

# XBOX SERIES S MARKETING PLAN

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# TARGET MARKET OVERVIEW



- The Xbox Series S is aimed at casual gamers who want access to next-gen games at a fraction of the price
- It's best for people who just want to download or stream games
- "71% of U.S. gamers are aged 18-44" (FinancesOnline, 2024)



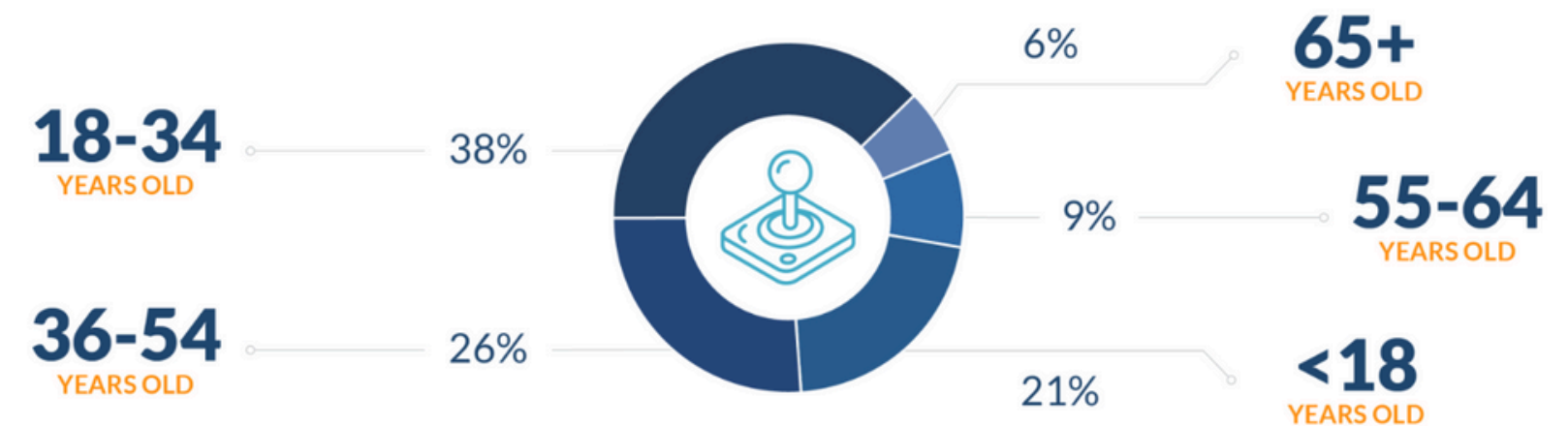
# DEMOGRAPHIC & GEOGRAPHIC

- Age Range: Mostly 16–30, high schoolers, college students, and young adults
- Income: Mid to lower income, people who want a deal without sacrificing quality
- Location: Usually Urban/Suburban areas where fast internet is available
- “Over 45% of U.S. gamers identify as female” (FinancesOnline, 2024)

