



Process Book

Campaign 2A

History

Brand Personality

Previous Ads

Questionnaire & Results

The Research

Insights

SWOT Analysis

Target Audience

Personas & Consumer Journeys

Media Choices



Brand History

- Japanese video game company
- Founded in 1889
- Initially produced playing cards
- In 2017 Nintendo released the Switch
- Hybrid game console





**Vibrant
Innovative
Family-friendly**

Brand Personality

Previous Ads

21:58

NINTENDO SWITCH

随心切换 一起趣玩
2019年12月10日正式发售

任天堂新世代游戏机
Nintendo Switch™

掌上模式
一台主机 三种形态

Tencent 腾讯

NINTENDO SWITCH

"The perfect gaming system for everyone in your family"
Reviewed By
POPSUGAR.

"Games are better when they're on Nintendo Switch"
Reviewed By
THE VERGE

NINTENDO SWITCH

Search

Nintendo Switch
Sponsored · 🌐

La Nintendo Switch, anciennement connue sous le nom de code NX, débarque en Mars 2017 ! Avec elle, jouez où vous voulez à tous vos jeux Console de Salon ! Que pensez-vous de la manette Nintendo Switch Pro ? Hâte de sillonner les contrées d'Hyrule à ses côtés ?

Pour revoir la bande-annonce de la Nintendo Switch, c'est ici !
► <http://bit.ly/2e4iwF4>

manette Nintendo Switch™ Pro

1.6k 253 Comments 189 Shares 216K Views

Like Comment Share

JOY-CON CONTROLLER CHARGING DOCK

Nintendo Switch Lite - Gray

Promoted by Target

LEDs show charge status
Fits 4 Joy-Con controllers
Charges in under 3.5 hours

50% OFF NINTENDO SWITCH ACCESSORIES

BUY NOW

4 in 1 Nintendo Switch Joy-Co

Suggested products

Nintendo Switch System with Neon...	Fortnite: The Last Laugh Bundle...	LOL Surprise! Remix: We Roll the World...	Armor® "No Type" Wired Keyboard for...	Nyko Thin Case for Nintendo Switch...	Nyko Thin Dockable Protective Case with...	Minecraft Creeper Edition Nintendo 2d...
GameFly \$219.99	GameStop \$29.99	GameStop \$39.99	Newegg.com \$24.00	\$12.27	Focus Camera \$12.99	49.99 \$178.80

NINTENDO SWITCH

MARCH 3
nintendo.com/switch

ESRB

A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The person is wearing a grey sweater. The background is a blurred office environment with another monitor visible. The text 'Questionnaire' is overlaid in white on the right side of the image.

Questionnaire

12 RESPONDANTS

25 QUESTIONS

MANY INSIGHTS

1. Do you spend more time inside or outside?
2. Based off what you answered, what activities do you like to do?
3. How often do you spend time with friends?
4. How often do you spend time with family?
5. What are some recent hobbies you might have picked up over the pandemic?
6. Do you have kids?
7. How old are your kids?
8. When you hang out with your kids, what activities do you usually do together?
9. Do your children have children?
10. If so, what do you usually do with your grandkids?
11. Do your kids still live at home?
12. How comfortable are you with technology?
13. What is your favorite part about technology?
14. How often do you use technology for entertainment?

15. Have you ever played video games before?
16. Do you remember which game(s) you played?
17. What is the first entertainment brand that comes to mind?
18. What are your favorite entertainment brands?
19. Would you describe yourself as an introvert or an extrovert?
20. Do you remember which brand/game console you used?
21. If you do play video games, who do you play them with?
22. What type of games do you prefer?
23. What are the advantages/disadvantages of video games?
24. Do you play phone games?
25. Which apps do you use for games/entertainment?

1. DO YOU SPEND MORE TIME INSIDE OR OUTSIDE?

25% Outside

33.3% Inside

41.7% Equal amounts

2. BASED ON YOUR ANSWER, WHAT DO ACTIVITIES DO YOU LIKE TO DO?

(most popular answers)

Watch movies and TV, cook, travel and walk/hike.

3. HOW OFTEN DO YOU SPEND TIME WITH FRIENDS?

Not often (0)

Often (6)

All the time (6)

4. HOW OFTEN DO YOU SPEND TIME WITH FAMILY?

Not often (1)

Often (1)

All the time (10)

5. WHAT ARE SOME HOBBIES YOU PICKED UP OVER QUARANTINE?

(most popular answers)

New movies, games, puzzles and recipes.





6. DO YOU HAVE KIDS?

91.7% Yes

8.3% No

7. HOW OLD ARE YOUR KIDS?

All between 20 and 30 years old.

8. ARE THEY LIVING AT HOME?

9.1% Yes

45.5% No

45.5% They're in school

9. WHAT DO YOU USUALLY DO WITH YOUR KIDS?

(most popular answers)

Play games, watch tv, travel, hike

10. DO YOU HAVE GRANDKIDS?

72.2% Yes

27.3% No

11. IF YES, WHAT ACTIVITIES DO YOU DO WITH THEM?

(most popular answers)

Play with toys, games or go outside.

12. HOW COMFORTABLE ARE YOU WITH TECHNOLOGY?

- (0) Not comfortable
- (1) Comfortable
- (11) Very Comfortable

13. HOW OFTEN DO YOU USE TECHNOLOGY FOR ENTERTAINMENT?

- 0% Never
- 83.3% Sometimes
- 16.7% All the time

14. WHAT IS THE FIRST ENTERTAINMENT BRAND THAT COMES TO MIND?

(most popular answers)

Netflix, Amazon Prime Video, Apple

15. WHAT ARE YOU FAVORITE ENTERTAINMENT BRANDS?

(most popular answers)

Apple, Disney, Netflix, Tik Tok

16. FAVORITE PART ABOUT TECHNOLOGY?

- 41.7% Convenience
- 25% Connections
- 33.3% Knowledge





17. ARE YOU MORE INTROVERTED OR EXTROVERTED?

41.7% Introvert

41.7% Extrovert

16.7% Both

18. HAVE YOU EVER PLAYED VIDEO GAMES?

83.3% said yes.

19. DO YOU REMEMBER WHICH GAMES YOU PLAYED?

Half of life, Super Mario, xBox, Playing cards or
teaser, Pacman, Football, Pacman, Wii, Command &
Conquer: Red Alert and Imperium Romanum

20. DO YOU REMEMBER WHAT BRAND YOU USED?

xBox, Atari, Model of honor, mobile phone, computer,
PC (x2), Switch

21. WHO DO YOU PLAY VIDEO GAMES WITH?

(2) Alone

(10) With family

22. WHAT GENRE OF GAME DO YOU PREFER?

41.7% Family-friendly, 25% Puzzles, 16.7% Adventure.

