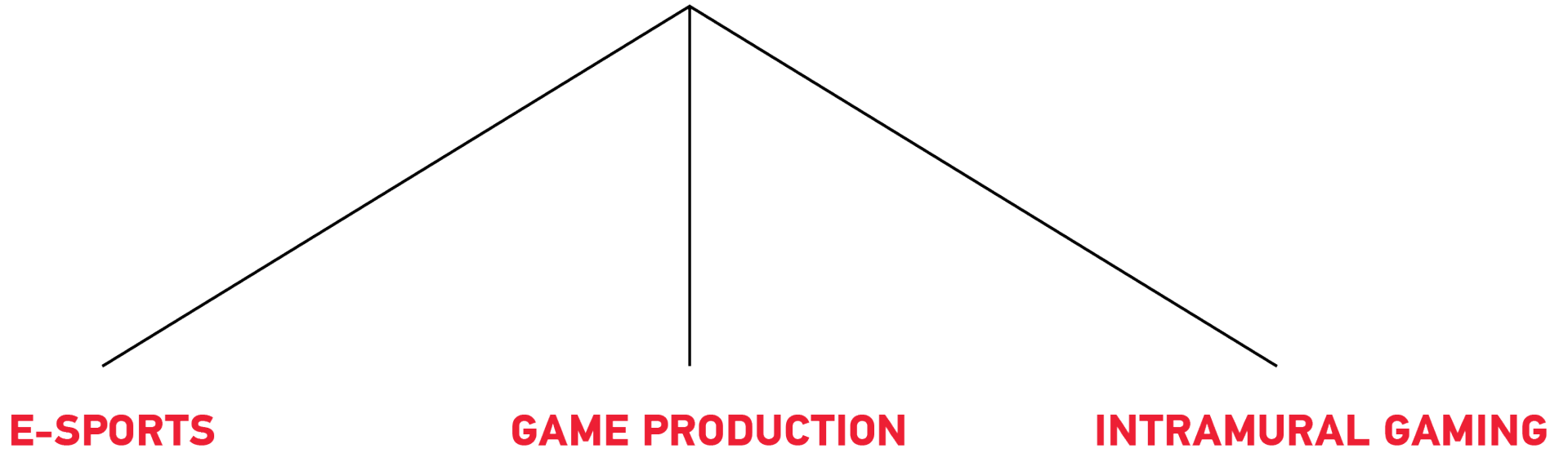
We have created a timeline to visualize the most important steps for us to take in this project. We have identified three main challenges:

- Solidify the brand by creating a brand identity
- Increase brand awareness
- Reach a wider community

PROJECTED TIMELINE



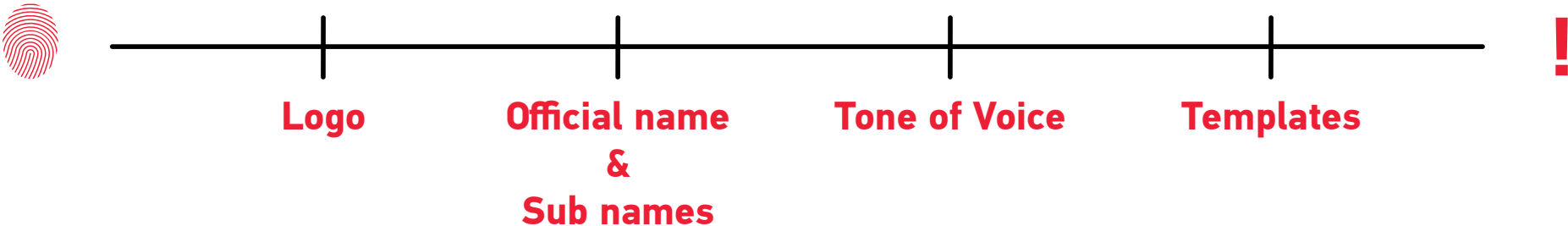
AAU GAMING



BRAND IDENTITY

The brand needs an identity with a backbone to build from. Today it's not clear what is what, there are several sections of the brand, and the content created is not coherent. We need to create an identity for the brand by coming up with an overall name, sub-names and create design systems, logos, templates and a tone of voice.

