



CollectOur
Integrated Campaign
Michael Ferrari

What is CollectOur?

CollectOur is a website designed to collect, add, and curate games and movies for fans of film and video games, spanning all eras, genres, and platforms. Designed with the idea of community contributions, and a well regulated community that strives for civil discussion, anyone and everyone can come to CollectOur with the knowledge that they can find a community who shares their love for games and movies, without the typical vitriol that often comes with such communities.



Behind the Scenes

The Goal

Build a community with a focus on fun and friendliness

Allow users to communicate via forums

Create a sense of user ownership via community contributions and curation

Merge content creation, collecting, and content reviews and discussion

The Audience

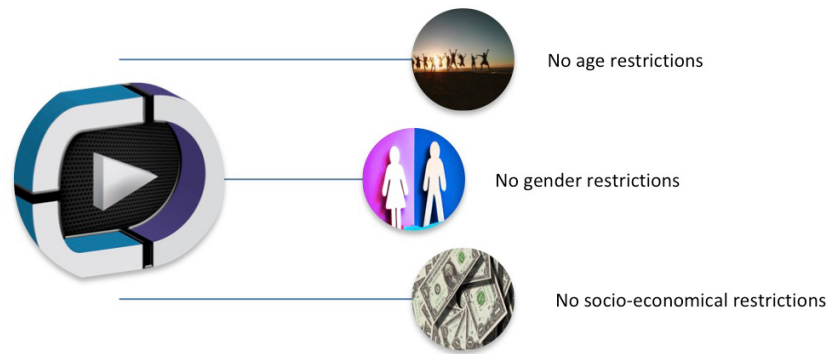
The audience consists of fans of movies, music, video games, comics, and other forms of digital entertainment

Ages ranging from 12-50+

Those who have a particular interest in gaming and film

Those who have a large amount of free time to contribute towards the site, IE students, office workers, etc.

No limitations based on gender, age, or socio-economical background



Words to Remember

Gamers

Movies

Technology

Sleek

Simple

Intuitive

Gamification

Futuristic

Refined

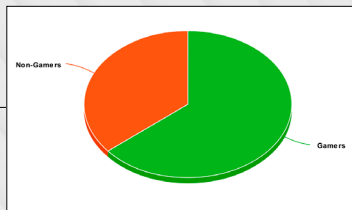
Fun

Ownership

Customization

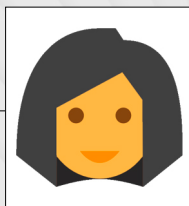
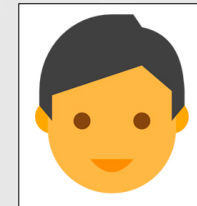
Research

In order to make the site and service as good as it can be, it is important to evaluate not only our competitors, but also key statistics that will be behind the driving force of this site's success or failure. It is important to know not only the audience in terms of socio-economical regards, but also their trends, interests, and the areas of the industry they tend to enjoy and support the most.



64% of the general U.S. population are gamers. (Nielsen, 2017)

The average male gamer is 33 years old. (Entertainment Software Association, 2017)

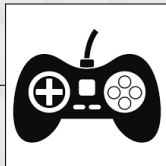


The average female gamer is 37 years old. (Entertainment Software Association, 2017)

Research Continued



The video games market is expected to be worth over 90 billion U.S. dollars by 2020, from nearly 78.61 billion in 2017. (BestTheNews, 2016)



There are more than 2.5 billion video gamers from all over the world. (The European Mobile Game Market, 2016)



80% of the total video game industry's 36 billion U.S. dollars revenue in 2017 belongs to software sales. (Entertainment Software Association, NPD Group, 2017)

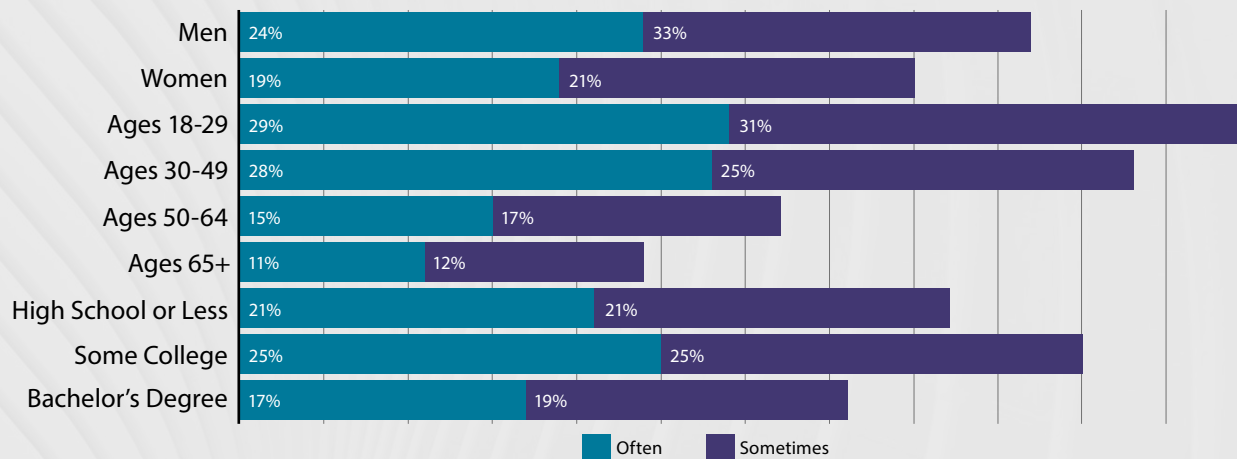


Asia Pacific reached a revenue of 51.2 billion U.S. dollars, making them the largest gaming market in 2017. (NewZoo, 2017)