23. ADVANTAGES AND DISADVANTAGES OF GAMING?

A: Fun with family, mental stimulation, leisure time

D: Bad for eyes, controllers sometimes difficult

24. DO YOU PLAY ON YOUR PHONE?

50% yes, 50% no

25. IF YES, WHAT APPS DO YOU PLAY?

UNO, spider solitaire, poker games, thunderbolt, card games (x3), brain teasers



84% of Baby Boomers have played video games before

75% of Baby Boomers will play video games with family

73% have grandkids and will often play games with them

42% prefer family-friendly video games, then puzzles

70% believe video games are good for them

FILM & TV source of respondents favorite and most familiar entertainment brands

12/12 feel comfortable using technology

10/12 have played video games with family before



The Gaming Industry

Market Insights

1

Estimated \$180.1 billion in revenue by 2021.

2

Around 60% of Americans play video games every day.

3

70% believe video games have a positive influence on children.

Source: www.techjury.net/blog/video-game-demographics/#gref



Baby Boomers & Gaming

Market Insights

1

Older adults believe video games provide mental stimulation, challenge and fun.

2

44% of aged 50+ adults are playing games at least once a month .

3

Video games decrease cognitive impairment.

4

The senior citizen gaming community rose from 40.2 million in 2016 to 50.6 million last year.

Source: www.statista.com/statistics/557280/main-reasons-video-gaming-seniors-usa/

Source: <https://www.sciencedaily.com/releases/2017/12/171206141648.htm>



From this we gathered

Older generations are opening up to the idea of playing video games.

Top reasons older adults play video games are: increased mental stimulation, decrease in boredom, and family fun

The primary reason older adults are playing video games is to spend quality time with grandkids.



Insights

Market Research Insights

Video games are an integral part of American culture.

Older generations are opening up to the idea of playing video games.

Top reasons older adults play video games are: increased mental stimulation, decrease in boredom, and family fun

The primary reason older adults are playing video games is to spend quality time with grandkids.

A photograph of two young women playing Nintendo Switch games in a gymnasium. The woman on the left is wearing an orange shirt and is smiling while holding a black Switch console. The woman on the right is wearing a blue jacket and is focused on her teal Switch console. The background is a blurred gymnasium with colorful equipment and other people. The word "SWOT" is overlaid in large white letters across the center of the image.

SWOT

SWOT Analysis

strengths

BROAD VARIETY OF GAMES

Action, adventure, puzzles, strategy games, role-playing, races, sports, and educational

HIGH BRAND AWARENESS

Over 130 years in gaming

VERSATILE CONSOLES

Anyone can play the Switch (from 4 to 94 years)

opportunities

WELL KNOWN INTELLECTUAL PROPERTIES

Benefit the development of Switch

COLLABORATIONS WITH OTHER BRANDS

Many opportunities for collabs with various brands (ex. collab with Universal Studios to complete the Super Nintendo theme park)

REGULAR GREAT DEALS

EASILY PORTABLE & LOTS OF FAMILY-FRIENDLY GAMES

weaknesses

HIGHER PRICES

GRAPHIC DISPLAY

Xbox One, Ps4, and PC have higher resolutions

DRIFT PROBLEM

Long-term use of controller can cause malfunction

ONLINE ACCESS

Consumers must pay an additional \$20/year to access online services (multiplayer, cloud saves, & retro games)

threats

COMPETITIVE INDUSTRY

The game industry is highly competitive (PS4, Xbox one, Steam Platform (PC))

MOBILE & FREE GAMES ARE TRENDING

LONGER RELEASE CYLES

Consumers are eager for new Triple-A games, but new games in the Switch game store have a longer release cycle