BRAND IDENTITY



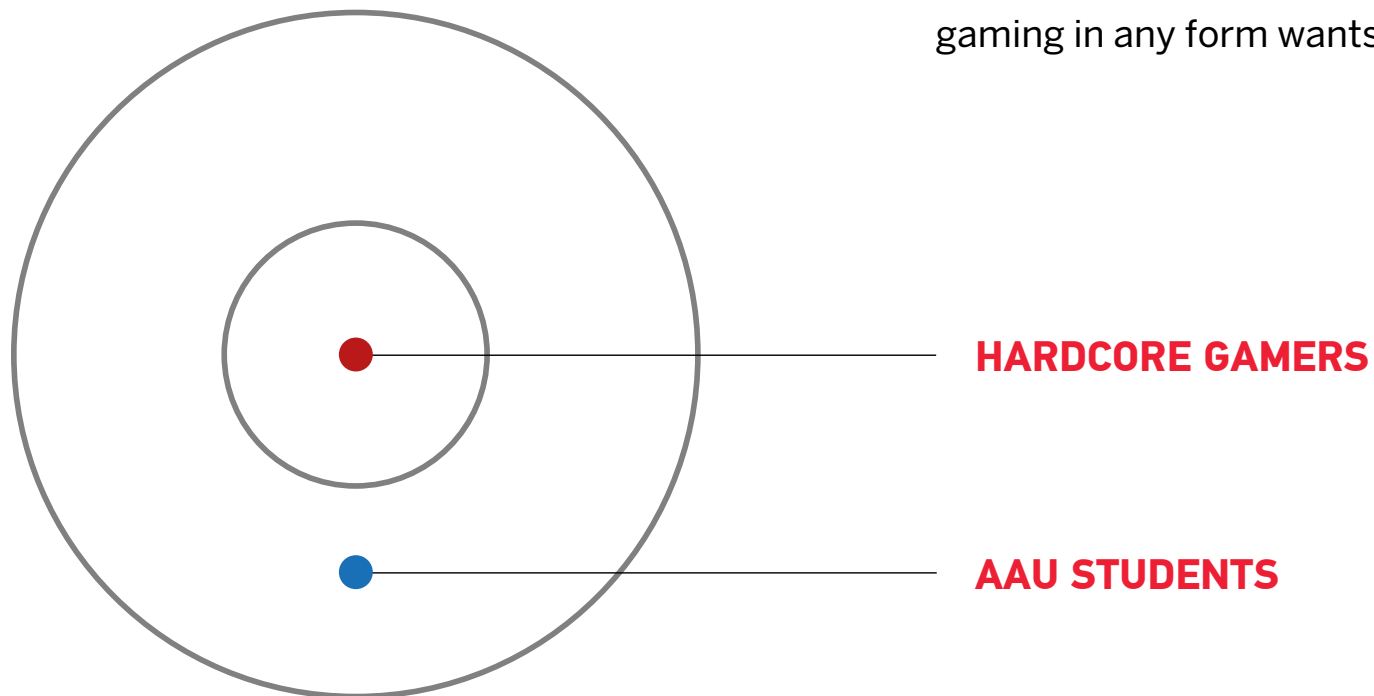
BRAND AWARENESS

Today the brand is known by a group of people that exists locally, near the AAU campus. This core group shares a common interest in e-sports, intramural gaming, or game production. The brand has different branches, but what's mutual for the group that is part of the community is that they all share an interest for gaming in some form. This is what we need to communicate.

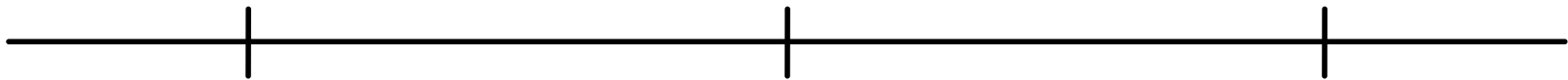
THE TARGET

We want to strengthen and expand the core group's interest for AAU gaming. But also communicate and reach people outside the existing group that share the same interests but are unaware of the brand's existence or lack an urge to be part of the community.

We want to give them incentives to feel an attachment to AAU gaming, and reasons to participate in different contexts related to gaming. We want to consolidate AAU gaming as a community not only for people with an interest in one or two of the branches. But as a community for people with an interest for gaming in any form wants to be a part of.



