



N I N T E N D O
SWITCH™

PRESS KIT

Jacob Prejean. Writing for Public Relations MC 4313.012. Dec. 13. Olga Wilson.



A PR firm for the digital age

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Executive Summary:

This campaign for the Nintendo Switch will increase awareness for the console by 50% more than that of the Wii U before March 2017. By creating informational content and releasing it to online media outlets and to podcasts in the games and hobbies categories this campaign will more easily reach the designated demographic of 18-34 year-olds. With a series of steady and consistent releases to blogs, news outlets and social media the campaign should run smoothly through the next four months. (Dec. Jan. Feb. Mar.) Nintendo executives, developers and industry experts will give speeches and participate in interviews in order to disseminate information about the console.



02 Situation Analysis

Situation Analysis:

The Wii was one of Nintendo's greatest successes. The innovation that the motion controllers brought to the gaming industry itself was enough to push millions of units during the holiday season of its release. On top of the idea itself, the "Wii would like to play" campaign helped bolster the awareness of consumers across the United States. By utilizing short advertisements that focused less on dialogue and more on demonstrating the product, Nintendo ensured the maximum awareness and understanding of the new console.

The Wii's successor, the Wii U, produced dismal numbers in comparison. Riding on the success of the Wii, Nintendo assumed that the premise of the Wii U (asymmetrical gaming on the console's gamepad) would be self-explanatory. The lack of effort put into promoting the console cost the company dearly by resulting in sales numbers a fraction of those produced by the Wii.

To ensure the success of the Switch, this campaign will target the demographic of 18-34 year old males and females and demonstrate the unique features of the innovative console.



03 | S.W.O.T.

Strengths:

- Known company with a loyal following
- Innovative console idea
- Co-release with Legend of Zelda: Breath of the Wild
- Mobile console

Weaknesses:

- Not as powerful as its competitors
- Requires many separate parts
- Short battery life

Opportunities:

- Foster relationships with new developers
- Potential to sell additional accessories
- Target the 18-35 y/o market of original Nintendo fans

Threats:

- Xbox Scorpio
- Playstation VR
- Playstation Pro
- Reputation of last console
- Mobile games

04 | Plan of action

Objectives:

- Increase awareness for the console by 50% more than that of the Wii U before March 2017.
 - Create informational content and release it to online media outlets and to podcasts in the games and hobbies categories to more easily reach the designated demographic of 18-34 year-olds.
-

Theme:

- To insure the successs of the Switch, this campaign will revolve around the central theme of innovation.
-

Audiences:

- The primary audience of the Switch campaign will be that of 18- 34 year old males and females.
- The secondary audience for the Switch will primairly be the parents or guardians of children 10-17.
- Media outlets will also be targeted to ensure wide coverage of both demographics.

05 | Key Messages

The four key messages of which this campaign will revolve will ensure that consumers and news outlets know what features and strengths the Switch has, therefore ensuring optimal product awareness.

- **Console mobility**

The Switch allows players to take their game with them and continue to play seamlessly thanks to the powerful handheld screen and adaptable controllers.

- **Pick up and play style**

With the Switch's unique design, gamers are able to pick up and play any game on the console by simply attaching the Joy-Con controllers to the handheld screen.

- **Multiplayer aspect**

Players are encouraged to meet with other Switch owners to synch their consoles and play together.

- **First of its kind**

The Switch is the first chance for gamers to truly take their gaming on the go. By placing the processor in the handheld screen of the console, games may be seamlessly switched between playing on a television or on the move.

06 Photos and Cutlines



Players can detach the Joy-Con controllers to play games anywhere. Even in the car!



A gamer seamlessly continuing to play Legend of Zelda: Breath of the Wild outside.

07 Photos and Cutlines



The Nintendo Switch can either be used with the home docking port connected to a television screen, or on the go by attaching the two Joy-Con controllers directly to the screen.

