

SOCIAL MEDIA STRATEGY

VERSION 2 // JUL 12, 2021

 XBOX GAME PASS

CREATED BY REACH AGENCY

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360 ACTIVATION





BACKGROUND

Xbox Game Pass (XGP) is a leading video game subscription service and a top priority for Xbox. While XGP has established an incredibly engaged community of core gamers on social media, growing its audience on social media is paramount to success.



OUR ASSIGNMENT

How does Xbox Game Pass reach and connect with the next generation of gamers (Gen Z) without alienating its established audience of core fans? We must develop a social media strategy to help Xbox Game Pass reach and connect with new audiences.

OBJECTIVES

Social Media Objective

BUILD RELATIONSHIPS WITH GEN Z GAMERS

Reach

Reach targeted Gen Z audience segments

Impressions
Views
Reach

Connect

Build meaningful relationships with new Gen Z audience segments

Likes *Clicks*
Shares *Sentiment*
Comments *Follower Growth*

Long-Term Outcome

BUILD THE BRAND AND BUSINESS

Brand

A vibrant, diverse and inclusive community

Perception
Relevance
Intent

Business

XGP subscriber growth

Leads
Subscribers
Loyalty



THIS DOCUMENT PROVIDES

Focused audience segmentation
identifying high-value Gen Z
audience opportunities

Content strategies outlining
how we will reach and connect
with these audiences

Creative guidance to inform
new content creation for
these audiences

EXECUTIVE SUMMARY

Through months of research and audience analysis, we've identified two new crucial audiences for Xbox Game Pass: the Gen Z Female Gamer and Gen Z PC Gamer. This strategy dives deep into who they are, their interests, gaming behaviors, and social media usage to unlock how XGP can reach and connect with them. The following is a high level summary of what you will see in this work.

AUDIENCE

Gen Z Gamers, Focus on Two Segments:

Gen Z Female Gamers (Jessica)
Gen Z PC Gamers (Elena)

INSIGHT

Gen Z Gamers Don't Identify as Gamers At All

CULTURAL POV

Our Love For Gaming is Universal

STRATEGIC POSITIONING

Xbox Game Pass powers your love of gaming

No matter where you come from, what you believe, which games you play or how you play them, Xbox Game Pass has a game for everyone

CORE TENETS

RADICALLY INCLUSIVE

ALWAYS AN ALLY

KEEP IT POSITIVE

ENHANCE THE EXPERIENCE

STONE GUIDELINES

1. True to the Core
2. Evolution, Not Revolution
3. Age It Down

KEY CHANNELS



EXECUTION PRINCIPLES

1. More Content for More People
2. Mix & Match
3. Speak Through the Community
4. Promote Content to New Audiences
5. Test & Learn

ASSIGNMENT

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GEN Z PC GAMERS - STRATEGY

360 ACTIVATION



**MICROSOFT IS
REDEFINING WHAT IT
MEANS TO BE A GAMER**

CHALLENGE

BUT XBOX IS STILL MISSING AN OPPORTUNITY TO CONNECT WITH YOUNGER, MORE DIVERSE AUDIENCES

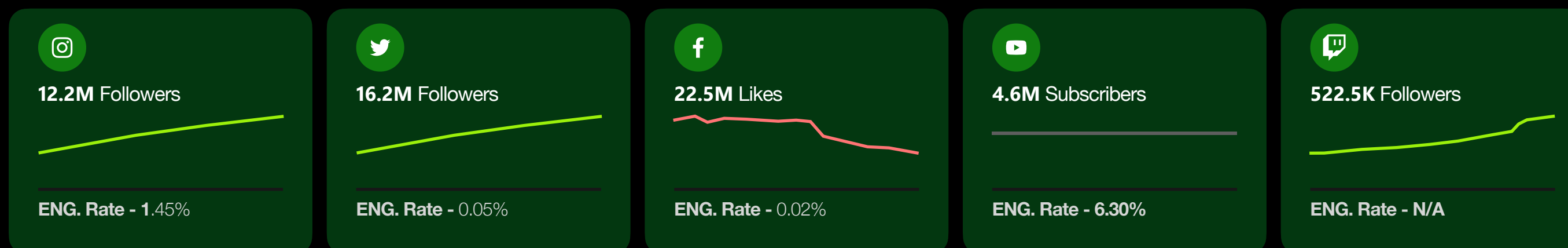


XBOX

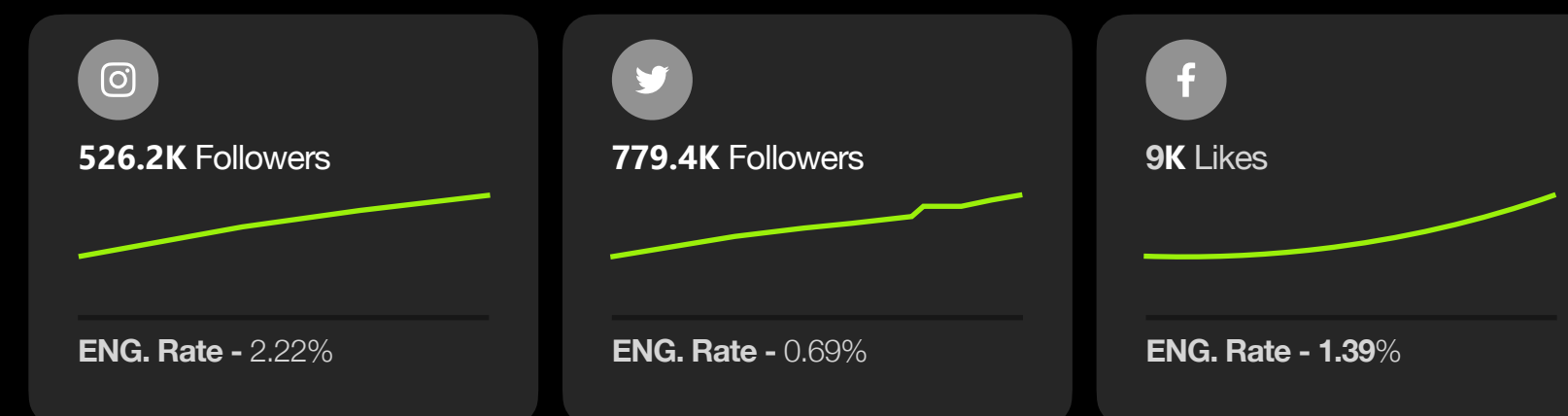


XBOX GAMEPASS

XBOX // SOCIAL PLATFORMS

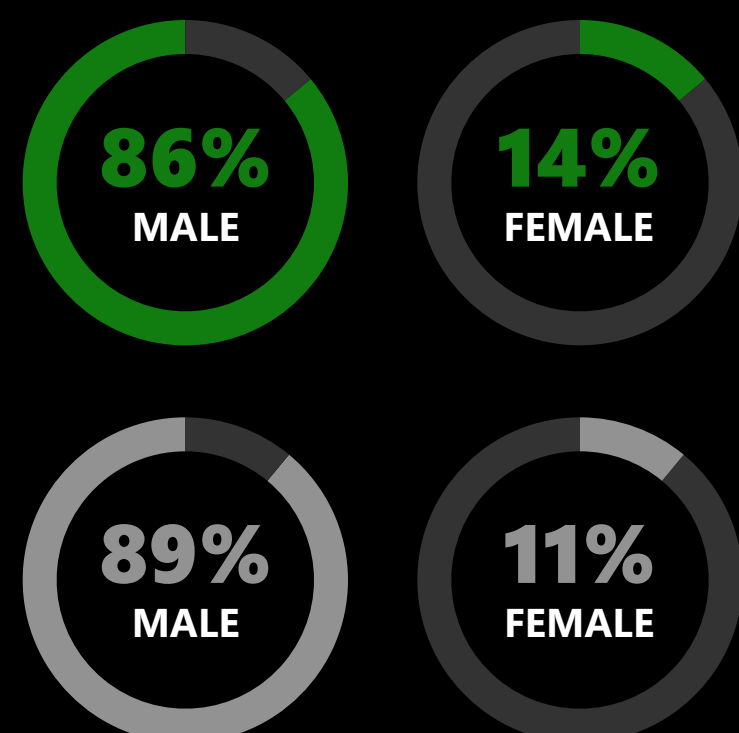


XBOX GAME PASS // SOCIAL PLATFORMS

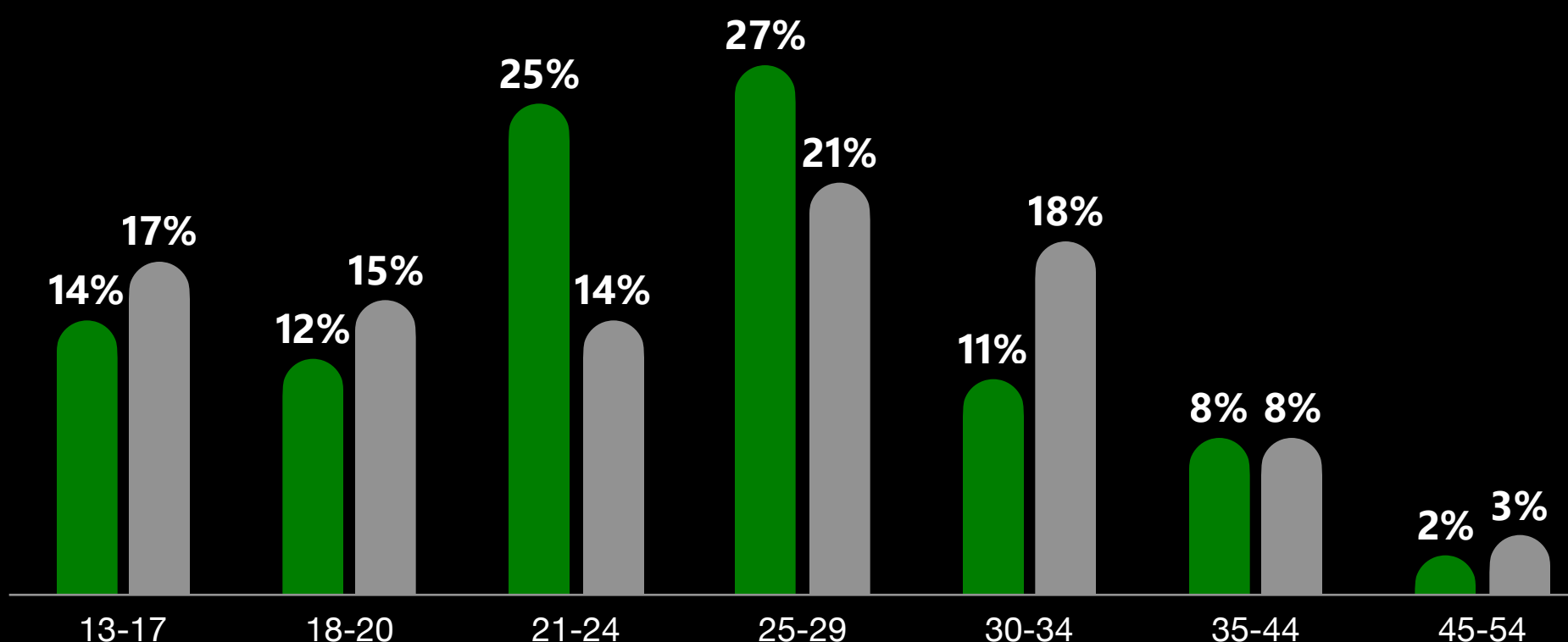


ESTIMATED FOLLOWER DEMOGRAPHICS // INSTAGRAM (GLOBAL)

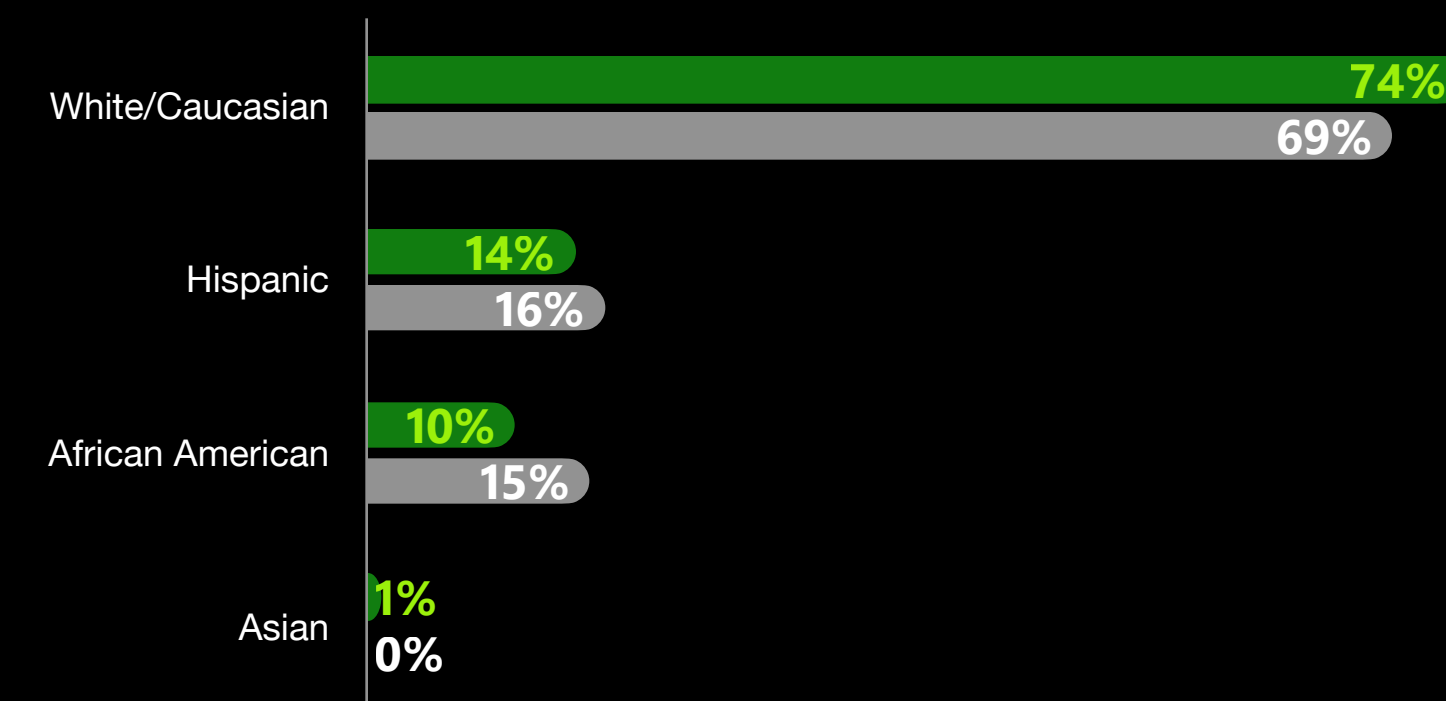
GENDER



AGE (98% SIMILARITY)



RACE (95% SIMILARITY)

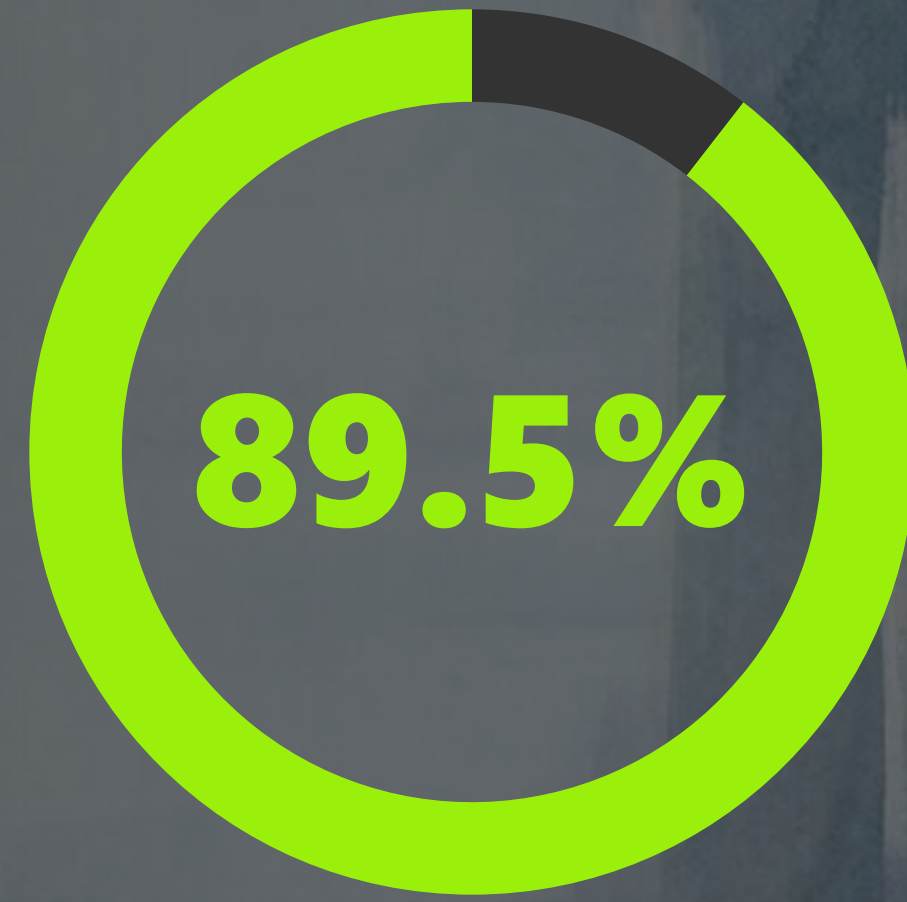




CONTEXT

GEN Z IS CHANGING THE GAME

The world used to think of gamers as young, white males. And it's a stereotype that's surprisingly persistent (see Xbox's existing followers). But Gen Z is literally changing the face of gaming culture as we know it. Gen Zers from all races, genders, identities and sexual orientations love to play video games, but that doesn't mean they're like every other gamer. Far from it.



