



Electronic Arts, Inc.

 **Redemption
Rewards**

Go Collect!



Introduction

Electronic Arts is widely known for its proactive innovative style and high quality game products. However, it has been the target of critics and bad press after the failed release of a popular game.

Due to technical difficulties, **EA** has experienced repercussions that has tarnished the integrity of the company established within the previous 30 years.

This booklet highlights the company, their needs and the solution to redeem and regain customer satisfaction by establishing a loyalty program title, **Redemption Rewards**.





Table of Contents

1.0 Research

- 1.1 Abstract
- 1.2 S.W.O.T Analysis
- 1.3 Client Brief
- 1.4 Target-Audience

2.0 Development

- 2.1 The Solution
- 2.2 Signature Concepts
- 2.3 Mood Board
- 2.4 Assets

3.0 Style Guide

- 3.1 Signature Standards
- 3.2 Colors
- 3.3 Text Treatment
- 3.4 Brand Imagery

4.0 Assets

- 4.1 Digital Content
- 4.2 Mobile Application
- 4.3 Commercial TV
- 4.4 Social Media
- 4.5 Print



The SIMS 3



BATTLEFIELD 4™

1.0 Research

- 1.1 Abstract
- 1.2 S.W.O.T
- 1.3 Client Brief
- 1.4 Target-Audience

1.1 Abstract



This book highlights EA's solution to redeem & regain customer satisfaction by establishing a rewarding loyalty program we call, **Redemption Rewards**. EA is widely known for its **innovate style** and **high quality** game development. However, it has been the target of critics and bad reputation after the failed release of a game.

Due to technical difficulties, EA experienced repercussions that have tarnished the integrity of the company established within the previous 30 years.

EA's vision has always been to provide the greatest **game experience** as it also unites gamers across the world. EA values the desires of hardcore gamers, and strive to satisfy their emotional need of **interactive adventure**, developed with the advanced technology the digital world of gaming has to offer.

Re-establishment of customer loyalty takes a few guided steps to position the gamer with a new experience and an anew mind frame.

The point system is an incentive for user to look past previous technical difficulties so the gaming experience could continue and develop to new heights.



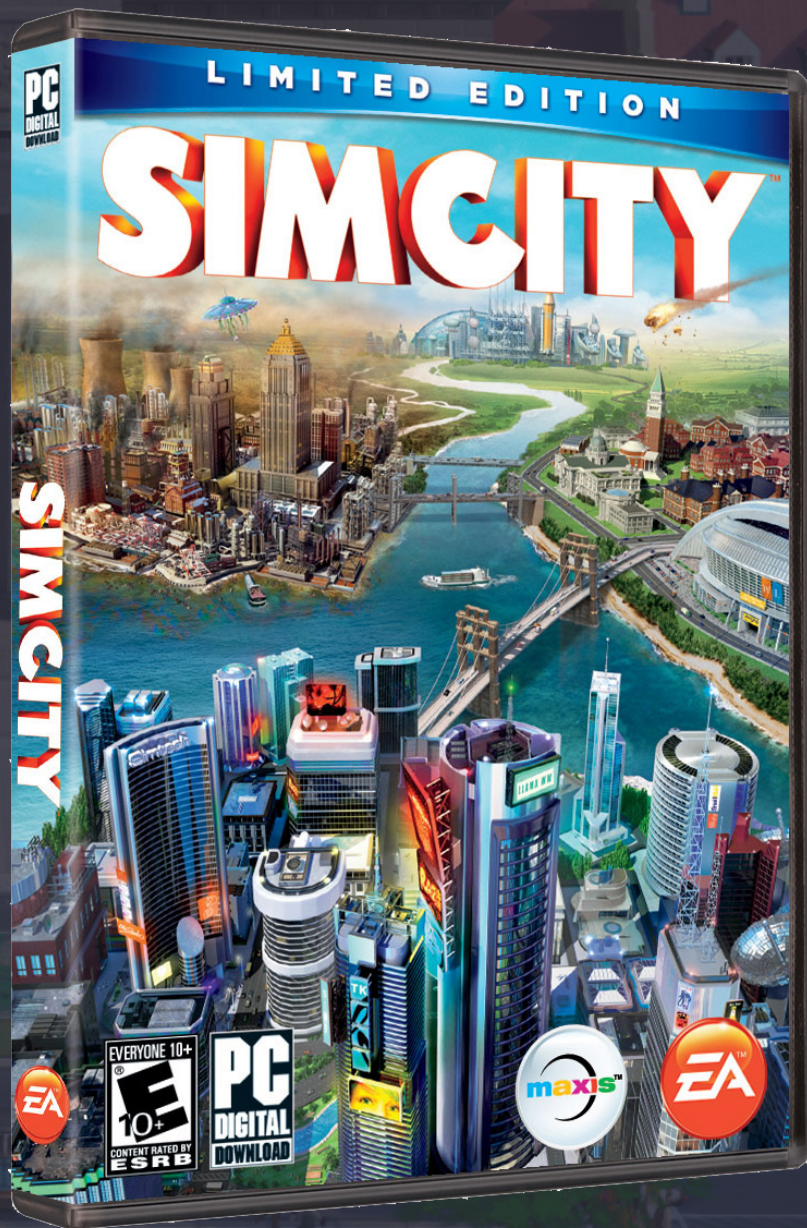
1.1 Abstract

The plan is rebuild trust, by promoting a carefully design point system so consumers will benefit after each retail purchase of an Electronic Arts product or service. As users redeem redemption points, we regain valued customers by extending customer appreciation.