BRAND AWARENESS



Channels

Content

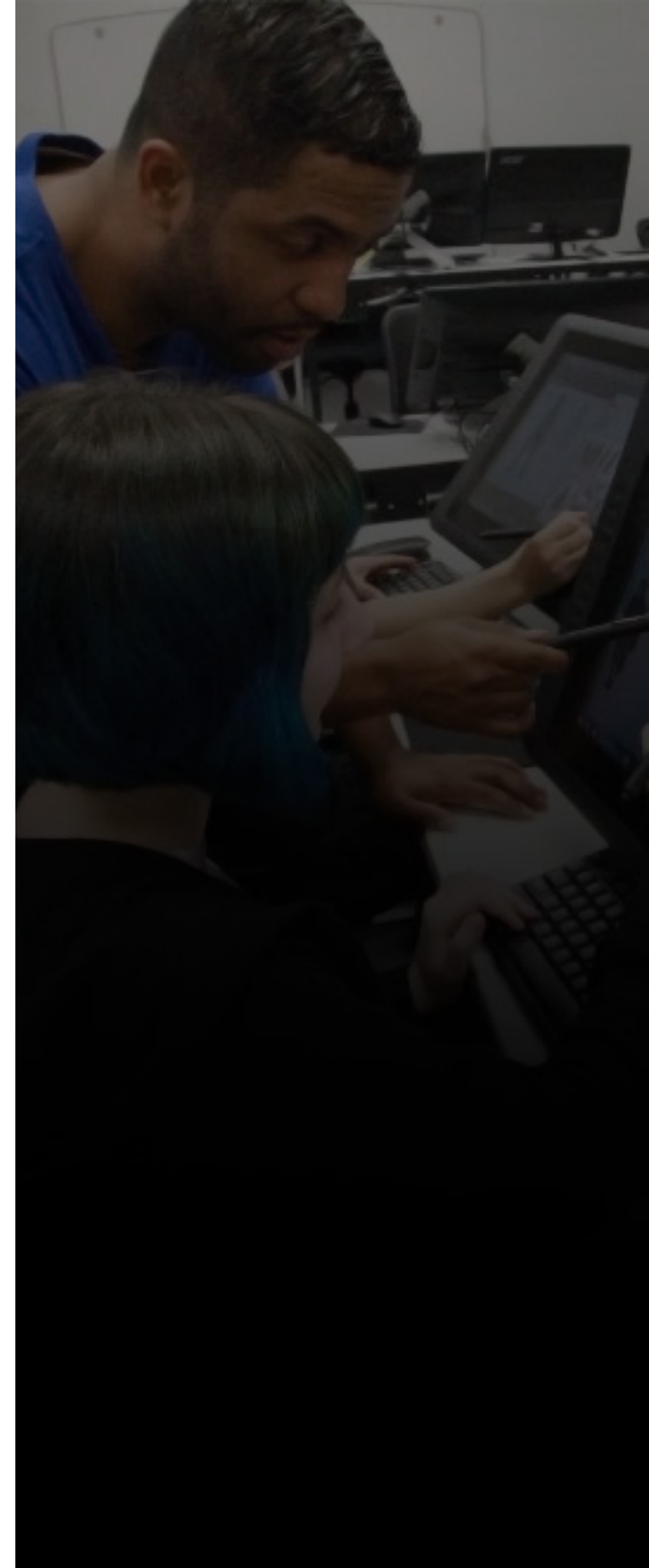
Merch



CHANNELS

Today the brand is present on Facebook, Twitch, Youtube, in school corridors and elevators. We see these channels as our platforms for communication with our audience.

The communication needs to be understandable for the existing core group as well as the people outside the existing group that share the same interests. We need to be inclusive and invite the new group of people to discussions and activities on different channels. The new group should be able to identify themselves with AAU gaming.



CONTENT

The filler content on the Twitch stream must be relevant and entertaining for the viewer. We are currently creating a short mini-documentary series that touches all of the different divisions of gaming. In the series we portray different people from the gaming community. This will entertain and educate the viewer about their gaming passion as well as promote the diversity in the school.

Some of the content we generate may also be used for social media but edited to further fit the format.

MERCHANDISE

To spread the word about the brand further, we see an opportunity to create our own merchandise. We design t-shirts and stickers.

REACH A WIDER COMMUNITY

With the ambition of becoming a big player in the AAU community and reach people outside the school in the future, the brand needs to take necessary steps to build a platform for reaching a wider community.

REACH A WIDER COMMUNITY



“Are you a gamer”