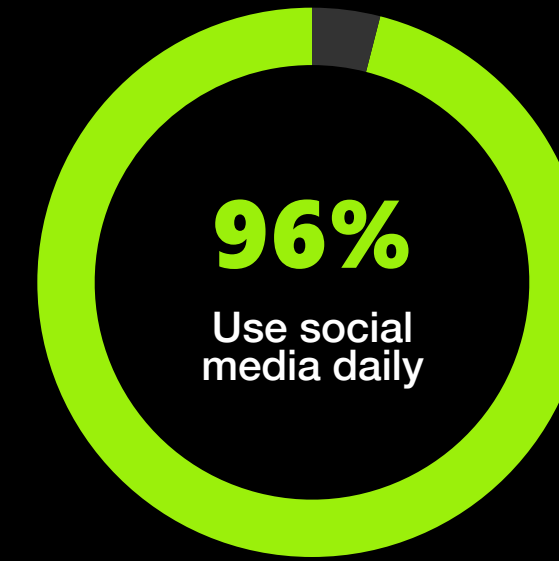
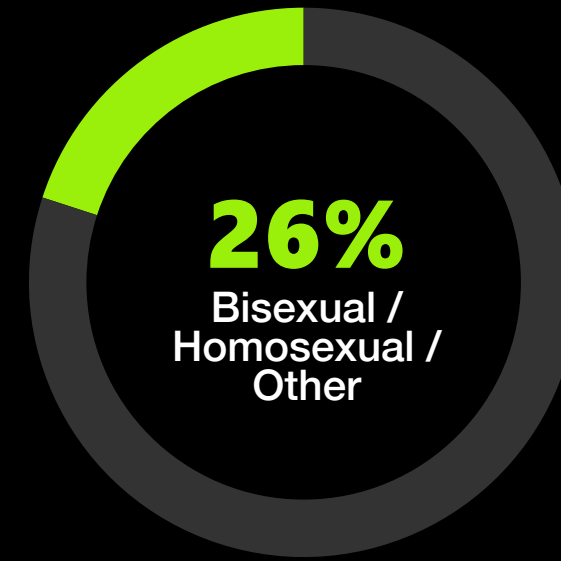
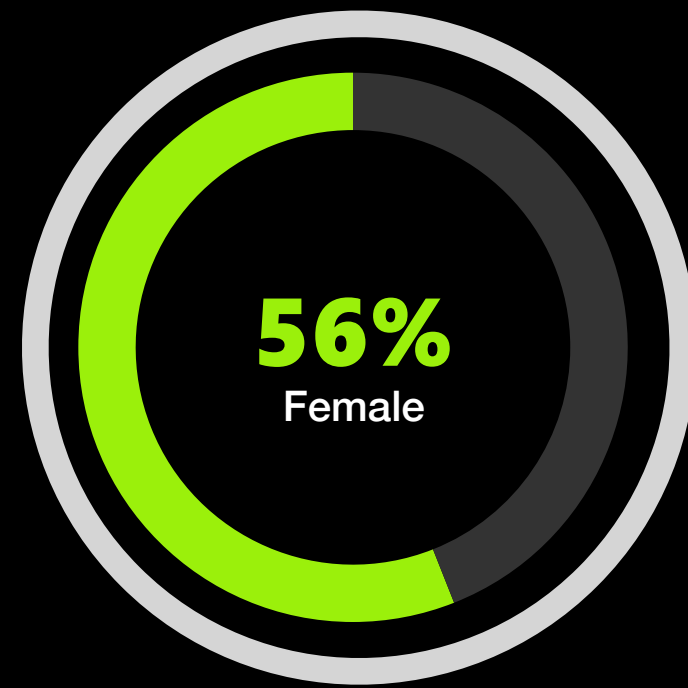
of all Gen Zers in the US play video games on smartphones, gaming consoles, or computers at least weekly if not daily



AUDIENCE

MEET GEN Z GAMERS

IN THE U.S.



43%

Have played a game online with real-life friends in the last month

25%

Use a video game subscription service

20%

Are interested in esports

28%

Have watched a live gaming stream in the last month

67%
White

21%
Hispanic

13%
Black

8%
Asian



Projected to be non-white majority by 2026

DEVICES USED FOR GAMING



75%
SMARTPHONE



60%
CONSOLE



55%
PC / LAPTOP



27%
TABLET



23%
HANDHELD

AUDIENCE

GEN Z UNIVERSAL TRUTHS

ANXIOUS & INTROVERTED

This is a generation whose main point of contact with the world outside their immediate family has been social media. Gen Zers are more likely than any other generation to say they're **prone to anxiety (60% overall)**. Only 20% want to stand out in a crowd, and **escapism** is one of their main motivations for playing games. 68% prioritize time with the people they're most comfortable with — their family.

OPEN MINDED

72% of Gen Z describe themselves as “open-minded” while less than 20% describe their beliefs as “traditional.” **Only 71% identify as heterosexual** and less than 10% say maintaining traditional gender roles is important to them. Gen Z is easily the most open-minded generation and they're already leading the way to break down barriers.

MISUNDERSTOOD

Just 15% of Gen Zers say they feel represented in the advertising they see.

COST CONSCIOUS

As most of Gen Z is still in high-school or college, they are financially fragile and therefore very cost conscious when it comes to discretionary purchases.

THE VISUAL GENERATION

Gen Zers have **grown up on Instagram and TikTok** which has greatly influenced the way they see and interact with the world. Photos, short-form video and memes are the most common types of content they consume. So much of their communication style is dictated by cultural references and visual cues. If we want to meet them on their level, we have to learn the lingo and speak their visual language.

DRIVEN BY FOMO

As a generation that grew up on their phones, getting their news from social media, Gen Zers are hugely motivated by FOMO; “keep up with trends” and “avoid missing out” are top motivations for finding content on social media. This means there's a strong desire for original content and the latest news.



INSIGHT

GEN Z GAMERS DON'T IDENTIFY AS GAMERS AT ALL

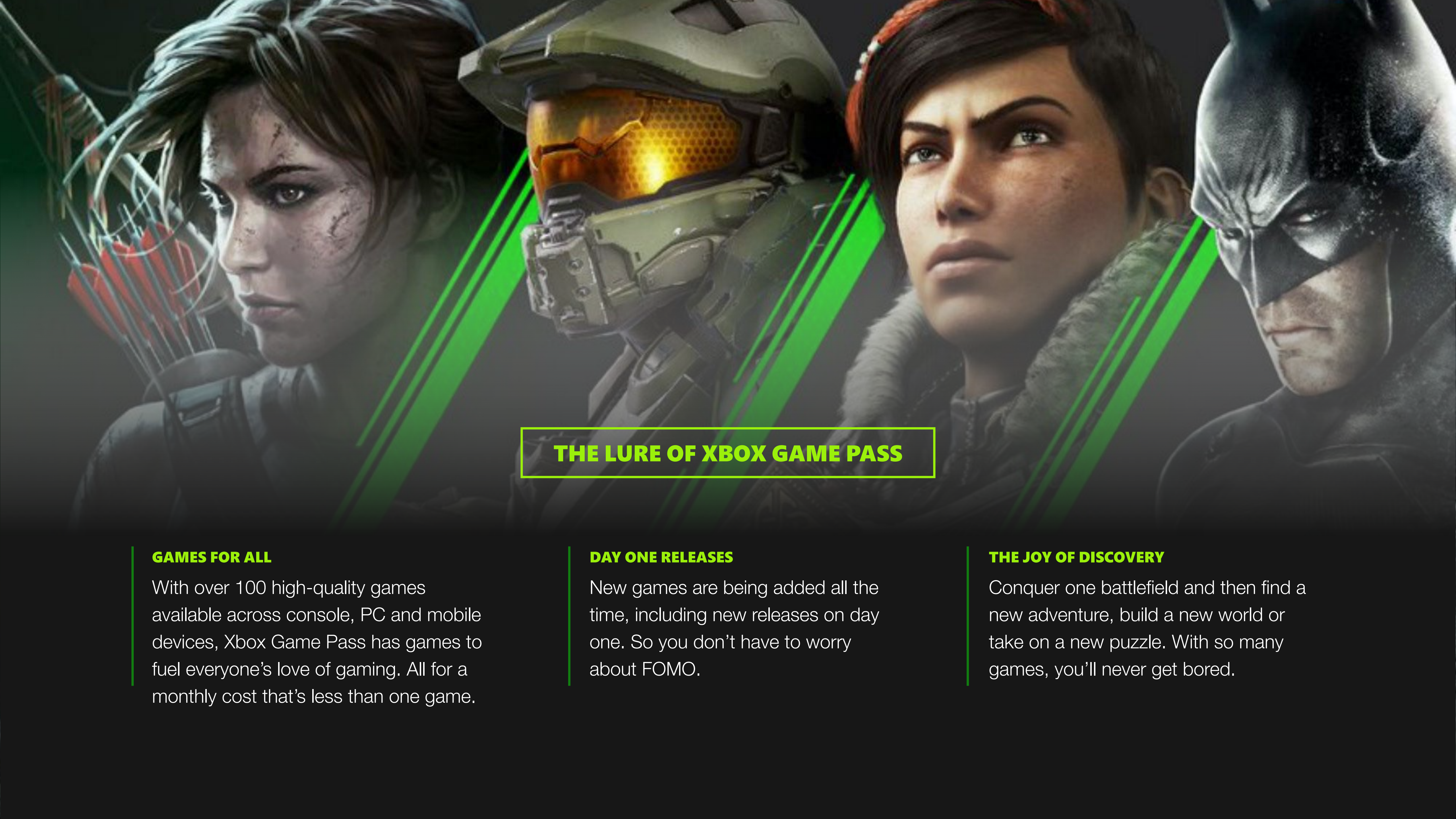
Gen Z doesn't define themselves through only one stereotype. They value individuality and avoid labels altogether. They are **identity nomads**. In fact, **less than half** of Gen Zers who play games actually identify as gamers. This even holds true for those who game 12+ hours a week. And it's especially true for women; females who game as much as males are **two times less likely** to identify as a gamer.



**SO THEY'RE NOT
"GAMERS," BUT
THEIR LOVE FOR
GAMING IS REAL**

TRUTH

Regardless of whether they identify as a gamer or not, it's clear that gaming plays a significant role in their life. 78% of Gen Z gamers say they're extremely interested or very interested in gaming, and 81% say their life wouldn't be the same without it.



THE LURE OF XBOX GAME PASS

GAMES FOR ALL

With over 100 high-quality games available across console, PC and mobile devices, Xbox Game Pass has games to fuel everyone's love of gaming. All for a monthly cost that's less than one game.

DAY ONE RELEASES

New games are being added all the time, including new releases on day one. So you don't have to worry about FOMO.

THE JOY OF DISCOVERY

Conquer one battlefield and then find a new adventure, build a new world or take on a new puzzle. With so many games, you'll never get bored.



XBOX GAME PASS

STRATEGIC POSITIONING

FOR THE LOVE OF GAMING

Gaming culture has perpetuated traditional “gamer” identity norms for too long — leaning on hardcore games, exclusive lingo and outdated stereotypes while refusing to stand up to the systemic exclusion that still makes **too many feel unwelcome** in online communities.

The truth is, **gaming is a passion** for so many of us. It immerses us in stories, challenges us, helps us escape, and connects us with others. No matter where we come from, what color our skin is, what we believe, which games we play or how we play them, **we’re all united by one thing: our love of gaming.**

With hundreds of games available, and new games being added all the time, **Xbox Game Pass has a game for everyone.** So let’s ditch the labels and retire the stereotypes. Let’s build a more **diverse** and **inclusive** community for everyone. If you love to game (heck, even if you only kind-of-like to game), you belong here. Come to be entertained, come to laugh, come to learn, come to compete, come to play. **Your next favorite game awaits.**

CORE TENETS

RADICALLY INCLUSIVE

Diversity is a commitment, not a campaign. Gen Z is incredibly diverse, open-minded and inclusive — so we must be as well. Our content must **reflect this diversity and foster a sense of belonging for everyone** who loves to play games. This inclusiveness must extend beyond race to gender, sexuality, body type, ability, and more.

ALWAYS AN ALLY

Equity, not just equality. To win over new audiences, we must be an ally for them. **We must represent and stand up for marginalized groups** the same way we would for the core. It's not just about the content we make, our **reactive strategy** must follow suit. **Gen Z will be won over in the comments, not the post.**

KEEP IT POSITIVE

Having a **positive attitude is one of Gen Z's most highly valued personality traits.** Maintaining a positive tone of voice that encourages their top motivations of fun and relaxation is key. Gen Z turns to video games to escape from the overwhelming negativity of the world. **Keeping it positive on our channels will provide a space they can enjoy.**

ENHANCE THE EXPERIENCE

Gen Z understands the value of likes and shares; they're not going to hand them out for free. We have to earn their love by adding value to their experience in the form of entertainment, fun, humor, utility, inspiration, etc... We must always ask ourselves: how are we enhancing their experience?

ASSIGNMENT

OVERALL STRATEGY

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GEN Z FEMALE GAMERS - AUDIENCE

GEN Z FEMALE GAMERS - STRATEGY

GEN Z PC GAMERS - AUDIENCE

GEN Z PC GAMERS - STRATEGY

360 ACTIVATION



TARGETED AUDIENCE SEGMENTATION

PRIMARY GEN Z TARGETS



GEN Z FEMALE GAMERS

US AUDIENCE: ~14.5M

Age: 16-24

Gender: Female

Devices Used for Gaming:

Any Device

1% of XGP Subscribers



GEN Z PC GAMERS

US AUDIENCE: ~11M

Age: 16-24

Gender: Any

Devices Used for Gaming:

Personal PC/Laptop

3% of XGP Subscribers

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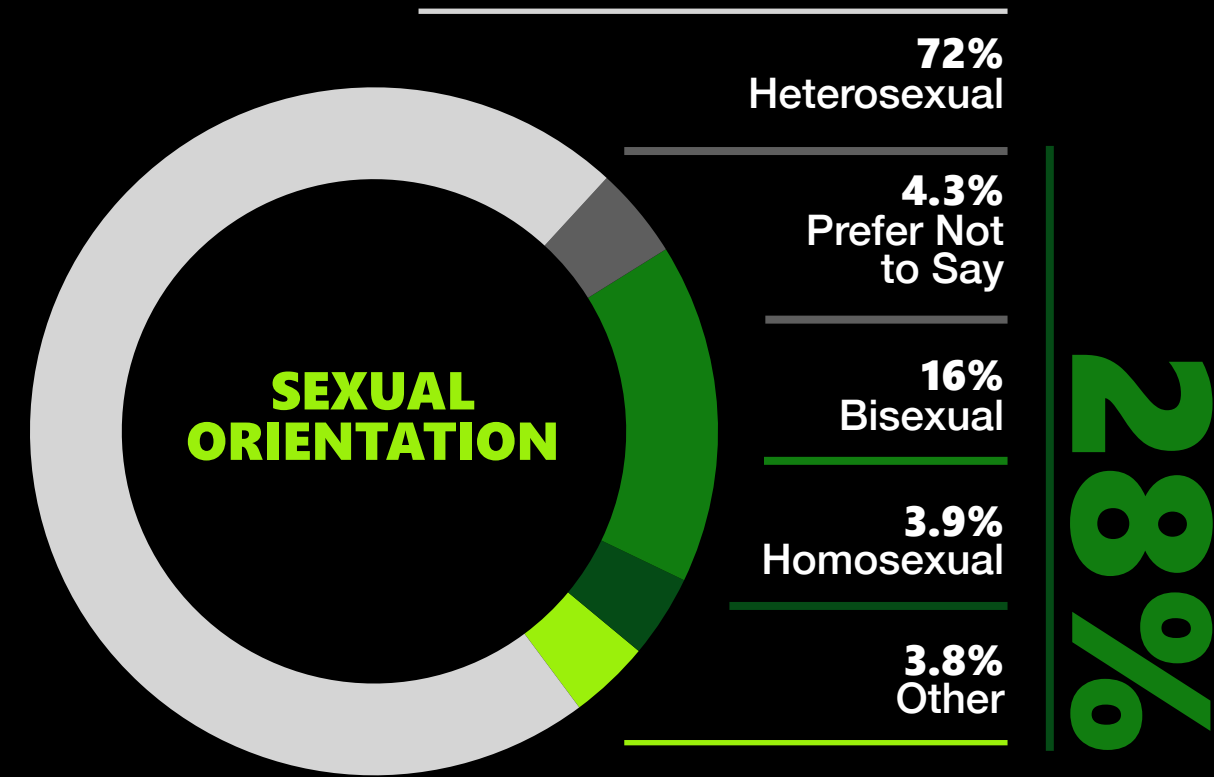
GEN Z PC GAMERS - AUDIENCE

