CollectOur

Integrated Campaign

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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

No age restrictions

No gender restrictions

No socio-economical restrictions
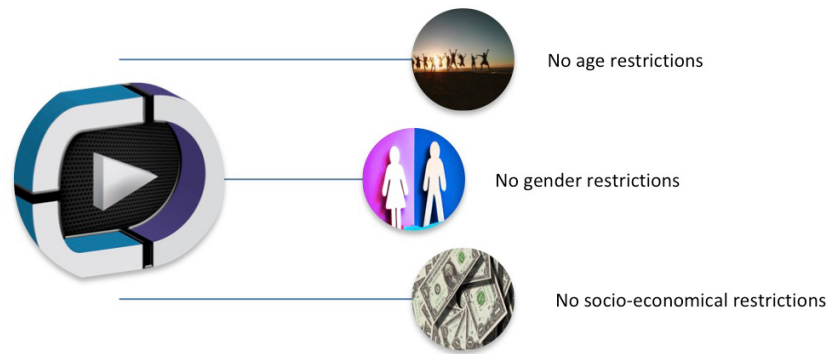
Words to Remember

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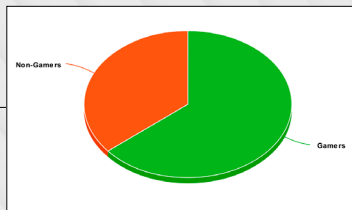
64% of the general U.S. population are gamers. (Nielsen, 2017)

The average male gamer is 33 years old. (Entertainment Software Association, 2017)
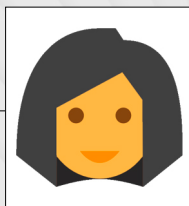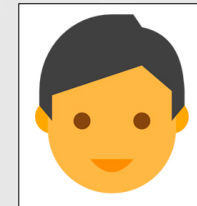
The average male gamer is 37 years old. (Entertainment Software Association, 2017)

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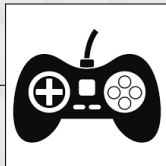
There are more than 2.5 billion video gamers from all over the world. (The European Mobile Game Market, 2016)

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)

Category	Often	Sometimes
Men	24%	33%
Women	19%	21%
Ages 18-29	29%	31%
Ages 30-49	28%	25%
Ages 50-64	15%	17%
Ages 65+	11%	12%
High School or Less	21%	21%
Some College	25%	25%
Bachelor's Degree	17%	19%