The general audience will maximize the enjoyment of quality entertainment, allowing the gamer to escape the daily routine with creative pass time with the

option to interact and unite with others on a global platform. EA remains fully committed to customer satisfaction as people around the world unite through play.

As research proves, EA. has developed sophisticated gaming software with purpose and standards the last three decades.



Although EA's subsidiaries have firmly rooted their products within the industry, the unpredictability of technology had glitches with the company's reputation and customer loyalty. EA is set to express gratitude to all who have interacted and ventured with the various products of Electronic Arts.

1.1 Abstract

The goal is to demonstrate customer appreciation by employing a loyalty program. The rebuilding of trust only takes a few guided steps to position the gamer with a new environment and frame of mind. It's important for EA to reconnect with the target audience, as it continues to advance with technology, and protect the integrity of the company.

Electronic Arts' reputation relies on the level of customer product engagement and enjoyment. With new benefits, users entertain casual games and

unlock extended features of their products. With providing additional perks upon purchase, the gamer continues to benefit from the upgrades, as it ultimately inspires customer satisfaction as intended.

“The Redemption Rewards campaign will successfully bridge the gap between brand value and customer loyalty.”

“...a loyalty program for consumers to benefit”

The mission is to **redeem**, and **regain** customer satisfaction by heeding the demands of the target audience and to reward them with instant benefits; downloadable content giveaways.

As the **Redemption Rewards** points are issued with the purchase of a retail game, the user is then directed to interact, login online, and unite with others across the global platform. The intent is to engage users with a new experience and a fresh adventure that gives the audience gaming satisfaction they seek.



1.2 S.W.O.T

RESEARCH PAPER



Strengths

- Well organized holding company.
- Has critically acclaimed video game titles.
- Has an advantage with sports fans.

Weaknesses

- There is a disconnect from the primary target audience.
- Has a tainted reputation.
- Customer loyalty is broken due to a product fail.

Opportunity

- To show customer appreciation.
- Distinguish gaming interaction.
- Reconnect with the gamer and provide them with benefits.

Threats

- Loss of customer satisfaction.
- Slander may persist.
- Future financial performance.

1.3 Client Brief

Overview

Electronic Arts Inc, established itself in 1982 as a game developer. Over 30+ years they have become a leading global interactive software company. Their success derives from the various subsidiaries:

EA Games Label, EA Sport Label, EA All Play Label, EA Maxis Label, & EA Bioware Label. Each label operates to develop, publish & distribute digital gaming software for user all around the world via cross-platform media outlets.

Unique Selling Point

Electronics Arts are the only ones to develop high levels of interactive experiences for users across the world.

Position Statement

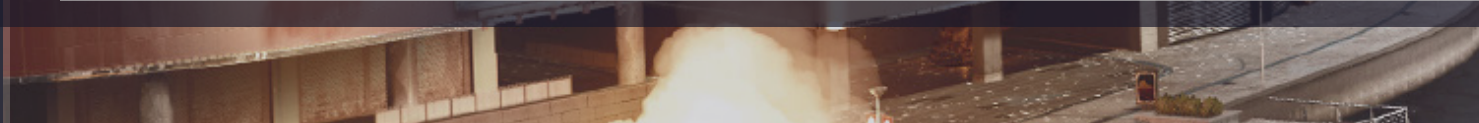
EA value holds in providing captivating experiences. They aim for customer satisfaction as they create interaction for people around the world who gather daily to unite the world through play.

Call To Action

The plan is rebuild trust, by promoting a carefully design point system so consumers will benefit after each retail purchase of an Electronic Arts product or service. As users redeem redemption points, we regain valued customers by extending customer appreciation.

Key Tenants: Adventurous, Gaming, Rewarding

1.4 Target-Audience



Casual Gamers (age: 40-80 years)
&
Hardcore Gamers (age: 20-40 years)

The goal is to remain focus on the casual and hardcore gamers, to ensure quality design as each type varies differently in their needs.

**DOUBLE
POINTS**

**EVERY DAY ON
NEW GAMES**

2.0 Development

- 2.1 The Solution
- 2.2 Signature Concepts
- 2.3 Mood Board
- 2.4 Assets

2.1 The Solution

Electronic Arts, Inc.



