

A collage of Xbox-related content. At the top, four game characters are shown: a woman with a horned helmet, a soldier in full armor, a man in a fur-lined coat, and a pirate. In the center, the word "XBOX" is written in large, bold, black letters on a green, trapezoidal background. Below this, two Xbox consoles (one white, one black) are shown. In front of the consoles are two Xbox controllers, one white and one black. To the left of the consoles are several Minecraft characters, including a Creeper, a Piggy Bank, and a Sheep. At the bottom, there are four small, cute, grey, blob-like characters with simple faces and limbs. The entire scene is set against a light blue background.

XBOX

TEAM 3

OUR TEAM

**JESS
ROSE**



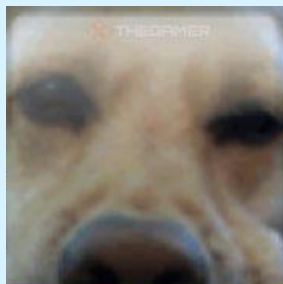
Xbox One X

**CORRIE
FALLEUR**



**Game Pass
Ultimate**

**MEGHAN
OLDHAM**



Xbox Series S

**GREGORY
MACCHIA**



Xbox Series X

**PARSA
ZARINSEFAT**



Cloud Gaming

**ULISES
RODRIGUEZ**



PC Game Pass



THE RUNDOWN

XBOX is a gaming and entertainment brand that centers around the concept that **XBOX is for everyone.**

XBOX has established multiple platforms of gaming and entertainment to offer an enjoyable experience that **exceeds console gaming.**



XBOX has redefined gaming.



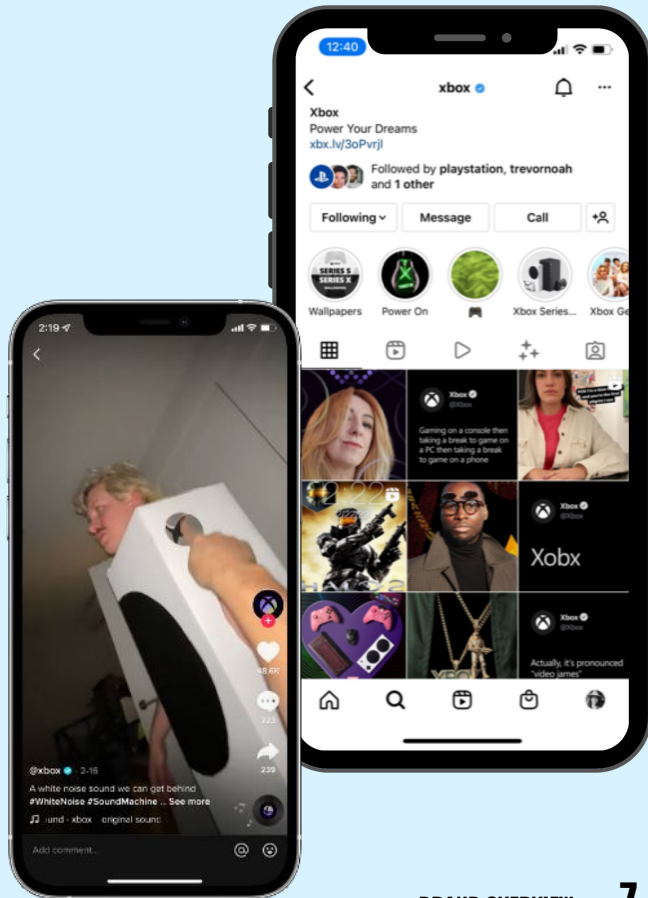
XBOX IS COOL



XBOX IS AN INCLUSIVE COMMUNITY



XBOX IS CULTURALLY RELEVANT



But, XBOX IS OVERLOOKED

XBOX encapsulates why gaming is cool and how it can be different unlike their competitors.

In a category with legacy brands built on competitive gameplay and nostalgia, XBOX falls behind. They need to stand out in an interesting and ownable way.



BUSINESS OBJECTIVE

Get **XBOX** to **#2** in overall market share in the gaming console category.



OPPORTUNITY

XBOX is a unique brand that is built upon a strong community and versatile gaming options. **XBOX** needs to **engage** with **current players** and **recruit new players** in order to elevate their positioning.



XBOX ONE

XBOX

Enjoy the most power, speed, and compatibility from the Series X.