GEN Z PC GAMERS - STRATEGY

360 ACTIVATION



WHO SHE IS



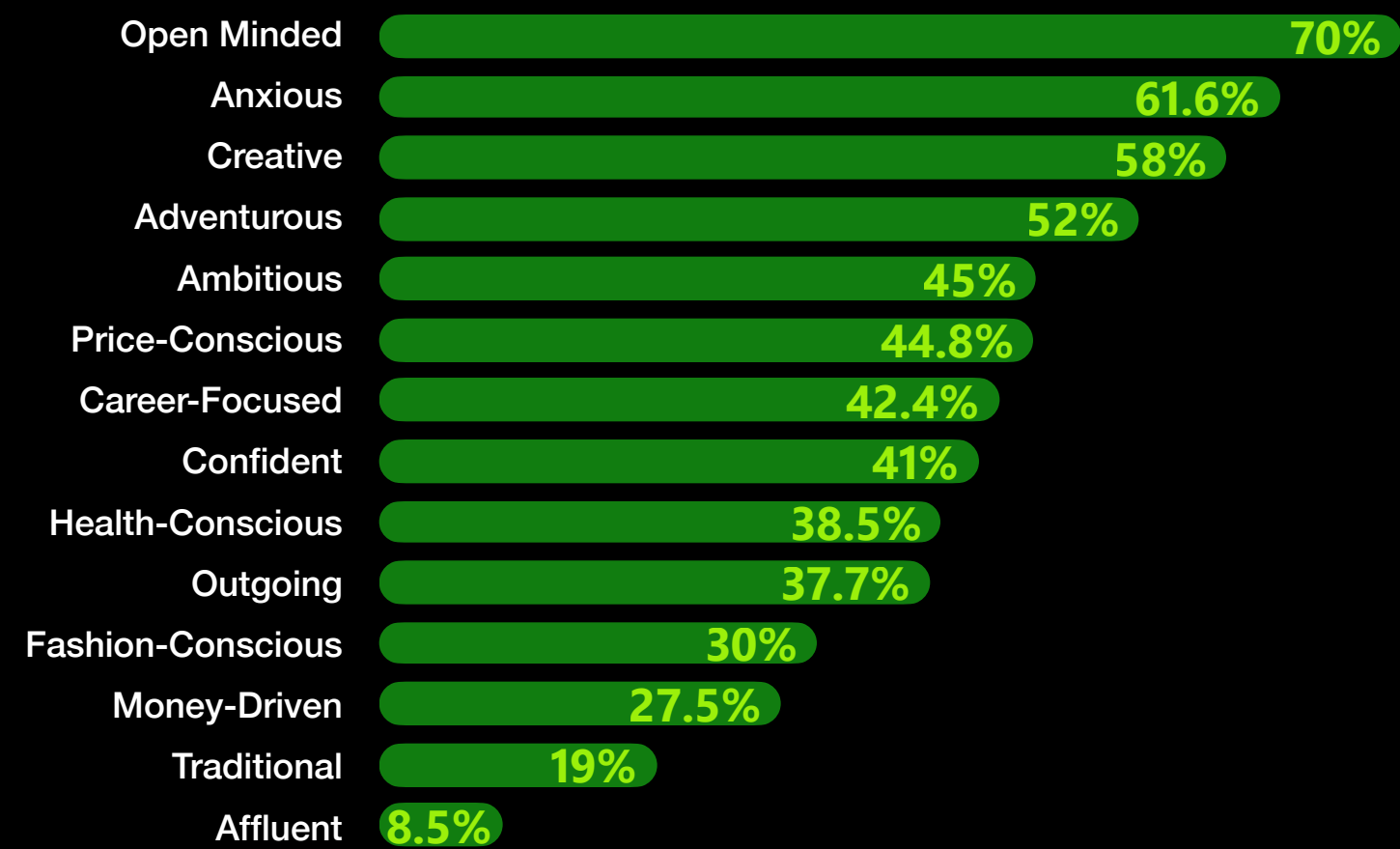
TOP FIVE VALUES



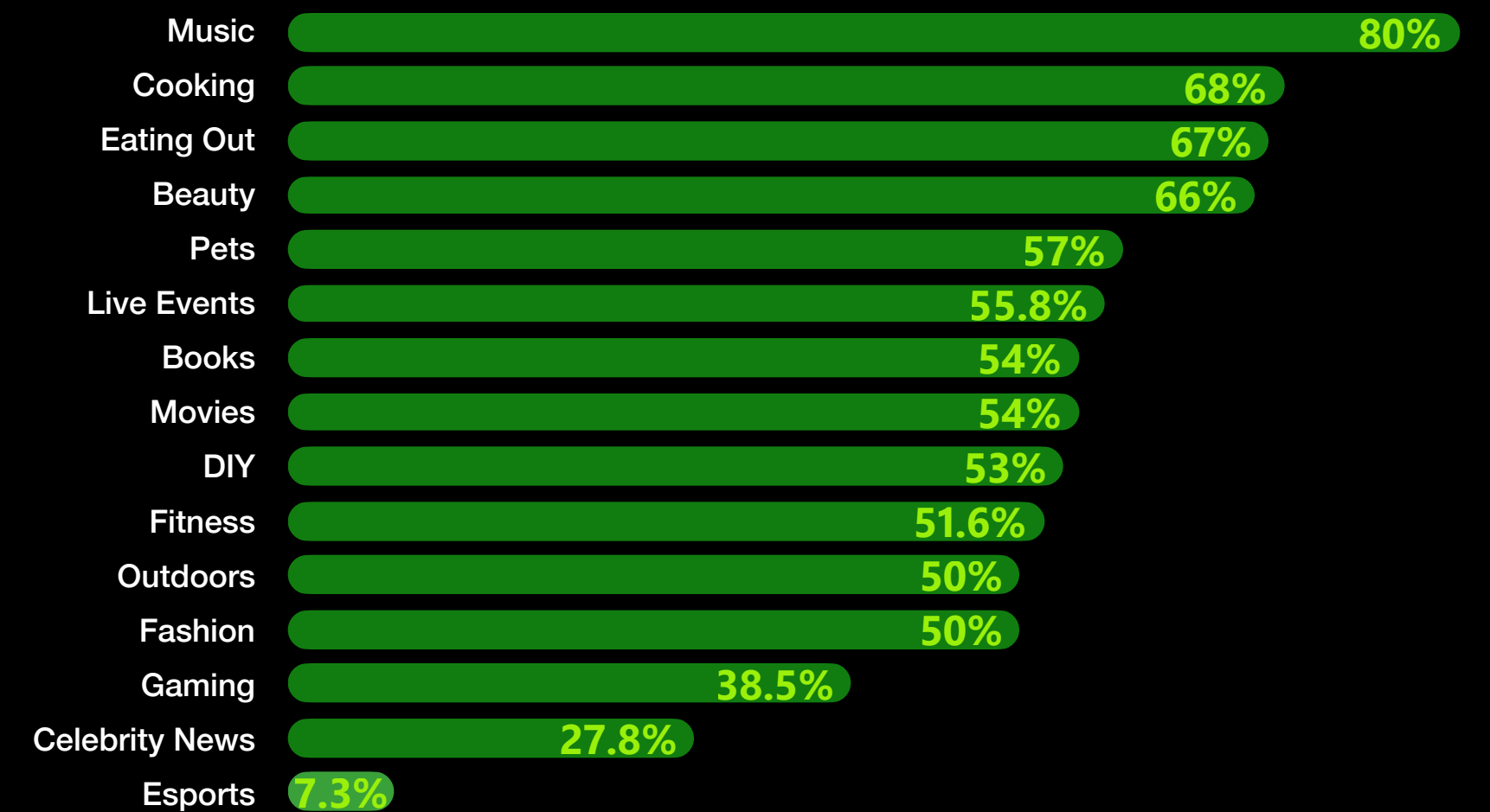
ETHNICITY



PERSONALITY



INTERESTS



GAMING BELIEFS



WOMEN IN GAMING

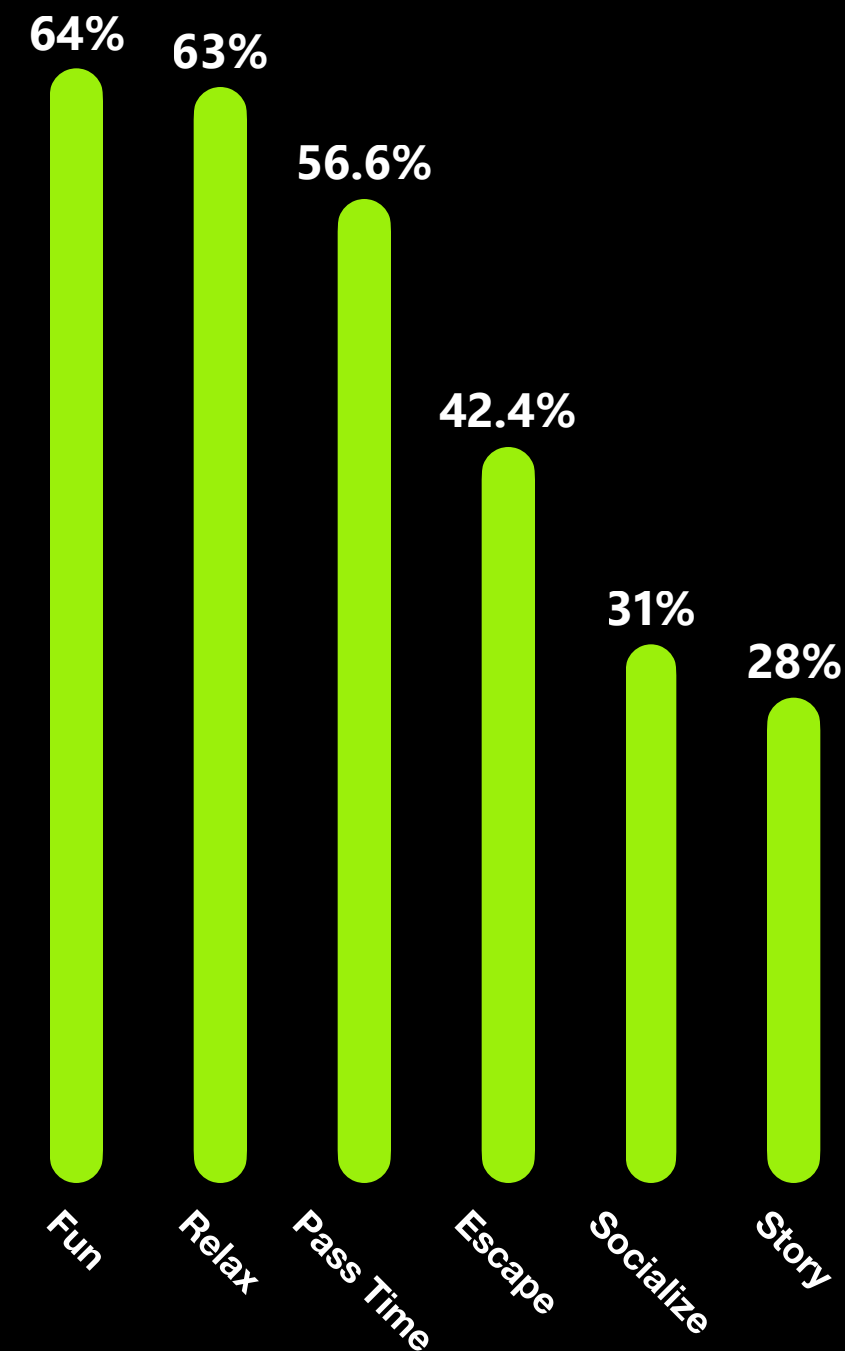
0%
think gaming should be male dominated

45%
like games with strong female characters

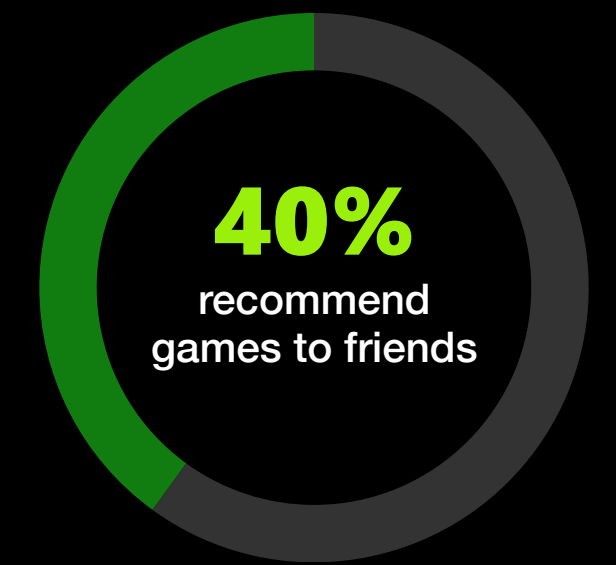
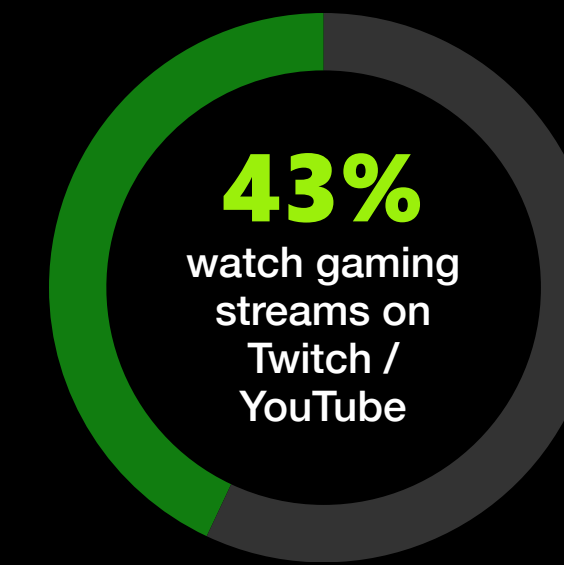
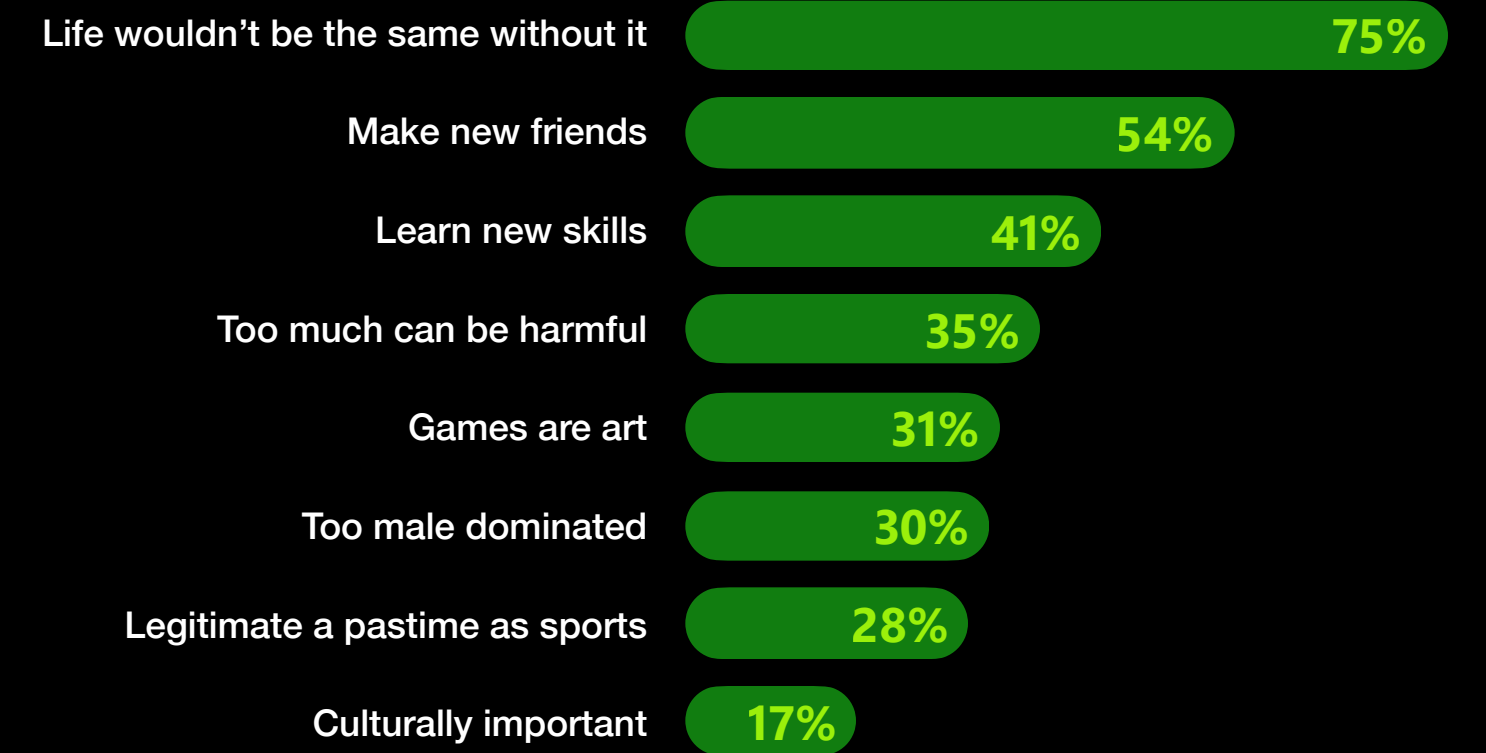
49%
think women are overly sexualized in gaming