The solution is to advertise the Redemption Reward program. It is design to unlock certain resources for all users. The benefit is given upon the purchase of an in-store, mobile, or on-line game or service. With each purchase the customer is issued a redemption code to collect the allotted points upon registration and login.

The benefits for new users are given an option to download a casual mobile game for free as or save the purchase points for a greater redemption at a later time.

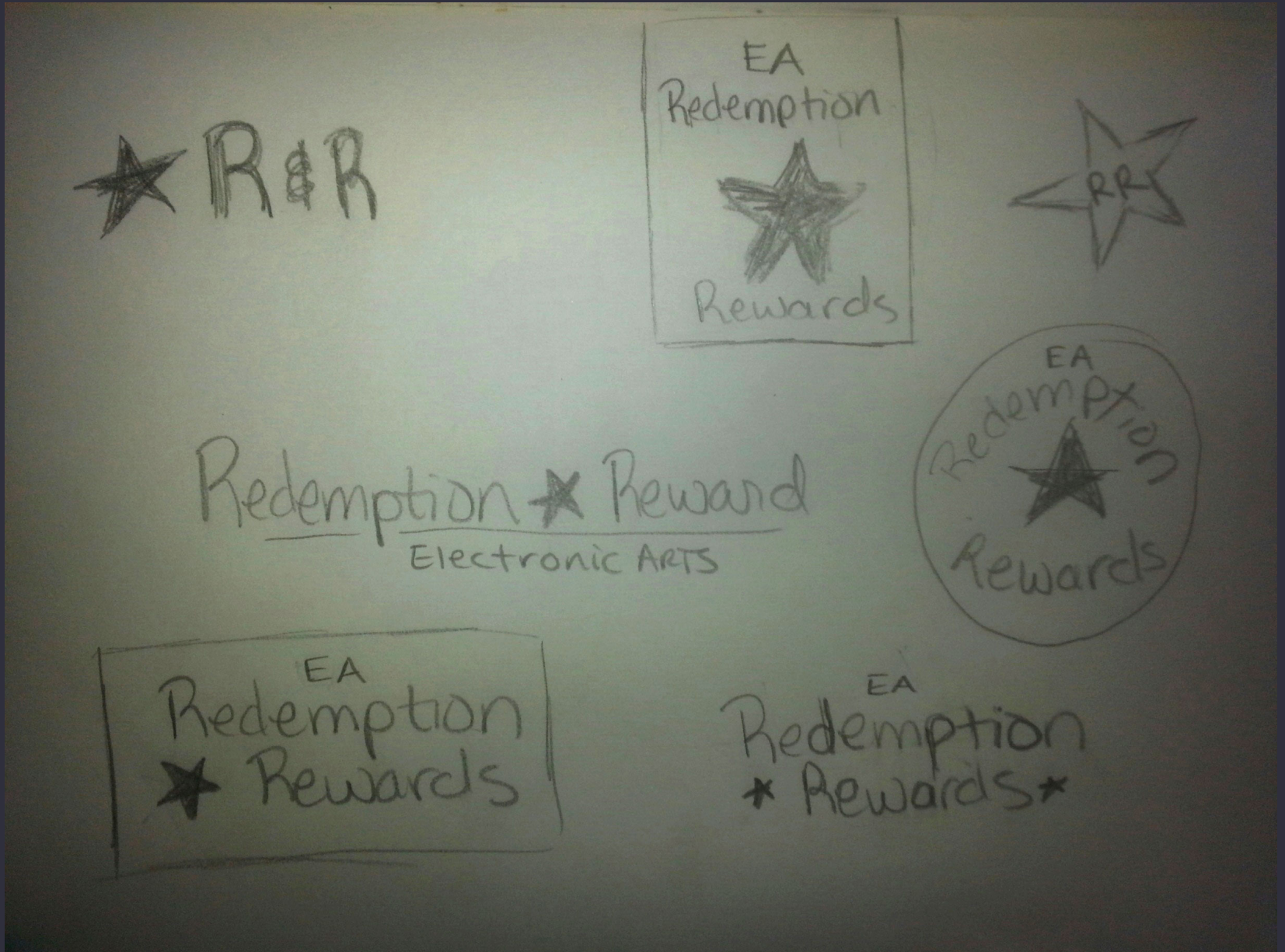
For existing users is more feasible due to the need to redeem the dissatisfaction they experienced in the past.

Designer Notes:

To best promote Electronic Arts campaign, the use of mixed media is most efficient in reaching the masses as it motivate the audience to participate and interact. Video & Music is essential to any campaign.

Electronic Media is the ultimate goal of my campaign. Social Media gets the word out and people interacting. Print for the gamer legion. The combined media ultimately to encourage the target audience either to purchase an EA product or traffics users to the website for further interaction.