Resident Halls

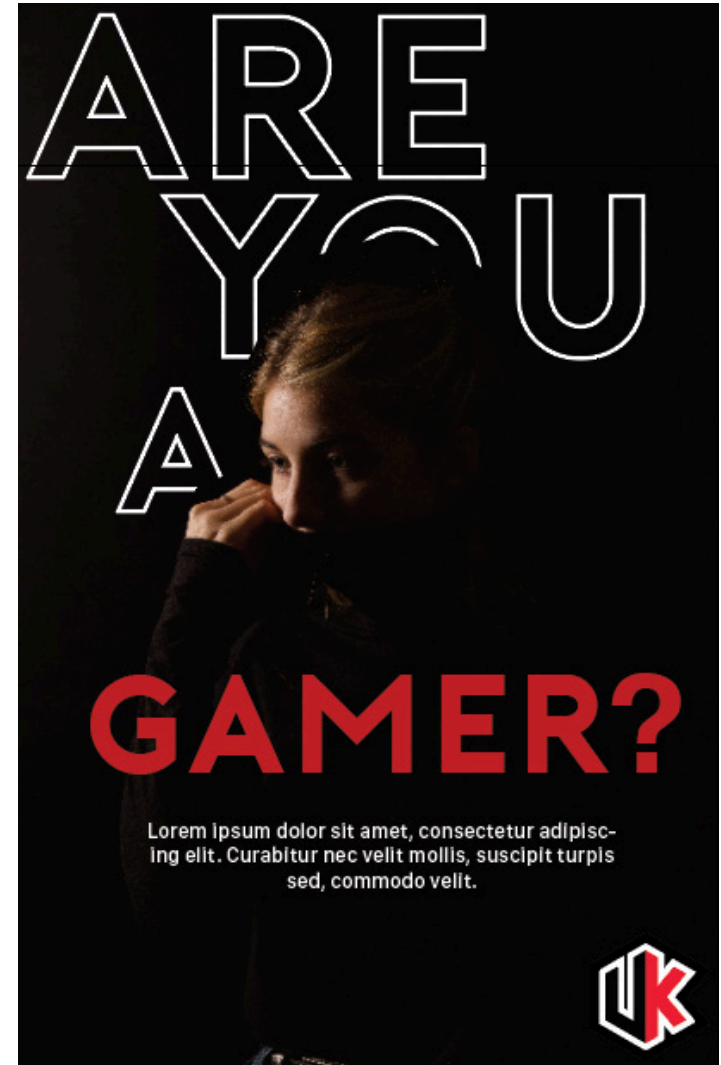


THE RESIDENT HALLS

AAU has 17 resident halls that accommodate **2000+** students. This is a great opportunity for us to take advantage of, and expand the brand to build a bigger community. Together with the resident hall managers, we create engaging events for the resident hall students to be part of the AAU gaming community.

ARE YOU A GAMER?

We are working on a campaign called “Are You a Gamer?”. This campaign is designed to target those outside the main gaming community that is already established. It challenges the gaming stereotypes as well as invites people to join this growing community. Due to the diversity of the gaming club and e-sports participants, we consider the gaming community as a meeting place for anyone from any department at AAU. The campaign will be launched in print and video format on social channels and in public AAU spaces.

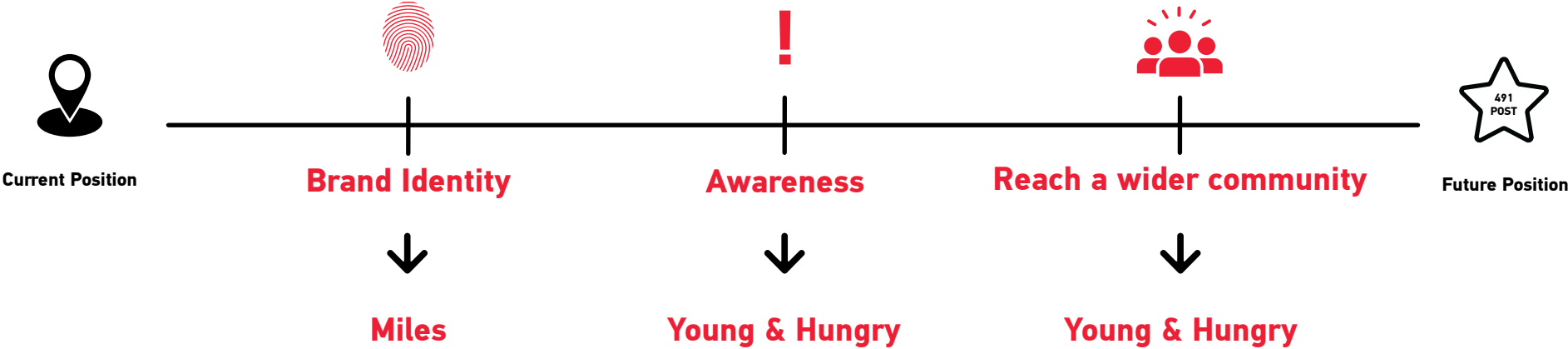


WHO'S DOING WHAT?

We see that Miles is doing great work, which resonates both with the gaming community and those outside of it. He has the knowledge about the community and great skills in graphic design. We suggest that Miles keeps working on the posters but take a bigger responsibility to create an identity for AAU gaming.

By leaving the brand identity to Miles, this will enable us to do what we do best: advertising. We will focus on brand awareness and reaching a wider community. We will create filler content for the channels, make sure that the social media channels are in order as well as reaching the local community at AAU and the resident halls.

WHO'S DOING WHAT?



PARTNERSHIPS

Once we have established a brand with a big and engaged community we want to build more partnerships with compatible brands within the same field.