08

Traditional News Release



FOR IMMEDIATE RELEASE
NEWS RELEASE

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Nintendo Announces the Switch

The Newest Console from the Gaming Giant Releases this March

November 13 2016 – SEATTLE, WA - The Switch is the newest gaming console from Nintendo coming March 2017. With the ability to take gaming on the go, it is the most innovative piece of tech produced by the gaming industry giant to date. The powerful handheld device with detachable Joy-Con controllers allows gamers to seamlessly transition between playing their favorite games on their home television screen to the handheld one.

Powered by the Nvidia Tegra, the Switch will host games from dozens of third-party developers including: Activision, Bethesda, EA, Square Enix and From Software. The system's unique design also allows for several different controller configurations ranging from using the detachable Joy-Cons with the Joy-Con Grip as a separate controller to letting two players each use one Joy-Con as their own controller.

"Nintendo Switch allows gamers the freedom to play however they like," said Reggie Fils-Aime, President and COO, Nintendo of America. "It gives game developers new abilities to bring their creative visions to life by opening up the concept of gaming without boundaries."

The power of this system allows developers, such as Xavier Poix, managing director of Ubisoft's French studios, a unique experience when creating games for the new console.

"The Switch is very clear as a premise," Poix said. "The way it changes the way you play doesn't come necessarily with the controllers, because they were here with the Wii as well ... but in the way it is mobile."

The Switch allows gamers to stay enveloped within the world of the game they are playing even if they are required to leave their television.

"I think [the Switch is] a good match for our style. And I think yes, this is a good evolution because for the first time you have a console that is bringing two worlds together which is the mobile-handheld and the usual console experience," Poix said.

About Nintendo:

Nintendo is a company that has been bringing joy to the world for over 100 years. Beginning with simple hanafuda cards, the company has now amassed a following of millions. Specializing in video games, Nintendo's goal is to continue to innovate in the field while providing gamers with quality products.

###

09 Digital News Releases

Release for digital outlets:

The Switch is the newest gaming console from Nintendo coming March 2017. With the ability to take gaming on the go, it is the most innovative piece of tech produced by the gaming industry giant to date. A powerful handheld device with detachable Joy-Con controllers allows gamers to seamlessly transition between playing their favorite games on their home television screen to the handheld one.

“Nintendo Switch allows gamers the freedom to play however they like,” said Reggie Fils-Aime, President and COO, Nintendo of America. “It gives game developers new abilities to bring their creative visions to life by opening up the concept of gaming without boundaries.”

Release for social media:

The Switch is the newest gaming console from Nintendo coming March 2017. With the ability to take gaming on the go, it is the most innovative piece of tech produced by the gaming industry giant to date.

10 | Fact Sheet

-Technical Fact Sheet-

System Features and Specifications

- **Multiple Controller Options**
 - Single hand-held device
 - Joy-Con controllers used individually
 - Joy-Cons attached to the Joy-Con Grip
 - Pro controller
 - Joy-Con motion control configuration
- **Hardware**
 - Nvidia Tegra mobile processor

Games launching with Console

- The Legend of Zelda: Breath of the Wild
- Super Mario Switch
- Splatoon Switch
- Mario Kart Switch
- The Elder Scrolls V: Skyrim Special Edition
- NBA 2K17

Price

- \$249.99 or an option of \$299.99

Third Party Developers

- 505 games
- Activision
- Atlus
- Bandai namco
- Bethesda
- Capcom
- Codemasters
- EA
- From software
- Frozenbyte
- Gametrust
- Gungho
- Hamster
- Inti creates
- KT
- Konami
- Level 5
- Marvelous!
- Maximum games
- Nihon ichi software
- ParityBit
- Platinum Games
- Sega
- Soike Chunsoft
- Square Enix

11 | FAQ

Q: What is the Nintendo Switch?

A: A whole new gaming experience which allows players take their games on the go.

Q: How much will the system cost?

A: \$249.99 USD or \$299.99 for expanded memory/storage and pre-loaded games.

Q: What games will ship at launch?

A: Super Mario Switch. Additional games to be announced at a later date.