■ Often ■ Sometimes
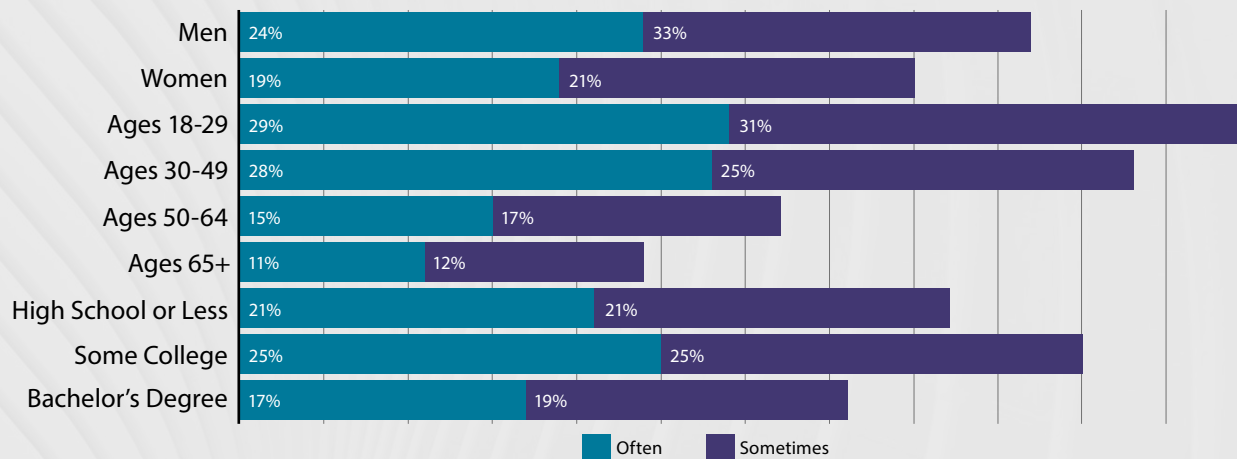
Research Continued

Worldwide Market Value of Mobile Contents in billion U.S. dollars (2011-2019)
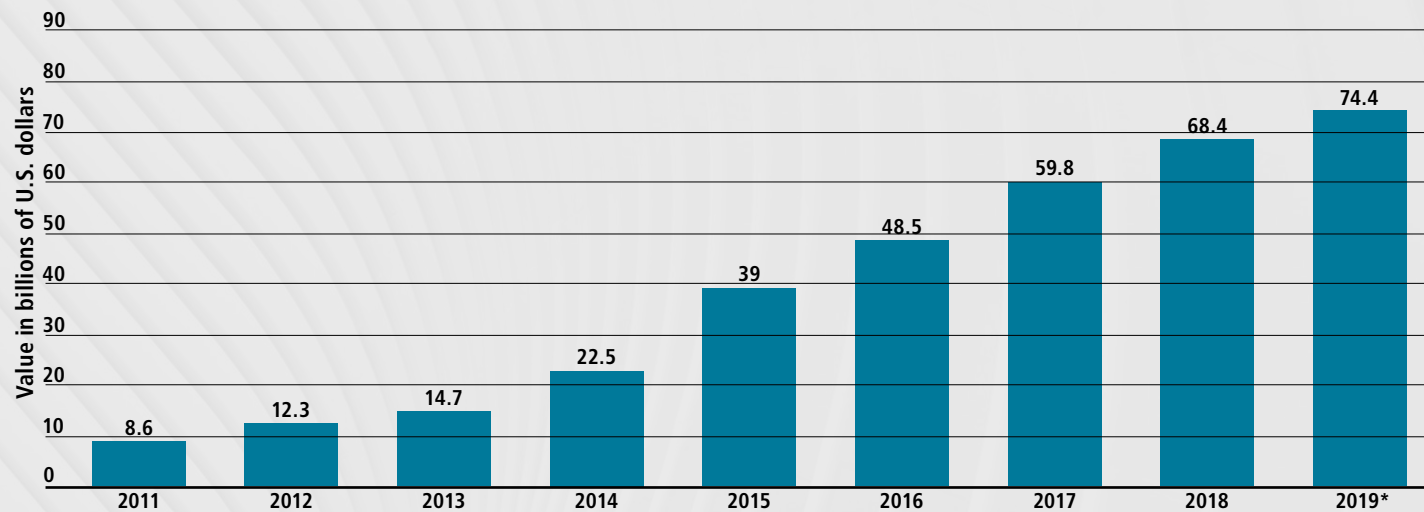
Sources: Capcom; International Development Group