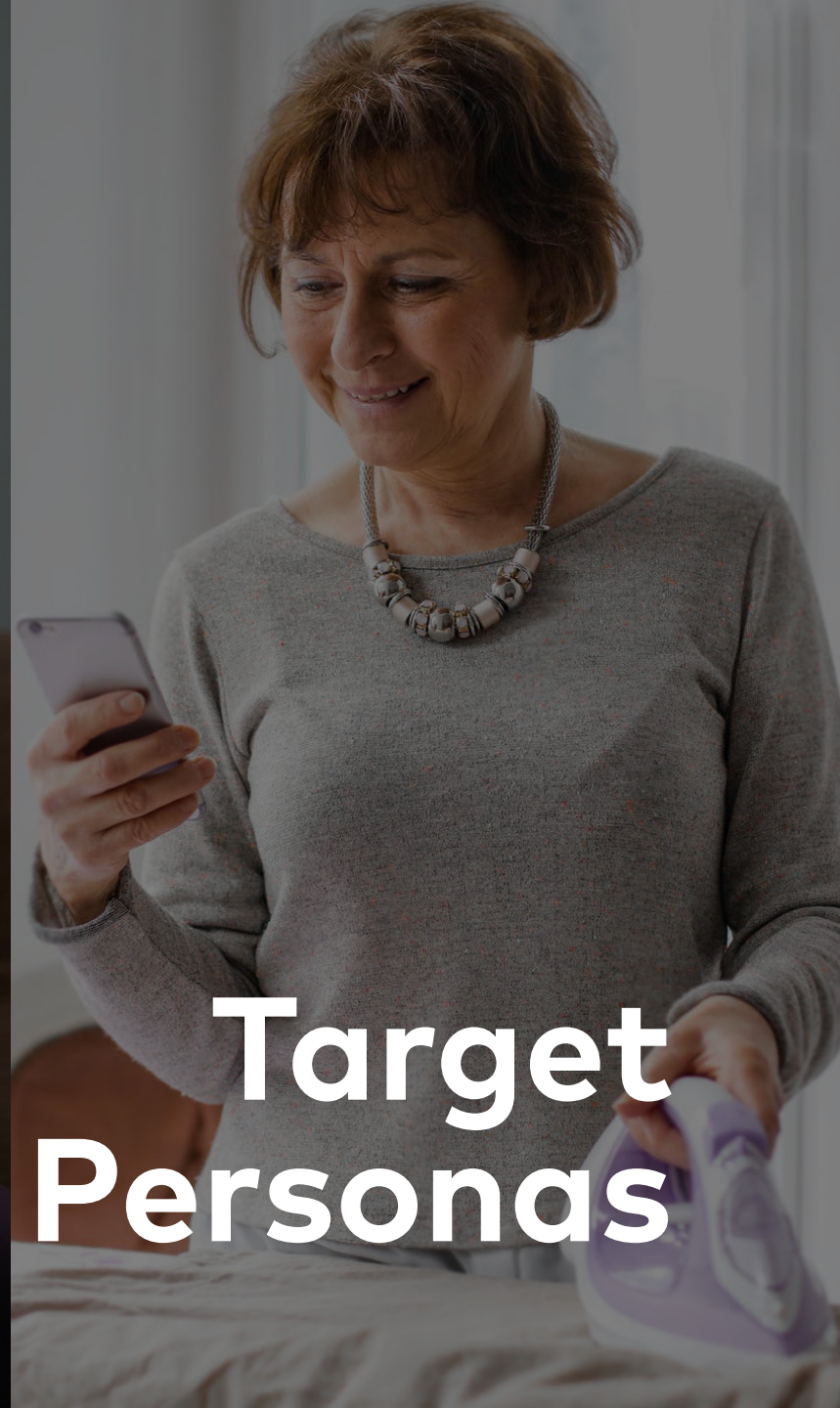
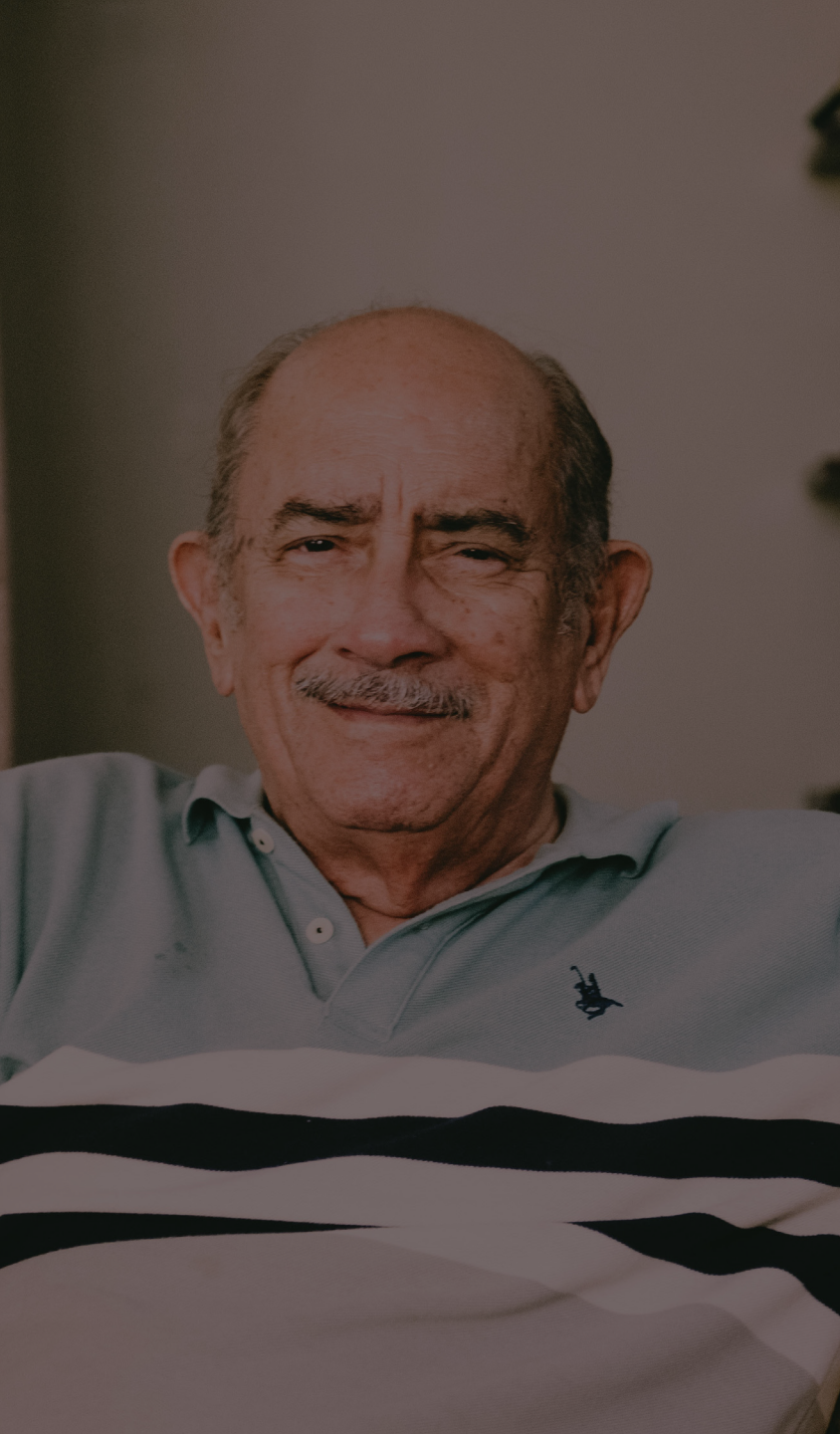
**Target
Audience**



ages 56-74
population est. 73 million
average revenue 75K

Target Audience

TARGET AUDIENCE



Target Personas

JANE



**the
social enthusiast**

PETER



**the
family man**

DAVID



**the
original gamer**

The Social Enthusiast

JANE

Primary School Teacher, Age 58

Jane used to work as a primary school teacher before retiring four years ago. She is an active individual, and now spends her free time going outside, trying out new recipes she finds on Pinterest, and playing games with friends. Her husband, Steve, used to work as a programmer, and so she is comfortable using technology. She mostly uses her smartphone, tablet and kindle, but she has also played video games a couple times with her son Ben who lives a few streets away. She really values family time, maintains a healthy social life, loves and trying new things.