Q: What are the system specs?

A: Nvidia Tegra. 60 fps. 1080p.

Q: When will the Switch be releasing?

A: March 2017.

Q: How long will the battery last?

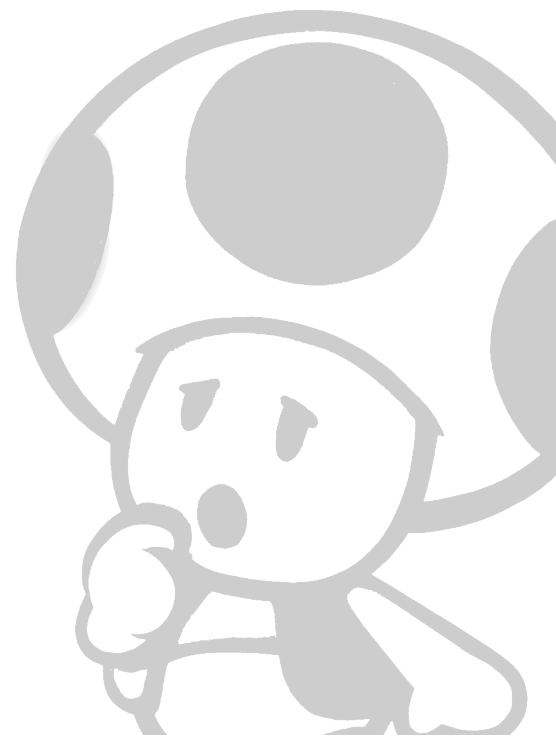
A: 3-4 hours.

Q: Will additional accessories be available?

A: Yes. Various controller accessories.

Q: Where can I learn more about the Switch?

A: www.nintendo.com/switch.



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Media Advisory



Media Advisory

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Wednesday, November 16, 2016

Nintendo Switch Press Conference

WHAT: The first official press conference for the unreleased Nintendo gaming console The Switch is being held in Tokyo and streamed on the company's website Jan. 12.

WHO: Tatsumi Kimishima (Nintendo CEO) and other company officials will host a press conference that will be streamed online.

WHEN: Jan. 12 (Further details to be announced via social media)

WHERE: Tokyo Japan/ Nintendo.com

CONTACT: 1 (800) 255-3700

BOILERPLATE: Nintendo is a company that has been bringing joy to the world for over 100 years. Beginning with simple hanafuda cards, the company has now amassed a following of millions. Specializing in video games, Nintendo's goal is to continue to innovate in the field while providing gamers with quality products.

13 Video News Release



FOR IMMEDIATE RELEASE
VIDEO NEWS RELEASE

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Nintendo
Nintendo Switch Press Conference Jan. 12
30ss

Footage: [Switch logo]
SFX: "click"

FTG: [Gamers using the Switch]

Male VO:

NEW HOLIDAY 2017, NINTENDO PRESENTS THE SWITCH, THE NEWEST AND MOST INNOVATIVE GAMING CONSOLE FROM THE GAMING INDUSTRY GIANT.

FTG: [Close up of the console feature]

Male VO:

WITH A VARIETY OF CONFIGURATIONS, THE SWITCH CAN BE ADAPTED TO ACCOMMODATE MANY PLAY STYLES, WHETHER THEY BE IN THE COMFORT OF YOUR OWN HOME...

FTG: [Player attaches Joy-Cons; Undocks hand-held screen]

Male VO:

...OR EVEN ON THE GO.

FTG: [B-roll of gamers using the Switch]

Male VO:

TUNE IN TO NINTENDO'S OFFICIAL WEBSITE JAN. 12 FOR THE FIRST PRESS CONFERENCE OF THE NEW SYSTEM.