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.
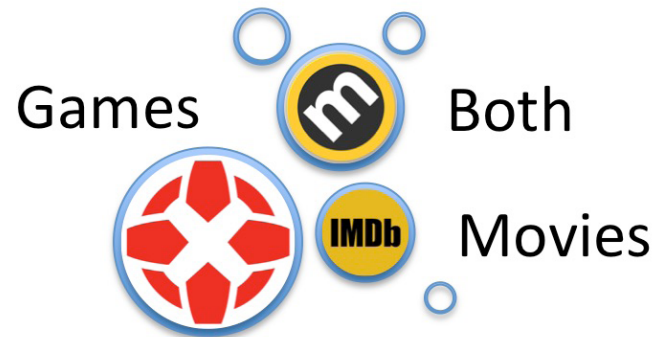
Competitor Analysis Cont.
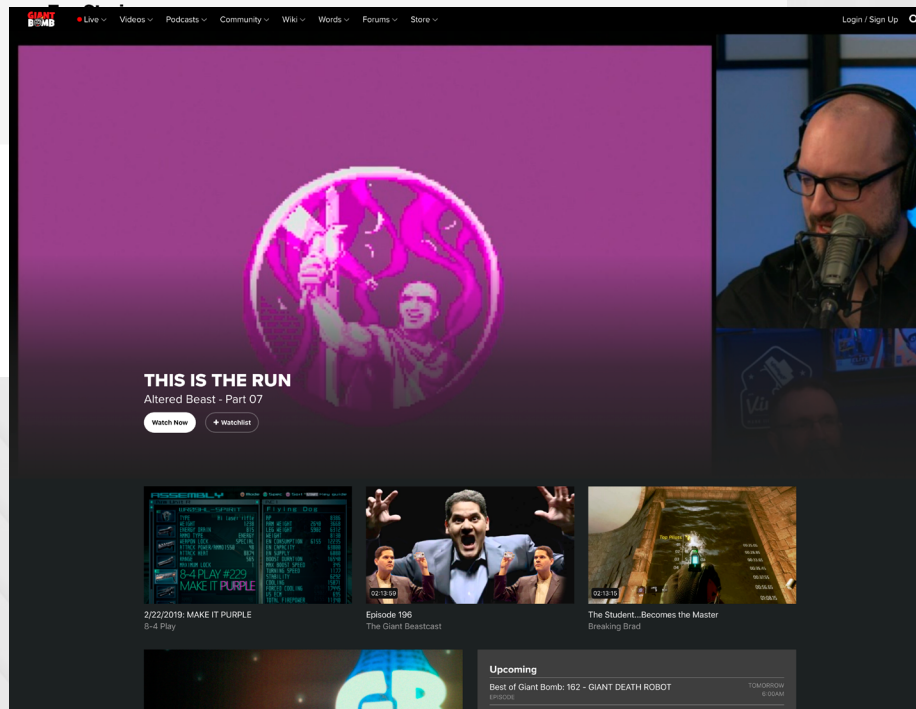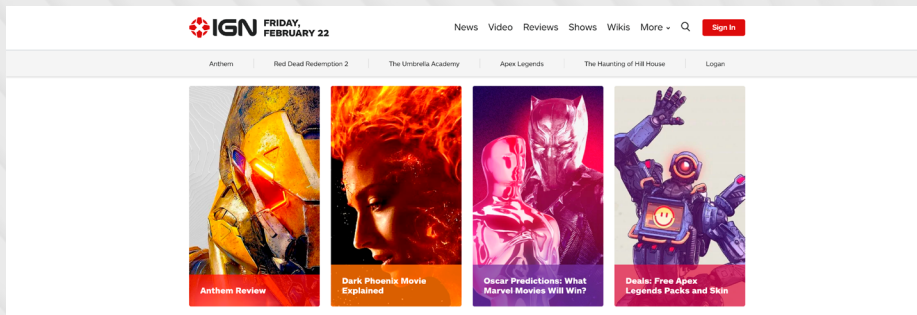
First impression as always is key, so we will need to have a homepage that immediately let's the user know what the site is about, and presents enough information to inform them about what kind of content is available, without feeling too busy or overbearing. We don't need to display too much information, 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.
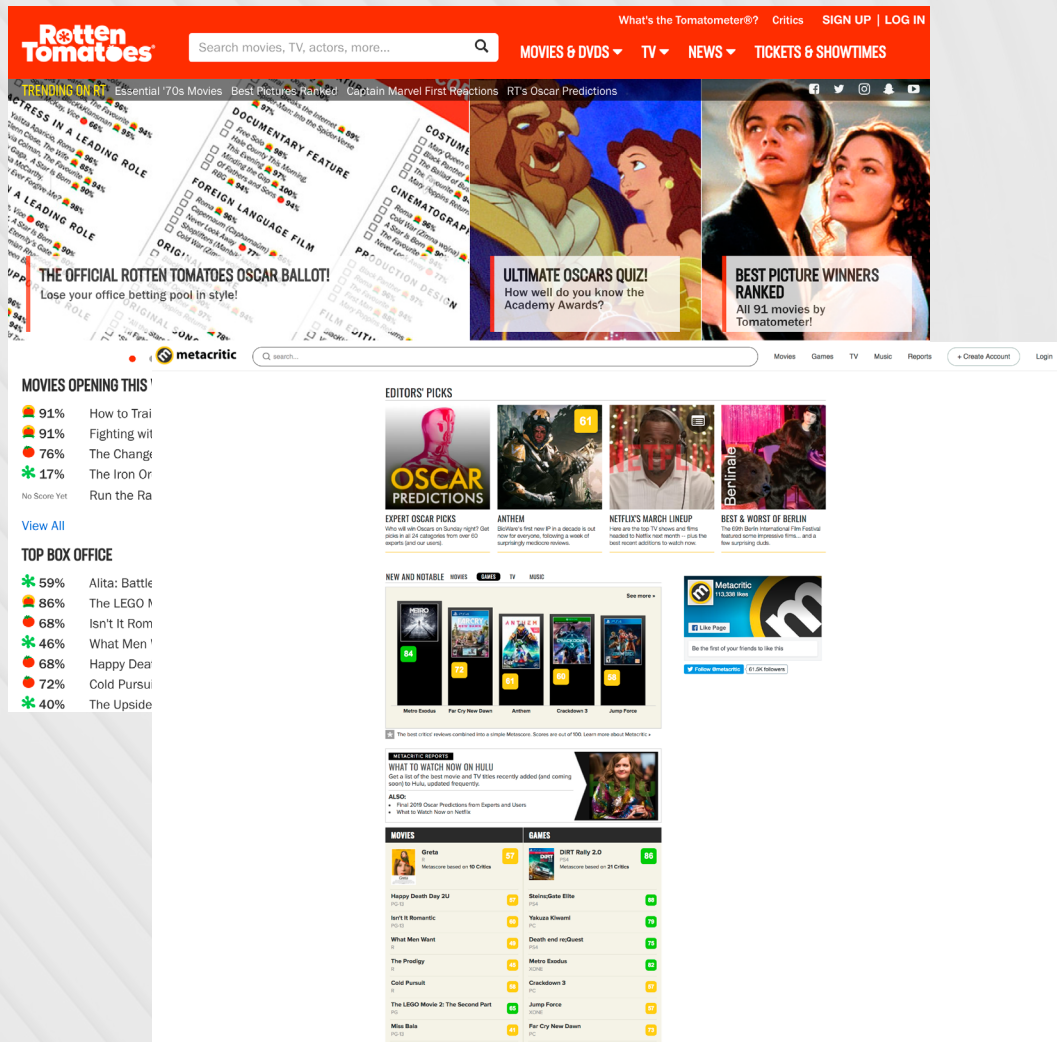
Movie and aggregate sites aren't too different from gaming sites, so it will be more important to focus on the content placement, layout, and integration than the visual differences between sites like IGN and Metacritic.