3

## Distribution of US Video Game Players by Age

Source: Entertainment Software Association

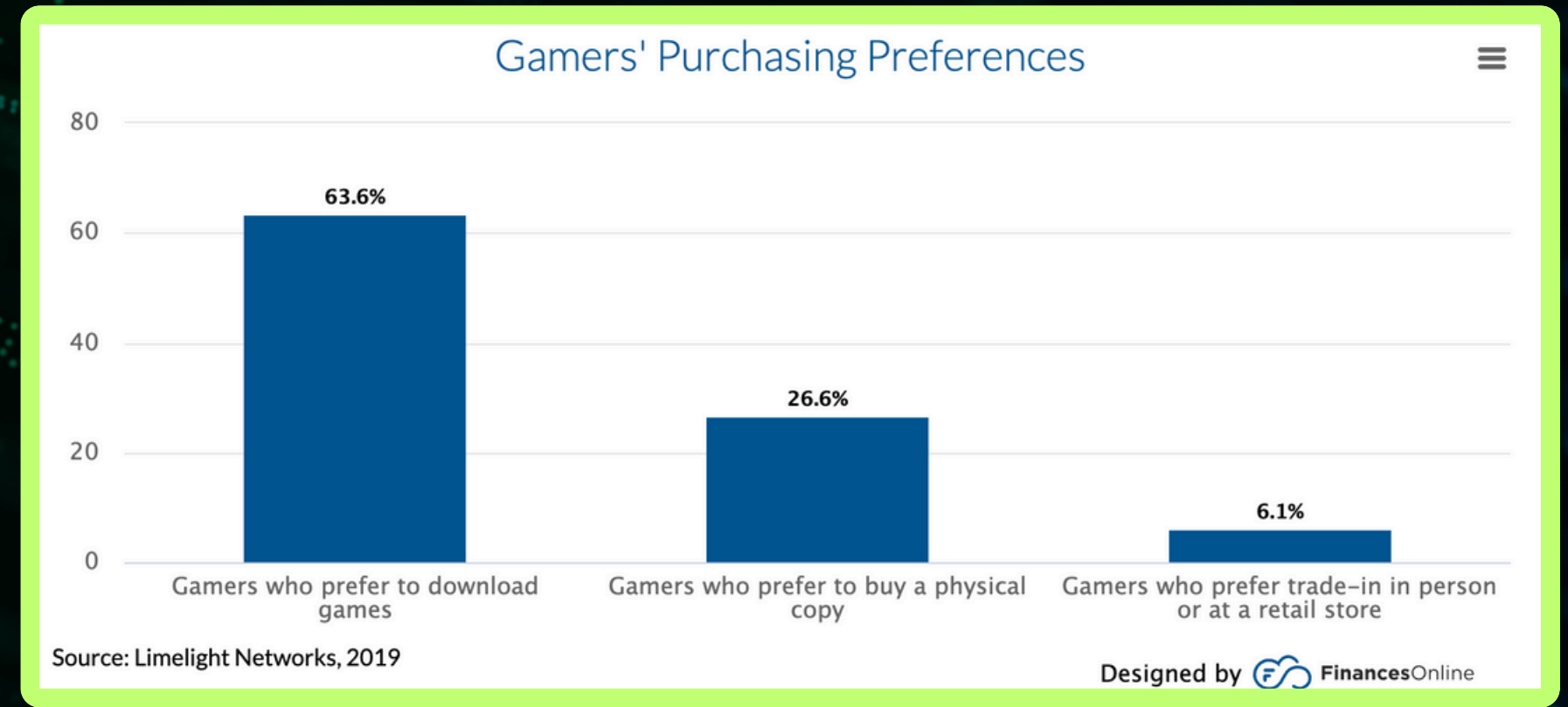


Source: (FinancesOnline, 2024)



# PSYCHOGRAPHIC & BEHAVIORAL

- These gamers care more about access and convenience over fancy specs
- Most want a minimal setup, something that doesn't take up their whole desk
- “Many series S users prioritize digital access and Game Pass over hardware specs” (TechRadar, 2024)



Source: (FinancesOnline, 2024)



# SERIES S IN THE REAL WORLD



- This console is built for every day gamers
- Most Series S users just want to comfortably play in their living room or bedroom
- This picture of myself holding it shows its compact size as well as the picture of it on my desk



# SWOT ANALYSIS

## Strengths

- Compact design fits tight spaces
- Cheapest next gen-gen console \$299 MSRP
- Access to Game Pass with 100+ games
- Fast load times with SSD and quick resume

## Weaknesses

- No disk drive
- Only 512GB internal storage
- Not optimized for 4K
- Perceived as casual or “underpowered”

## Opportunities

- Growth in digital-first gaming
- Rising Game Pass value and subscriber base
- “Gaming console market expected to grow 6.4% annually through 2029 (Mordor Intelligence, 2024)”

## Threats

- PS5 has stronger exclusive titles
- Mobile gaming stealing casual market share
- Hardcore gamers may prefer more powerful consoles



# PRODUCT FEATURES

- “The Series S supports 1440p resolution at up to 120fps and includes a high-speed SSD” (TechRadar, 2024)
- All digital (no disk drive)
- Comes with Xbox wireless controller
- 60% smaller than Series X (Tech, Radar, 2024)
- Image to the right shows Series S stacked above Series X





# PACKAGING & MANUFACTURING

- Simple, white packaging with Xbox branding
- Compact and environmentally friendly
- Series S is manufactured mainly in China and Vietnam
- “Xbox packaging is designed for minimalism and eco-friendliness” (TechRadar, 2024)



<https://www.xbox.com/en-us/consoles/xbox-series-s?xr=shellnav>



# COMPETITOR COMPARISON

Features	Xbox Series S	Xbox Series X	PS5	Nintendo Switch
Price	\$380	\$600	\$500	\$299
Disc Drive	No	Yes	Yes	No
Max Resolution	1440p	4K	4k	1080p
Handheld	No	No	No	Yes
Storage	512GB SSD	1TB SSD	1TB SSD	64GB

Source: (Tom's Guide, 2022)



# WHERE ITS SOLD

- Sold in major retail stores and online
- Widely available due to price and size
- Often sold next to Xbox accessories and games in stores
- Bundled frequently with Game Pass or games