FTG:[Switch logo and social media icons]

Male VO:

LIKE AND FOLLOW NINTENDO ONLINE FOR EVEN MORE INFORMATION

14 | Radio News Release



FOR IMMEDIATE RELEASE
RADIO NEWS RELEASE

Contact:
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Nintendo
Nintendo Switch Press Conference Jan. 12
30ss

SFX: "click"

BG Music: White Denim's ha ha ha ha

Male VO:

WE INVITE YOU TO DISCOVER THE DETAILS OF THE NINTENDO SWITCH, THE NEWEST AND MOST INNOVATIVE GAMING CONSOLE FROM NINTENDO, THIS JANUARY

SFX: "click"

Male VO:

SEAMLESSLY TAKE YOUR GAMING ON THE GO, PLAY WITH OTHERS AND MORE WITH THE NINTENDO SWITCH

SFX: "click"

Male VO:

THE FIRST PRESS CONFERENCE FOR THE CONSOLE WILL BE HELD JAN.12 IN TOKYO AND WILL BE LIVES-
TREAMED VIA NINTENDO'S OFFICIAL WEBSITE. WE'LL DISCUSS THE OFFICIAL LAUNCH DATE, PRICING AND
THE LINE UP OF GAMES RELEASING WITH THE CONSOLE. STAY TUNED TO NINTENDO'S SOCIAL MEDIA PAGES
FOR ADDITIONAL INFORMATION REGARDING THE EVENT.

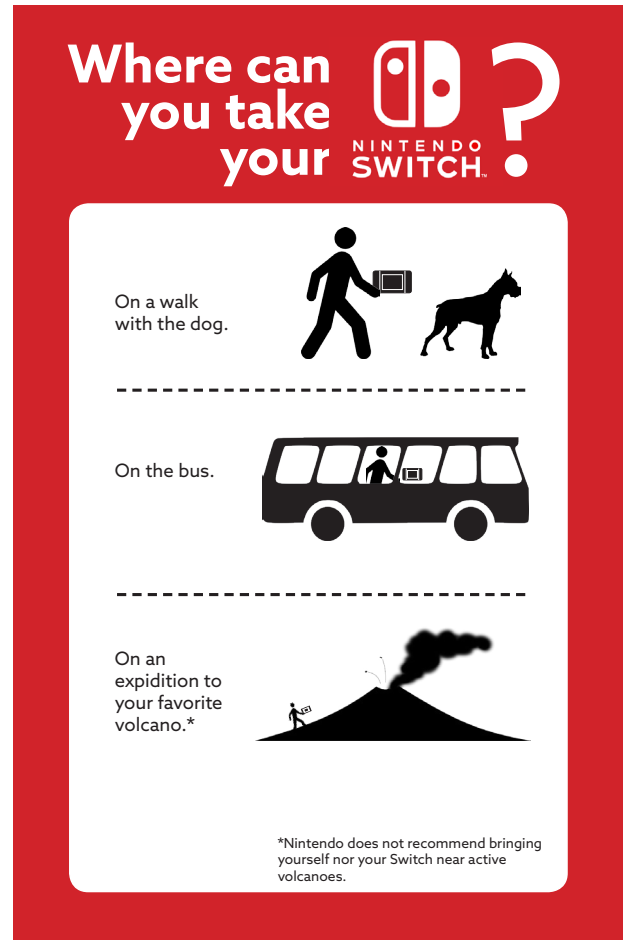
SFX: "click"

BG Music fades out

15 Promotional Flyer



Front



Back

To ensure a lasting impression on journalists and attendees of the January 12th press conference, each press kit will include a two-sided flyer. The flyer will also be individually handed out to press conference attendees not directly linked to a media outlet. The front of the flyer will contain a short paragraph explaining the Switch and URL addresses for Nintendo's website and social media sites. The back will have three illustrations suggesting how consumers may utilize their Switch's portability. The last suggestion will be a joke.