Endless options with XBOX Game Pass, a massive game library.

Connect with your friends across XBOX, PC or mobile devices.

A ecosystem meant for discovery. A curious community.



Curiosity leads people to ask questions,
to challenge assumptions, to drive change,
and to dream big.

*humans are innately curious and that's what
pushes us to strive for more



What does it feel like to have society
discourage curiosity?



Curiosity should not be deadly

Do You Feel Constricted by Gender Norms?

Don't Allow Society To Box You In
Breaking free from the labels society put on you

We don't fit well into the social cage of conforming.

Employees Say Unsustainable Workloads And Expectations Are Driving Them To Quit

People Want Power Because They Want Autonomy

'The most dangerous thing in the world is apathy'



THE TENSION

SOCIETY WANTS US TO BE BLAND.

People are told to be curious, but curiosity is not celebrated.



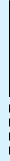
**Our audience is
recalibrating the norms
with a bold sense of
curiosity.**

BY

***FEARLESSLY*
DISCOVERING**



AUDIENCE



THE
RULE BREAKERS*

* The rules are social norms and the rule breakers own their curiosity and defy society.



People are making
bold decisions to discover
what is most important
to them.



THEY ARE DISCOVERING THEIR

PLACE.



43%

The percentage of people who moved that did so for better cultural experiences.

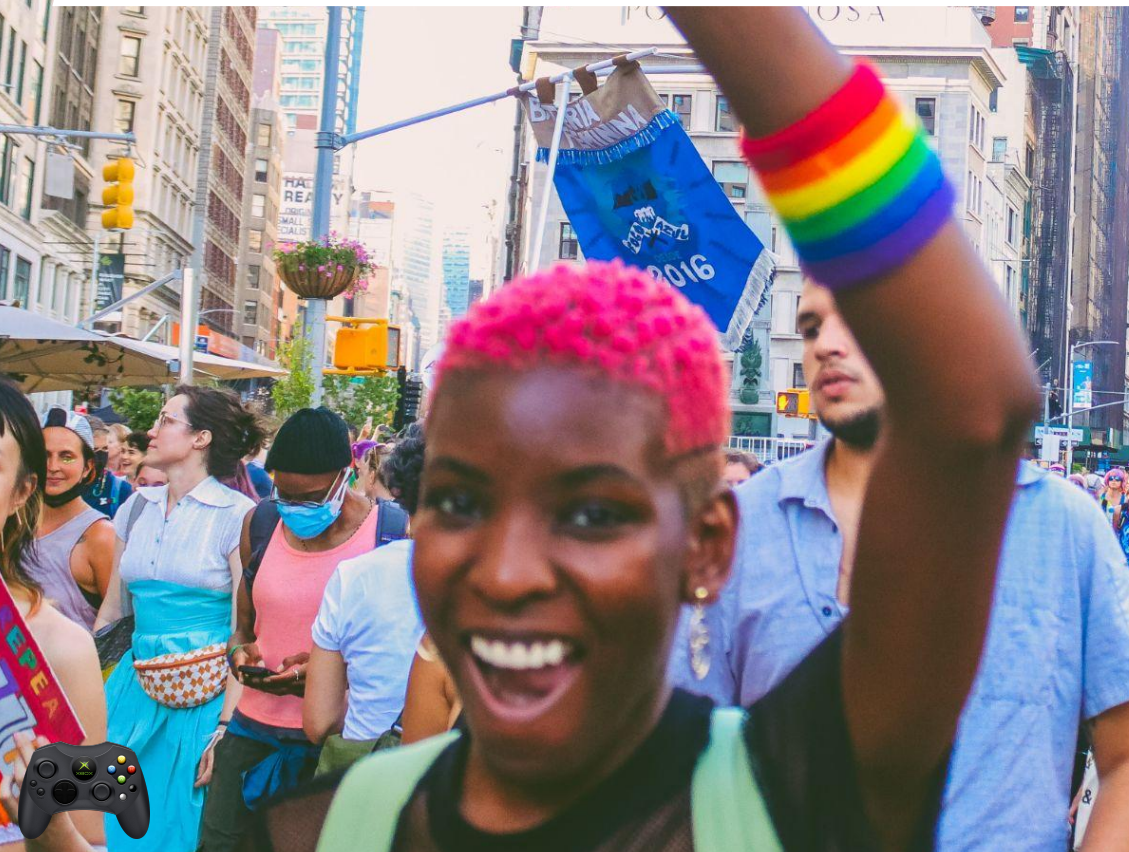
Source: [Move.org](https://www.move.org)

AUDIENCE **18**



THEY ARE DISCOVERING THEIR

IDENTITIES.