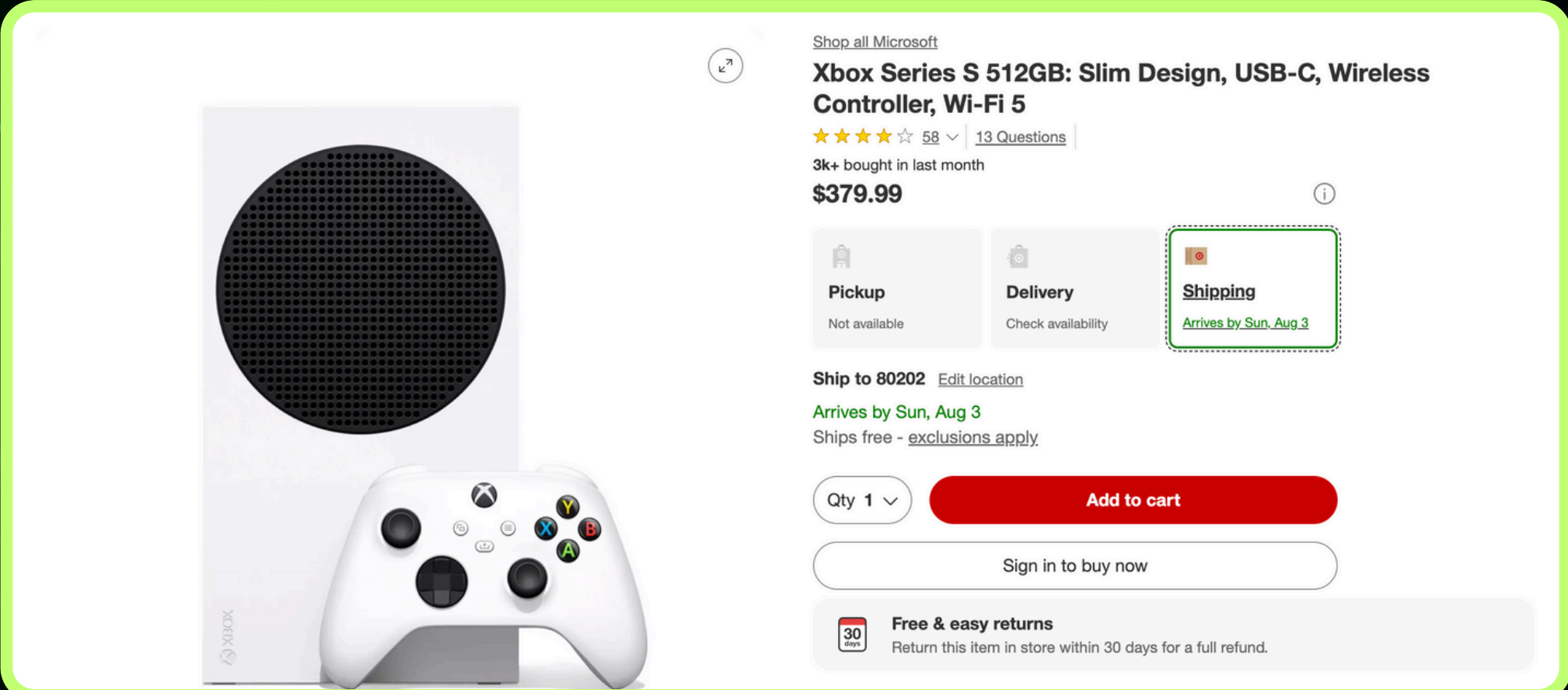


[https://www.reddit.com/r/gaming/comments/1d8utsf/my\\_local\\_gamestop\\_xbox\\_section\\_is\\_2\\_feet\\_large/](https://www.reddit.com/r/gaming/comments/1d8utsf/my_local_gamestop_xbox_section_is_2_feet_large/)



# TARGET

- Typically available instore or online (currently out of stock at my nearest target)
- Available for free shipping online
- Ability to use target rewards for discounts



The screenshot displays the product page for the Xbox Series S 512GB console on the Target website. The console is shown in its white retail box, with the black circular ventilation grille visible. A white Xbox wireless controller is positioned in front of the box. To the right of the image, the product title reads "Xbox Series S 512GB: Slim Design, USB-C, Wireless Controller, Wi-Fi 5". Below the title, there is a star rating of 4.5 stars from 58 reviews and a link to "13 Questions". It states "3k+ bought in last month" and shows the price as "\$379.99". Three shipping options are presented: "Pickup" (Not available), "Delivery" (Check availability), and "Shipping" (Arrives by Sun, Aug 3). Below these, it says "Ship to 80202" with an "Edit location" link, "Arrives by Sun, Aug 3", and "Ships free - exclusions apply". At the bottom of the shipping section, there is a "Qty 1" dropdown and a red "Add to cart" button. A "Sign in to buy now" button is located below the shipping options. At the very bottom, a "Free & easy returns" banner indicates a 30-day return policy for a full refund.