16 Press Conference Speech

~Nintendo's Switch to the Future~

GOOD EVENING EVERYONE,

SINCE 1889, NINTENDO HAS BEEN EXPANDING THE LIMITS OF ENTERTAINMENT. BEGINNING WITH SIMPLE HANAFUDA CARDS AND EVENTUALLY MOVING ON TO INCREDIBLE SUCCESS IN THE ELECTRONIC ENTERTAINMENT INDUSTRY, THIS COMPANY HAS BEEN ON THE FOREFRONT OF INNOVATION. FROM CREATING THE FIRST HOUSEHOLD CONSOLE WITH THE ABILITY TO RENDER 64 POLYGONS TO ACHIEVING BREAKTHROUGHS IN THE FIELDS OF MOTION CONTROLLED GAMING, THE CREATIVE MINDS AT NINTENDO CONTINUE TO PUSH THE BOUNDARIES IN ORDER TO PROVIDE GAMERS OF ALL KINDS WITH NEW AND FUN WAYS TO PURSUE THEIR HOBBY. TODAY, WE ARE PROUD TO FINALLY REVEAL THE REST OF THE DETAILS REGARDING THE SWITCH, OUR MOST INNOVATIVE CREATION TO DATE.

IN THIS NEW AGE OF MOBILITY FINDING TIME TO SIT DOWN TO ENJOY A VIDEO GAME IS DIFFICULT. THIS GENERATION IS ALWAYS ON THE MOVE, WHETHER IT BE ON THE TRAIN, MOVING FROM CLASS TO CLASS OR EVEN TENDING TO OUR FOUR LEGGED FRIENDS. AS SUCH, MANY HAVE TURNED TO THEIR PHONES FOR ENTERTAINMENT DURING THESE COMMUTES, BUT WE THOUGHT ONE SHOULDN'T BE SO LIMITED. WITH THE SWITCH, GAMERS WILL BE ABLE TO TAKE THEIR FAVORITE GAMES ON THE GO, EVEN IN THE MIDDLE OF PLAYING.

17 Press Conference Speech

WHILE TRAVELING WITH THE SWITCH, THE ABILITY TO CONNECT WITH OTHER GAMERS HAS NOT BEEN OVERLOOKED. ONCE TWO PLAYERS HAVE MET, SIMPLY CONNECTING THE TWO CONSOLES WILL ALLOW FOR QUICK AND EASY MULTIPLAYER FUNCTIONALITY. GAMERS OLD AND NEW WILL BE ENCOURAGED TO MEET AND PLAY TOGETHER ANYTIME AND ANYWHERE, UNITING ALL GENERATIONS OF VIDEO GAME ENTHUSIASTS.

BUT, WHAT WOULD A NEW CONSOLE BE WITHOUT THE STAR POWER OF NINTENDO'S GREAT CAST OF CHARACTERS? WITH THIS, I'M HAPPY TO ANNOUNCE A LINEUP OF GAMES STARRING ALL OF YOUR FAVORITE NINTENDO ALL-STARS. LAUNCHING WITH THE SWITCH WILL BE THE NEWEST INSTALLMENT OF THE SUPER MARIO SERIES: [NAME OF GAME]. FURTHERMORE, GAMERS WILL ALSO BE ABLE TO LOOK FORWARD TO POKEMON STARS, THE THIRD GAME IN THE SEVENTH GENERATION OF THE POKEMON FRANCHISE RELEASING LATER THIS YEAR. FINALLY, AFTER YEARS OF DEVELOPMENT, THE LEGEND OF ZELDA: BREATH OF THE WILD WILL BE RELEASED ON THE NINTENDO SWITCH SUMMER 2017. GET READY TO EXPLORE THE LARGEST AND RICHEST WORLD CREATED BY THE DEVELOPERS AT NINTENDO TO DATE ON THE ONLY CONSOLE THAT WILL ALLOW YOU TO DO THE SAME SIMULTANEOUSLY.