FAVORITE BRANDS



FAVORITE SOCIAL PLATFORMS

FACEBOOK

PINTEREST

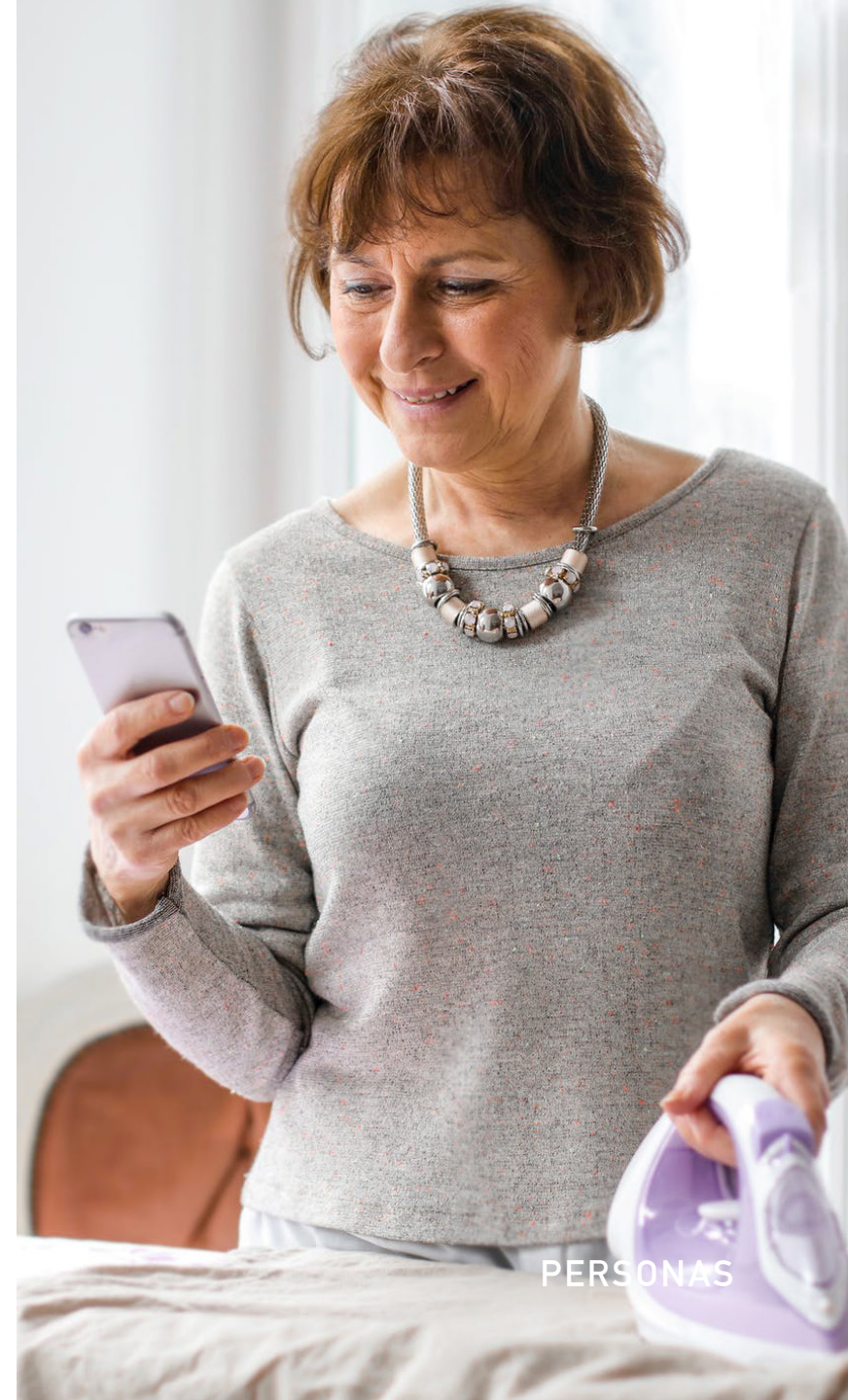
INSTAGRAM

MOST USED DEVICES

Smartphone

Kindle

Tablet



PERSONAS



Jane's Journey Map

Primary School Teacher, Age 58

Initial Curiosity

Serious Consideration

Purchase

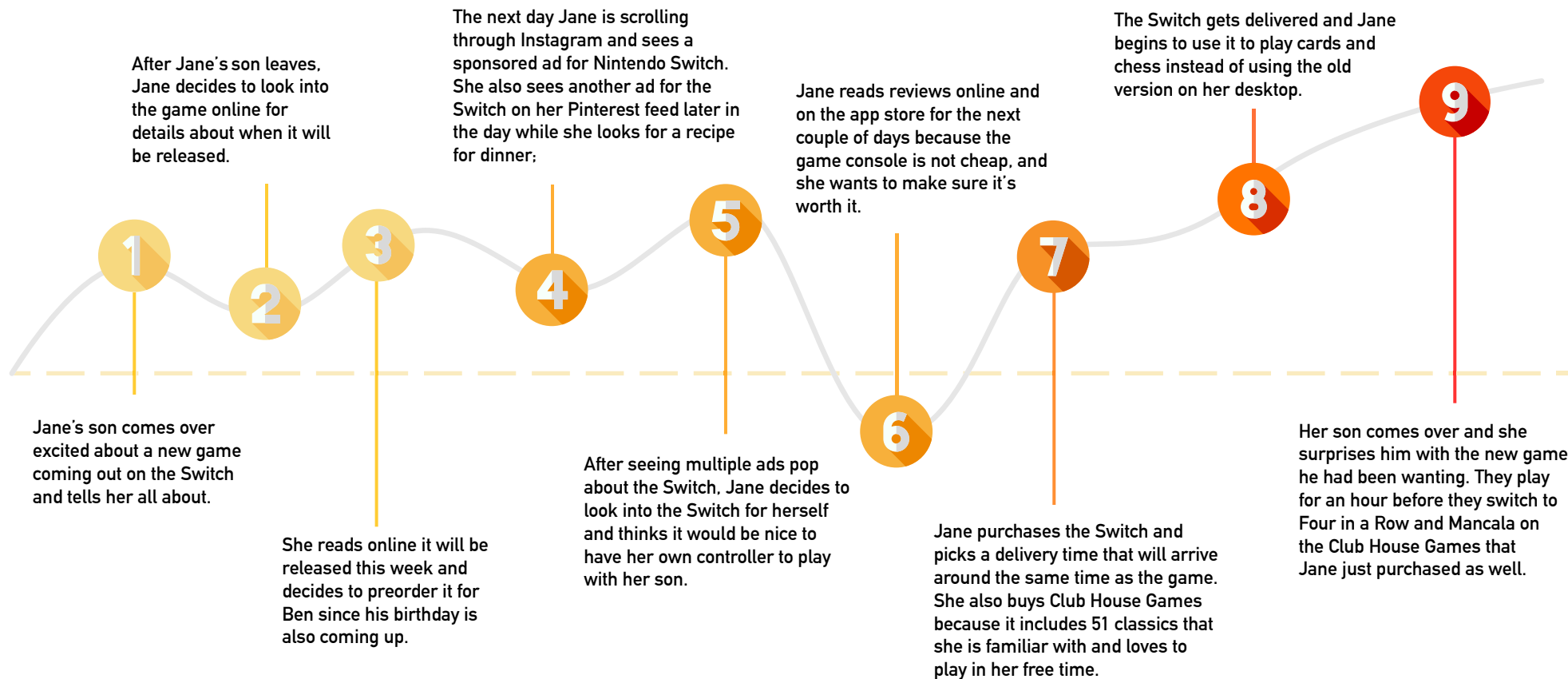
Experience

Results

**POSITIVE
EXPERIENCE**

NATURAL

**NEGATIVE
EXPERIENCE**



JANE



**the
social enthusiast**

PETER



**the
family man**

DAVID



**the
original gamer**

The Family Man

PETER

Retired Athlete, Age 64

Before retirement, Peter used to be a professional athlete. He now lives with his wife and two dogs. Both their kids have moved out, but on weekends they will come back to their parent's place for dinner and to watch games. Peter is comfortable with technology, and his kids make sure he stays up-to-date with new devices. He loves their Google Home and uses YouTube to watch sports clips. He plays NBA 2K with his son but has been searching for family-friendly video games so the whole family can play together. During his free time, Peter likes to exercise, watch TV, and grill.

FAVORITE BRANDS



FAVORITE SOCIAL PLATFORMS

FACEBOOK

YOUTUBE

TWITTER

MOST USED DEVICES

Smartphone

Google Home

Laptop



PERSONAS



Peter's Journey Map

Professional Athlete, Age 64

Initial Curiosity

Serious Consideration

Purchase

Experience

Results

**POSITIVE
EXPERIENCE**

An advertisement for the Nintendo Switch comes up before the next clip starts playing. Peter vaguely thinks to himself that it looks like it'd be something for him and his family to potentially play on weekends they visit.

While on Facebook, Peter sees another advertisement for Nintendo Switch and his interest about the game increases.

The next day Peter calls his son and asks him about the Switch. His son tells him many of his friends have the game and play it constantly. His son also has played with the Switch many times and tells Peter the controller is very easy to use.

8

NATURAL

1

2

4

5

6

7

**NEGATIVE
EXPERIENCE**

Peter is rewatching sports clips on YouTube of a NBA game that happened a couple nights ago.

Peter finishes watching the recaps of the game and decides to go on Facebook to see if he has any notifications.

