



Brand Evolution

**NINTENDO**

By Rae Henry

# VALUES | AUDIENCE

- From its inception, the brand's goal was to expand its reach outside of Japan's local market.
- Since then, the company became a household name around the globe, dominating any market it enters.
- The core brand values never changed—Nintendo wants to create an entertaining, intuitive experience for all of its customers.
- One basic idea: FUN. This appeals to any casual video game player from younger children to adults, and keeps fans of their products loyal.
- There is strategy to this simplicity.

# NINTENDO'S SECRET HISTORY



Hanafuda playing cards



The Nintendo Switch

# HISTORY CONT'D



**Nintendo**®

- In 1889, Fusajiro Yamauchi began manufacturing Hanafuda (flower cards) in Kyoto, Japan.
- In 1951, the name of the company was changed to Nintendo Playing Card Co. Ltd. It wasn't until 1963 that they began repositioning into Nintendo Co. Ltd. and began manufacturing games alongside Hanafuda.
- Once they took that leap, things began to stick. They were now in the market of technology along with the rest of the world.
- Nintendo introduced opto-electronics into the toy industry of Japan in 1970. From then, it was a race against the rapidly expanding world of technology versus developing products.

**Nintendo®**

# HISTORY CONT'D

- Nintendo went global in 1980, nine decades after the company's birth. The company developed staple games like Donkey Kong, The Legend of Zelda, and Super Mario Bros. which smashed records worldwide.

- 1986: The Nintendo Entertainment System was a must-have in homes.

- 100 years after the company was created, Nintendo went mobile with the Game Boy portable system. Since then, they've released iconic products like the Nintendo 64, worked to produce Pokemon, and continued popular game series like those mentioned above.

- Now, they've been at the top of the market. People of all ages have enjoyed their gaming systems, like the Nintendo (3)DS, the Nintendo Wii, The Nintendo Switch, hundreds of games, and a plethora of merchandise representing the brand's content.



# CONSISTENCY

- Despite their simple start and the constantly transforming world of technology, Nintendo never falters with the brand's values.

- Once they found content that worked, they developed it along with fresh subjects. While Nintendo will put out new gaming systems and unique games, what really gets fans excited these days are the remakes of games, or continuations of stories. It's like a constant, minor, process of making their old products new again.

- The brand doesn't want to be exclusive; in fact, they're the opposite. Nintendo's purpose is providing an exciting and fun experience to its customers no matter their age, class, or culture, which is why you might find their products more affordable than most in the market.



# THE SPECIALTY OF NINTENDO



**The Creator**

**The Hero**

## ▶▶ Decades of Narrative

- Much of the loyalty from customers comes from Nintendo's habit of revamping or continuing the storylines of dearly loved series, like Mario and Zelda.
- This targets the emotions of fans, allowing nostalgia to work toward the future success of their projects.

## ▶▶ Comfortable with Competition

- As technology advances and the gaming industry competes for the latest, groundbreaking graphics and abilities, Nintendo stays a few years behind other companies. While Sony's Playstation and Microsoft's Xbox excel in graphics and power, Nintendo's latest system, the Switch, runs on a years-old power chip, but this doesn't affect sales.

## ▶▶ It's Not Always About Winning

- Nintendo came back in 2020 with the wild success, *Animal Crossing: New Horizons*. Unlike other games, this one has no end point—it's meant to be relaxing for children and adults alike. Many of Nintendo's games are like this, emphasizing time and group mingling, bringing forth the brand's core value: have fun.

# FOCUS OVER TIME

Enjoyment Matters Most

1889 – 1970

1970 – 1983

1984 – 2000

2000 – 2021

Revolutionizing What  
"Gaming" Means

Diving Into Technology

Fan-Driven Content



# QUESTIONS

1. With virtual reality (VR) becoming more accesable/normalized in modern society, it's safe to say Nintendo will explore the technology at some point. Should they be doing that sooner rather than later? What benefits or negatives might this have?
2. What do you think about Nintendo focusing on more physical, in-person projects, like SUPER NINTENDO WORLD at Universal Studios in Osaka, Japan (and coming soon to Universal Studios in Orlando, Florida)? How could a theme park like this, or even a Nintendo store, be beneficial to the brand?
3. What do you think should be next for Nintendo?

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