2.2 Signature Concept





DEVELOPMENT

2.3 Mood Board

DEVELOPMENT



DEVELOPMENT

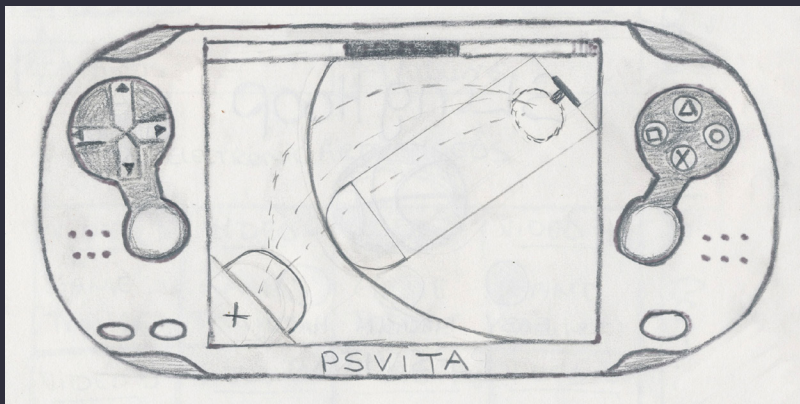
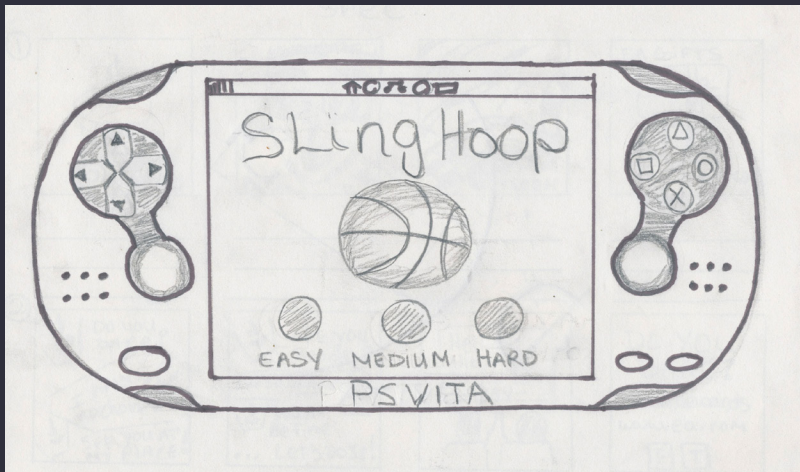
The image displays a collection of digital marketing assets for a rewards program, arranged in a grid-like fashion. At the top, a video player shows a man in a dark shirt holding a handgun, with the text "Be the Adventure", "Dare to Game", and "Live the Dream". To the right of the video is a yellow diamond-shaped sign with a blue ribbon icon and the text "Rewards Ahead". Below these are several promotional banners and graphics:

- A banner with a man in a white shirt and black pants holding a briefcase, with the text "SAVE LIKE A CHAMPION!" and "USE A DEAL".
- A graphic with a "#1" badge and the text "USER REWARDS" and "FREQUENT BUYER REWARDS".
- A word cloud featuring the word "GAMIFICATION" in large letters, surrounded by other terms like "BADGES", "POINTS", "TECHNOLOGIES", and "ENCOURAGEMENT".
- A banner for "The Late Night Gamer" featuring EA and rewardzone logos, with the text "VICTORY CAN BE PRE-ORDERED. BE FIRST." and "rewardzone GAMERS CLUB".
- A banner for "GET 2,000 POINTS" with the text "Turn Everyday Purchases into Cash" and "PURCHASE REWARDS".
- A banner for "REWARDZ" with the text "OUR WAY OF SAYING THANK YOU..." and "SPEND OR RECOMMEND FRIENDS TO EARN POINTS TO SPEND ON SITE".
- A banner for "MY STARBUCKS REWARDS" with the text "Start earning free food and drinks with every purchase." and "12-STAR DASH".
- A banner for "social Rewards" with the text "Rewarding Social Loyalty" and "shopping is better with community".
- A banner for "Winning Customer Loyalty" with the text "CUSTOMER LOYALTY" and "GET REWARDED".
- A banner for "Pre-Purchase Rewards" with the text "Rewards Unlock As More People Pre-Purchase!".

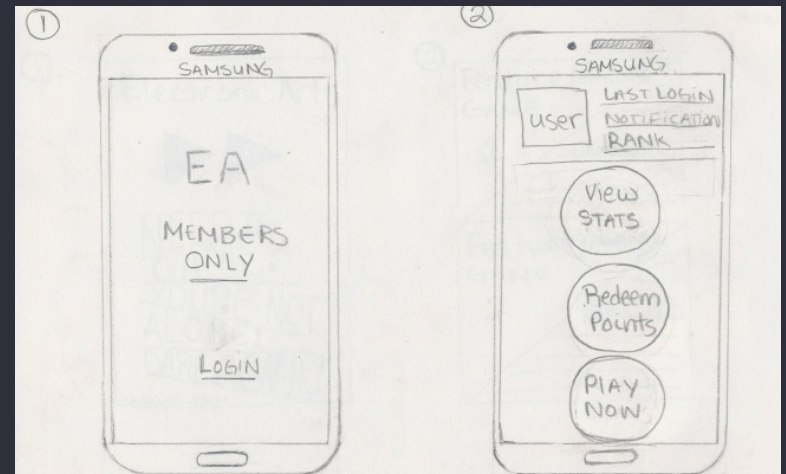
The assets are set against a background of various colors and patterns, including a blue and white striped pattern, a yellow and black striped pattern, and a dark background with the EA logo.