He decides to look into the game and starts reading through reviews online and in the app store. He is tempted to buy it because he already owns controllers and other game systems, but wants to ask his son first.

Peter purchases the Switch and he and his family play multiplayer the following weekend when his son and daughter come up to visit. The whole family loves it.

The controller is straightforward and easy to use, and the family-friendly games are just what his wife and daughter needed to become convinced to join in a play. Game night using the Switch has become extremely popular in Peter's household, and he will even play by himself sometimes during the week.

JANE



**the
social enthusiast**

PETER



**the
family man**

DAVID



**the
original gamer**

The Original Gamer

DAVID

Retired Game Developer, Age 70

David lives in a retired community. He spends time with his neighbors, and his daughter and grandson. His neighbors often come over for game night during the week. When David was younger, he worked at a game company and helped develop classic arcade games. Because of his past, David is always interested in the developing industry. He also enjoys playing family-friendly games with his grandson. For his last birthday, his family gave him a portable game console. David loves the gift and has been trying to convince his neighbors to get a Switch, too.

FAVORITE BRANDS



FAVORITE SOCIAL PLATFORMS



MOST USED DEVICES

- Portable Game Console
- Smartphone
- Laptop





David's Journey Map

Retired Game Developer, Age 70

Initial Curiosity

Serious Consideration

Purchase

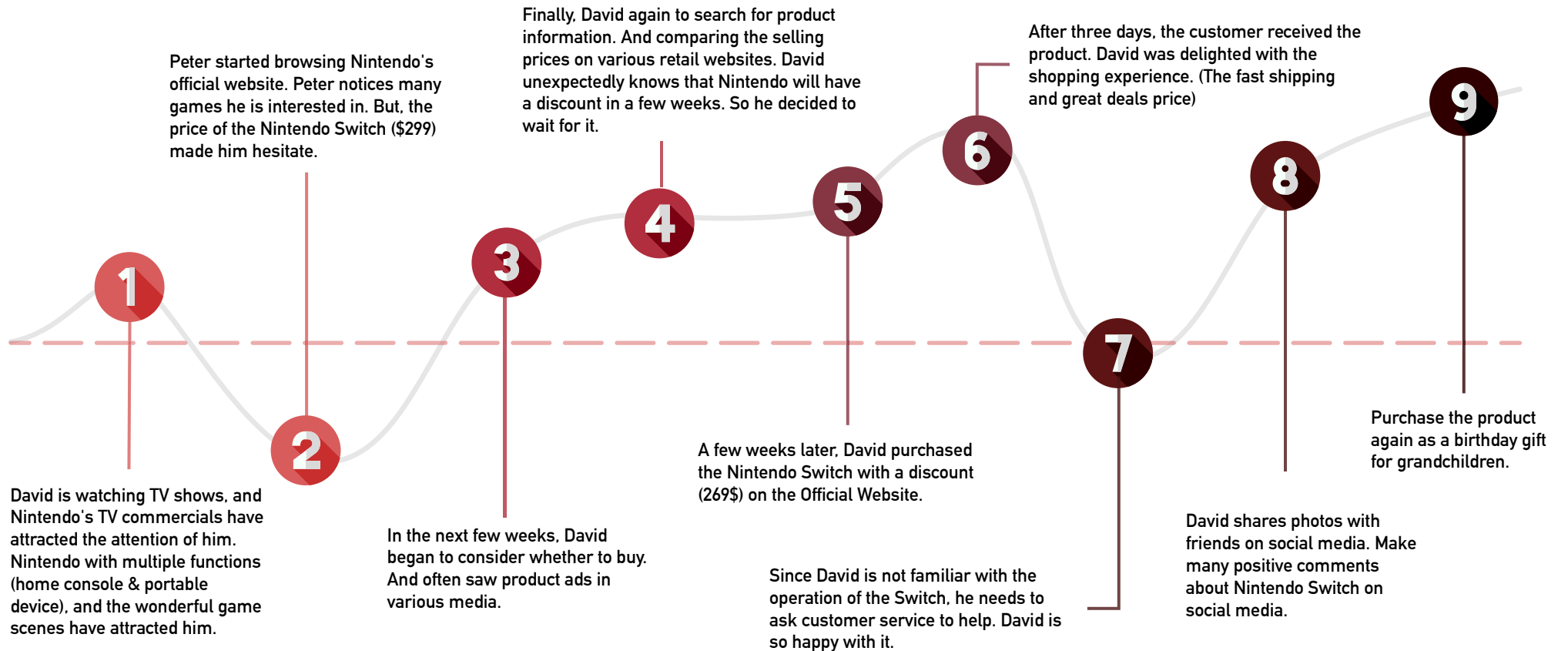
Experience

Results

POSITIVE EXPERIENCE

NATURAL

NEGATIVE EXPERIENCE





Media Choices



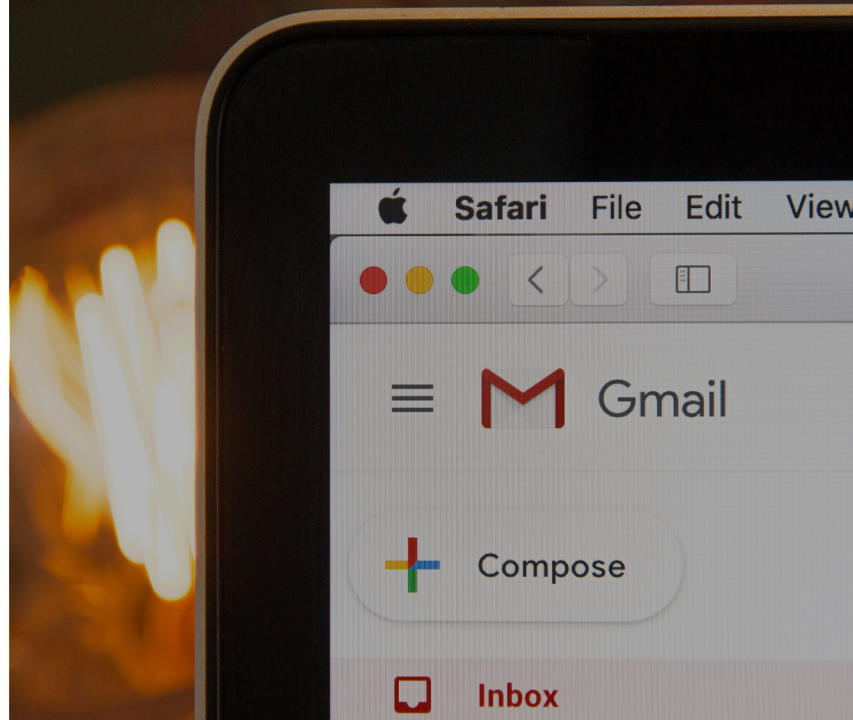
OOH Ads

1. Ad placement in frequently visited areas by Baby Boomers (malls, grocery stores)
2. Ad placement on outdoor billboards



Email

1. 95% of Baby Boomers regularly use email.
2. Baby Boomers will read through emails.