Research Continued

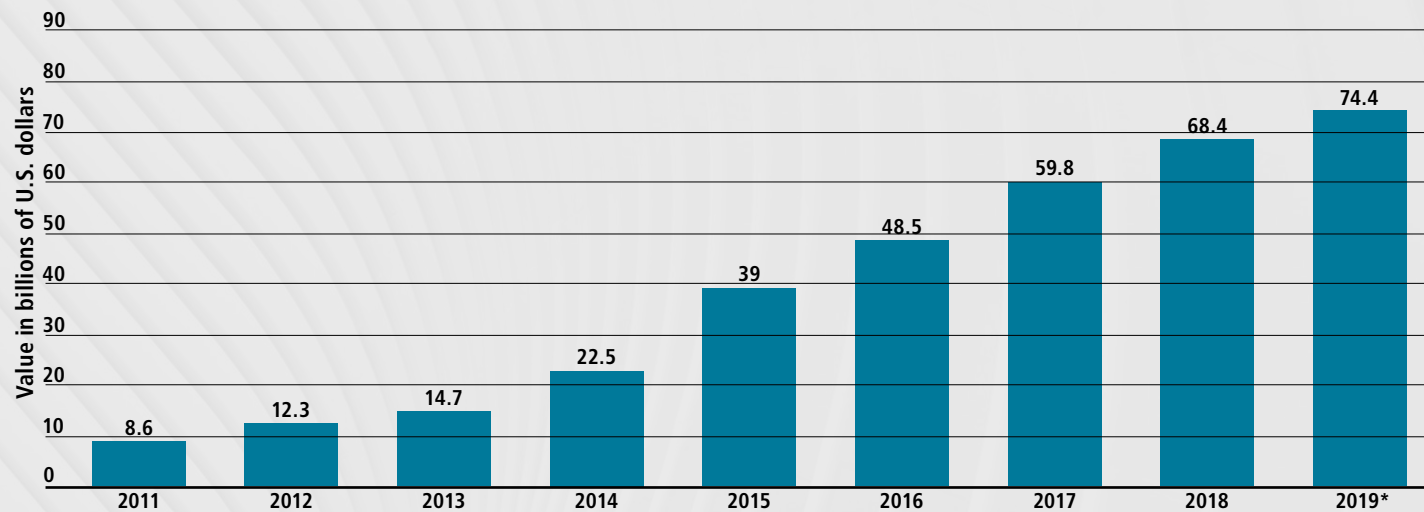
Gamers Demographic

The Percentage of Adults Who Often/Sometimes Play Video Games in the U.S. (2017)



Research Continued

Worldwide Market Value of Mobile Contents in billion U.S. dollars (2011-2019)



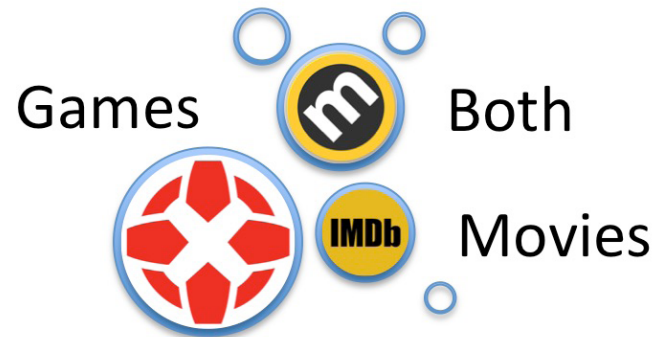
Sources: Capcom; International Development Group

Competitor Analysis

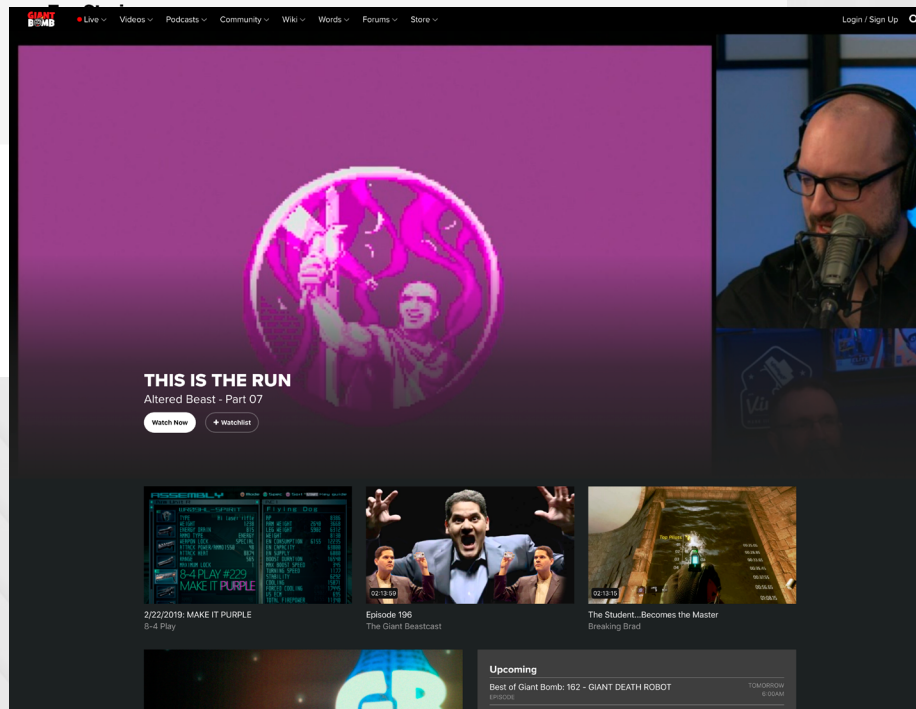
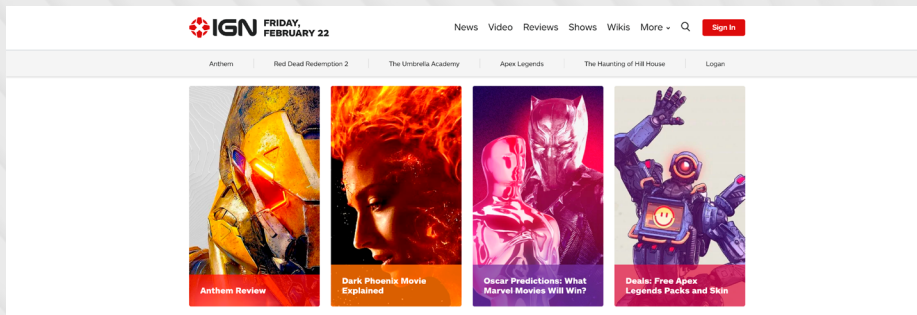
To be as successful as possible, it is important to look at, analyze, and determine what the successful sites have in common, what works, what doesn't, and explore what features we want to implement, eliminate, and possibly expand beyond what is currently available.

Since we will be servicing not only gamers but film-lovers, it will be important to make sure these elements coexist in a way that feels cohesive, and users feel comfortable and interested regardless of why they are visiting the site.

Looking at the leaders in each industry is important (gaming and movies) as well as aggregate sites, like Metacritic, which serves multiple mediums such as games, movies, and music.