Shop all Microsoft

**Xbox Series S 512GB: Slim Design, USB-C, Wireless Controller, Wi-Fi 5**

★★★★☆ 58 | [13 Questions](#)

3k+ bought in last month

**\$379.99**

**Pickup**  
Not available

**Delivery**  
Check availability

**Shipping**  
Arrives by Sun, Aug 3

Ship to 80202 [Edit location](#)

Arrives by Sun, Aug 3

Ships free - [exclusions apply](#)

Qty 1 [v](#) **Add to cart**

[Sign in to buy now](#)

**Free & easy returns**  
Return this item in store within 30 days for a full refund.



# WALMART

- Available both in store and online
- Available at \$378 from Walmart
- Available for \$359.99 from antonline.com (fulfilled by Walmart)
- Available for \$369 from Hooray Store (not fulfilled by Walmart)

More seller options

\$359.99

Free shipping

Shipping, **arrives by Sun, Aug 3** to Denver, 80205

Sold by [antonline.com](#) | 

Pro Seller

Fulfilled by Walmart

Free 30-day returns

[Details](#)

Add to cart

\$369.00

Free shipping

Shipping, **arrives by Tue, Aug 5** to Denver, 80205

Sold and shipped by [Hooray Store](#) | 

Pro Seller

Free 30-day returns

[Details](#)

Add to cart

**Xbox Series S**

Visit the Xbox Store

**Xbox Series S, 512GB SSD, All Digital Gaming Console, Robot White**

★★★★☆ (4.6) | 2,488 ratings Everyone

**About this item**

- Xbox Series S: The all-digital Xbox Series S offers next-gen gaming at an accessible price point.
- Experience next-gen speed and performance with the Xbox Velocity Architecture, powered by a custom SSD and integrated software.
- Play thousands of games from four generations of Xbox with Backward Compatibility, including optimized titles at launch.
- Download and play over 100 high-quality games, including all new Xbox Game Studios titles like Halo Infinite the day they release, with Xbox...

[View more](#)

**At a glance**

Brand Xbox	Smart tech Y	Optical drive Digital Only
Condition New	Dimensions 13.46 x 5.47 x 11.50 in	Batteries incl Y

**\$378.00**

Price when purchased online

**As low as \$25/mo with affirm** [Learn how](#)

Free shipping Free 30-day returns

[Other options from \\$359.99](#)

**Add to cart**

**Walmart Accident Plan by Allstate**  
[What's covered](#)  
(Only one option can be selected at a time)

☐ 3-Year Plan - \$44.00

☐ 4-Year Plan - \$55.00

**How you'll get this item:**

☐ I want delivery savings with Walmart+  
You get 30 days free! Choose a plan at checkout.

Shipping	Pickup	Delivery
Arrives tomorrow Order within 1 hr 38 min	As soon as 7am tomorrow <b>Free</b>	As soon as 1 hour



# AMAZON


- Available for \$374
- Free shipping
- Ability to trade in consoles, games or accessories to lower the price

Amazon Haul Same-Day Delivery Medical Care Saks Customer Service Groceries Amazon Basics Buy Again Browsing History Pet Supplies Thursday: Valkyries vs. Mystics

Video Games PSS Xbox Series X|S Switch Nex Playground PS4 PC Arcade Gaming Accessories VR Trade-In Deals Best Sellers New Releases Digital Games

Give the perfect birthday gift Shop gift cards

Video Games > Legacy Systems > Xbox Systems > Xbox > Accessories

 Click to see full view

**X Box Series S All-Digital Console**  
Brand: [X Box Console](#)  
Platform: Xbox  
4.6 ★★★★★ (298)  
200+ bought in past month

**\$374<sup>00</sup>**  
Or **\$27.20**/mo (18 mo). Select from 1 plan  
Get \$100 off instantly: Pay **\$274.00** ~~\$374.00~~ upon approval for the Prime Store Card. No annual fee.  
Available with free Prime shipping from [other sellers on Amazon](#).

**About this item**

- What's in the box: Xbox Series S 512GB console, 1 Xbox Wireless Controller, High Speed HDMI cable.
- CPU: 8X Cores @ 3.6 GHz (3.4 GHz w/SMT) Custom Zen 2 CPU; GPU: 4 TFLOPS, 20 CUs @ 1.565 GHz Custom RDNA 2 GPU; SOC Die Size: 197.05 mm<sup>2</sup>.
- Memory: 10GB GDDR6 128 bit-wide bus; Memory Bandwidth: 8GB @ 224 GB/s, 2GB @ 56 GB/s; Internal Storage: 512GB Custom NVME SSD
- Gaming Resolution: 1440p; Performance Target: Up to 120 FP.
- HDMI Features: Auto Low Latency Mode, HDMI Variable Refresh Rate, AMD FreeSync.