Pop Shop

1. Ad placement in frequently visited areas by Baby Boomers (malls, grocery stores)
2. Ad placement on outdoor billboards

Facebook

1. 82% of online Boomers have at least one social media account.
2. Facebook is the favored platform and 75% are on the platform.



YouTube

1. 68% of Boomers watch YouTube for entertainment.
2. 1 in 3 Boomers saying they use YouTube to learn about a product/service.

FACEBOOK ADS



Print Ads

1. Baby Boomers trust print.
2. They devote nearly 3 hours/week to reading it.



Campaign 2B

Creative Brief

Copy Options (Headlines & Taglines)

MoodBoard

Type Study

Final Deliverables



Creative Brief



Background/Overview

Nintendo is a Japanese video game company founded in 1889, and entered the industry in the 1970s when they began to release game consoles into the market.

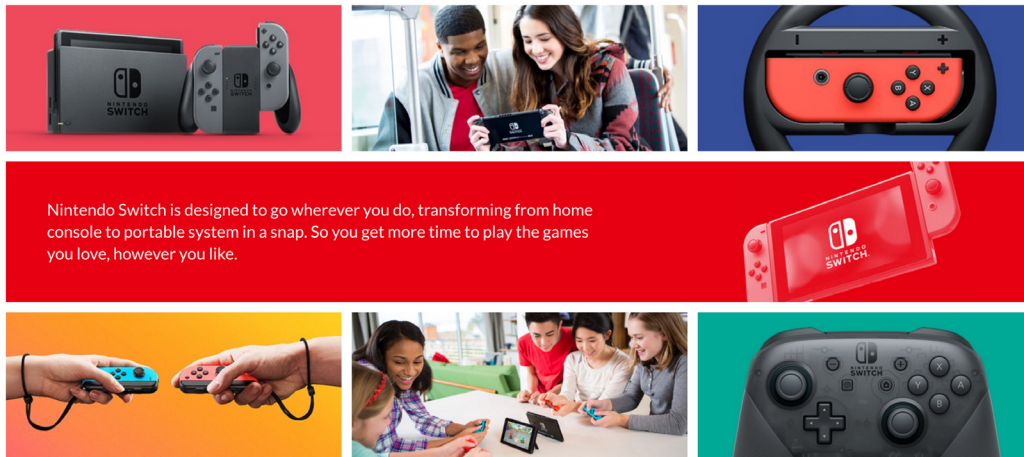
In 2017, Nintendo released a new console called the "Switch," which has become very popular due to its portability and battery life.

Nintendo has always been extremely popular for young people; however, in recent years, the senior citizen gaming community has continued to rise from 40.2 million in 2016 to 50.6 million last year. Further, the industry is expected to reach \$180.1 billion in revenue by 2021. Therefore, Nintendo needs to take advantage of the opportunity and will pay more attention to baby boomers.



Advertising Objective

To expand Nintendo Switch into the baby boomers market. Nintendo Switch gives baby boomers the focus needed and to add vibrant color to their life.



The Brief



Tone of Campaign

Inspirational
Family-friendly
Happy
Nostalgic
Creative



Target Audience

- **Baby boomers ages 56-74 (Retired; Living with children; Regularly play with grandchildren; Close with neighbors and friends)**
- **In the 70s and 80s, Baby Boomers who were interested in Nintendo or owned Nintendo game consoles (Nostalgic)**
- **Baby Boomers living retirement communities (Neighbors and game nights)**
- **Baby Boomers staying at home during Covid-19**

Opportunity

- **The number of senior citizen gamers is gradually rising**
- **Well known intellectual properties(IP), which benefit the development of switch**
- **Many opportunities for collabs with various brands (ex. Collab with universal studios to complete The Super Nintendo Theme Park)**
- **Regular great deals in Nintendo Switch shop**
- **Easily portable & lots of family-friendly games**

Competition

Our Strengths

- Over 130 years of brand history.
- Nintendo gained recognition in the 1970-80s, even with baby boomers.
- Switch is a hybrid console. It can be used as a home console or portable device. Play anywhere and anytime.
- Games are more suitable for Baby Boomers.(e.g. Family-Friendly, Logic, Sports, Casual Game, etc.)

Mobile device

SONY PlayStation 4

Xbox one

Steam (Pc)

Strategy Statement

CONVINCE
Baby
Boomers
(ages 56-74)

THAT
The Nintendo
Switch is a
great game
to play with
family

BECAUSE
It is family-
friendly and the
controllers are
easy to learn

SUPPORT
Video games have
proven they are a
great way to socialize,
relax and provide
mental stimulation



Brainstorming
Copy

- **Family, Friends, or Alone. Switch anytime, anywhere, with anyone.**
- **Work is over. Now "Switch" to leisure time.**
- **Now, Make the Switch!**
- **Switch your life "ON"**
- **Back to the 1980s**
- **It's game time, Boomers.**
- **Not over yet, Switch it. (Life not over yet. Let's Switch it.)**
- **Nintendo Switch my life.**
- **Extraordinary fun for all, including you.**
- **Nintendo — with you when you are alone.**
- **Share moments. Shared moments with your family. Shared moments with your friends.**
- **Awaken your childhood.**



- **Switch up your life**
- **Switch to Nintendo and switch on great memories with your family**
- **Switch on excitement**
- **Switch on adventure in your life**
- **Switch family time ON**
- **Play the way you want, with the people you want**
- **Play on-the-go together**
- **Switch to a new type of entertainment**
- **Switch to the better play**
- **Make the Switch. Add excitement to game night**
- **Make the right move. Switch to Nintendo.**
- **The next move is yours; however you want to play.**
- **Discover your next move. Switch to Nintendo.**



Switch Family Mode On

**Discover your next move with Nintendo.
Hundreds of family-friendly games are waiting.**

Upgrade game night and SWITCH to Nintendo. An endless variety of classic and new games are waiting to be explored. From board games like Monopoly to fan favorites such as Mario Party, there are hundreds of games to choose from. Find your way to play and make the SWITCH.



DESIGN IS CONTRAST.

CONTRAST HELPS YOU EMPHASIZE.

Contrast is achieved by including elements within the design that look measurably different from one another. A designer may use color, shape, texture, size or typeface to create contrast.

GEOMETRY. AS EASY AS A CHILD'S PLAY.

Khan Academy
Simple online lessons.