55%
believe women should be encouraged to play games

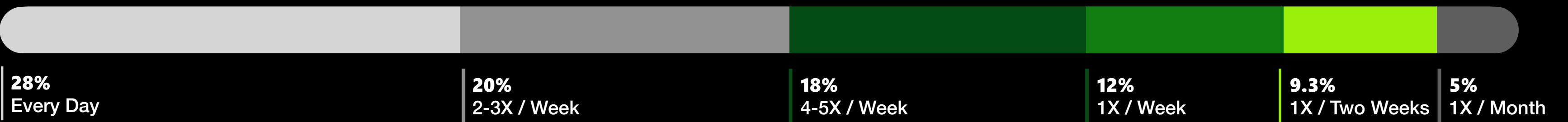
GAMING MOTIVATIONS



ROLE OF GAMING



TIME SPENT GAMING

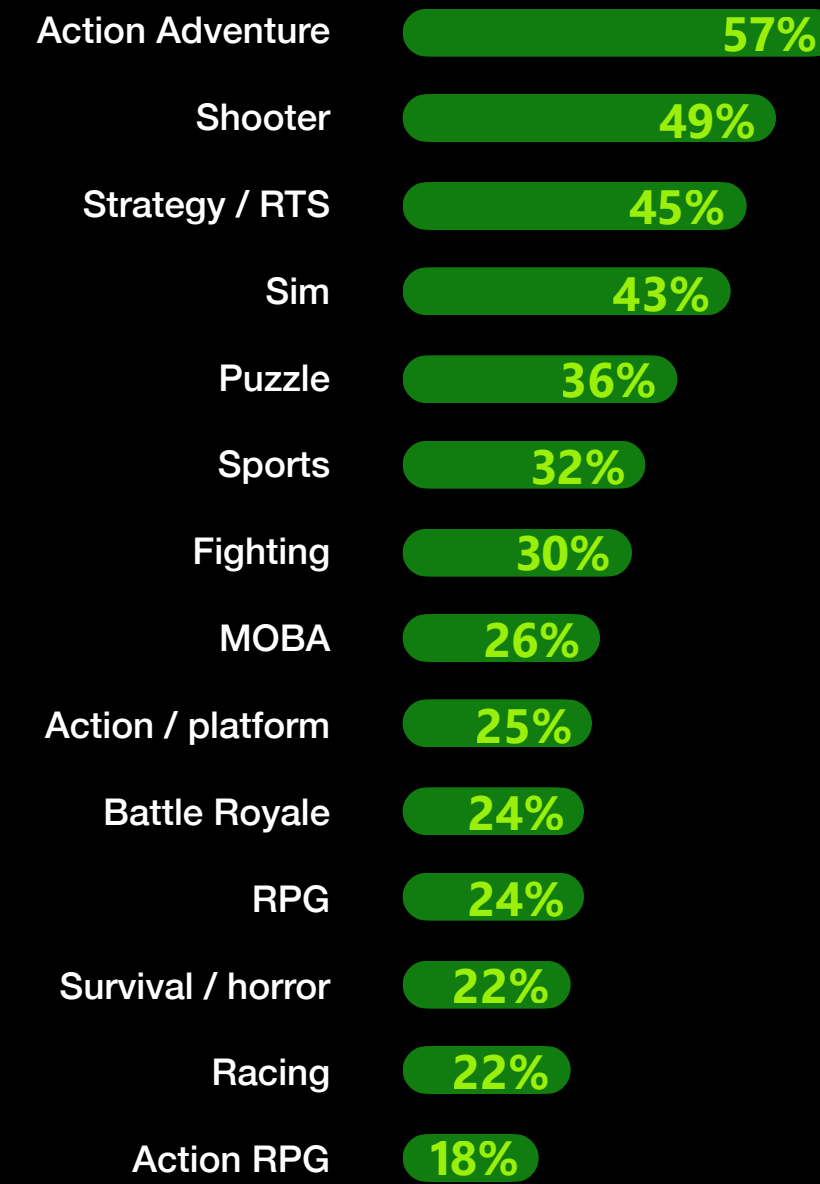


GAMING BEHAVIOR

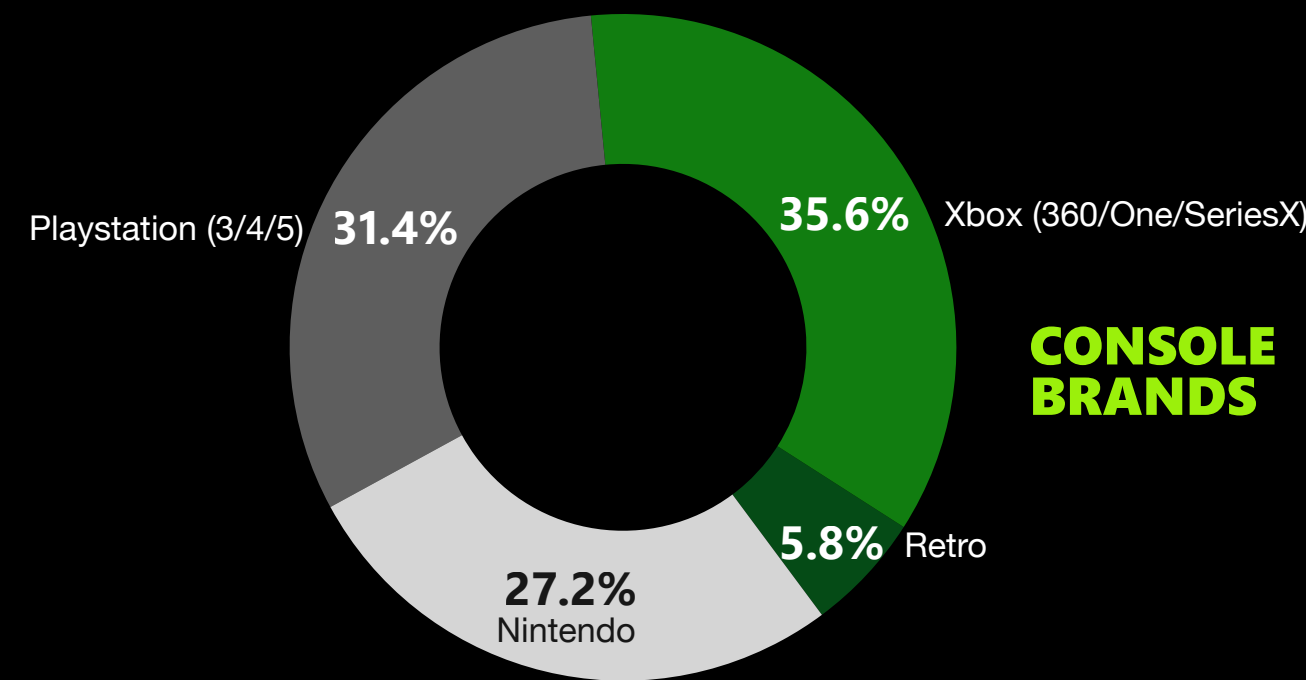
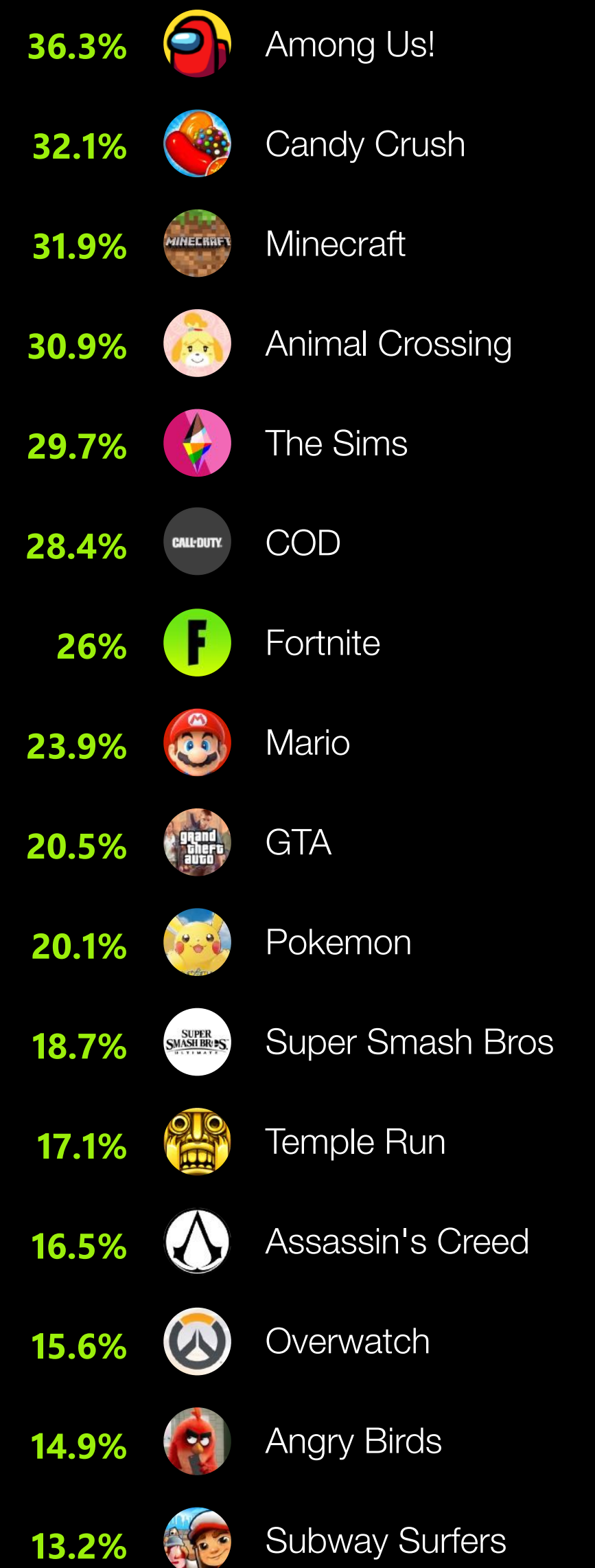
GAMING SERVICES

	USED	CONSIDERED
Apple Arcade	4.6%	9%
Nintendo Switch Online	21.6%	9%
Playstation Now	8.8%	9%
Playstation Plus	9.5%	7%
Stadia Pro	1.6%	3.4%
Steam	19%	-
Xbox Game Pass	17%	5.4%
Xbox Live	19%	11%
None	42%	63%

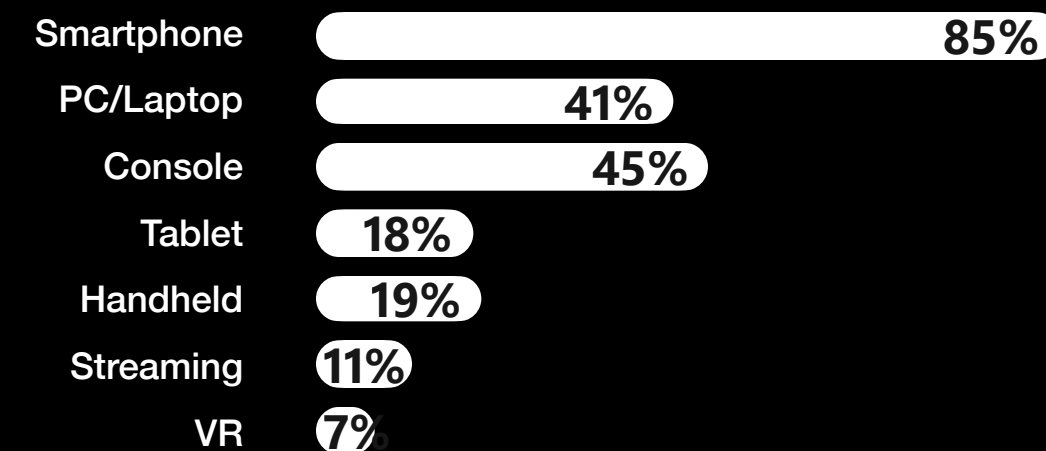
FAVORITE GENRES



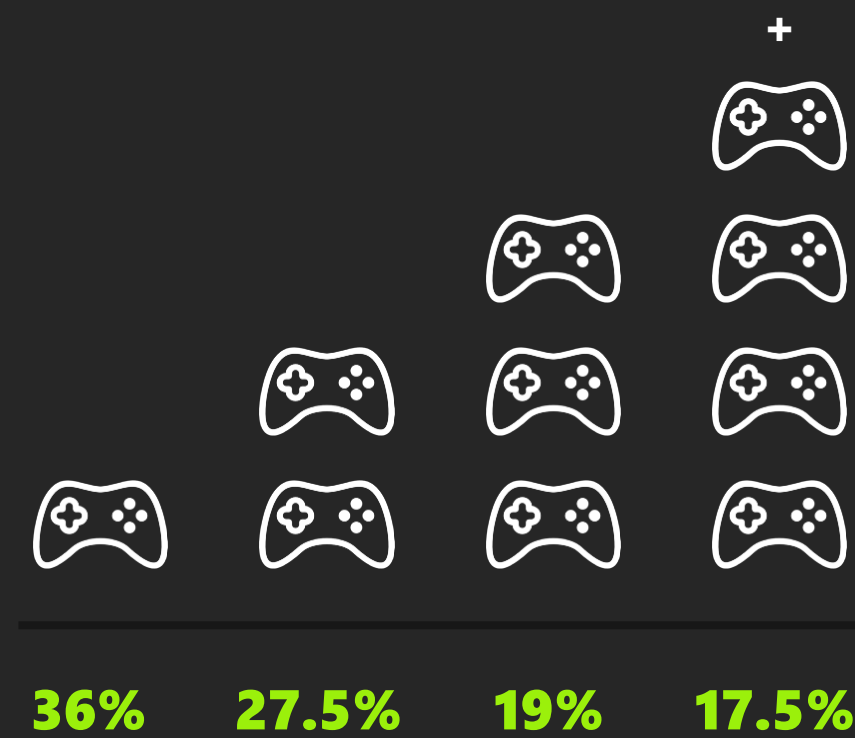
FAVORITE FRANCHISES



PLATFORMS



NUMBER OF GAMING DEVICES USED



SOCIAL BEHAVIOR

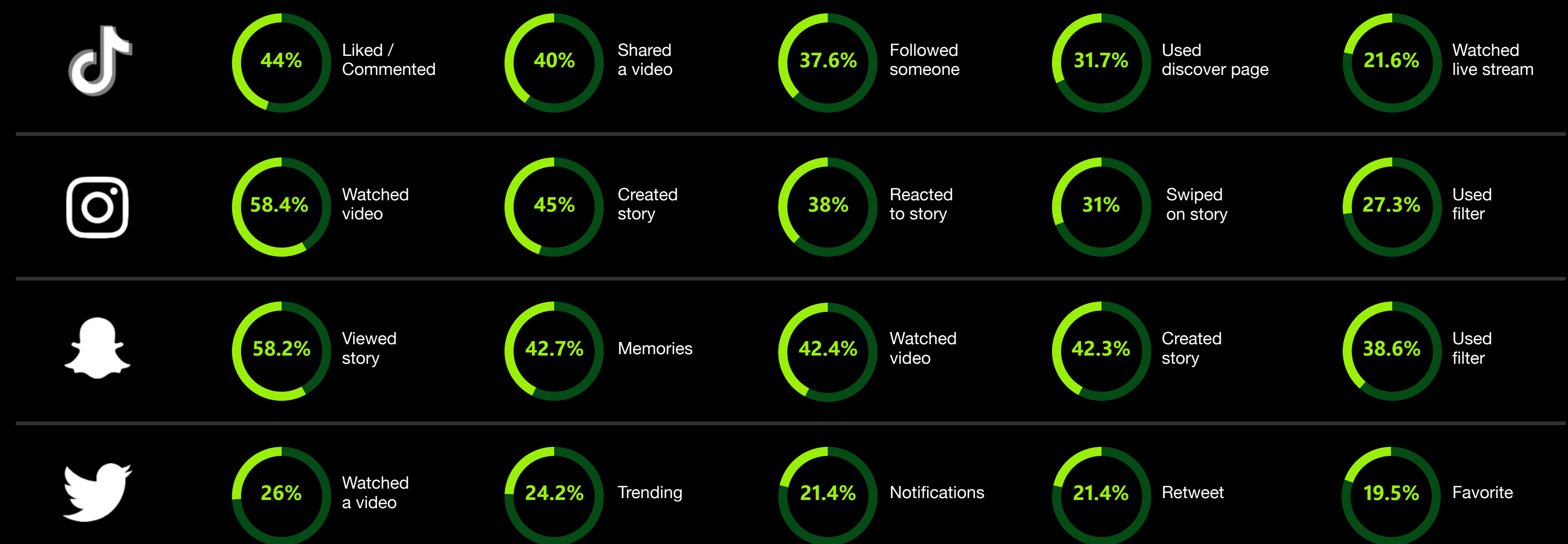


70% SPEND 1+ HOUR DAILY ON SOCIAL

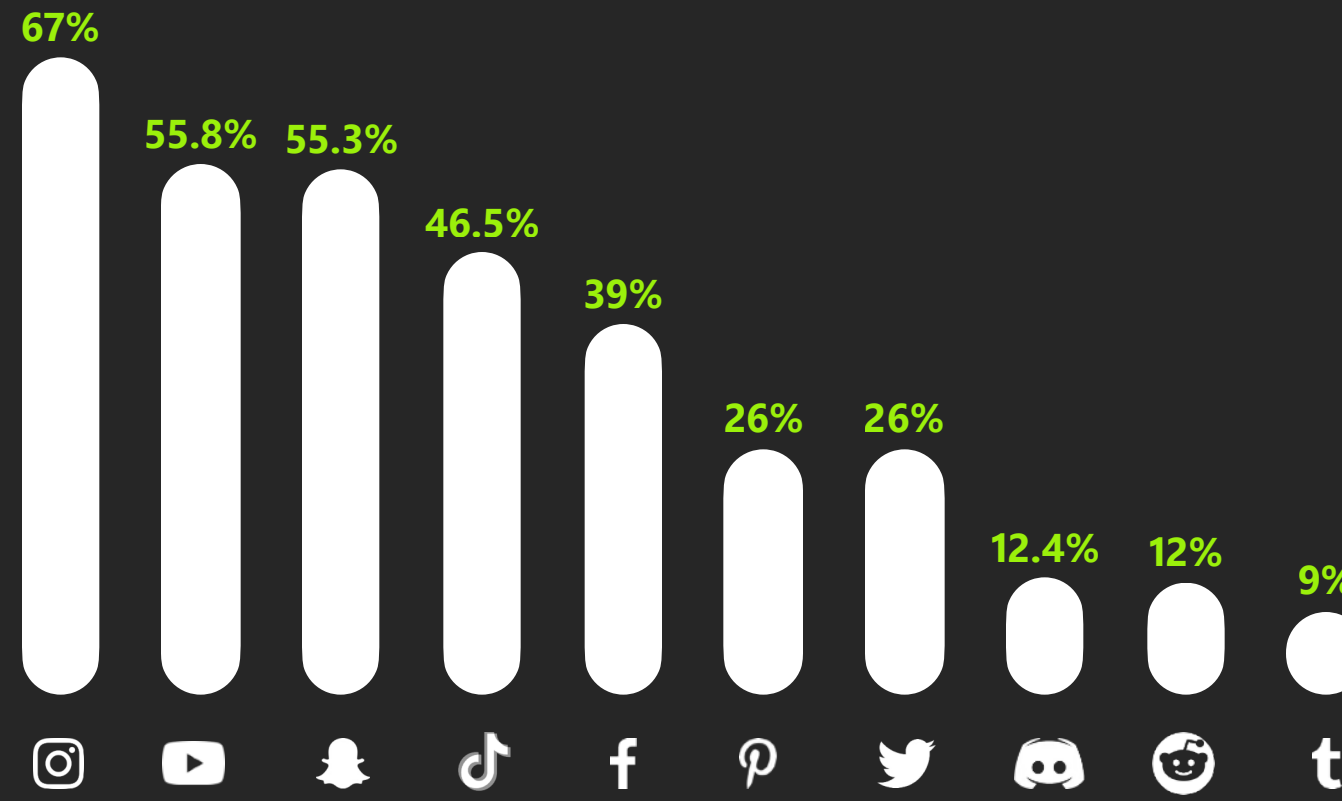
TOP ACCOUNTS FOLLOWED

Friends / Family	66.2%
Bands	44.7%
Actors / Comedians	44.2%
Meme Accounts	41%
Influencers	36.6%
Beauty Experts	33.3%
Brands	28%