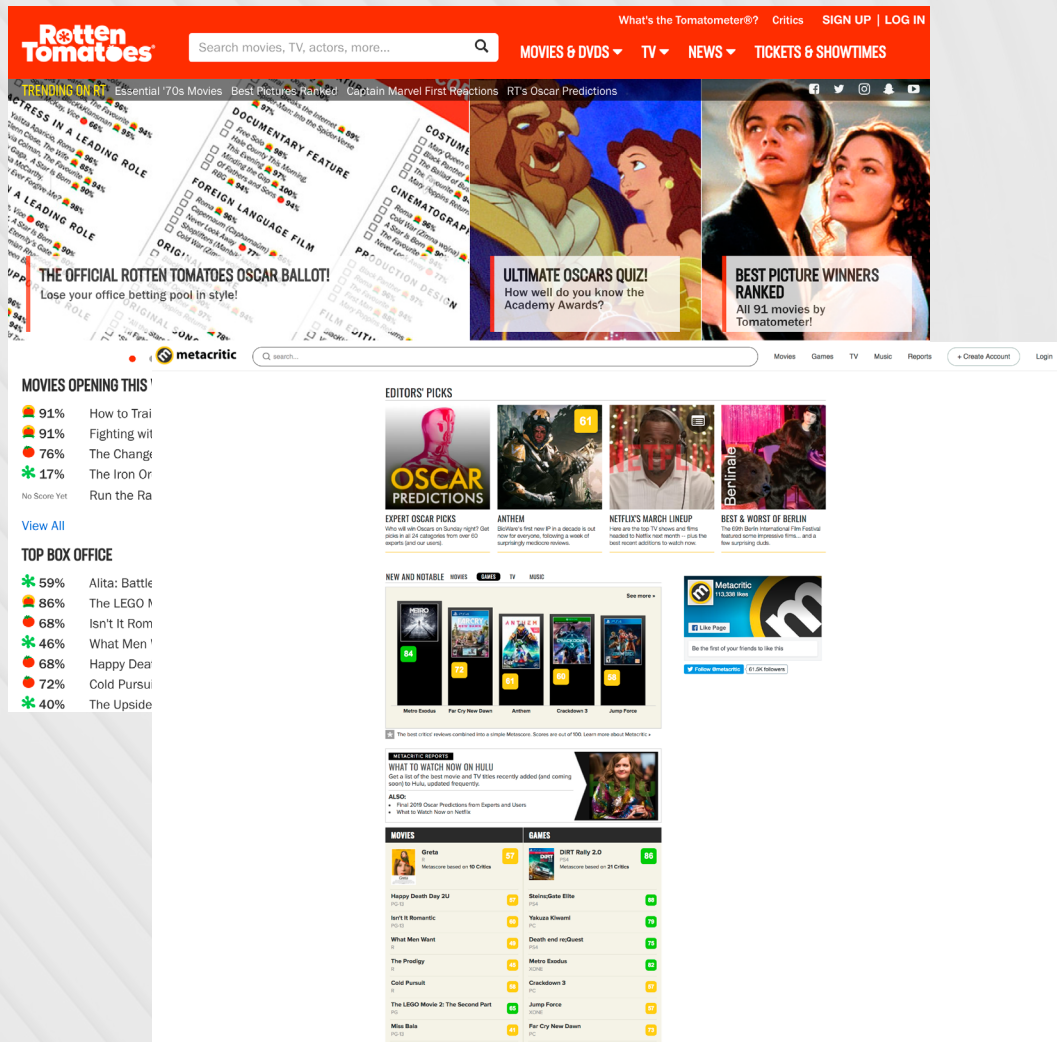


Competitor Analysis Cont.



First impression as always is key, so we will need to have a homepage that immediately let's the user know what the site is about, and presents enough information to inform them about what kind of content is available, without feeling too busy or overbearing. We don't need to display too much information, but we want to let them know we are more than just another gaming or movie site. There needs to be a great visual appeal, and content balance.

Competitor Analysis Cont.



Movie and aggregate sites aren't too different from gaming sites, so it will be more important to focus on the content placement, layout, and integration than the visual differences between sites like IGN and Metacritic.

Competitor Analysis Cont.

The screenshot shows a forum thread on a gaming website. The thread is titled "Something just occurred to me" and is located in the "Nintendo Lobby" board. The post is by user "Bogdanoff-Dynasty" and discusses remastered games. The website's header includes navigation links for Boards, Recent Activity, and Search Boards. The main content area shows the thread details, including the post text and user information. To the right of the thread, there is a sidebar with a search bar and a list of recent discussions. The recent discussions table lists various topics, authors, last posts, and post/view counts. Below the recent discussions, there are sections for "General Forums" and "Main Boards".

Something just occurred to me
Discussion in "Nintendo Lobby" started by Bogdanoff-Dynasty, Tuesday at 2:30 PM.

Date Posted: Tuesday at 2:30 PM
Correct me if I'm wrong, but aside from Fast RMX, Darksiders: Warmastered Edition and Assassin's Creed III are the first big 3rd party Switch games with previous Wii U versions.
Hopefully, they get the Fast RMX treatment, also known as proper remastering, and not like what the Switch got with Dark Souls and LA Noire.
Sent from my SM-N960U using Tapatalk

Bogdanoff-Dynasty, Tuesday at 2:30 PM

GameSpot » Forums
GameSpot Boards

Enter search term

Recent Discussion

Topic (s jump to last post)	Author	Last Post	Posts	Views
What is the best story video games have ever told? » System Wars	TheEnrica	v14_d3nin 21 minutes ago »	60	626
RUMOR* Pokemon Gen 8 reveal on Feb. 22 possible called King and Queen » System Wars	FireEmblem_Man	Techhog89 22 minutes ago »	39	671
North Carolina's 9th district to hold do-over election. » Political Gamers	Serraph106	Serraph106 22 minutes ago »	12	137
NEW Backward Compatibility patent filed Yesterday 02/21/2019 by Sony. » System Wars	Boaflex	omegaMaster 23 minutes ago »	84	698
My new build » PC/Mac/Linux Society	nikeswoosh	nikeswoosh 24 minutes ago »	4	29
Xbox Game Pass coming to Nintendo Switch? "RUMOR" » System Wars	FireEmblem_Man	PurpleMan5000 24 minutes ago »	110	1,267
Washington Post reporter states she needs Jussie Smollett assault to be true to silence skeptics » Political Gamers	sd7k2	Jacknuk 26 minutes ago »	41	653
Nvidia GTX 1660Ti reviews are up and probably the best mid-range GPU entry to PCI » PC/Mac/Linux Society	DeVilJain-	urbangames 28 minutes ago »	7	82
White Supremacist Coast Guard Lieutenant Was Allegedly Plotting Mass Terrorist Attack (Targeting Dems, CNN, etc.) » Political Gamers	Zaryia	Xobiss 27 minutes ago »	49	575
Can Xbox become the next Sega? *speculation* » System Wars	SellGame_basics	v14_d3nin 30 minutes ago »	27	291