HR ON THE GO

Organize your Departments
Be more Productive
Maximize your Results

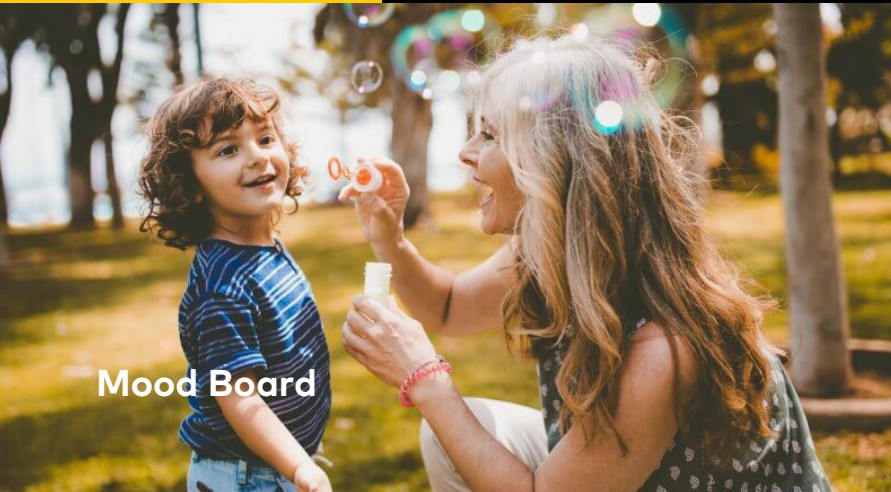
Ask us for the HR Manager on Android and iOS

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* © is HR management, but BETTER!

CODE PRO BOLD NO20004792

ABCDEFGHIJK
LMNOP
QRSTU
VWXYZ



Mood Board

Type Study

FF Mark Pro

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Type Study

Compare



Type Study

Museo Sans Cyril 300

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

Compare

Three modes in one

Nintendo Switch is designed to fit your life, transforming from home console to portable system in a snap.

Three modes in one

Nintenfo Switch is designed to fit your life, transforming from home console to portable system in a snap.

Final Deliverables

- ◉ **2 Store Ads**
- ◉ **2 Magazine Ads**
- ◉ **3 Mall Ads**
- ◉ **2 Email Ads**
- ◉ **1 Pop-up Shop**
- ◉ **1 Instructional Manual Video**
- ◉ **1 YouTube Video**
- ◉ **1 Facebook Video**



SWITCH FAMILY MODE ON

Discover your next move with Nintendo.
Hundreds of family-friendly games are waiting.



Games and system sold separately. Game trademarks and copyrights are properties of their respective owners. Nintendo properties are trademarks of Nintendo.



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SWITCH FAMILY MODE ON

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work and build a rapport with clients.”
In keeping with this essentialist
aesthetic, the interior of OFF-CUT
features white-washed walls, resin floors,
simple birch ply furniture and a striking
black and red vintage motorbike that takes
center stage. The interior is simple but
doesn't feel bare. White, mid-grey and soft
pink-grey are the primary shades in the
space and fresh green foliage keeps it
feeling clinical.
The interior design was led by Pinterest
boards and sketches by co-owners Danny
and John Jones. John has been a barber
since he was 18 years old and Danny has

SWITCH FAMILY MODE ON



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SWITCH FAMILY MODE ON



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Switch system sold separately. Game trademarks and copyrights are properties of their respective owners. Nintendo properties are trademarks of Nintendo.



The competition hats up for CCA Excellence Awards

Other than that, last year was a pretty
successful one for the company. The
company has been able to attract
new clients and increase its revenue.
The company has also been able to
expand its operations into new
markets. The company has also been
able to improve its customer service
and increase its employee satisfaction.
The company has also been able to
improve its financial performance.
The company has also been able to
improve its operational efficiency.
The company has also been able to
improve its environmental performance.
The company has also been able to
improve its social performance.



CCA and People with psychometr

Psychometric testing is a method of
assessing an individual's personality,
intelligence, and other mental
capabilities. It is used in a variety of
settings, including employment,
education, and clinical psychology.
Psychometric testing can be used to
identify individuals who are best
suited for a particular job or role.
It can also be used to identify
individuals who are at risk of
burnout or other mental health
issues. Psychometric testing can
also be used to assess an individual's
potential for leadership and
management. Psychometric testing
can be a valuable tool for
organizations and individuals alike.



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MODE **ON**

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NINTENDO SWITCH.

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SWITCH
FAMILY MODE **ON**

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Mall Ads



SWITCH FAMILY MODE ON



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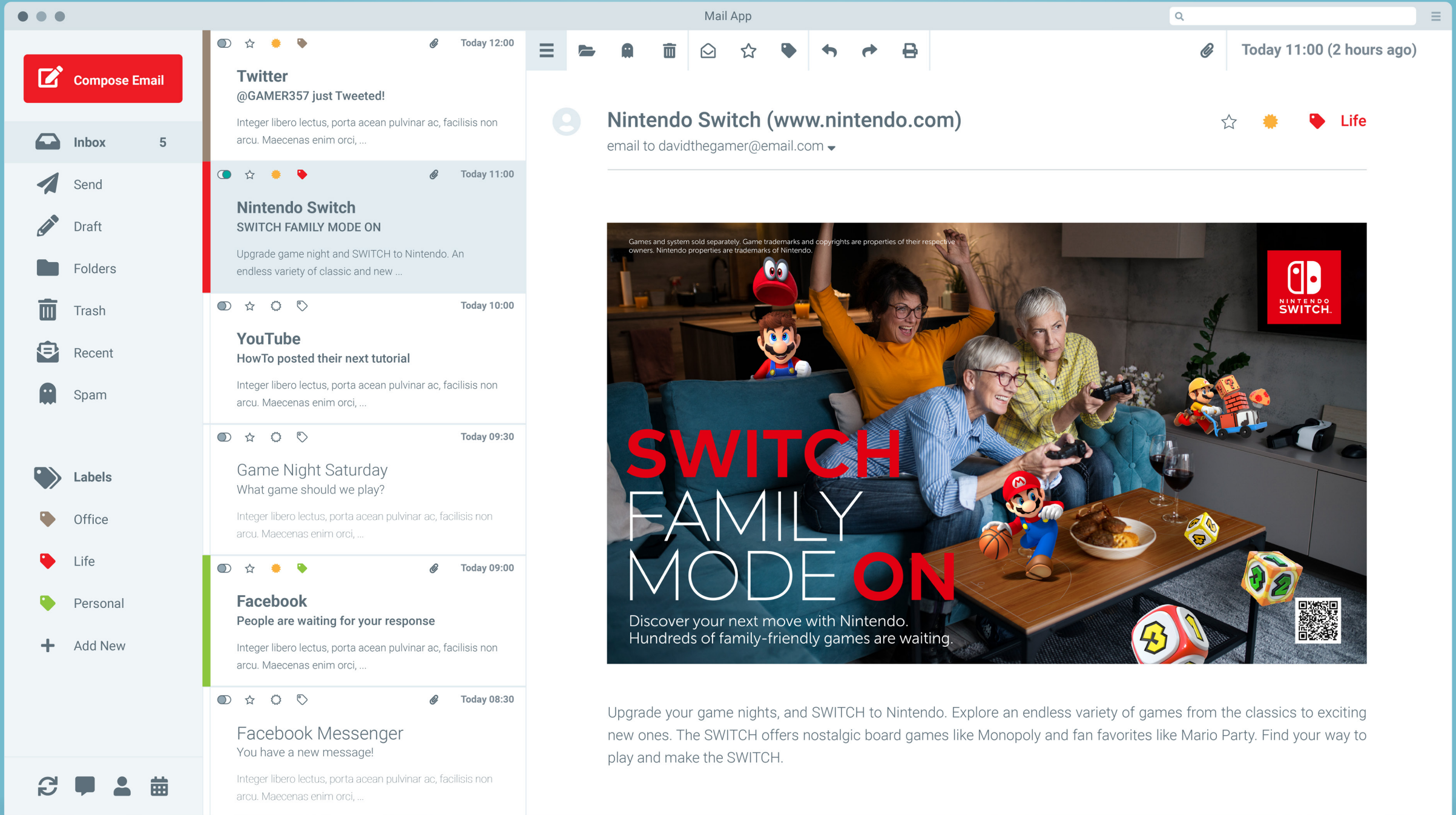