[See more product details](#)  
[Report an issue with this product or seller](#)

**Buy new:**  
**\$374<sup>00</sup>**

FREE delivery **Tuesday, August 5**. [Details](#)  
Deliver to Sebastian - Denver 80202

**In Stock**  
Quantity: 1

[Add to Cart](#)  
[Buy Now](#)


Ships from: **Four Games**  
Sold by: **Four Games**  
Returns: **30-day refund/replacement**  
Payment: **Secure transaction**  
[See more](#)

[Trade-In and save](#)

**Ask Rufus**  
[Does it come with any games?](#) [Can it connect to Wi-Fi?](#)


**Trade in your gaming items**

Select trade-in item type




Console

Select



Games

Select



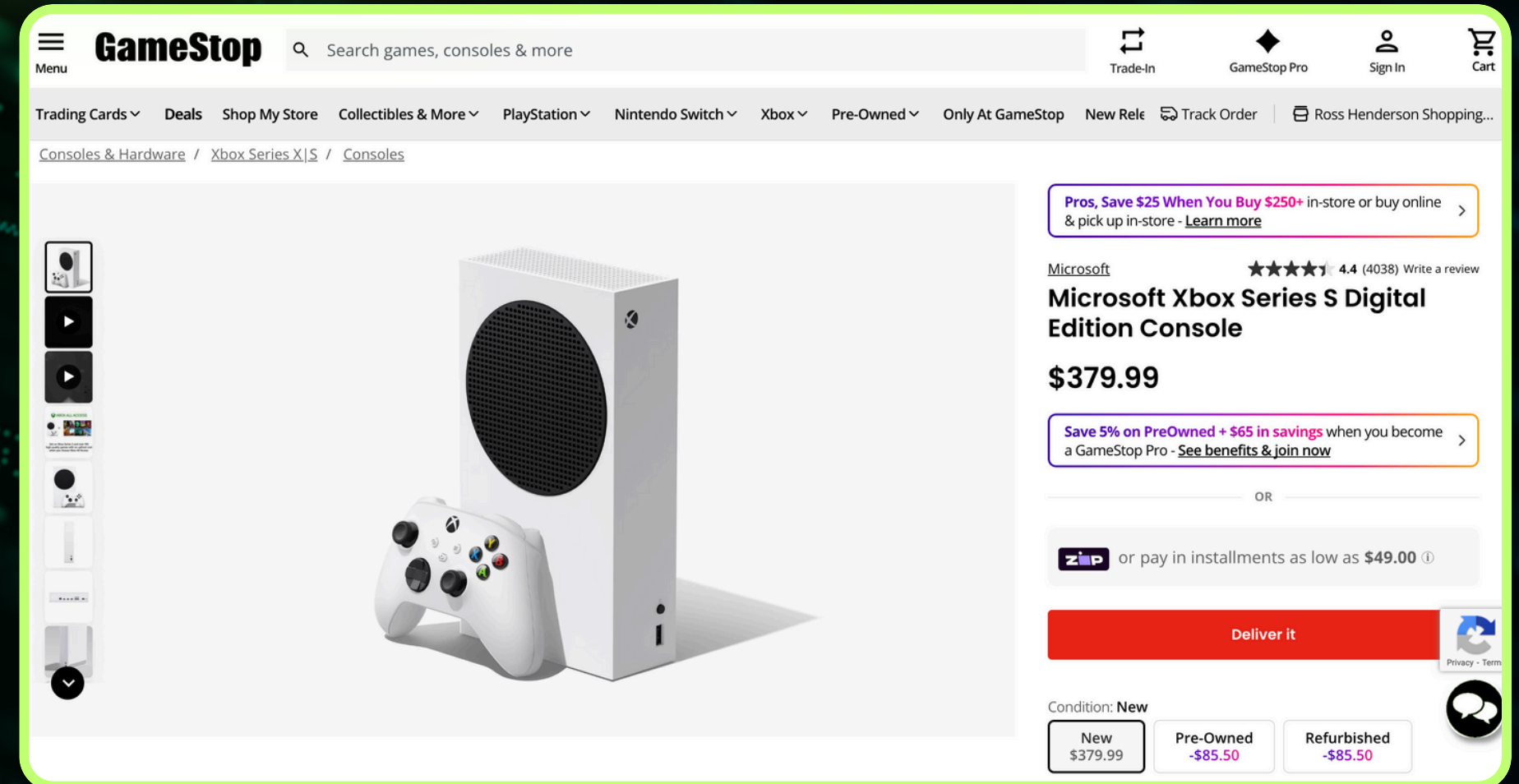
Accessories

Select



# GAMESTOP

- Available both in store and online
- Available at \$380 New
- Available at \$294.5 Refurbished or \$294.5 Pre-Owned
- Offers same day shipping for \$9.99