1 in 6

The number of Gen Z'ers who consider themselves to be something other than heterosexual.

Source: [Gallup](#)

AUDIENCE **19**

THEY ARE DISCOVERING THEIR

PURPOSE.



4.5 mil

The number of people who voluntarily left their jobs in November 2021.

Source: NBC News, 2022

AUDIENCE 20



THEY ARE DISCOVERING THEIR

INTERESTS.



60%

The number of Americans who have picked up new hobbies in 2021.

Source: [The Atlantic](#)

AUDIENCE **21**



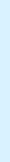
THEY ARE DISCOVERING

GAMING.



75%

increase in gaming
since 2020



13 mil

newcomers to gaming in
2021 alone

Source: Venture Beat, 2021

AUDIENCE **22**

**Discovery is a social process
motivated by curiosity.**

**Discovery drives cultural change through
exploration, learning, and understanding.**



DISCOVERY IS A
MECHANISM OF
CULTURAL CHANGE.



IGNITE FEARLESS **DISCOVERY**

Excite a bold and thrilling feeling through the exploration of something new.



—

**The XBOX ecosystem
is designed for
discovery.**



THE ECOSYSTEM

No technical boundaries. Play on any device, anywhere, with anyone.

It's more than gaming. It's entertainment the way you want it.





**Every touchpoint is an invitation
to discover.**

XBOX + AIRPORTS



The Xbox Lounge.



Travel is essential to discovery

XBOX pop up lounges in commuter airports. Allows travelers to discover the digital while exploring the physical. Promotes XBOX as a brand and gives travelers a comfortable relaxing escape in hectic airports. Open for all to play.

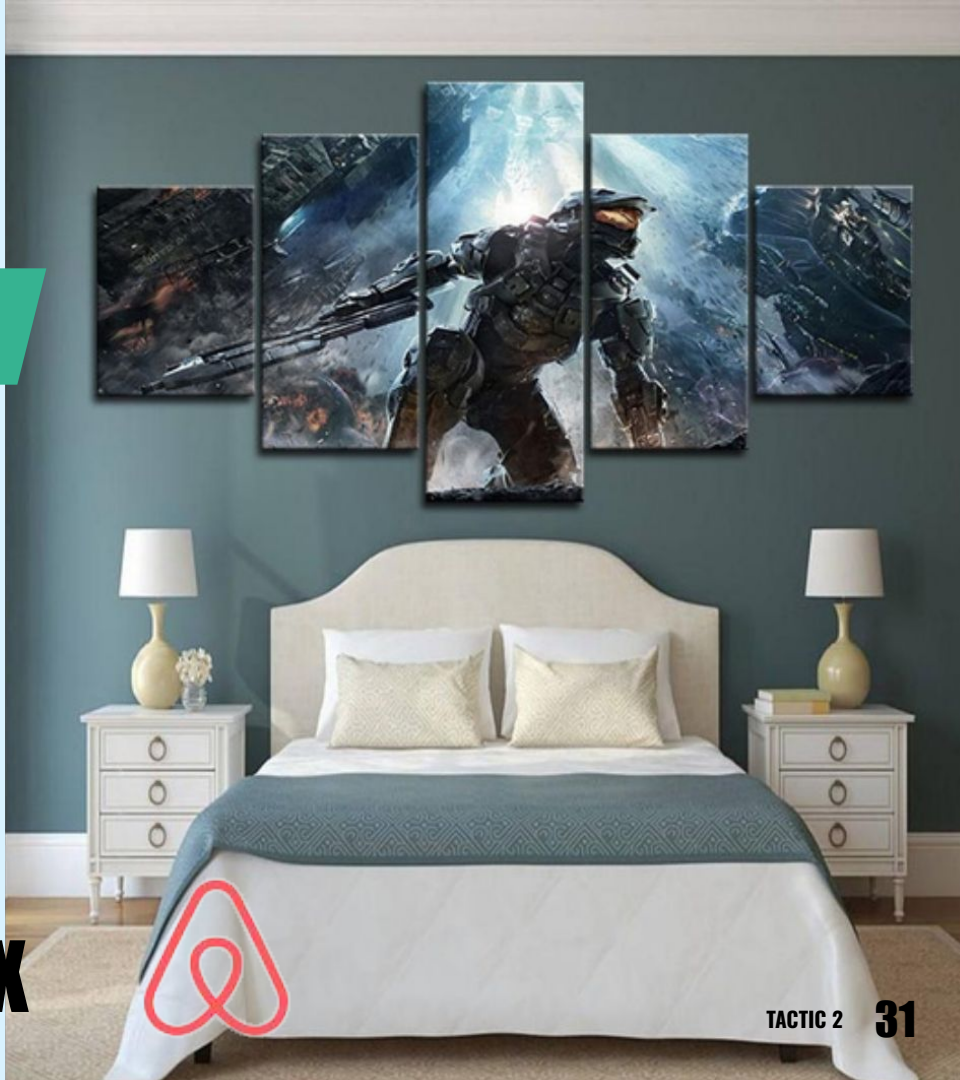
International Locations: LAX. ORD. SEA. SFO. LGA. EWR. HKG. BKK