Competitor Analysis Cont.

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
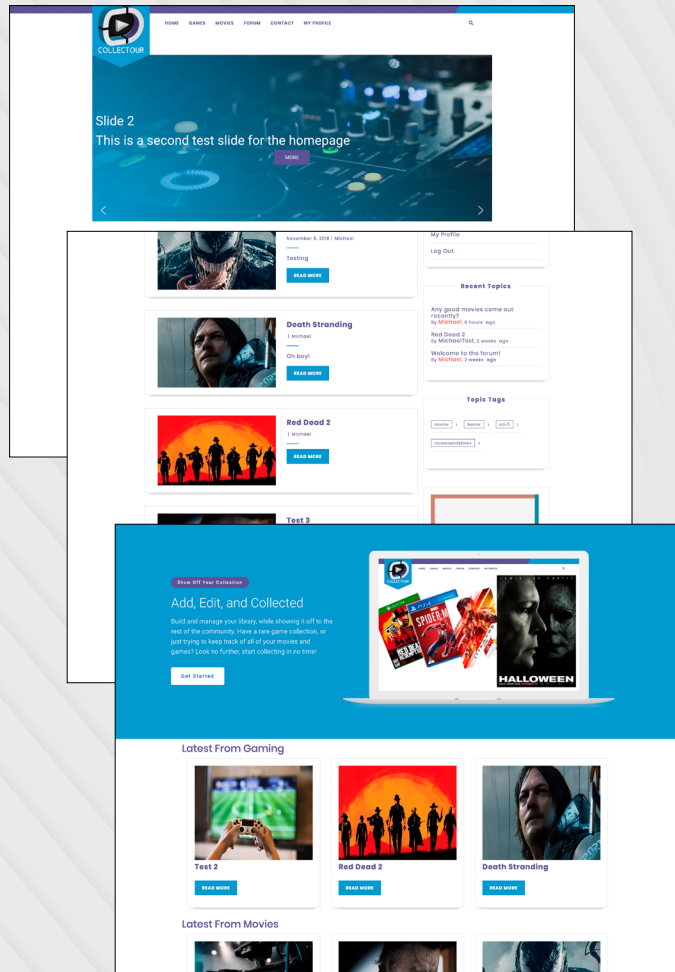
- Easy, clear navigation/UI