General Forums

Topics	Posts
Games Discussion Recent - Is 2019 giving us the best games too early?	1359800
Off-Topic Discussion Recent - The NFL Patriots owner Robert Kraft arrested for Sex trafficking!	11558226
System Wars Recent - Can Xbox become the next Sega? *speculation*	13360205
Sports Bar Recent - English Premier League: Today sucks for me & Chelsea fans, losses 6-0 against Manchester City	285225

MAIN BOARDS

- Games Discussion
- Nintendo Fan Club
- PlayStation Nation
- Xbox Association
- PC/Mac/Linux Society
- Mobile Connection
- Bug Reporting & Feedback
- Off-Topic Discussion
- System Wars
- Sports Bar
- Ask the Mods
- Retro Gaming
- YouTube / Streamers Unite
- GameSpot Polls
- GameSpot Giveaways
- Political Gamers

POPULAR GAME BOARDS

- Star Wars: The Old Republic Forum
- Create Forum
- Tom Clancy's Rainbow Six Siege Board
- Dishonored Forum
- Game of War - Fire Age Forum
- Mario & Luigi: Bowser's Inside Story Forum
- Metroid: Other M Forum
- F1 Exhaust Note Forum
- The Golf Club 2019 featuring PGA Tour Board
- Crisis VRigade Board

COMMUNITY BLOG

COMMUNITY NEWS
The Witcher 3 Collection Giveaway (US Only)

Forums seem pretty by the books, with the main importance on being around how the information & different sections are separated. The primary focus beyond that will be on implementing and executing on a firm stance of keeping the community civil and well moderated.



The Website

The Name

Since collecting is a key feature of the site, I wanted that to be an influence on the name. The initial name of Collectibuild was too stale and didn't serve the brand or mood desired. By also putting emphasis on the idea of this being a community, I feel I was able to come up with a name and color scheme that gives you an idea of the purpose and tone right away.

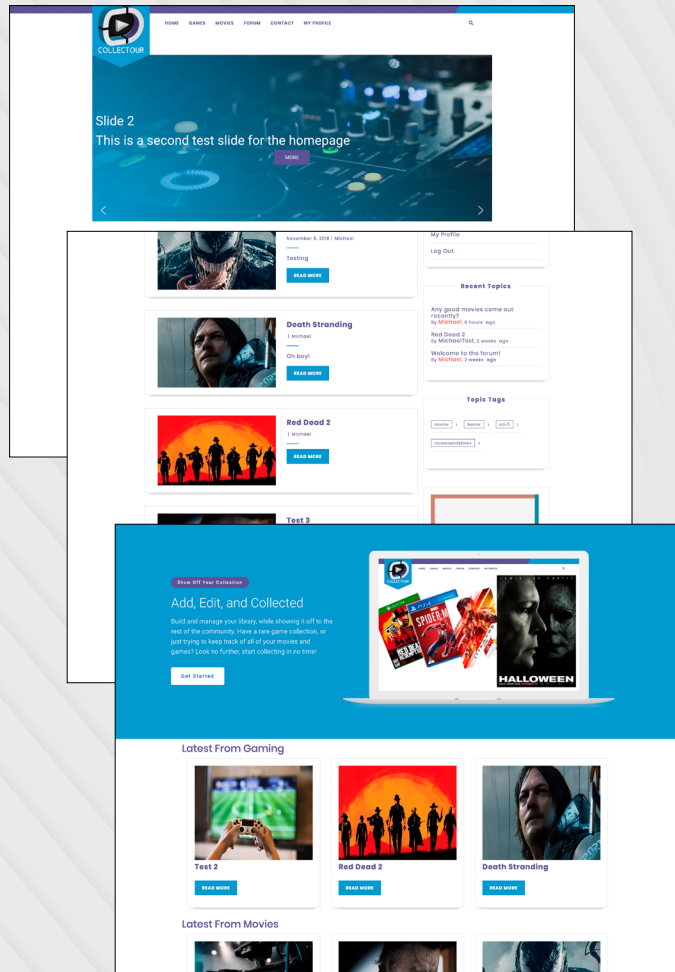


The Platform

Wordpress is a very versatile and flexible platform that allows additional features to be added to a project easily, and since I already have several years of experience working with it, I am confident that I will be able to build the site with all of the features desired, and add on in the future with little issue. It is also free with hosting, which brings down the project's cost.