XBOX + AIRBNB



X



Everyone gets to play

XBOX and Airbnb collaboration to create XBOX themed houses to invite discovery and spark curiosity among travelers. A fun and interactive way to inspire discovery alongside XBOX in new places.

House Themes & Locations:

- Halo – Roswell, NM
- NBA 2K – New York, NY
- GTA – Los Angeles, CA
- Forza – Austin, TX
- Red Dead Redemption – Missoula, MT





MARKS THE SPOT

Scavenger Hunt: May 14-15

Encourage discovery through a scavenger hunt centered around the *Halo* TV show to drive viewership and increase brand awareness.





MARKS THE SPOT

Get our fearless audience to discover by creating the **ultimate opportunity to discover**

Where: 6 cities – NYC, Austin, Seattle, San Fran, Orlando, DC

How: Scavenger hunt based around the new Halo TV series. Give opportunities for our fearless audience to compete for a chance to go to space.

Why: Spark curiosity, motivation to discover. Make an impact, and do something that has never been done before. Bring “play” from digital back to the physical.

The Prize: Take discovery to new levels with an out of this world experience.



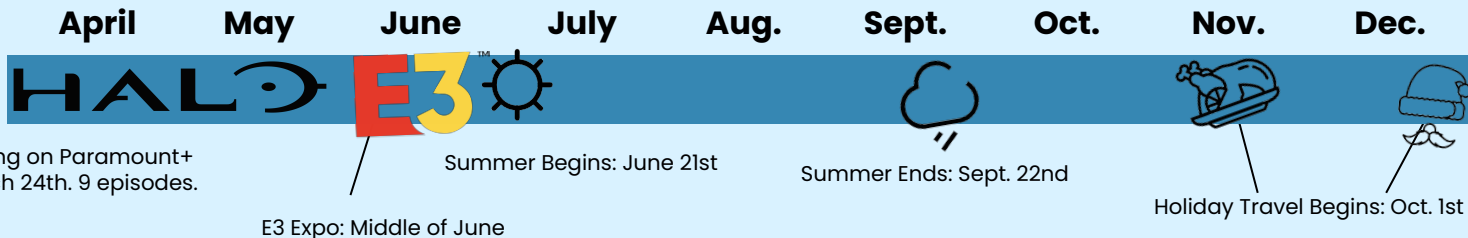


MARKS THE SPOT

The Prize: Partnering with Virgin Galactic, 6 individuals will win a ticket to space sponsored by XBOX. Take discovery to new levels and get the chance to play XBOX in zero gravity.



THE PLAN 2022



XBOX + AIRPORTS

Begins Sept. 1st



XBOX + AIRBNB

Begins June 1st



X MARKS THE SPOT



Scavenger Hunt: May 14th-15th, 6 locations



THE TENSION

Society forces people to be bland. It dilutes curiosity.

THE AUDIENCE

People who challenge society boldly. They are the rule breakers.


THE STRATEGY

Ignite fearless discovery.

THE TACTICS

Invite our audience with opportunities to discover alongside XBOX.





**BREAK THE RULES.
SPARK CURIOSITY.
*DISCOVER FEARLESSLY.***