2.4 Asset Concepts

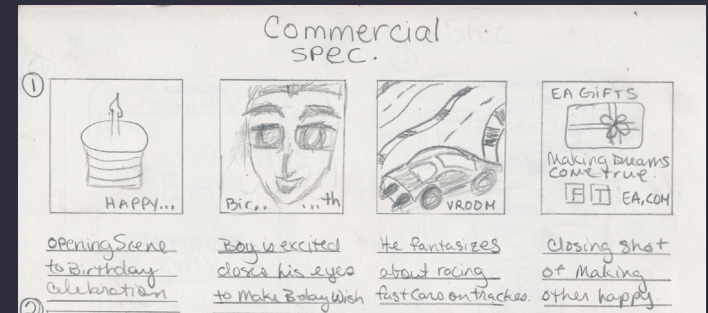
Digital Content



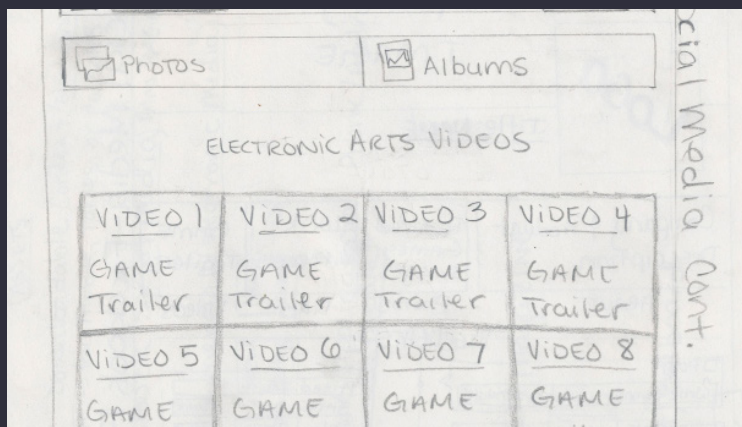
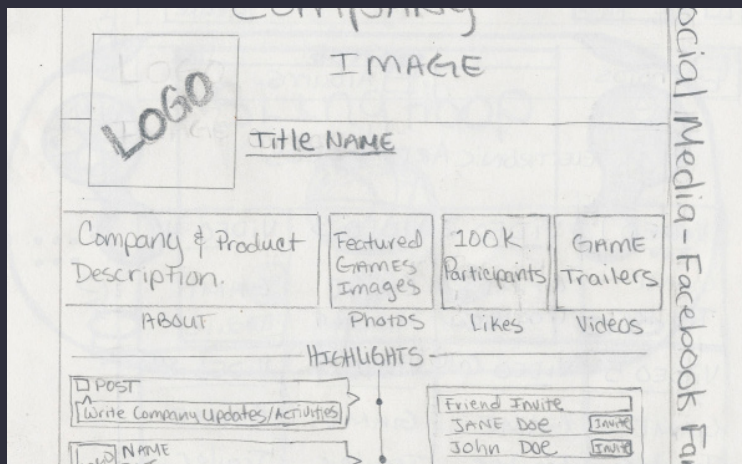
Mobile Application



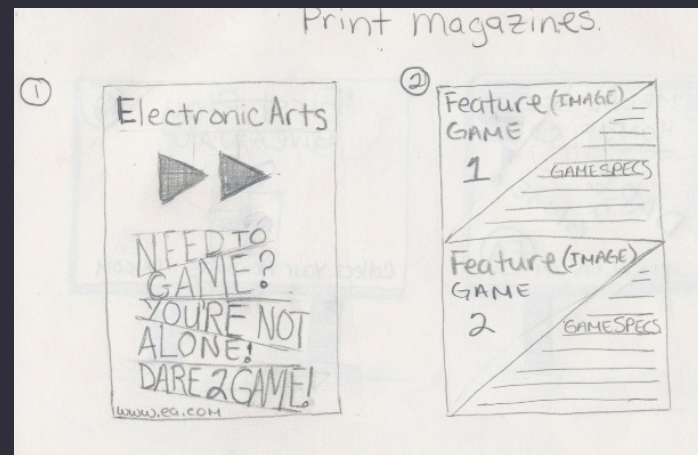
TV Commercial



Social Media



Print




WELCOME BACK,
KillaThrilla!