Key Aspects



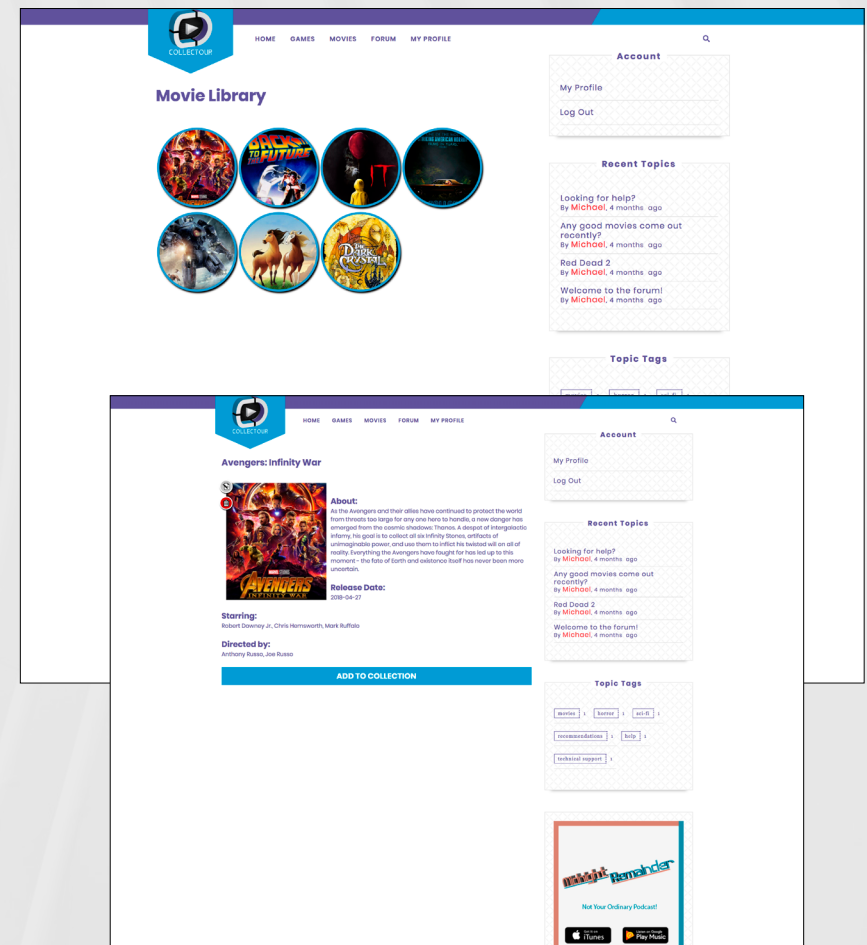
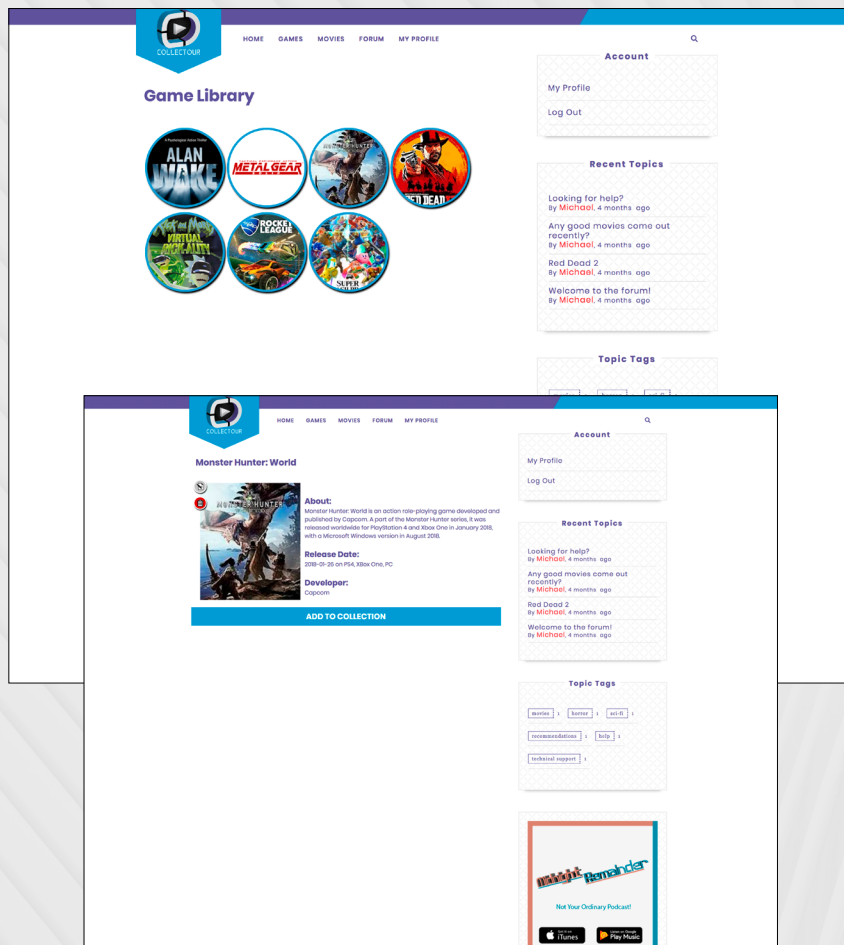
Easy, clear navigation/UI

Small, digestible menu

Content placement that makes relevant items easy to find

Quick access to movie/game libraries, user profiles, user collections, and forum

Games & Movies Section



Click Here to Visit
CollectOur.MichaelFerrari.Net

Easily Add Items

The diagram illustrates the process of adding a game to the CollectOur website. It is divided into two main sections: the homepage and the 'Add Game' form.

Homepage: The homepage features a navigation bar with links for HOME, GAMES, MOVIES, and FORUM. A callout bubble highlights the 'ADD GAME' button in the top navigation bar. The main content area displays a featured game, 'Red Dead Redemption 2', with a description: 'It's time to go West... AGAIN! Michael shares his thoughts on the latest Rockstar game'. Below the featured game are three buttons: Register, Contribute, and Collect. The footer includes a section for 'RDR2's Thoughts' and an 'Account' section with links for My Profile and Log Out.

Add Game Form: The 'Add Game' form is located at the top of the page. It contains the following fields and options:

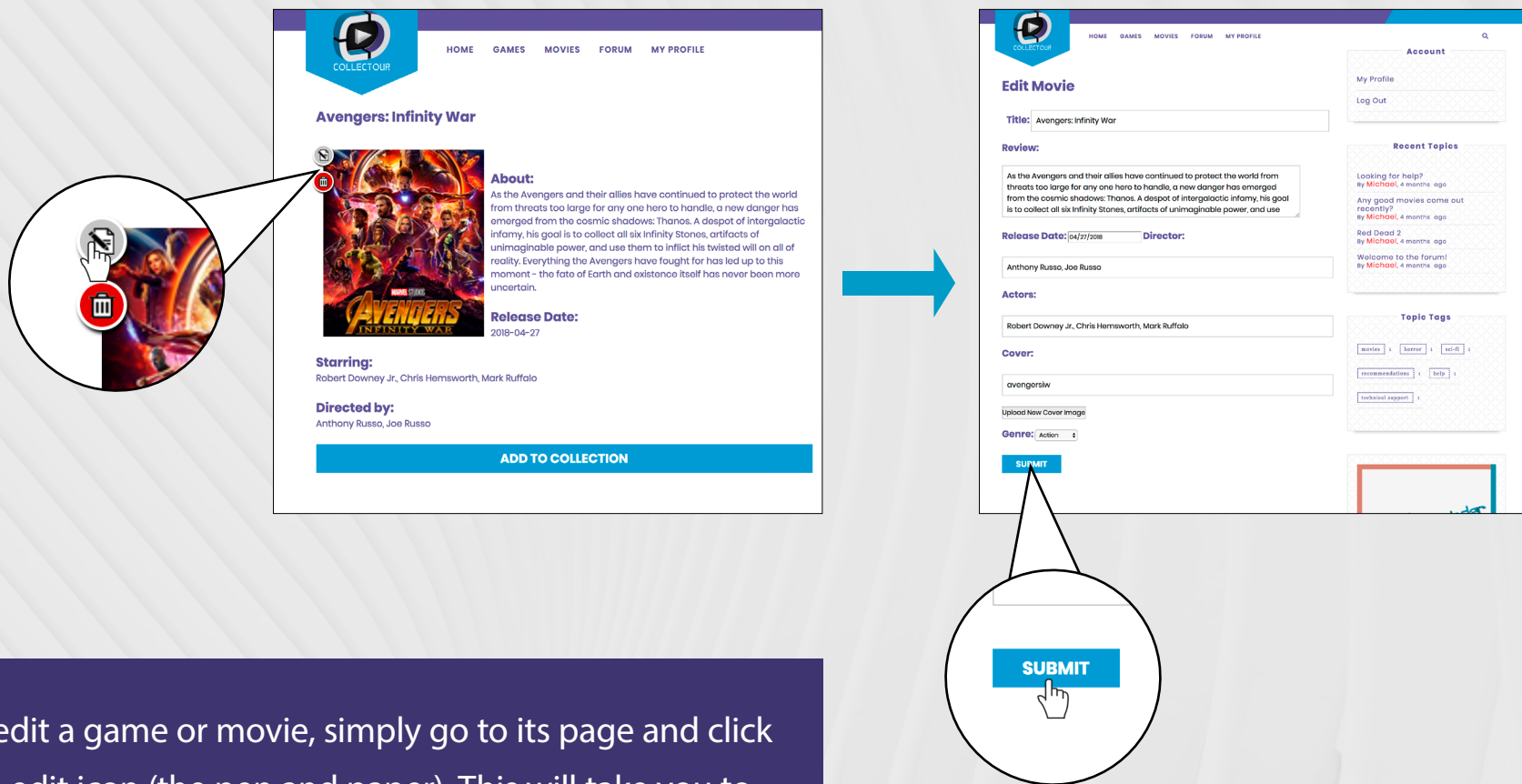
- Title:** Rick and Morty: Virtual Rick-ality
- Release Date:** mm/aa/yyyy
- Developer:** Owlchemy Labs
- Platforms:** (example: PS4, Xbox, PC, Switch) PC, PS4
- Review:** (HTML enabled)
- Genre:** VR
- Upload Cover Image:**
- Cover File Name:** (example: metalgear, no extension)

A callout bubble highlights the 'SUBMIT' button at the bottom of the form.

To add items to the site all you have to do is use the menu at the top to "Add Game" or "Add Movie." Fill out the form, and when you're done, hit Submit. The game or movie is instantly added to the site's catalog for you and others to collect!

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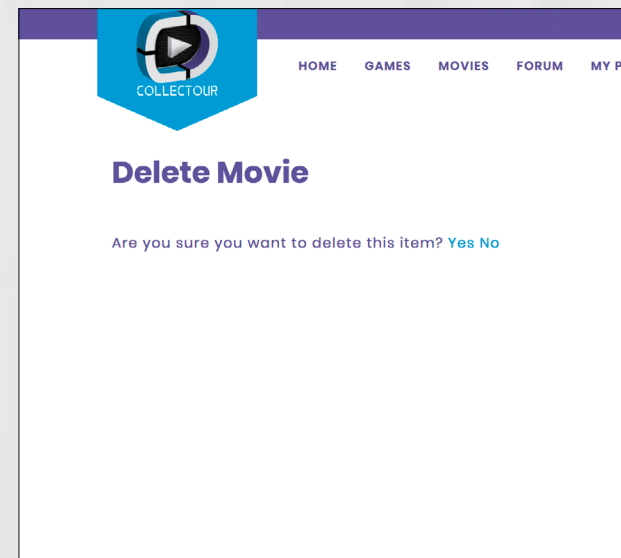
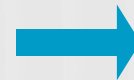
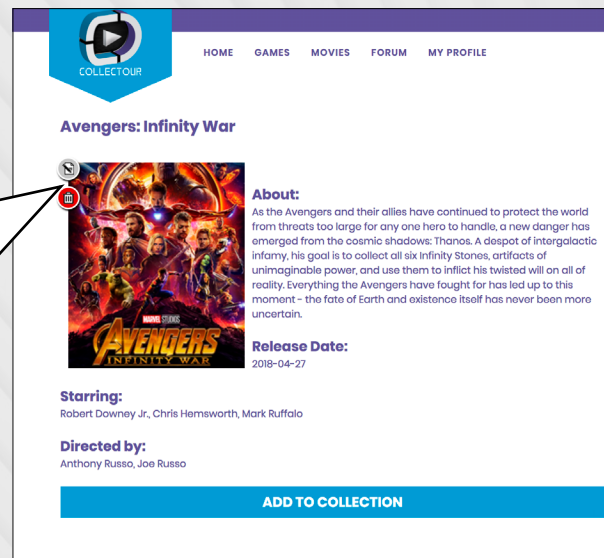
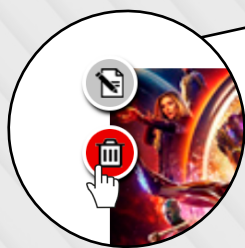
Easily Edit Items



To edit a game or movie, simply go to its page and click the edit icon (the pen and paper). This will take you to the edit page where you can make your desired edits. Once you're finished, hit Submit, and it is instantly updated for everybody!