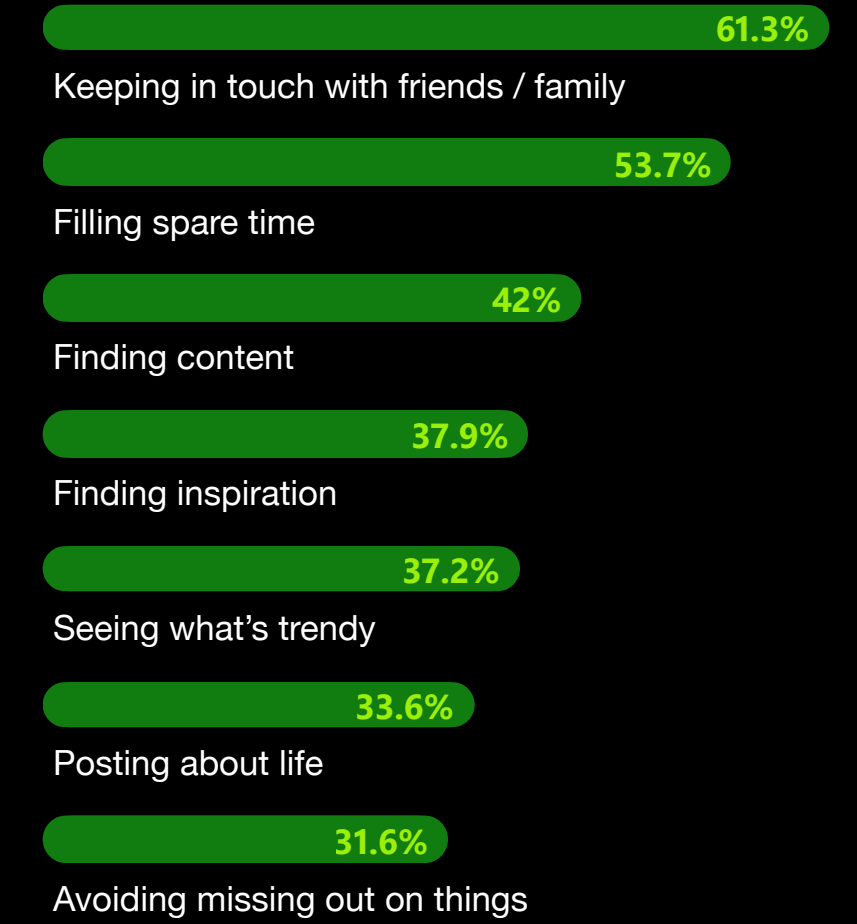
TOP FIVE BEHAVIORS



DAILY VISITATIONS BY PLATFORM



REASONS FOR USING SOCIAL



GEN Z FEMALE GAMER

MEET JESSICA

Jessica, a native of Pennsylvania, is in her senior year of high school. She and her tight-knit group of friends connect most over their shared passion for music, which has helped shape who they are and how they feel about the world. While Jessica can get caught up in her anxiety about the seemingly trivial or everyday things, she's adventurous at heart and excited about what the future holds.

At 17, she identifies as bisexual, but she doesn't love labels to begin with; she sees herself as more of a fluid, free spirit and she's just as open-minded when it comes to how she views others. Although she has a tendency to get lost in her favorite music up in her bedroom — she's been on a big Olivia Rodrigo kick lately — she has a good relationship with her family and values the time she gets to spend with them before she heads off to college.

When she's not cooking or sharing a meal with her family, practicing new beauty trends, or scrolling through Instagram or Snapchat to see what her friends are up to, she's gaming — which she finds herself doing almost every day (usually on her phone).

She loves connecting with others and making new friends, and doesn't want to miss out on the popular games everyone else is playing. It's important for her to feel represented, so when she's watching a gaming stream or playing one herself she seeks out games with strong female characters. At the end of the day, gaming is a more of a casual, relaxing hobby for Jessica that she does for fun and entertainment — but like everything else that helps make up who she is, her life wouldn't quite be the same without it.



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360 ACTIVATION



GEN Z FEMALE GAMER

CONNECTION INSIGHTS

DO

ENTERTAIN HER

Use short-form videos that spotlight cute, funny moments from her favorite games. Entertain her with content that **connects gaming to other things she loves.**



REPRESENT HER

Showcase female gamers and characters from her favorite XGP titles. Focus on games that provide adventure, allow for building or character customization, and have strong narratives.



FEED HER FOMO

Use social to **keep her up to date with latest releases, as well as what other people are playing and saying.** Do everything you can to make sure she doesn't miss out on what everyone else is doing.



DON'T

GO hardcore

Don't focus on competitive games, or intense multiplayer environments that will intimidate her or make gaming seem unapproachable. Remember, it's a casual hobby, not a special interest.

LONG-FORM TEXT

Stick to light-hearted, short-form videos. Stay away from long-form text and detailed analysis of games.

LACK DIVERSITY

Avoid featuring games with only strong male leads. Make sure to accurately balance and represent Gen Z diversity in all of the content we create.

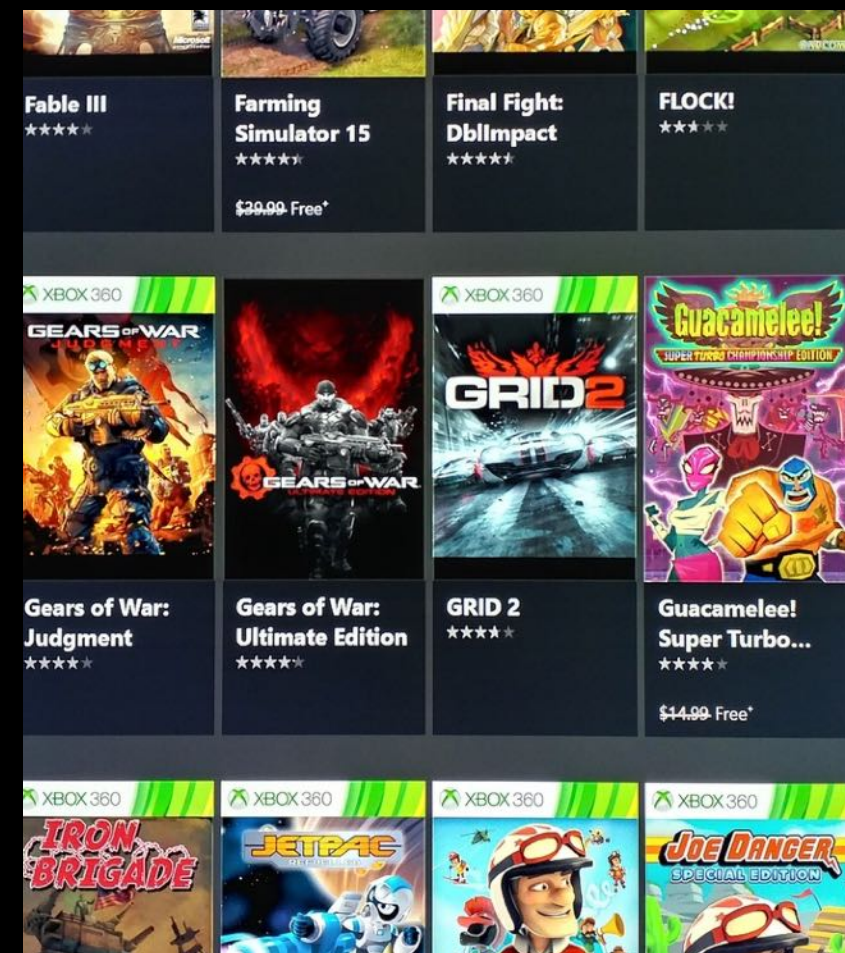
GEN Z FEMALE GAMER

CONTENT PILLARS



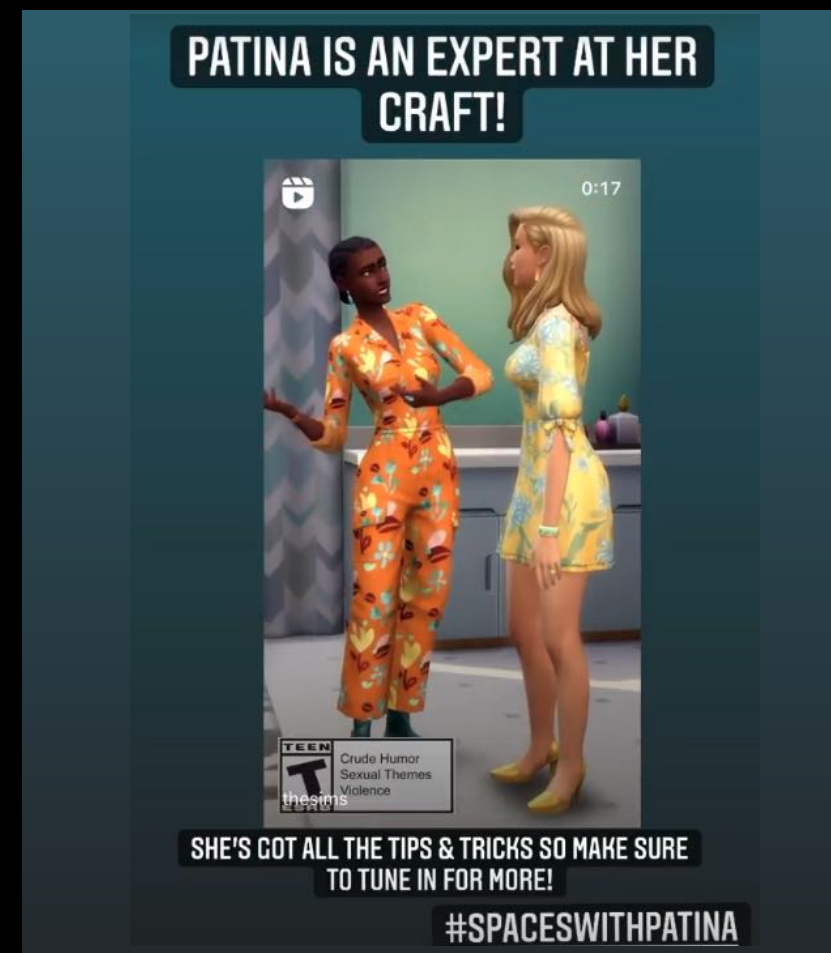
IDENTITY

Show her she belongs in gaming just as much as anyone else by spotlighting diverse female gamers and lead characters from her favorite games.



DISCOVERY

Help her discover her next favorite game by highlighting new, exciting and even obscure games we think she'll like.



LIFESTYLE

Connect gaming to other culturally relevant things she loves in the worlds of music, food, TV, etc...



INFORMATIONAL

Inform her with short how-tos and tips & tricks that either unlock something special, give her an edge, or provide her with something to share with a friend.



STORYTELLING

Use characters and environments from her favorite games to craft entertaining narratives in-platform via short videos and memes.

GEN Z FEMALE GAMER

— TONE OF VOICE

THE CORE OF WHO WE ARE

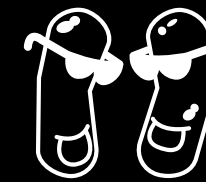
Xbox Game Pass has a well-established tone of voice on social media today that does an excellent job of connecting with core gamers. It's important that we keep these core principles in tact while aging down and targeting our references to be more relevant for Gen Z Female Gamers.



AUTHENTIC "INTERNET"



RELATABLE



IRREREVERANT



HUMOROUS



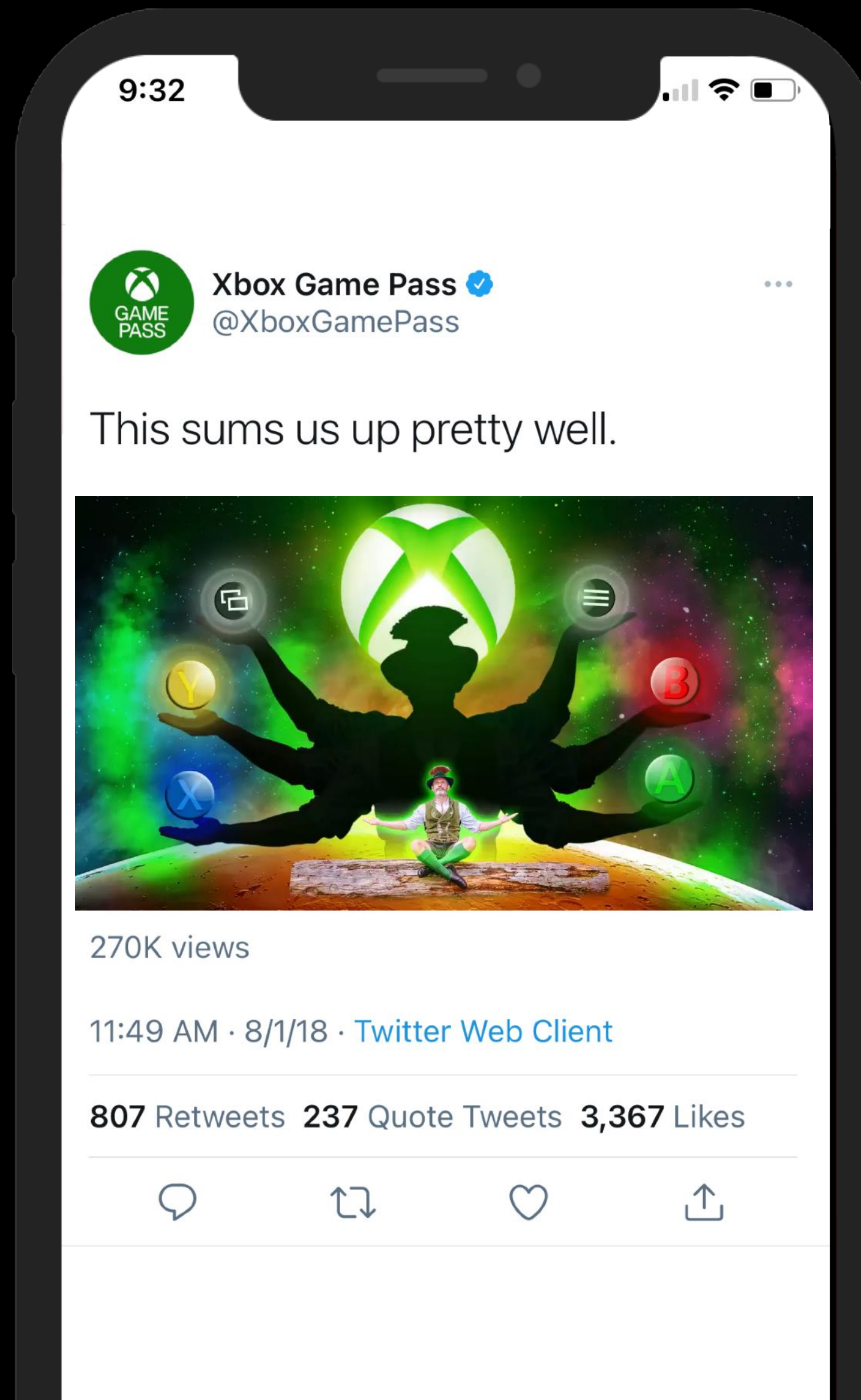
UNPOLISHED

GEN Z FEMALE GAMER

THE CORE OF WHO WE ARE

VOICE

THE CORE OF WHO WE ARE



AUTHENTIC "INTERNET"

Native to the "internet" by leaning into popular content formats, "internet speak" and trends in a way that feels natural and fun.