- 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

Easily Add Items

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!

Easily Edit Items
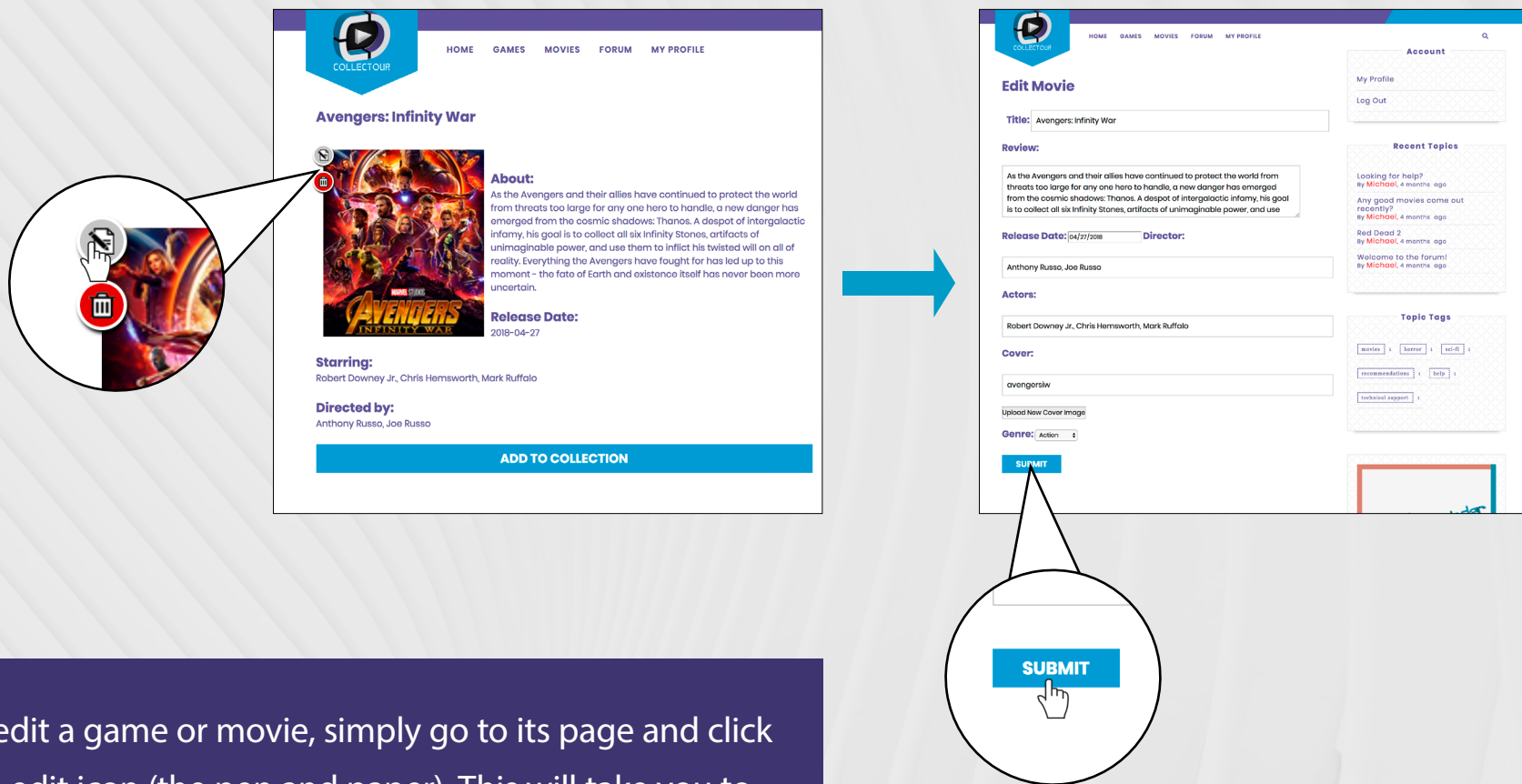
To edit a game or movie, simply go to its page and click the edit icon (the pen and paper). This will take you to the edit page where you can make your desired edits. Once you're finished, hit Submit, and it is instantly updated for everybody!
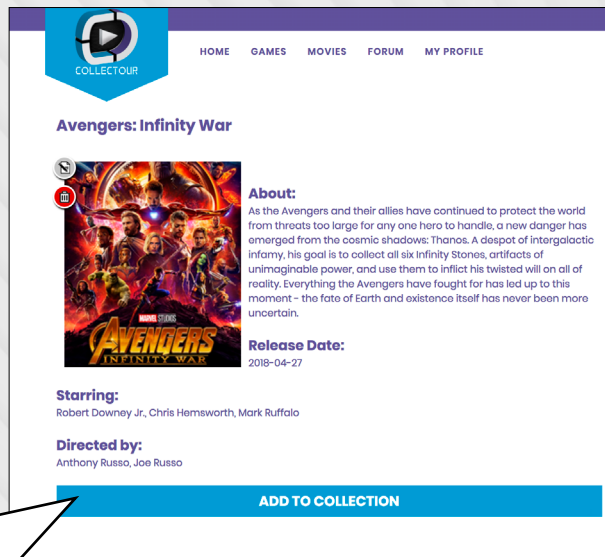
Easily Delete Items