**Colorado Blvd Denver**  
960 S COLORADO BLVD STE C,  
Denver, CO 80246  
**Closed until 9:00 AM**

**Limited Stock**

**Pick up here**

4.54 miles away

**Creekside Shopping Center**  
7475 W COLFAX AVE STE 101,  
Lakewood, CO 80214  
**Closed until 12:00 PM**

**Limited Stock**

**Pick up here**

4.55 miles away

**Quebec Square**  
7505 E 35TH AVE UNIT 380,  
DENVER, CO 80238  
**Closed until 11:00 AM**

**Limited Stock**

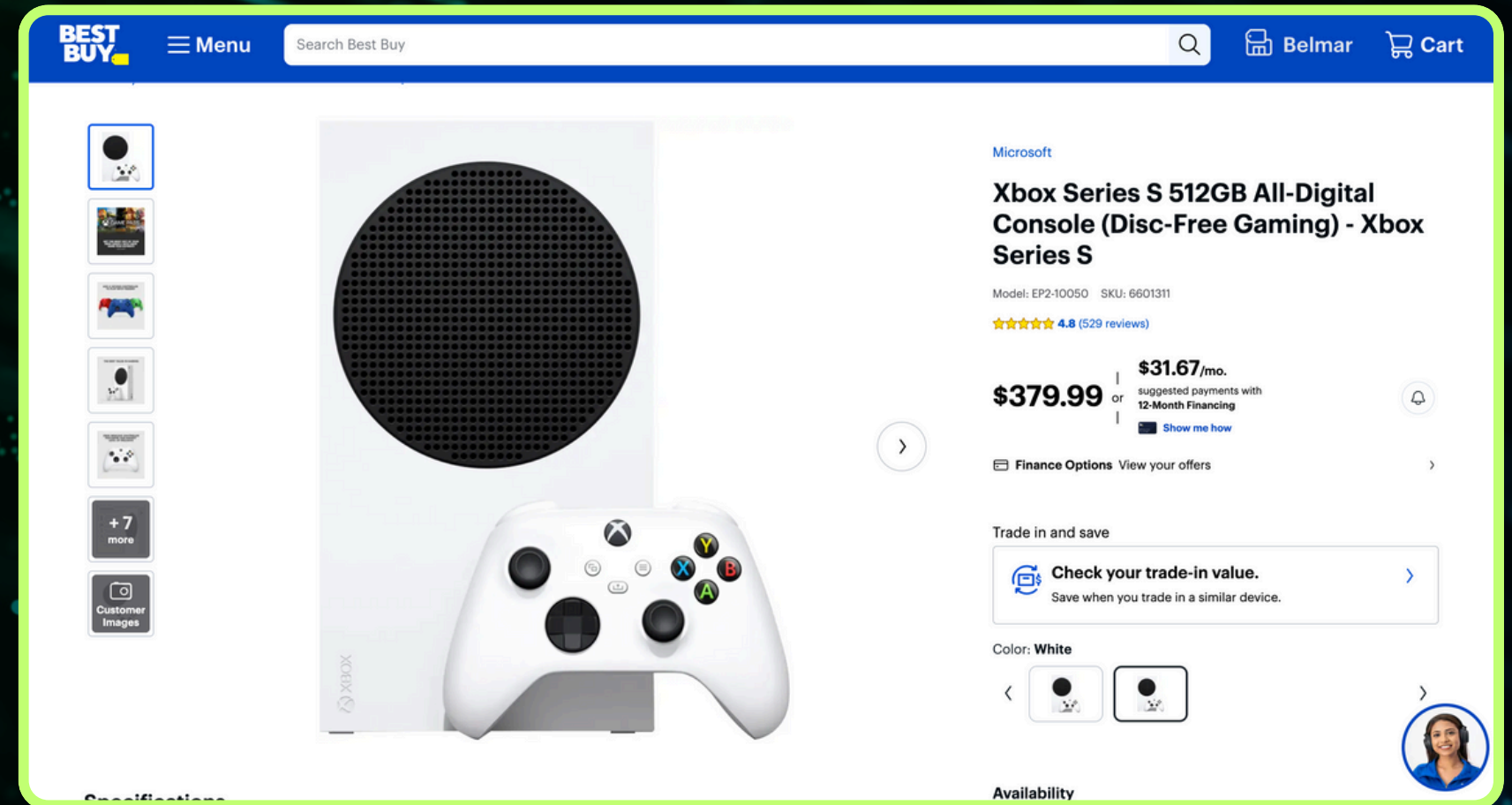
**Pick up here**

5.12 miles away



# BEST BUY

- Available both in store and online
- Available at \$380 New
- Option to finance with Best Buy Credit Card
- Option to finance through ZIP



## Availability

 Pickup

Ready Today


 Shipping

Get it Tomorrow

Pickup at **Belmar**

Act fast - Only 2 left at your store!