RELATABLE

Gamer-relatable scenarios and colloquial language that authentically resonate with the community.

IRREREVERANT

Serious about the games but never about ourselves.

HUMOROUS

Fun and funny content about games or gaming culture that makes the community laugh and want to share with their friends.



UNPOLISHED

Informal and not as "polished" without losing its high quality.

GEN Z FEMALE GAMER



TONE OF VOICE

THE CORE OF WHO WE ARE



 **omermalikk** The man running the xboxgamepass page deserves a raise.. 

100w 7 likes Reply


— View replies (1)

 **freddyjardest** I'm that kind of player 


9:33





 **xboxgamepass** 

completing a single player game on the hardest difficulty with no guides in record time



barely losing to your friend in an online game literally one time



4,951 likes

xboxgamepass It's an evil world we live in

[View all 62 comments](#)

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GEN Z FEMALE GAMER

THE TONE OF VOICE

THE CORE OF WHO WE ARE



Xbox Game Pass 
@XboxGamePass



When you're online now but your friends have the audacity to tell you they'll be on in 15 minutes or so



 Outriders

12:00 PM · 5/5/21 · [Twitter Web App](#)

192 Retweets 30 Quote Tweets 3,328 Likes



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GEN Z FEMALE GAMER

THE TONE OF VOICE

THE CORE OF WHO WE ARE



Xbox Game Pass 
@XboxGamePass



First we add the games
then we make the pic
then we send the tweet



9:00 AM · 5/20/21 · [Twitter Web App](#)

226 Retweets 21 Quote Tweets 3,015 Likes

AUTHENTIC "INTERNET"

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UNPOLISHED

Informal and not as "polished" without losing its high quality.

GEN Z FEMALE GAMER

VOICE

KEY TONAL EVOLUTIONS

Evolution, not revolution. To connect with Gen Z Female Gamers, we only need to make small adjustments, not wholesale changes.



REPRESENTATIVE



CASUAL



POP CULTURE RELEVANT



INFORMATIVE

GEN Z FEMALE GAMER

TONE OF VOICE

KEY TONAL EVOLUTIONS



xbox



400,299 likes

xbox Show your colors. #Pride2019

REPRESENTATIVE

Lean into female characters or gamers and their narratives to tell a story. Showcase games that feature diverse and customizable characters she can relate to.

CASUAL

Remember Jessica is not necessarily a hardcore gamer. Tone down the deep gamer references and keep it casual.

POP CULTURE RELEVANT

Jessica loves gaming but has many other interests as well. Find creative ways to connect gaming to the other things she loves.

INFORMATIVE

Use the same "internet"-based tone that's fun and colloquial to keep her informed — make sure she's up to date on all the latest trends and releases, and that she knows what people are playing so that she doesn't miss out.

GEN Z FEMALE GAMER

VOICE

KEY TONAL EVOLUTIONS



Nintendo of America
@NintendoAmerica



THAT HAIR

ninten.do/6012n1s52



4:20 PM · Jun 15, 2021 · Sprinklr Publishing

3,307 Retweets 398 Quote Tweets 20.3K Likes

REPRESENTATIVE

Lean into female characters or gamers and their narratives to tell a story. Showcase games that feature diverse and customizable characters she can relate to.

CASUAL

Remember, Jessica is not necessarily a hardcore gamer. Tone down the deep gamer references and keep it casual.

POP CULTURE RELEVANT

Jessica loves gaming but has many other interests as well. Find creative ways to connect gaming to the other things she loves.

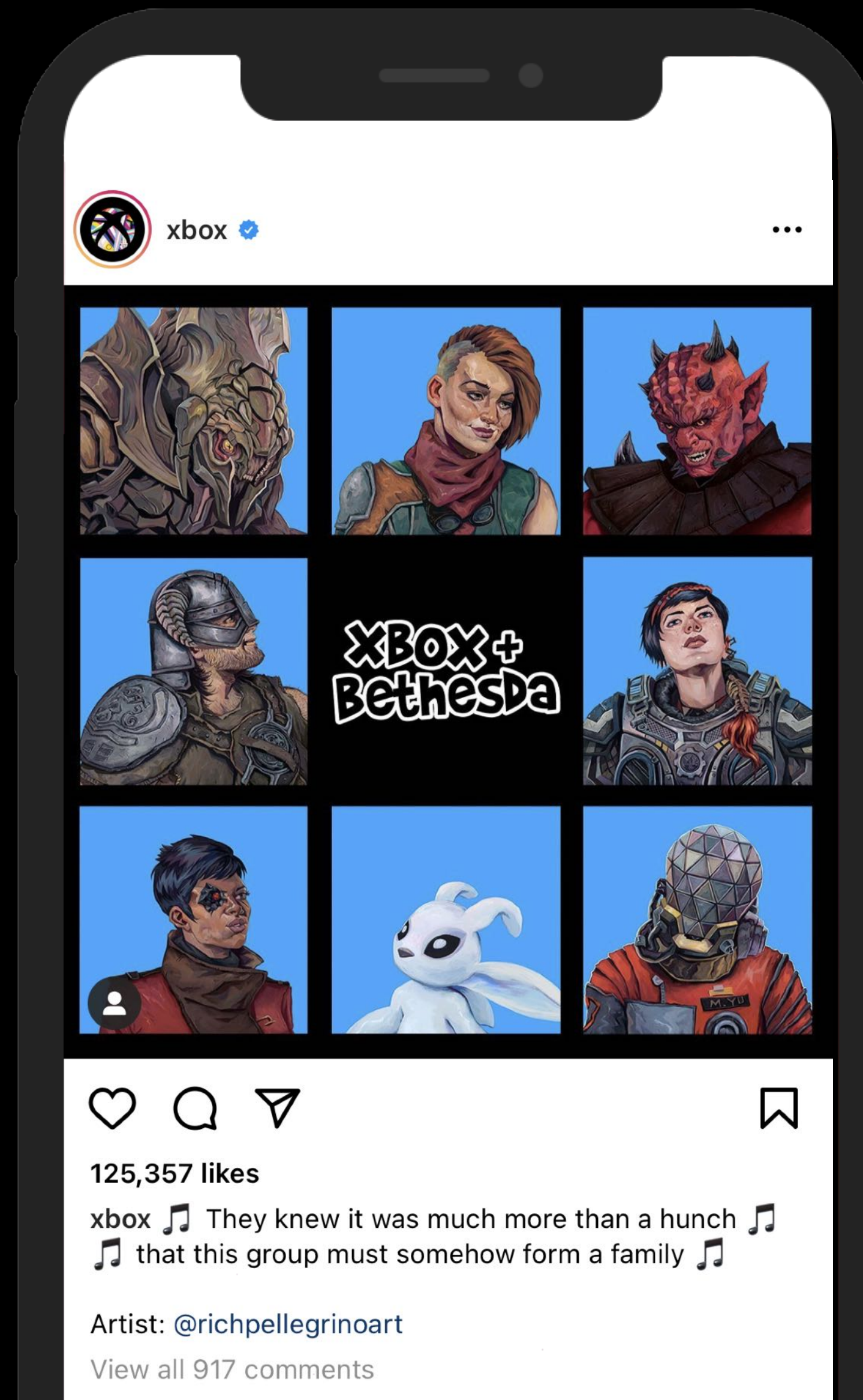
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GEN Z FEMALE GAMER

tone of voice

KEY TONAL EVOLUTIONS



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GEN Z FEMALE GAMER

VOICE

KEY TONAL EVOLUTIONS



The Sims
@TheSims



Who's ready for a Hot Sims
Summer 😎☀️🌊
[#SummerofSims](#)
[#MondayMotivation](#)



8:00 AM · May 17, 2021 · Twitter Web App

1,822 Retweets 1,430 Quote Tweets

REPRESENTATIVE

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CASUAL

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INFORMATIVE

Use the same “internet”-based tone that’s fun and colloquial to keep her informed — make sure she’s up to date on all the latest trends and releases, and that she knows what people are playing so she doesn’t miss out.

GEN Z FEMALE GAMER

KEY BEATS

For Jessica, our editorial timing is all about feeding her FOMO with relevant news and new game releases, connecting with her through the context of pop-culture and broad gaming events, and celebrating her on relevant holidays.

FEED THE FOMO

Give Jessica the highlights she's interested in: must-see moments, big announcements, and huge reveals. Keep her up to date on the latest new game releases so she doesn't miss out.

POP CULTURE & GAMING EVENTS

Focus on the industry events and conventions that cast a wider net, leaning into those that appeal more-so to pop culture enthusiasts, giving Jessica more ground to connect gaming with other things she loves.

E3

GamesCom

Summer Game Fest

PAX

Comic-Con

Minecraft Live

The Game Awards

TwitchCon

EA Play Live

WOMEN & DIVERSITY HOLIDAYS

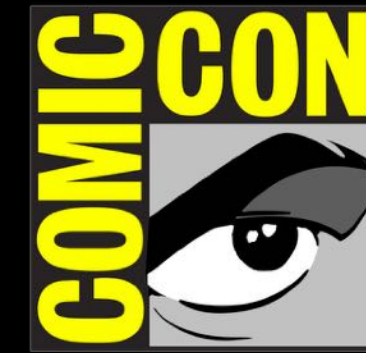
Represent women and the diversity of Gen Z Gamers by activating around national holidays that celebrate people like Jessica.