IF THIS IS NOT YOU, TAP HERE.

 GET MORE COINS

LEADERBOARDS

MORE
GAMES


UPDATED

ACHIEVEMENTS

4-1

ADVENTURE

MORE WAYS
TO PLAY

SHOP

THE
SUBURBAN
ALMANAC

ZEN
GARDEN



3.0 Style Guide



- 3.1 Signature Standards
- 3.2 Colors
- 3.3 Text Treatment
- 3.4 Brand Imagery

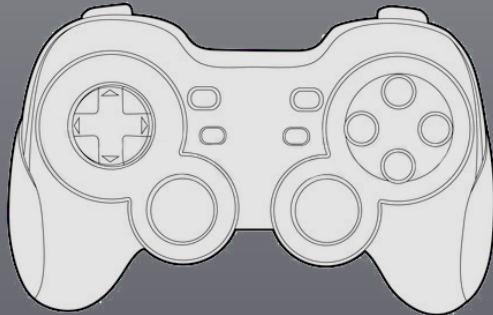
3.1 Signature Standards



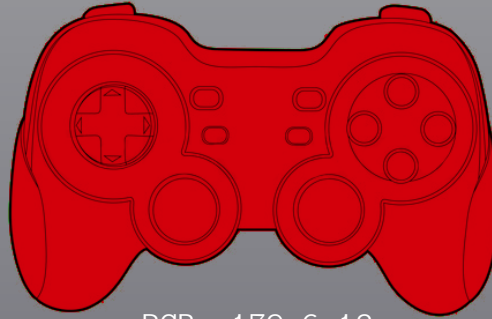


3.2 Color Palette

Primary Colors



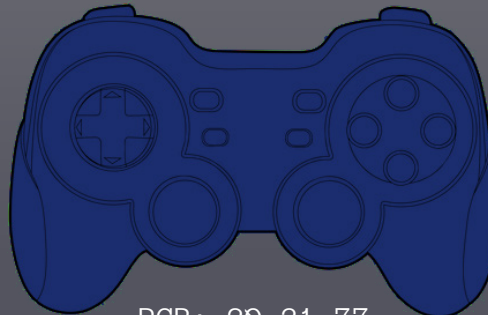
RGB: 228, 228, 228
Hex: e2cd14
CMYK: 14, 13, 100, 0



RGB: 179, 6, 13
Hex: b3060d
CMYK: 20, 100, 100, 13

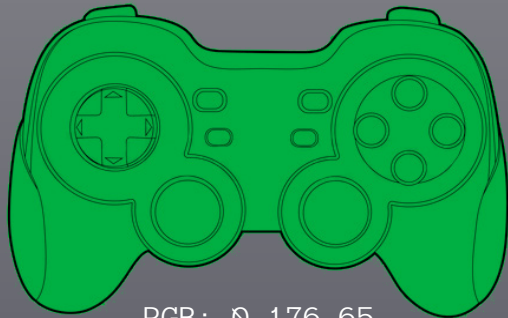


RGB: 29, 29, 44
Hex: 1d1d2c
CMYK: 82, 77, 54, 67

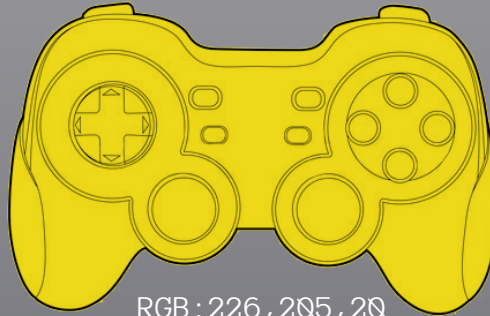


RGB: 20, 31, 77
Hex: 141f4d
CMYK: 100, 95, 38, 39

Secondary Colors



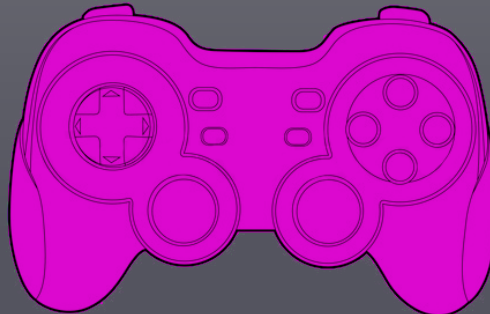
RGB: 0, 176, 65
Hex: 00b041
CMYK: 81, 1,
100, 0



RGB: 226, 205, 20
Hex: e2cd14
CMYK: 14, 13,
100, 0



RGB: 15, 21, 201
Hex: 0f15c9
CMYK: 93, 86,
0, 0



RGB: 220, 8, 208
Hex: dc08d0
CMYK: 30, 87,
0, 0

3.3 Text Treatment

Bangla Sangam:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABC
abc
123

Axaxax:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

**ABC
abc
123**

3.4 Brand Imagery



Game Night, Every Night...