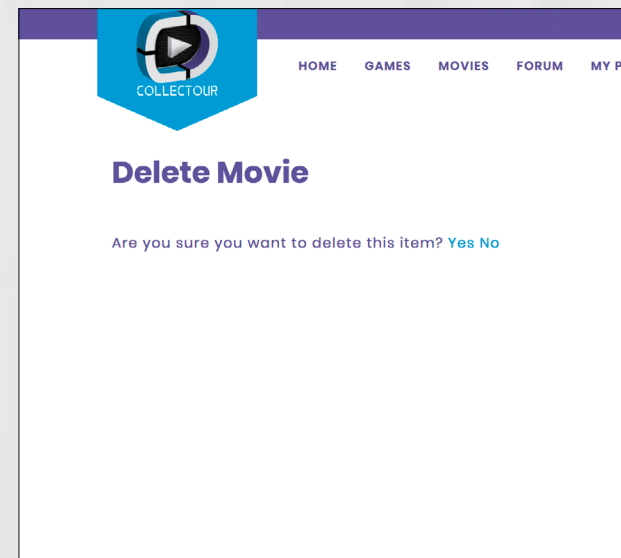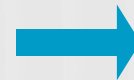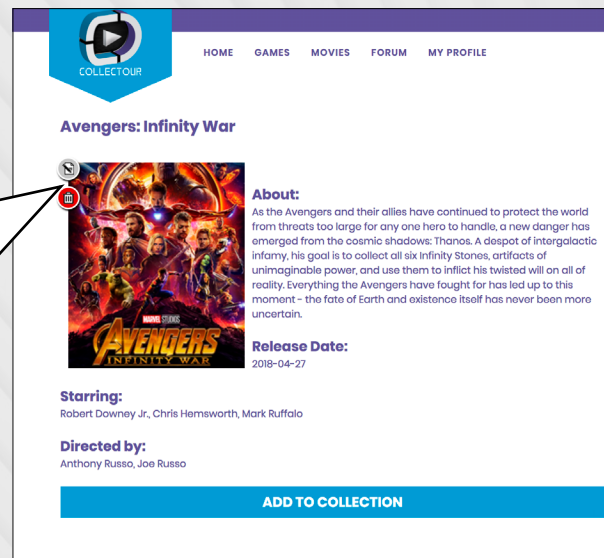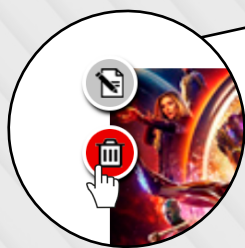
To delete a game or movie, simply go to its page and click the delete icon (the red trash bin one). You will be asked to confirm your deletion. If you click Yes, the game or movie will be instantly removed from the site.
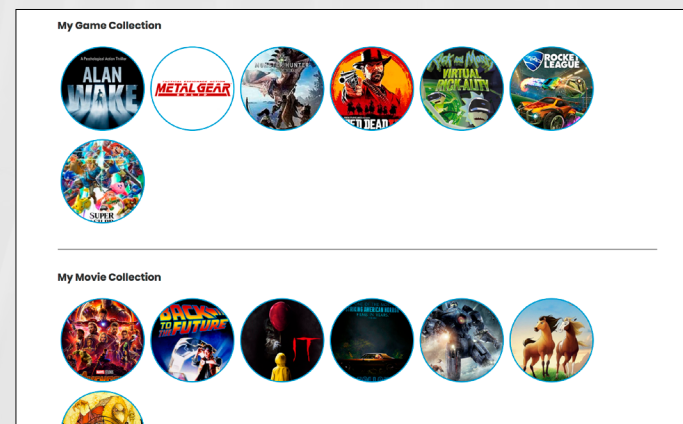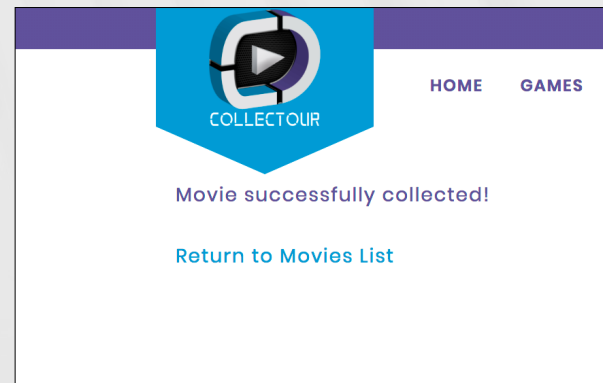
Easily Collect