WE AT NINTENDO ARE VERY EXCITED TO BRING THE SWITCH TO THE WORLD TO UNITE A COMMUNITY OF GAMERS WHO LOVE THEIR PASSION AS MUCH AS WE DO. THE NINTENDO SWITCH WILL BE AVAILABLE IN STORES MARCH 2017. THIS YEAR, BE SURE TO #SWITCHITUP (READ: SWITCH IT UP)

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18 Media Distribution List

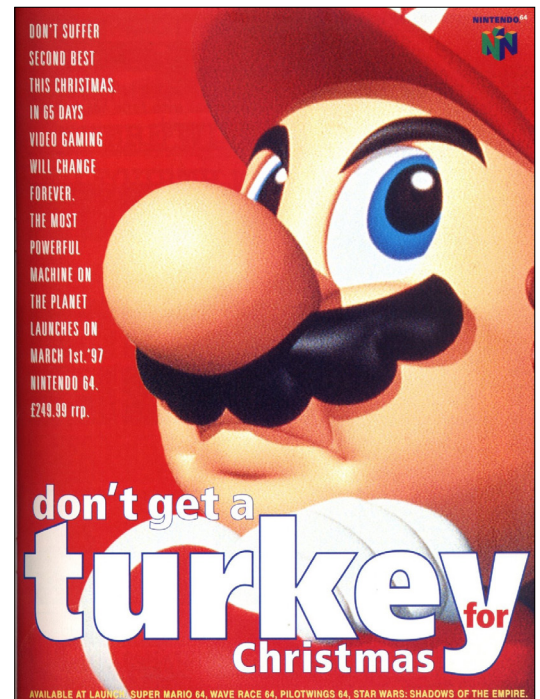
Media Outlet:	Editor:	News Angle:	Contact:	Address:
GameInformer	Andy McNamara	First Press Conference	andy@gameinformer.com	724 North 1st Street 3rd Floor Minneapolis, MN 55401
IGN	Steve Butts	First Press Conference	@SteveButts	625 2nd Street 4th Floor San Francisco, CA 94107
Kotaku	Stephen Totilo	First Press Conference	stephentotilo@kotaku.com	
Giant Bombcast	Brad Shoemaker	First Press Conference	@bradshoemaker	235 2nd Street, San Francisco California 94105, United States
Adult Swim	N/A	First Press Conference	N/A	1065 Williams St NW, Atlanta, GA 30309
Engadget	Michael Gorman	First Press Conference	michael@engadget.com	N/A
Hulu	Jenny Wall	First Press Conference	N/A	N/A
Crunchyroll	Kun Gao	First Press Conference	+1(415)-796-3560	N/A

19 Social Media Strategy



Tweets will be released according to a predetermined schedule.

- The first tweet will post before Dec. 25. As the tweet is holiday themed, it will be posted on Christmas. The tweet will be a reference to a 1996 Nintendo Power ad.



- The second tweet will post anywhere between Dec. 25 and Jan 10. The tweet references the new year so it must be posted near then.



20 Social Media Strategy



Nintendo of America
@NintendoAmerica



Follow

Celebrate the new year with a [#SwitchUp](#).
The Nintendo Switch will be available
March 2017!



Reply Retweet Favorite More

1:20 PM - 1 Dec 28 · Embed this Tweet

- The third tweet is to be released before Jan. 1. The tweet wishes gamers a happy new year so it will be posted before midnight of Dec. 31.

- The tweets will each utilize one of three specific hashtags to optimize social media distribution.
 - #MakeTheSwitch
 - #SwitchItUp
 - #SwitchUp

21 | Social Media Strategy

Facebook Posts:

To be posted on Dec. 18

The Nintendo Switch is the first chance for gamers to truly take their gaming on the go. By placing the console's processor in the handheld screen of the console, games may be seamlessly switched between playing on a television or on the move.

To be posted on Jan. 14

Nintendo is keeping innovation in the gaming industry alive this upcoming March. The world renowned gaming company will be releasing the Switch, the trade's first console and handheld hybrid.

These two Facebook posts will be posted at these stated dates to fill the content gap between Twitter posts

22 | Evaluation

"The final project presented herein as part of the Writing for Public Relations Mass Comm 4313 course will not be implemented in a real and practical setting, therefore the Evaluation phase is not included herein.

The student recognizes that the Evaluation is a vital part of the RPIE process in Public Relations."