Women's History Month

International Women's Day

Celebrate Diversity Month

Pride Month



International Women's Day

ASSIGNMENT

OVERALL STRATEGY

TARGETED AUDIENCE SEGMENTATION

GEN Z FEMALE GAMERS - AUDIENCE

GEN Z FEMALE GAMERS - STRATEGY

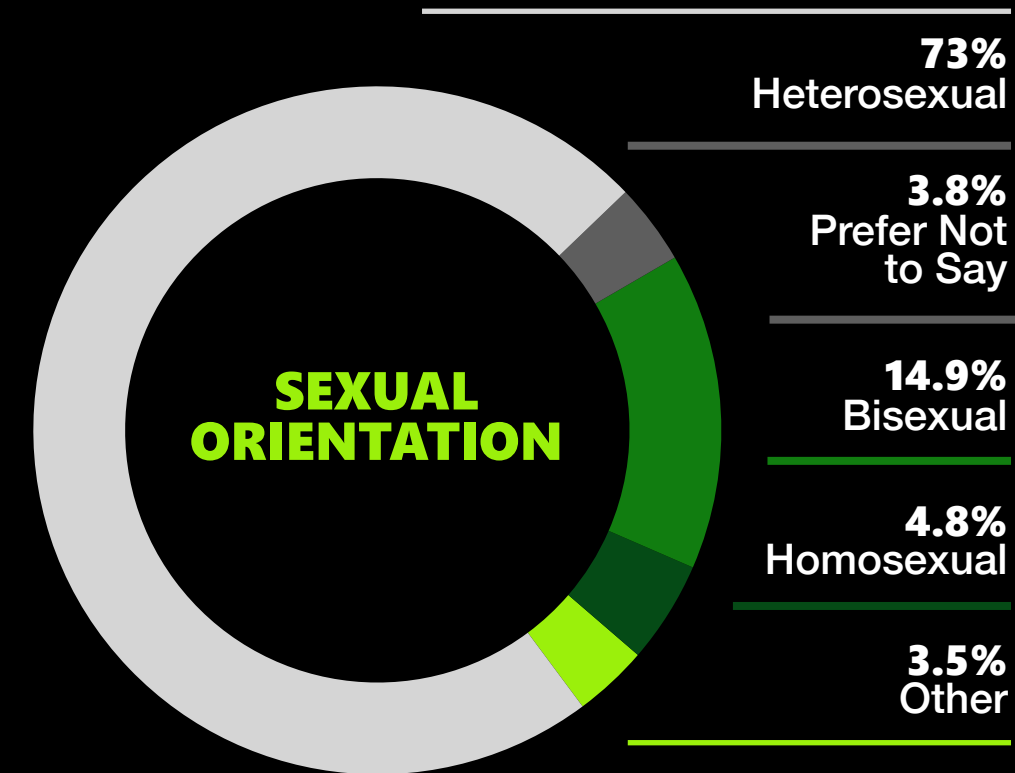
GEN Z PC GAMERS - AUDIENCE

GEN Z PC GAMERS - STRATEGY

360 ACTIVATION



WHO THEY ARE



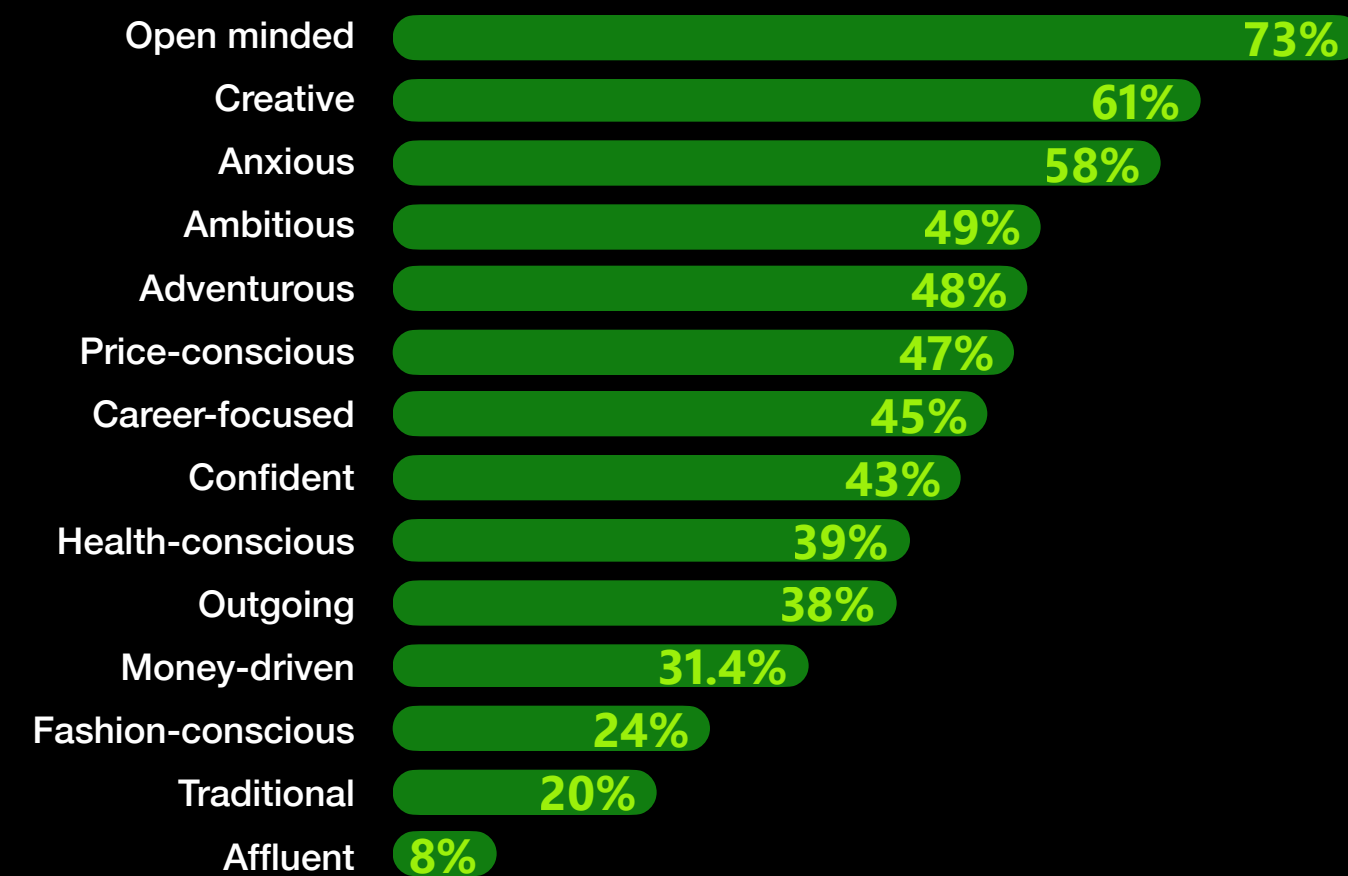
54.6% FEMALE



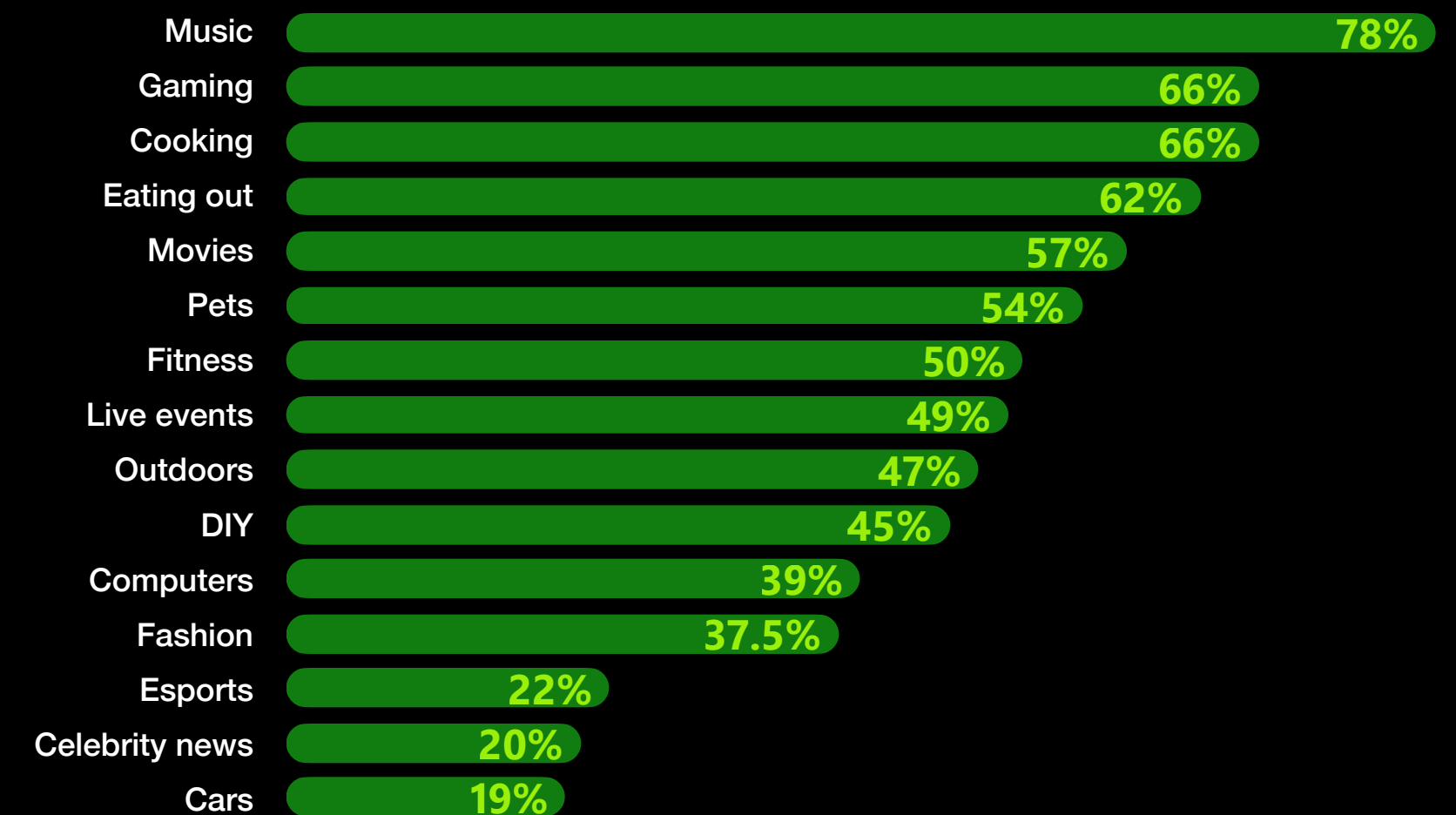
ETHNICITY



PERSONALITY



INTERESTS



GAMING BELIEFS



WOMEN IN GAMING

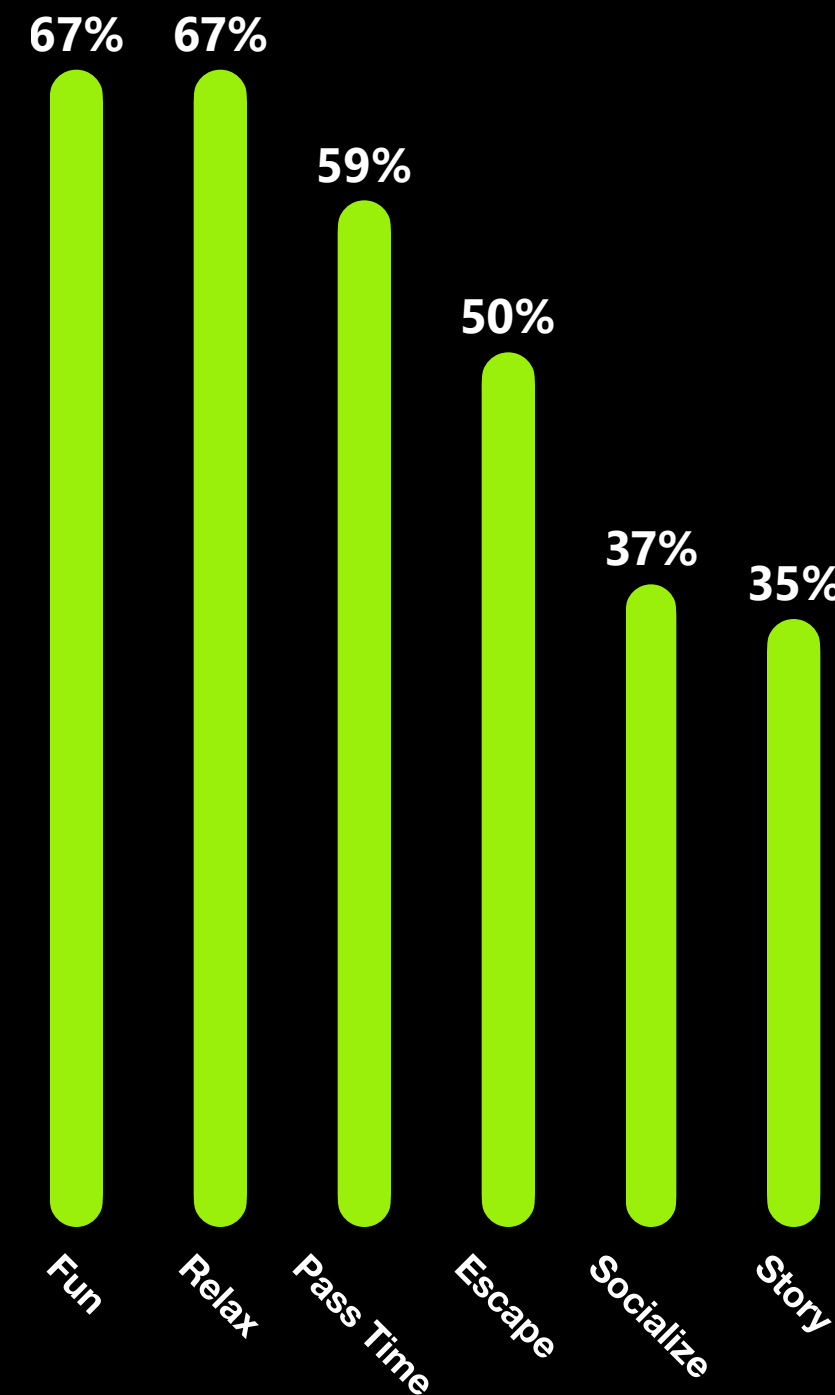
0%
think gaming should be male dominated

52%
like games with strong female characters

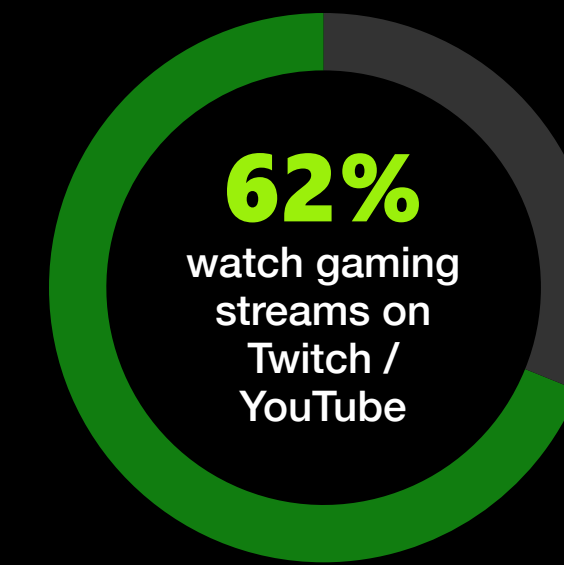
37%
think women are overly sexualized in gaming

64%
believe women should be encouraged to play games

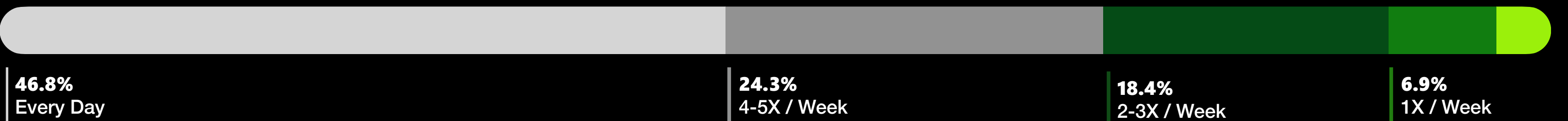
GAMING MOTIVATIONS



ROLE OF GAMING



TIME SPENT GAMING

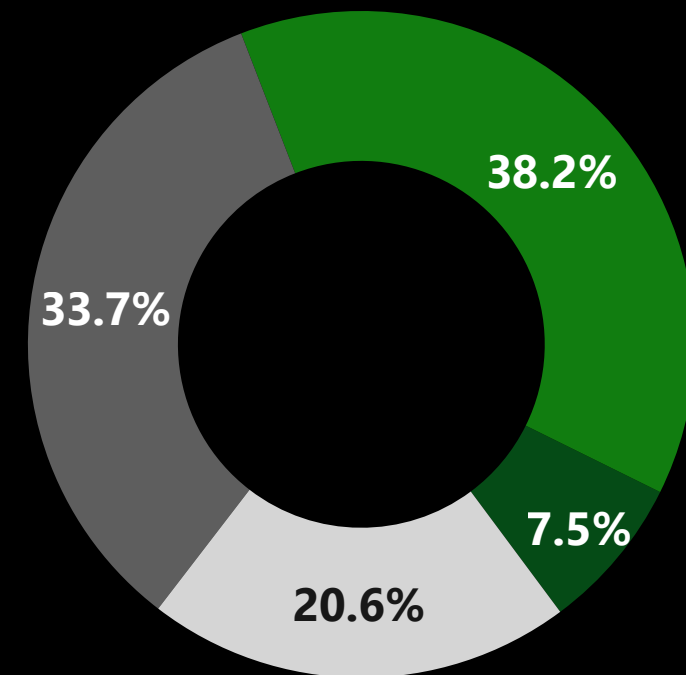


GAMING BEHAVIOR



GAMING SERVICES

	USED	CONSIDERED
Apple Arcade	7.5%	5.4%
Nintendo Switch Online	26%	17%
Playstation Now	12%	11.8%
Playstation Plus	18%	12.1%
Stadia Pro	1.9%	3.6%
Steam	58%	-
Xbox Game Pass	20%	7.6%
Xbox Live	23%	10%
None	12%	44%



CONSOLE BRANDS

- Nintendo
- Playstation (3/4/5)
- Xbox (360/One/SeriesX)
- Retro

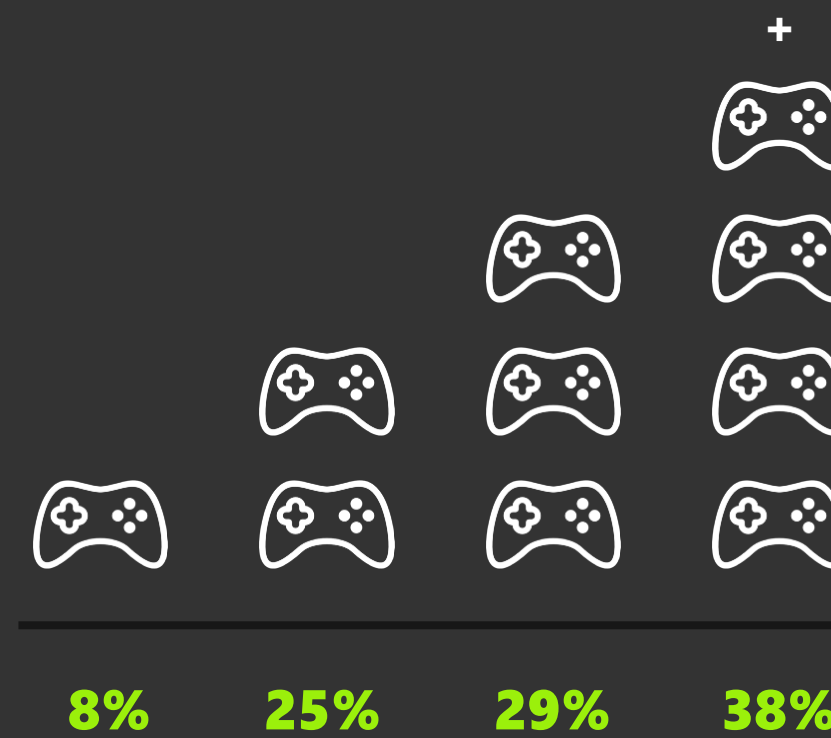
PLATFORMS

PC/Laptop	100%
Smartphone	78%
Console	62%
Handheld	32%
Tablet	22%
Streaming	12%
VR	12%

FAVORITE GENRES

Action Adventure	75%
Shooter	67.3%
Strategy / RTS	55%
Sim	53%
Puzzle	51%
Sports	48%
Fighting	46%
MOBA	45%
Action / Platform	38.6%
Battle Royale	35%
RPG	34.3%
Survival / horror	32.7%
Racing	32%
Action RPG	31%

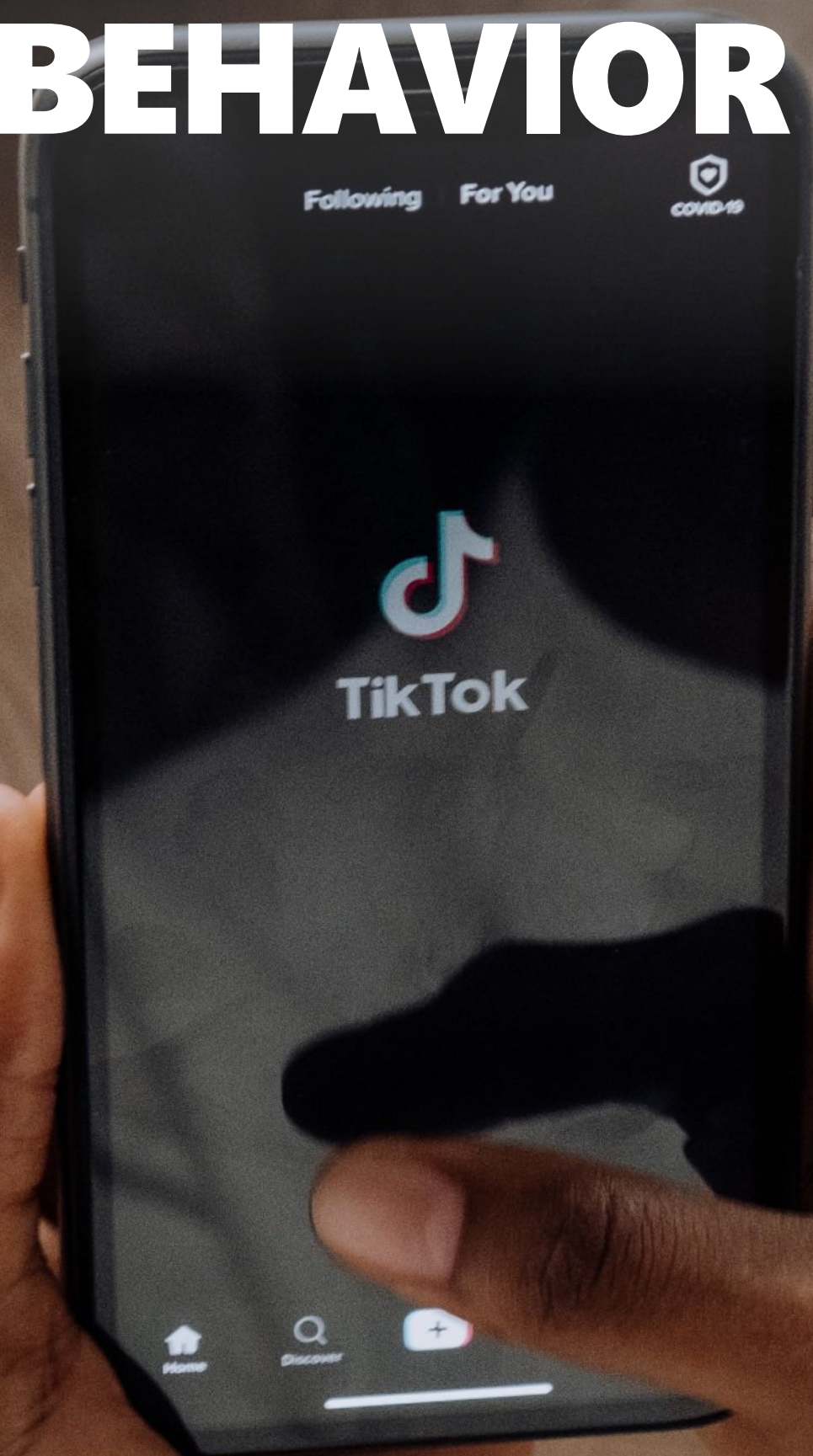
NUMBER OF GAMING DEVICES USED



FAVORITE FRANCHISES

45%		Minecraft
42.3%		Among Us!
40%		COD
37.2%		Fortnite
34.4%		GTA
32.5%		Candy Crush
31%		Assassin's Creed
28%		The Sims
27.5%		Animal Crossing
26.3%		Pokemon
26%		Super Smash Bros
22.2%		Mario
21%		Fallout
20%		Angry Birds
19%		Overwatch
18.4%		Elder Scrolls
17.8%		Battlefield