Instantly adds to your collection

Instantly updates your profile

Your Profile
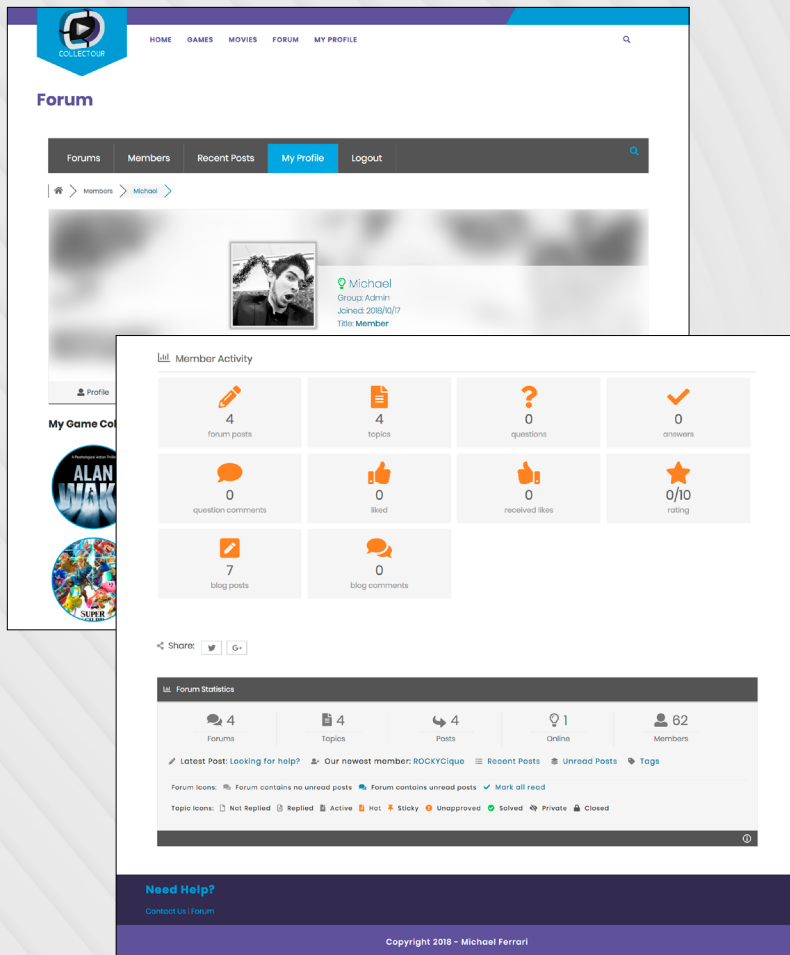
- View your Movie and Game collections