Click Here to Visit
CollectOur.MichaelFerrari.Net

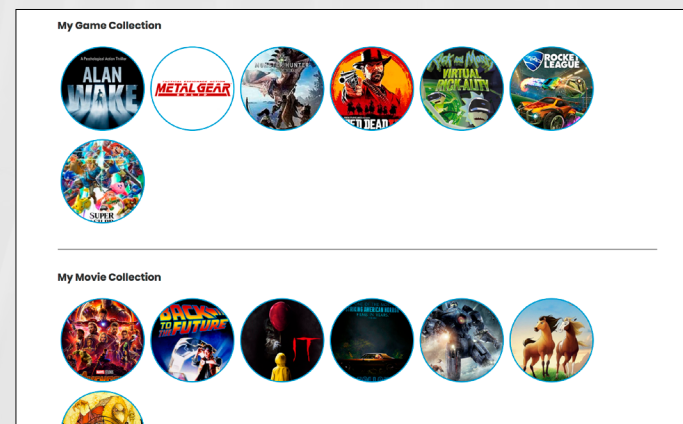
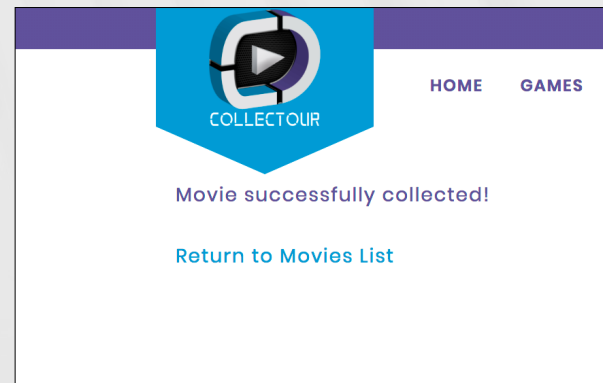
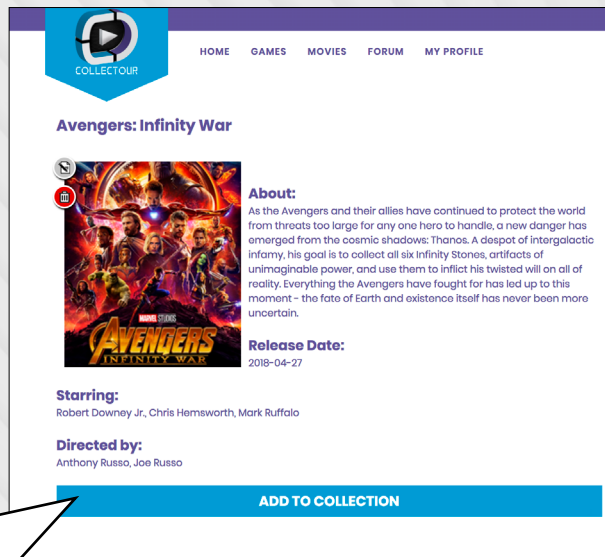
Easily Delete Items



To delete a game or movie, simply go to its page and click the delete icon (the red trash bin one). You will be asked to confirm your deletion. If you click Yes, the game or movie will be instantly removed from the site.

Click Here to Visit
CollectOur.MichaelFerrari.Net

Easily Collect

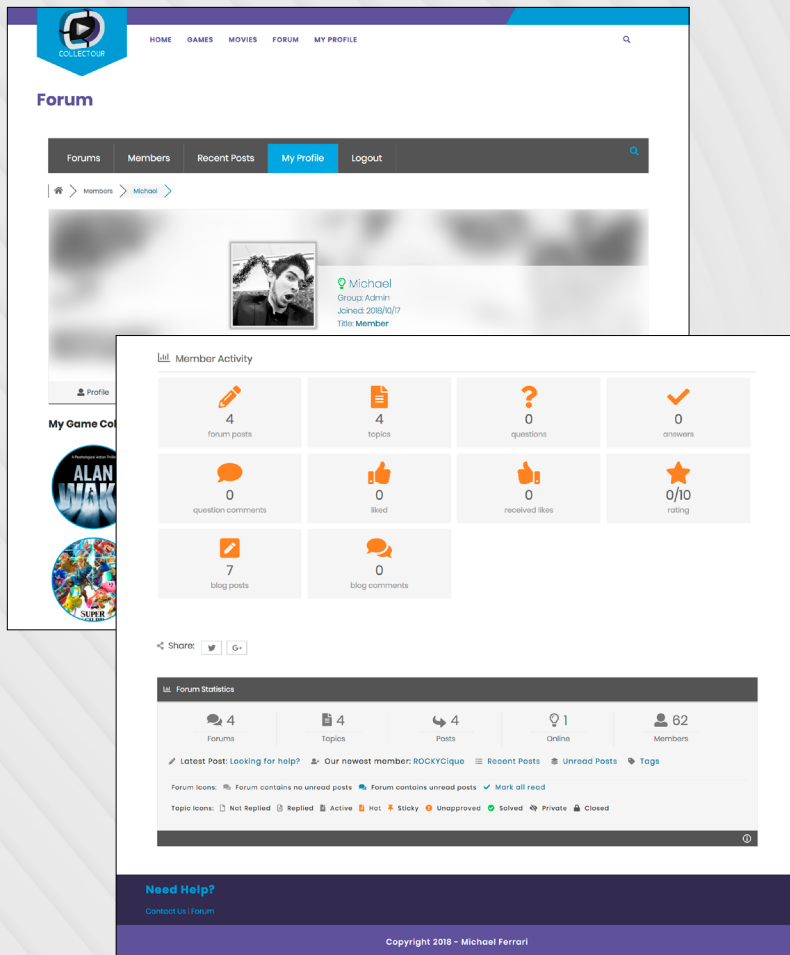


Click Here to Visit
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Instantly adds to your collection

Instantly updates your profile

Your Profile



View your Movie and Game collections

View your forum activity

View your user level

Edit your profile

Click Here to Visit
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Other Member's Profile

The screenshot shows a forum member profile for 'Thicc Boi'. The profile includes a header with navigation links (HOME, GAMES, MOVIES, FORUM, MY PROFILE) and a search bar. Below the header is a 'Forum' section with tabs for Forums, Members, Recent Posts, My Profile, and Logout. The main profile area shows a user avatar, name 'Thicc Boi', group 'Registered', join date 'Joined: 2018/11/06', and a 'New Member' badge. Below the profile is a 'My Game Collection' section with a game icon. The 'Member Activity' section displays various statistics: 0 forum posts, 0 topics, 0 questions, 0 answers, 0 question comments, 0 liked, 0 received likes, 0/10 rating, 0 blog posts, and 0 blog comments. The 'Forum Statistics' section shows 4 forums, 4 topics, 4 posts, 1 online, and 62 members. The footer includes a 'Need Help?' link and a copyright notice for Michael Ferrari.

