

## **Independent market report**

Recognising the value of brand in delivering business growth is fundamental to GAME Group's strategy of placing its customers at the heart of its business...

Jane Piper FRSA, of the Brand Strategy Consultancy, is an independent specialist in brand value and a member of the UK team developing an international standard (ISO) on brand valuation. She has published an independent overview 'Unravelling Brand Value' for Superbrands, and advises companies on leveraging the value of their brands to drive business performance and future earnings.

**“Through its specialist retail proposition and key attributes for business growth, brand plays a significant element in supporting delivery – on the high street with GAME and Gamestation and online. In the current economic climate, those brands with market strength and a diversified market base are best-placed to weather the difficult environment and prosper faster in the resultant upturn.**

GAME is in a strong position to counter reduction in consumer spending with a well-established brand presence in the value-for-money and fast-growing preowned market, and through its branded specialist focus – to beat off competition from nonspecialist supermarkets.

The strength and reputation of its brands – GAME and Gamestation, is at the heart of its dual strategy and business attributes in:

- Customer Relationship Management, and
- Infrastructure and Support

### **Customer Relationship Management**

#### **Its employees**

A specialist retailer with special people to deliver specialist knowledge is a core driver of brand value in delivering outstanding customer relationship management.

Customer experience is driven by the effectiveness of GAME's employees in delivering the brand experience, at point-of-sale and every touch-point between consumer and brand.

### **The strength and depth of product range**

Equally the strength and depth of the product range is so crucial to this fast-moving market.

Insatiable customer demand for new product means that only a specialist with a dedicated operation can handle the size and volume of product range, speed of innovation in product development and short lead-time to shelf. GAME's track record backed by recent research has demonstrated significant trust in the brand to deliver on high volume, meeting the lightning speed of customer demand for product range – as well as responding to peaks and troughs.

## **Preowned**

This is a key defensive and high margin core plank of GAME's brand philosophy of driving customer loyalty.

Being the first major European retail chain into this market has given GAME Group a combined 26 years of experience across both brands, significantly in advance of any competitor – making them first and best in class.

Trade-in and preowned has proved to be extremely popular with its customers across both brands, which helps consumers with a value-for-money purchase, and/or a contribution towards additional products.

## **Customer loyalty**

Keeping and retaining customers is at the heart of GAME's relationship with its customers... whether a GAME, Gamestation or online customer.

GAME rewards its customers trust in their brand with their generous loyalty scheme – the Reward Card.

The loyalty card scheme is fast, interactive, immediate and delivers tangible benefits to consumers over a very short period of time, including valuable discounts, superior trade-in benefits, value-added promotions and pre-order priority.

It provides valuable customer insights and behavioural change information reinforcing the relationship GAME has with its customers.

## **Infrastructure and support**

### **Property**

Maximum exposure for the brands, in the right locations to support the individual brand positioning for both GAME and Gamestation, is integral to increasing footfall, improving brand image rating and delivering increased profit per square foot.

Recognition of differing shopping environments and trends in differing geographic markets is part of the regional property strategy, as is the landlord relationship.

### **eCommerce**

Significant growth potential for online retail is a generic trend.

Customers are as much a part of the GAME community regardless of whether they shop online, instore or a combination of both... and the quality and reputation of the brand is dependent on the consumer experience.

Delivering the same level of flexibility, practicality and personal interaction online as instore are key to the successful growth of GAME's eCommerce potential.

### **Business relationships**

The strength of the brand is an integral part of GAME's core relationships with its partners – Microsoft, Sony and Nintendo.

The trust and reputation of the brand means a two-way partnership to maximise sales for both parties. The strength of the GAME brand and its customer relationships is strong enough to drive pre-orders and secure valuable priority stock allocation from partners, who have confidence in the brand to reach the market first.

**Distribution**

The GAME brands are trusted by both consumers and suppliers to be first on shelf with new games and to meet the needs of key peaks in demand.

Distribution is critical to the continuing successful growth of GAME brands, by owning its own dedicated distribution facilities it is able to guarantee the speed of product to customer.

With its dedicated workforce and distribution hub in each international market, GAME reinforces its commitment to placing its customers at the heart of its operations.”

**Jane Piper**

Brand Strategy Consultancy

“Reputation of the brand is dependent on customer experience.”