Add to cart

 Save

Items are covered under Best Buy's Return & Exchange Promise



# XBOX.COM

- Available online for \$380
- Also available with 1TB of storage for \$430
- Option to use Microsoft points for discounts





# PRICE COMPARISON

Retailer	Price	Notes
Target	\$380	Currently out of stock in store, free shipping online
Walmart	\$360	Third Party seller fulfilled by Walmart
Amazon	\$374	Trade in credit available for consoles, games, and accessories
Game Stop	\$380	Refurbished and used available for \$294.50
Best Buy	\$380	Financing available through Best Buy Card or Zip
Xbox.com	\$380	Microsoft rewards can be applied, 1TB model available for \$430



# PRICING STRATEGY

- Microsoft uses penetration pricing (low cost to capture market share)
- Price is much lower than Series X and PS5 to attract casual users
- Frequently offered in bundles and seasonal sales
- This example from Amazon comes with 3 months of game pass at \$439



<https://www.amazon.com/Xbox-Starter-hundreds-Ultimate-Membership-All-Digital/dp/B0CFS1SDC4>



# PROMOTION OVERVIEW

- Microsoft uses an integrated promotion strategy
- Combines mass media, influencers, in store reps and digital campaigns
- Game Pass is central, being promoted across almost every channel
- “As of 2023, Game Pass had over 25 million subscribers” (Xbox, 2025)





# PUBLIC RELATIONS

- Xbox is featured at major events like The Game Awards and Gamecon
- They have strategic partnerships with influencers and reviewers
- Their strong social media presence backed by over 100 million in ad spending earned media coverage
- Here is an example of some of their Game Pass games nominated for the 2025 Game Awards

CHECK OUT THESE NOMINEES FROM **THE GAME AWARDS**  
IN  **GAME PASS** AND  **PC GAME PASS**



A Memoir Blue  
1 NOMINATION



A Plague Tale: Requiem  
5 NOMINATIONS



As Dusk Falls  
2 NOMINATIONS



Citizen Sleeper  
1 NOMINATION



Dune: Spice Wars  
1 NOMINATION



Immortality  
3 NOMINATIONS



Metal: Hellsinger  
1 NOMINATION



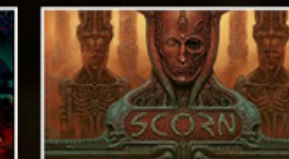
No Man's Sky  
1 NOMINATION



Norco  
1 NOMINATION



Return to Monkey Island  
1 NOMINATION



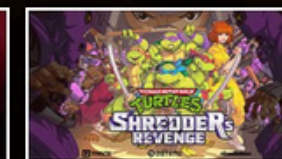
Scorn  
1 NOMINATION



Tunic  
3 NOMINATIONS



Vampire Survivors  
1 NOMINATION



TMNT: Shredder's Revenge  
2 NOMINATIONS



Total War: Warhammer III  
1 NOMINATION



Two Point Campus  
1 NOMINATION



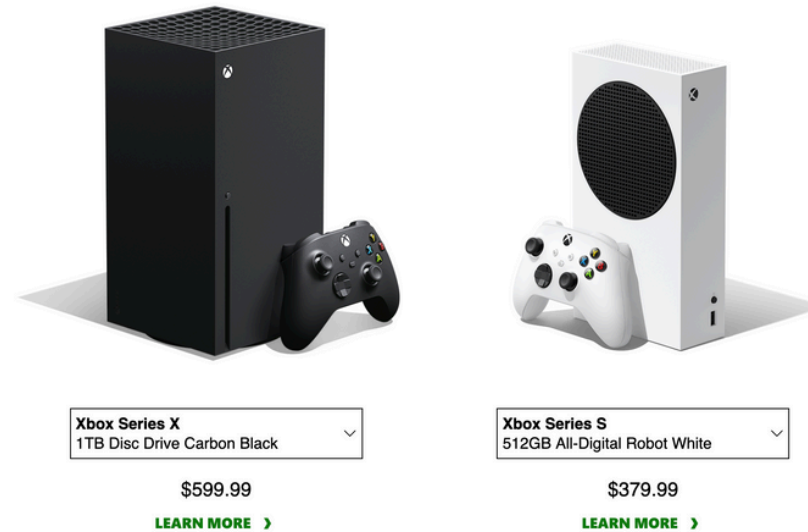
Starfield  
MOST ANTICIPATED



# PERSONAL SELLING

- Xbox.com has options to compare their different consoles
- They also have a form you can fill out to figure out which Xbox is best for your needs
- Salespeople at Best Buy and Game Stop market the Series S to casual users and kids

## COMPARE XBOX CONSOLES



## HELP ME CHOOSE A NEW XBOX CONSOLE

Tell us a little about yourself and we'll help you choose the console that is right for you.

[GET STARTED >](#)





# SALES PROMOTION

- Frequently have promotions for bundles with Game Pass and accessories
- Seasonal promotions like Cyber Monday and Black Friday deals (like the one from 2024 shown in the picture)
- Free trials for Game Pass typically included in the box or by email

## BEST CYBER MONDAY XBOX SERIES X CONSOLE DEALS



### Xbox Series S 1TB | **\$348 at Walmart**

While this isn't technically a "deal," the new 1TB variant Xbox Series S has just launched, and buying the upgraded console could wind up saving you money in comparison to buying an Xbox with smaller onboard storage and an expansion card.