"Game night, is our night."

Before we took advantage of EA's Redemption Rewards, we only had one game night a week, now every night is game night. Our redemption points has unlocked various game expansions as it keeps us together and in game mode.
-Mia&Jace

Login to collect, **Redemption Points** Go to www.ea.com



**GET
REWARDED**



**DOUBLE
POINTS
EVERY DAY ON
NEW GAMES**

STYLLE GUIDE



4.0 Assets

- 4.1 Digital Content
- 4.2 Mobile Application
- 4.3 Commercial TV
- 4.4 Social Media
- 4.5 Print

FINAL ASSETS

4.1 Digital Content

FINAL ASSETS



“The target-audience will instantly receive his/her benefits upon receiving redemption rewards..”

...with the purchase of an EA product.
By actively playing the company's product via a game console the target-audience will be engaged with the product as the company provides them with an interactive experience and sense of adventure. These are downloadable gaming and digital content for consumers enjoyment.

FINAL ASSETS



4.2 Mobile Application

FINAL ASSETS



Mobile application will be design for customers to keep track of current gaming achievements and benefit reward points for use. This application will also provide a handheld game for those who want to play as pass-time. This is not limited to mobile phone, as one may also access it via tablet devices and the Internet.

Play Now!

4.3 Commercial TV

FINAL ASSETS





The idea of a commercial or game trailer will effectively heighten the sensibility of any gamer calling forth the attention for game play. Visual graphics with bold colors and cool animation translates as excitement and fun. The use of music and effective audio will resonate an emotional response that triggers a sense of adventure or adrenaline.



FINAL ASSETS

4.4 Social Media

FINAL ASSETS

The image shows a screenshot of the Electronic Arts, Inc. Facebook page. The page features a large banner for 'Redemption Rewards' with the text 'Go Collect!' and a star icon. The banner includes a helicopter flying over a city skyline. Below the banner, the page header shows the EA logo, the company name 'Electronic Arts, Inc.', and statistics: '145 likes · 6 talking about this · 14 were here'. The page also displays the company's address: '5510 Lincoln Blvd, Playa Vista, CA 90094' and phone number '(310) 754-7000'. A 'Status' box is visible with the text 'Ask something...'. A post from 'Electronic Arts' is shown, dated '5 hours ago via RSS Graffiti', with the text 'nowy wpis na approveapp.com - dodaliśmy kolejne 4 języki - włoski, francuski, czeski oraz litewski'. The page also shows a '52 Friends' section and a post from 'Electronic Arts' dated 'January 19' with the text 'film promujący ea.com od thoke'. The page is tilted and has a dark blue background with a large white arrow pointing towards the page.

Facebook gets the word out and people interacting. Here users interact and receive cool badges for friends to see and offers friendly competition, as they post and share current activity for the friends to view and possibly entice others to participate. This includes shared results gained from game demos with the option to play, score, and achieve benefit scores to later redeem from the console platform.