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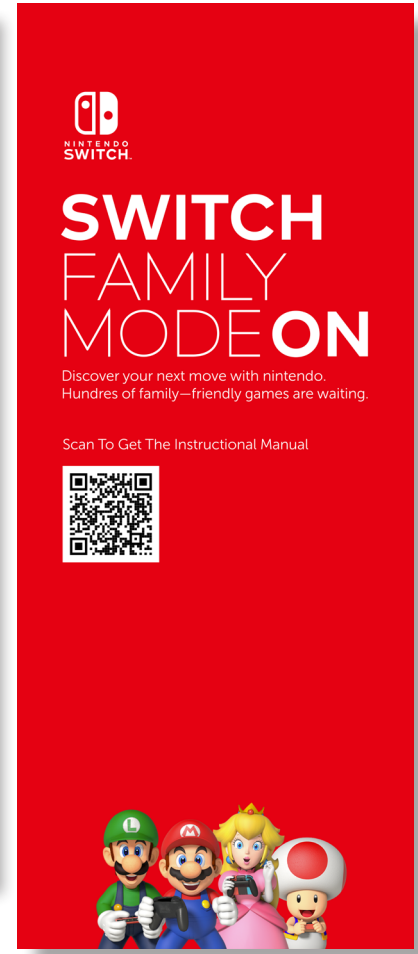




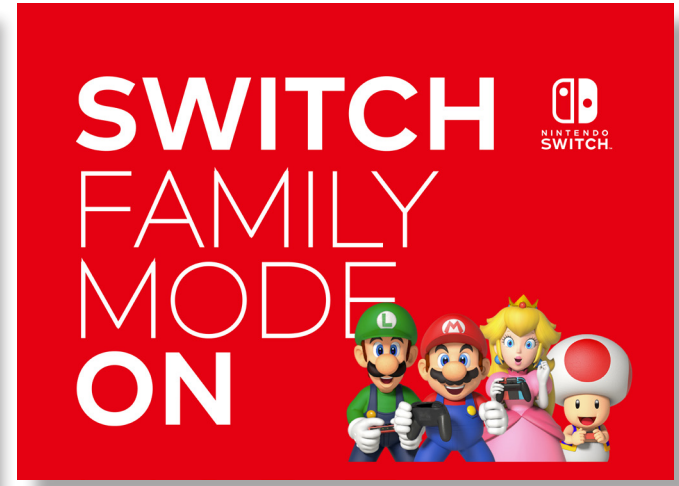
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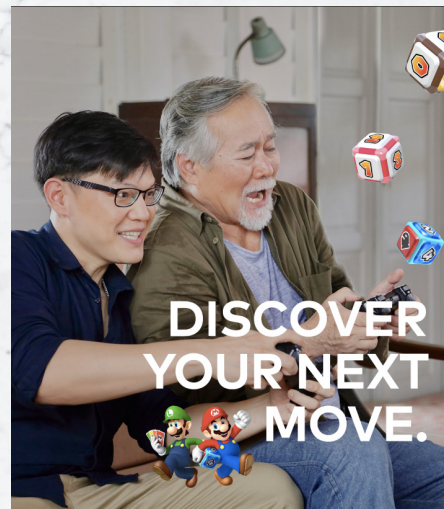
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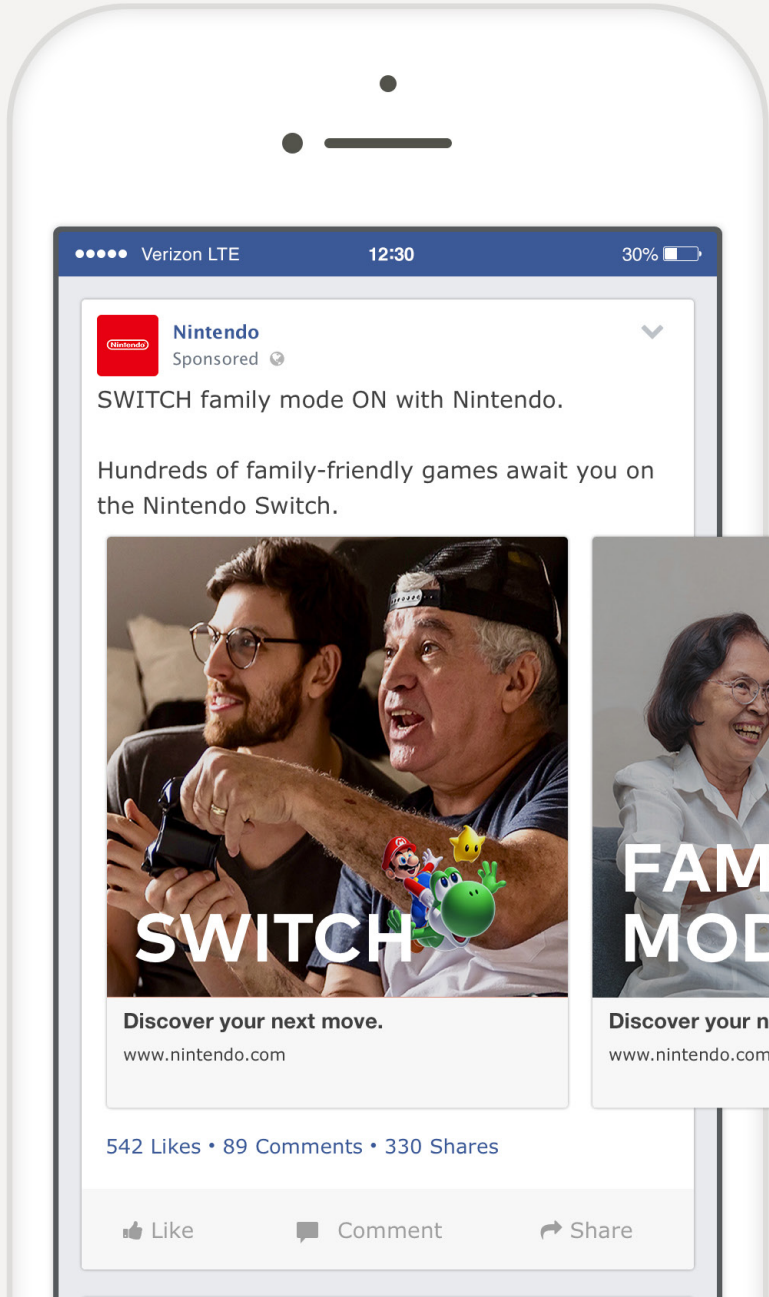
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