- View your forum activity

- View your user level

- Edit your profile

Other Member's Profile

View their Movie and Game collections

View their forum activity

View their user level

On
the
Go

Mobile Friendly
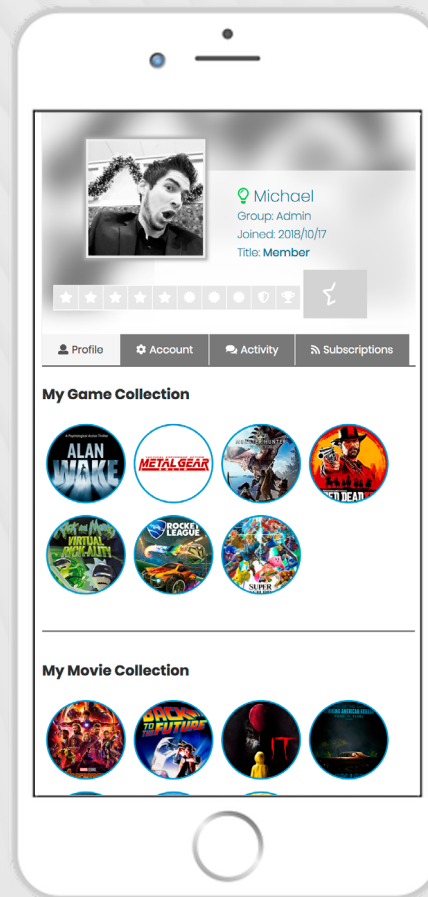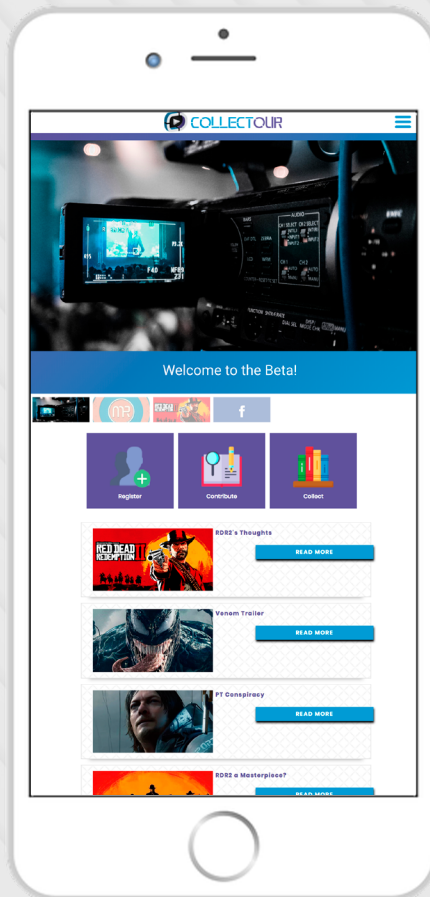
CollectOur's completely responsive design means you can login and use the site on the go, no matter the device! With full functionality intact, you can add, edit, delete, and collect just like if you were on the full site! You also have full access to the forum, your profile, and everything else. A smaller 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

Marketing in Action

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!

Click Here to Visit
CollectOur.MichaelFerrari.Net

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