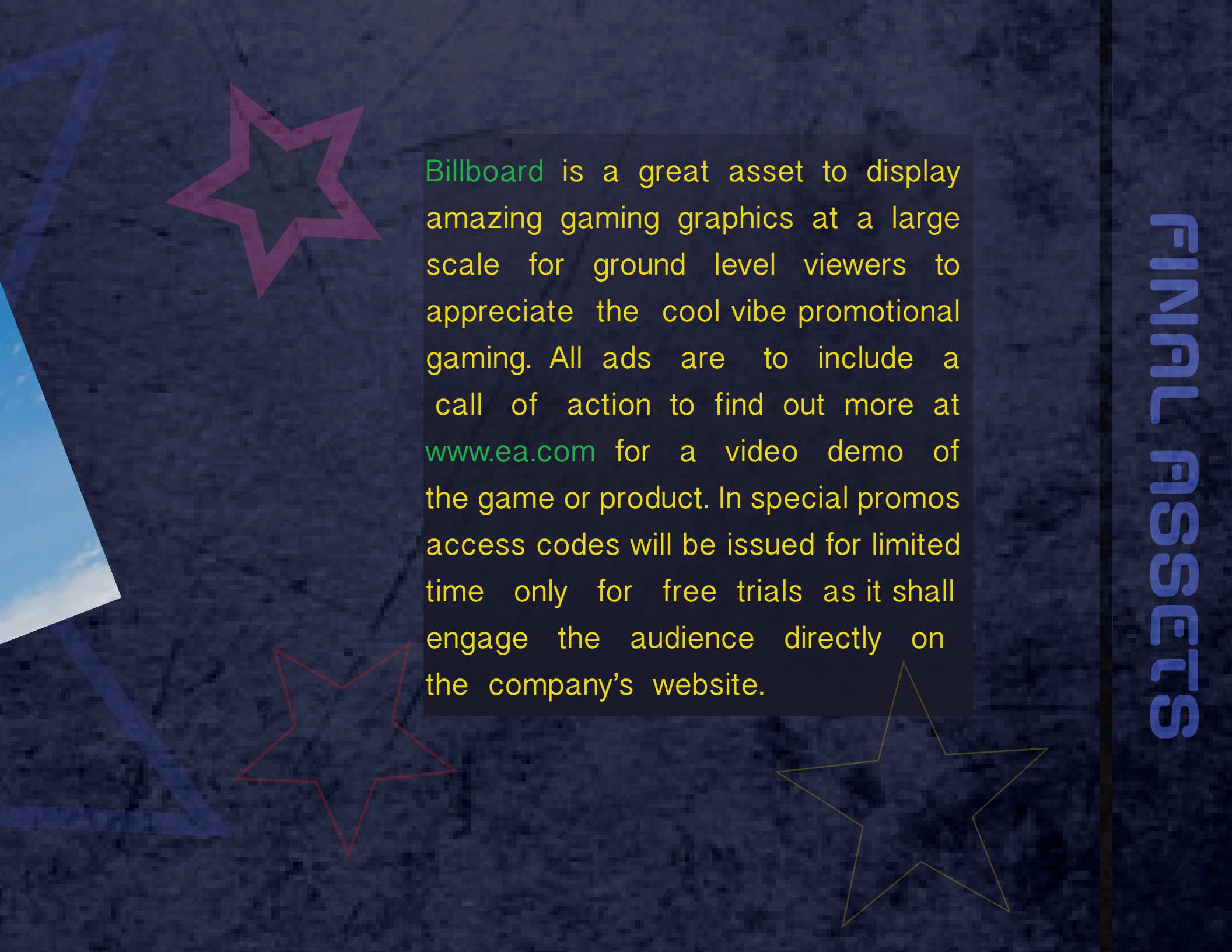
43

his link.

4.5 Print

FINAL ASSETS





Billboard is a great asset to display amazing gaming graphics at a large scale for ground level viewers to appreciate the cool vibe promotional gaming. All ads are to include a call of action to find out more at www.ea.com for a video demo of the game or product. In special promos access codes will be issued for limited time only for free trials as it shall engage the audience directly on the company's website.

FINAL ASSETS

4.5 Print

Gamer magazines are the go-to for the latest and greatest in the gaming world. Game ads in print magazines allow for extended information such as game specs, release dates and background story to further inform the audience of the product or promotion. All ads are to include a call of action to find out more www.ea.com for a video demo of the game or product. In special promos access codes will be issued for limited time only for free trials as it shall engage the audience directly on the company's website.

New Game Release

PLANTS vs. ZOMBIES 2

IT'S ABOUT TIME

EA

PLANTS vs. ZOMBIES

Redemption Rewards

Go Collect!

Receive **double rewards** with the purchase of a new game.
Find out more: www.ea.com

REFERENCES

References:

- Brizee, A., Hurm, N., Pepper, M. (2003). Using Fonts With Purpose. [ONLINE] Available at: <http://owl.english.purdue.edu/owl/owlprint/705/>. [Last Accessed 25 May 2013].
- Browser Games factory (2009). Grunge Construction Background. [ONLINE] Available at: <http://www.psdgraphics.com/backgrounds/grunge-construction-background/>. [Last Accessed 12 June 2013].
- Candy.com. "Google Images." Rewards Ahead. Candy.com, 12 Jan. 2010. Web. 30 June 2013. < <http://tinyurl.com/po7nv3v>>
- EA (2013). Alice. [ONLINE] Available at: <http://www.ea.com/alice>. [Last Accessed 19 November].
- EA (2013). Battlefield 4. [ONLINE] Available at: <http://www.ea.com/battlefield-4>. [Last Accessed 10 November 2013].
- EA (2013). Mirror's Edge. [ONLINE] Available at: <http://www.ea.com/mirrors-edge>. [Last Accessed 10 November 2013].
- EA (2013). Plants vs Zombie. [ONLINE] Available at: <http://www.ea.com/garden-warfare>. [Last Accessed 14 Nov 2013].
- EA (2013). SimCity. [ONLINE] Available at: <http://www.ea.com/sim-city>. [Last Accessed 14 November 2013].
- Examiner (2013). 'Battlefield 4' publisher EA:. [ONLINE] Available at: <http://www.examiner.com/article/battlefield-4-publisher-ea-quality-game-development-chief-company-pillar>. [Last Accessed 14 September 2013].
- Farazsiyal. "Homefront Game Wallpaper." Flickr. Yahoo!, 3 Nov. 2010. Web. 19 June 2013.
- Logotype (2013). Winning Customer Loyalty. [ONLINE] Available at: http://www.logotypes101.com/free_vector_logo/80113/Winning_Customer_Loyalty. [Last Accessed 14 November 2013].



Electronic Arts, Inc.

**Redemption
Rewards**



Go Collect!