Forum

Thicc Boi
Group Registered
Joined: 2018/11/06
New Member

My Game Collection

Member Activity

0 forum posts	0 topics	0 questions	0 answers
0 question comments	0 liked	0 received likes	0/10 rating
0 blog posts	0 blog comments		

Forum Statistics

4 Forums	4 Topics	4 Posts	1 Online	62 Members
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Need Help?
Contact Us | Forum

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View their Movie and Game collections

View their forum activity

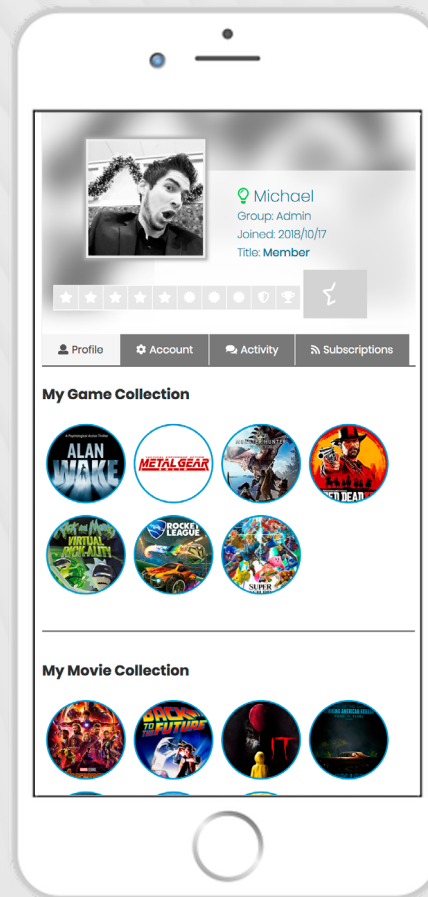
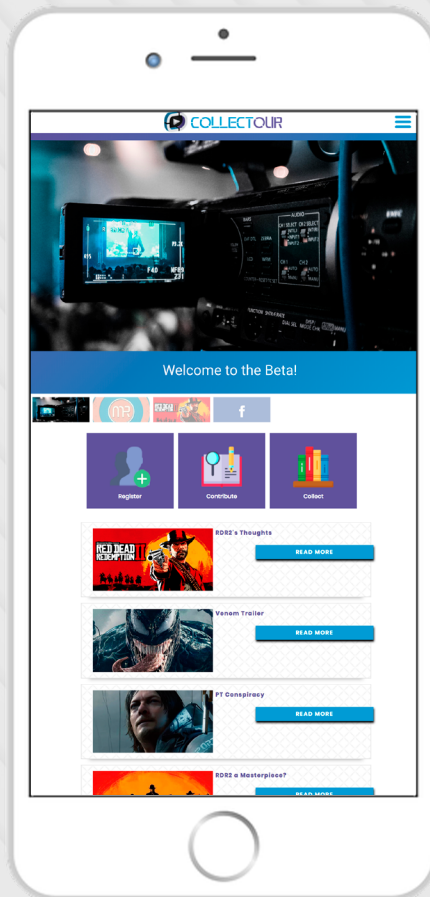
View their user level

Click Here to Visit
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On
the
Go

Mobile Friendly



CollectOur's completely responsive design means you can login and use the site on the go, no matter the device! With full functionality intact, you can add, edit, delete, and collect just like if you were on the full site! You also have full access to the forum, your profile, and everything else. A smaller device doesn't mean a smaller experience, enjoy ALL of CollectOur no matter where you are, or what device you're using.



Marketing

The Basics

Actively comment on popular competitor forums with links to content on CollectOur

Use CollectOur graphics on our profiles at competitor sites

Utilize small, affordable marketing campaigns on Facebook and Google Ads

Marketing in Action

The screenshot shows a Facebook interface with a post from Michael. The post is for the movie Captain Marvel, featuring a video player with a play button. The text of the post says: "On March 8, get ready to marvel. Get tickets to Marvel Studios' #CaptainMarvel now." The post has 68,788 likes and 26 new likes this week. Below the video, there is a Fandango.com link to "Get Showtimes Now" with 3.3K likes, 591 comments, 792 shares, and 2.8M views. The right sidebar shows "Recent Posts" with a post about "Strategies for using the Core Four to hel..." and a "Sponsored" section with an ad for "Bring Me The Horizon live Inside the HD Ra..." from hradio.com. The bottom of the page shows a "Suggested Page" for Collectour, a community for gaming and movies, with a video player showing "MISSILE COMMAND" and "DEFENDER" games.

Search

Michael Home Create

Events Fundraisers See More...

On March 8, get ready to marvel. Get tickets to Marvel Studios' #CaptainMarvel now.

68,788
26 new likes this week

Recent Posts

"Strategies for using the Core Four to hel..."
February 12 at 6:00 AM

2 Boost Post

Create Promotion

Sponsored Create Ad

Bring Me The Horizon live Inside the HD Ra...
hradio.com
Listen to BRING ME THE HORIZON's live performance on HD Radio Wednesday, February 13th at...

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FANDANGO.COM
Get Showtimes Now

3.3K 591 Comments 792 Shares 2.8M Views

Suggested Page

Collectour Sponsored

Love gaming? Love Movies? Love talking about them with others? Join CollectOur!

MISSILE COMMAND
COLLECTOUR
DEFENDER

Collectour Community Like Page

Marketing in Action

IGN TUESDAY, FEBRUARY 12

News Video Reviews Shows Wikis More [Sign In](#)

[Aladdin \[Disney Live-Action\]](#) [Apex Legends](#) [Ghost World](#) [Sid Meier's Civilization VI: Gathering Storm](#) [Jump Force](#) [Mortal Kombat 11](#)

Collect. Converse. Have Fun.

Apex Legends: Final Review

Daniel Radcliffe on Those Wolverine Rumors

Will Superman Cameo in Shazam!?

Deals: Playstation Classic for \$39.99

Top Stories & Videos

Arrow Says Goodbye to Another Major Player

Aladdin: What Will Smith's Genie Can Learn From Robin Williams

Mortal Kombat 11's Full Roster Possibly Leaked

Latest News

Marketing in Action





Moving
Forward

Building a Community

Utilizing marketing via participation in other communities and paid advertising, a community should naturally begin to grow and flourish. It will be important to focus on maintaining a positive community devoid of the usual pitfalls and vitriolic environment. Employing a team of moderators and further developing the user level/tier system can help incentivize people to stay around and contribute positively.

The door for paid memberships, ad free pay-walls, premium content, and other revenue generating features are possible, but the users should never feel exploited, and nothing should ever be taken away to make way for revenue. CollectOur should always focus on making the users feel safe, valued, and PART OF THE COLLECTOUR TEAM.



THANK YOU

See the site in action!

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