#### Buy it if:

- ✓ You want an affordable console
- ✓ You'd like more storage than a Series S typically provides
- ✓ You want to play Game Pass games

#### Don't buy it if:

- ✗ You want to play physical games

Price check: [Check stock at Amazon](#)

UK: **£299.99 at Amazon**

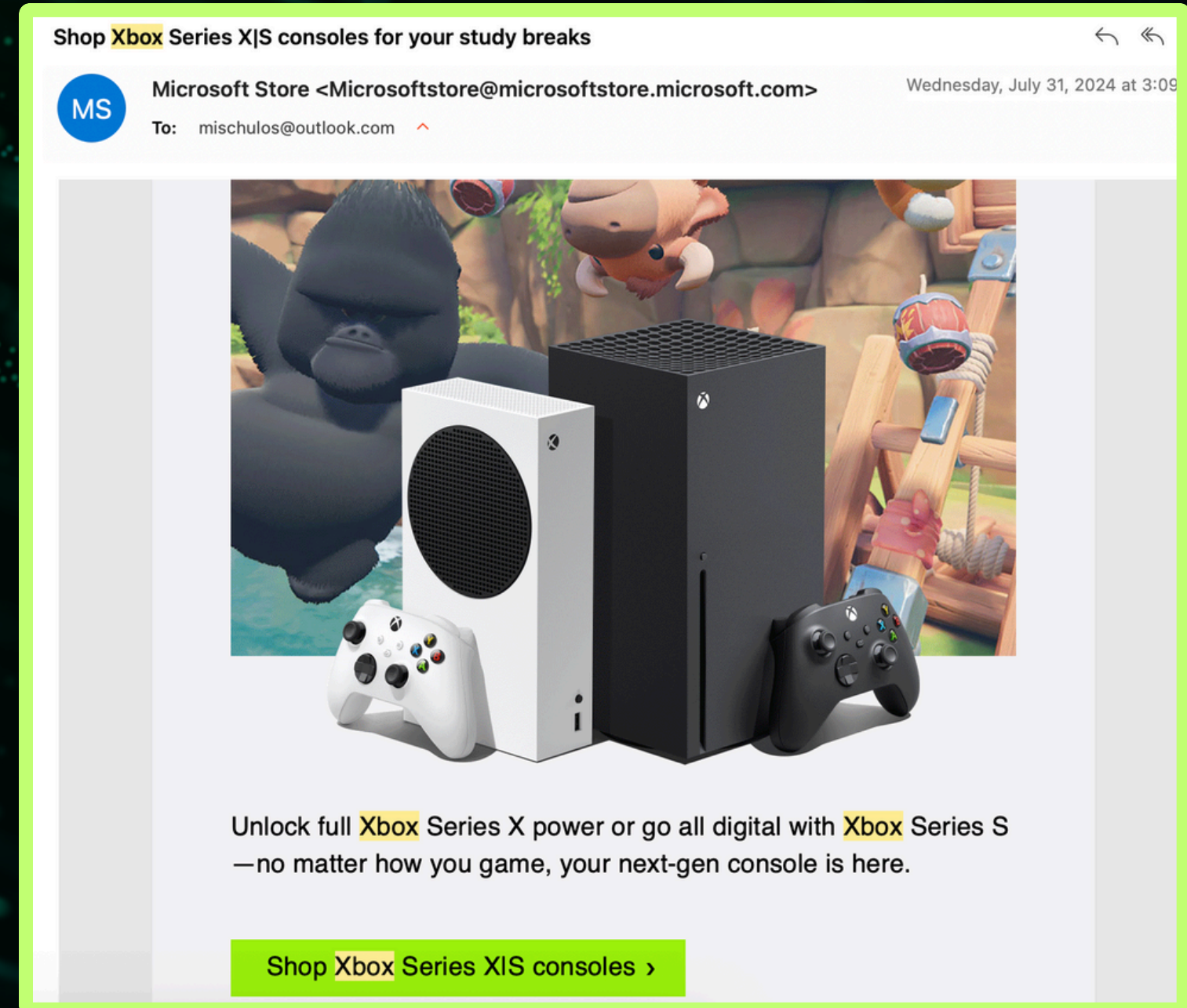
[VIEW DEAL](#)

<https://www.gamesradar.com/best-cyber-monday-xbox-series-x-deals/>



# DIRECT MARKETING

- Microsoft sends Promo emails to users based on which games they play
- An example of one those Promo emails I recieved through my email associated with my xbox account to the right
- The Xbox app promotes Series S bundles and Game Pass offers
- They use targeted ads on social media





# ADVERTISING

- Microsoft uses video ads on Youtube, Twitch, and streaming services
- They use print and digital ads on gaming sites like IGN
- Run billboards and posters for launches in major cities
- One example was their usage of the sphere in Las Vegas shown to the right



<https://www.ign.com/articles/microsoft-just-advertised-xbox-using-earths-mightiest-billboard>



# WORKS CITED

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