SOCIAL BEHAVIOR

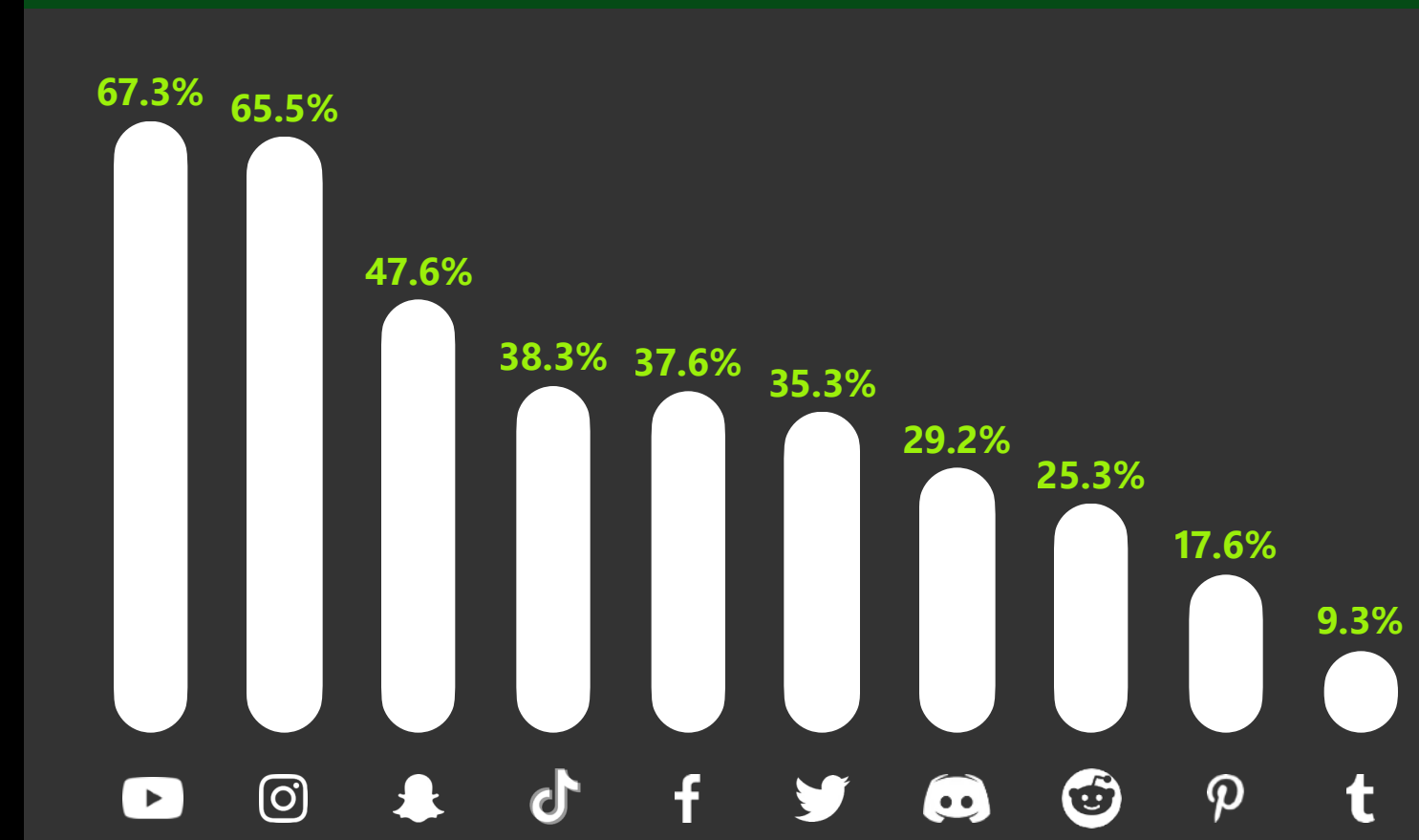


68.4% SPEND 1+ HR DAILY ON SOCIAL

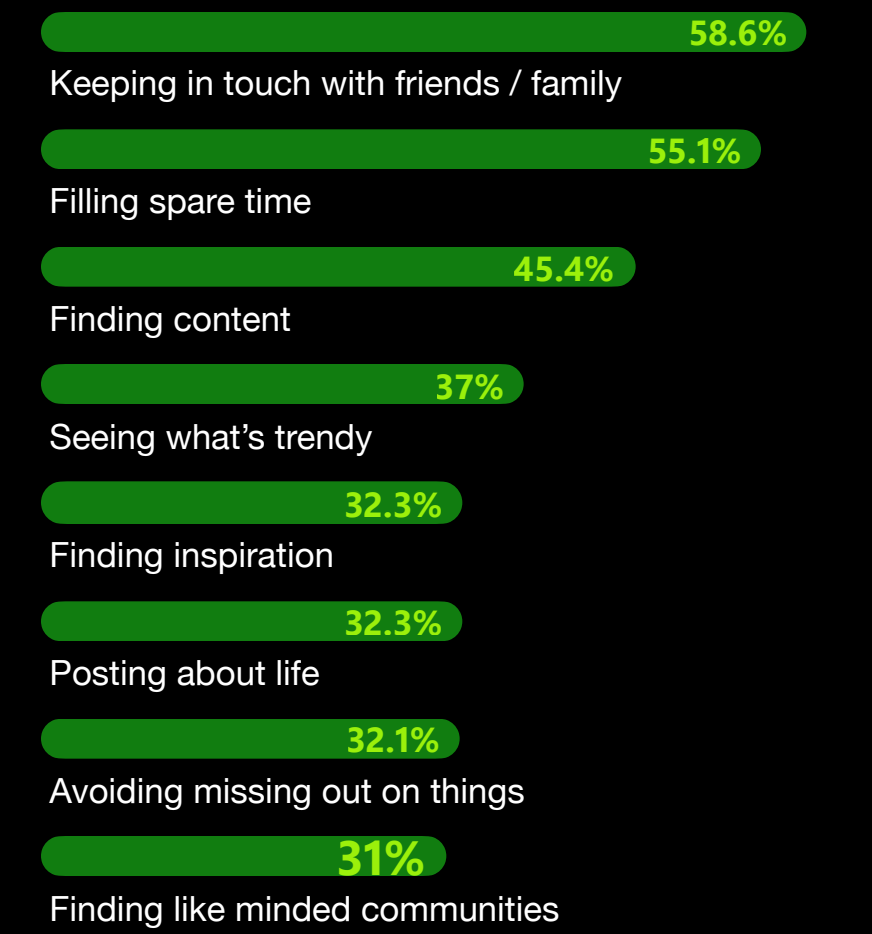
TOP ACCOUNTS FOLLOWED

Friends / Family	64.6%
Meme Accounts	50%
Actors / Comedians	45.7%
Bands	43%
Influencers	35%
Gaming Experts / Studios	32.4%
Brands	29.7%

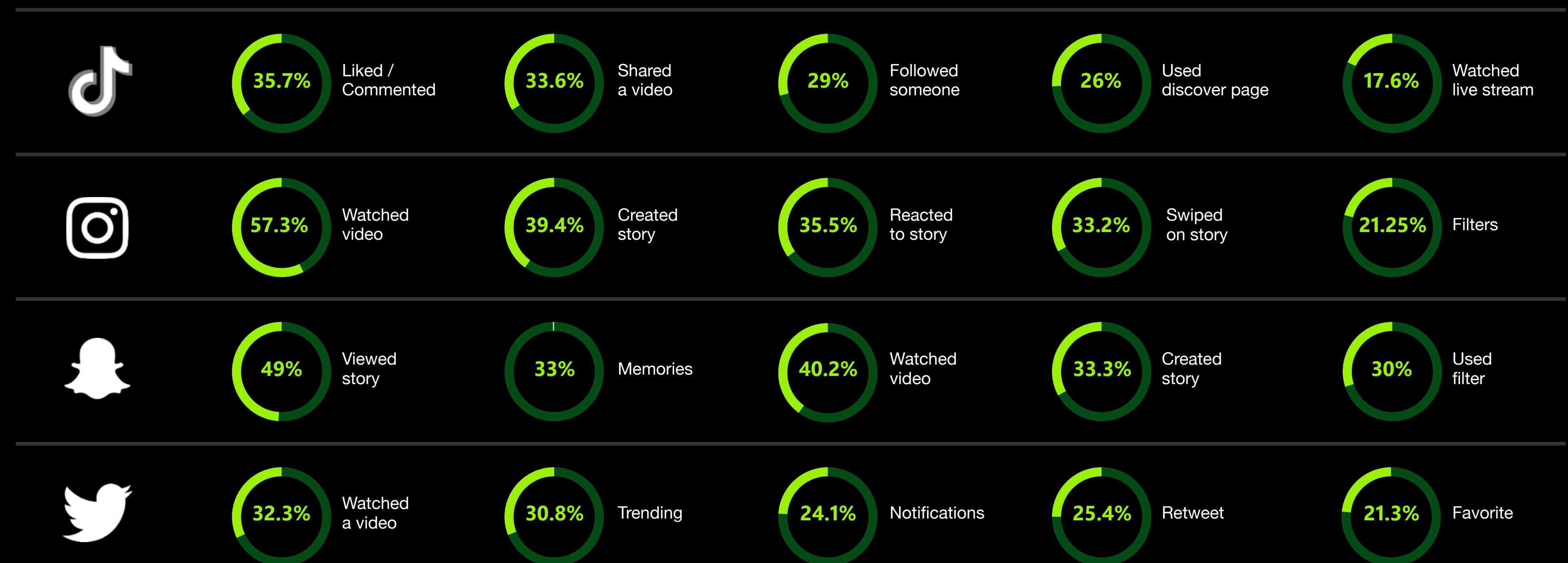
DAILY VISITATIONS BY PLATFORM



REASONS FOR USING SOCIAL



TOP FIVE BEHAVIORS



GEN Z PC GAMER

MEET ELENA

Elena lives in Denver, where she attends college as a junior. As someone who's always been creative, she's pursuing graphic design — a career path that will allow her creativity and learned skills to shine, but one that's also stable and lucrative since security and success are important to her. Originally from California, Elena comes from a hispanic background; although her family values tradition, she would consider her personal beliefs nontraditional. She accepts other people for who they are, regardless of gender, race, or sexual orientation.

Elena tends to be a naturally anxious person, but music helps to ease her anxiety — she loves listening to endless Lofi Hip Hop playlists, seeing her favorite bands in concert, and discovering new artists. But her love of music is rivaled by her love of gaming. Every single day, she spends time playing her favorite video games on the new Asus she just purchased, watching live streams on Twitch or YouTube, and chatting with other gamers on Discord. She's completely immersed in the gaming world and loves to escape away into it.

But gaming is more than just escape for Elena. She views games as art and believes they are culturally important. She wants to break down the stereotypes about gaming, and feels strongly that women should be more encouraged to play and participate. She plays on her PC, but also across several other devices like her phone, console and tablet. She used to play League, but Call of Duty is the main event at the moment, with Minecraft and Among Us on the side (and Animal Crossing when she's not on PC). Gaming is not just a hobby for her; it's a passion — and it plays an essential role in her life.



ASSIGNMENT

OVERALL STRATEGY

TARGETED AUDIENCE SEGMENTATION

GEN Z FEMALE GAMERS - AUDIENCE

GEN Z FEMALE GAMERS - STRATEGY

GEN Z PC GAMERS - AUDIENCE

GEN Z PC GAMERS - STRATEGY

360 ACTIVATION



GEN Z PC GAMER

CONNECTION INSIGHTS

DO

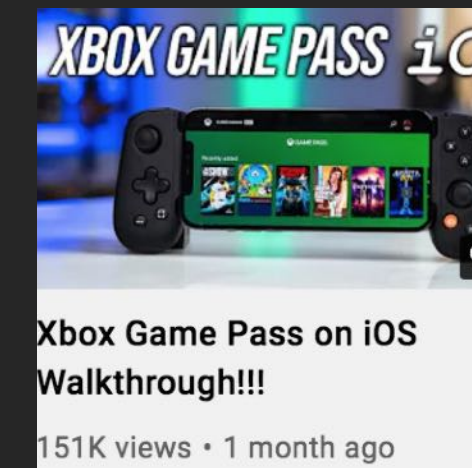
INFORM

Provide informational content positioning Xbox Game Pass as the best subscription service for PC *and* console games. **Highlight the vast catalog of games and become a go-to resource that always keeps Elena in the loop.**



GO DEEP

Educate Elena about XGP's extensive library of games, as well as details about the games themselves. **Go a level deeper with insider information, technical talk and walkthroughs.**



FEED THE FOMO

Spotlight popular games along with the latest updates and news, making XGP a way for Gen Z PC Gamers to never miss a beat. Connect the latest updates with the latest news and show them they'll always have access to the latest games.



DON'T

GO NON-GAMING

When talking about games, hardware or software, keep the message focused on how these things apply to gaming specifically.

LEAVE OUT DETAIL

PC gamers want as much detail as they can get. Don't top-line or leave things out, or they'll find the info elsewhere.

MISREPRESENT

PC gamers are more passionate about gaming than most, but they're still a very diverse group. Make sure to accurately represent that diversity.

GEN Z PC GAMER

CONTENT PILLARS



NEWS & DISCOVERY

Make XGP an indispensable resource for staying up to date on the latest gaming news. Help Elena discover her next favorite game by highlighting new, exciting and even obscure PC games.



GAMES AS ART

Leverage the main benefits of PC gaming — amazing graphics and performance — to showcase immersive worlds, beautiful imagery, and complex character stories as they progress with new game releases.



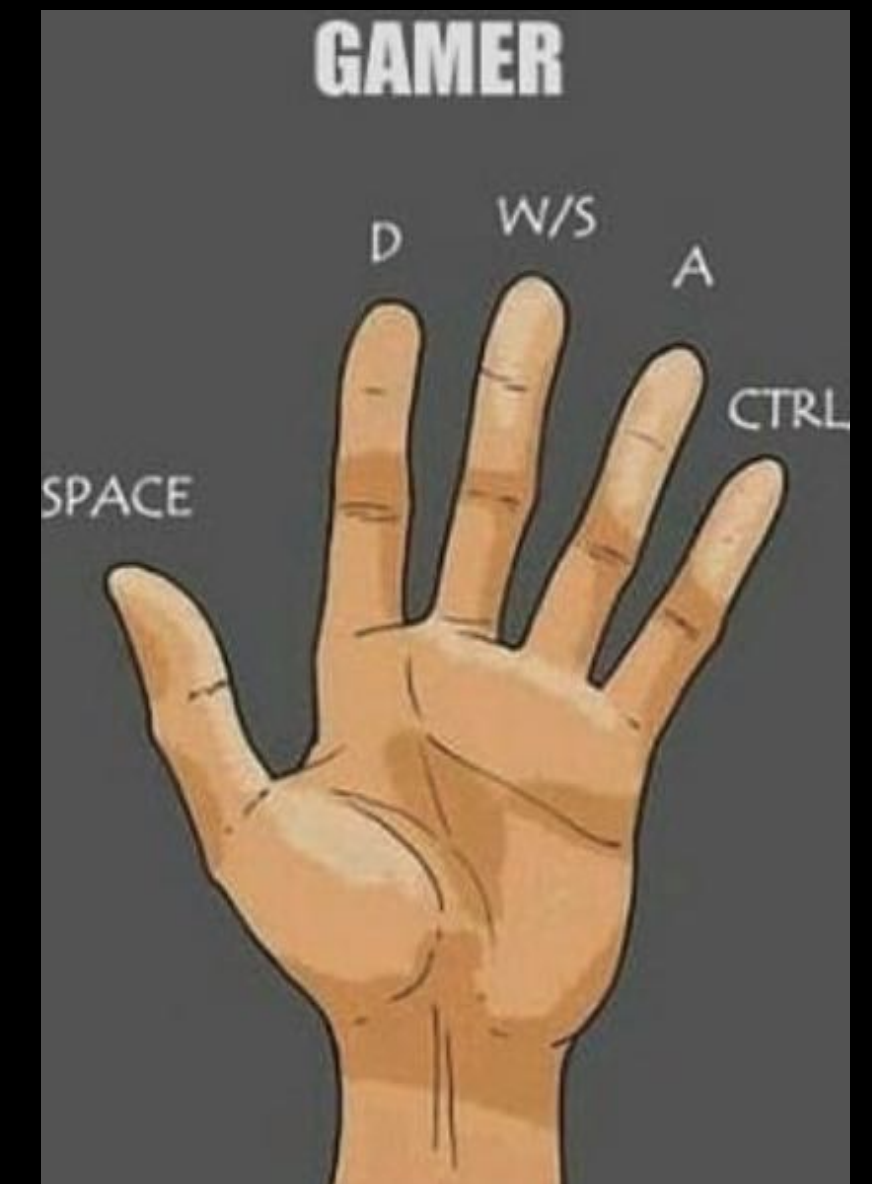
ASPIRATIONAL

Showcase top-performing PC gamers, amazing PC game highlights and high-end gaming set-ups to stoke Elena's passion.



UTILITY

Provide how-tos and tips & tricks, becoming a resource for insider info on how to level up or unlock certain features in the latest games.



GAMING HUMOR

Create memes and short-form videos playing into relatable gaming humor, featuring games that PC gamers know and love.

GEN Z PC GAMER

— TONE OF VOICE

THE CORE OF WHO WE ARE

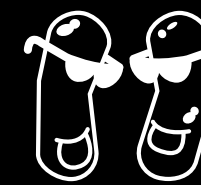
Xbox Game Pass has a well-established tone of voice on social media today that does an excellent job of connecting with core gamers. It is important that we keep these core principles in tact, while aging down and targeting our references to be more relevant for Gen Z PC Gamers.



AUTHENTIC "INTERNET"



RELATABLE



IRREREVERANT



HUMOROUS



UNPOLISHED

GEN Z PC GAMER

THE CORE OF WHO WE ARE

VOICE

THE CORE OF WHO WE ARE



Xbox Game Pass
@XboxGamePass

Misc twitter user: Xbox Game Pass has no games i feel bad for the people who signed up for it

the people who signed up for it:



10:00 AM · Jun 14, 2021 · Twitter Web App

AUTHENTIC "INTERNET"

Native to the "internet" by leaning into popular content formats, "internet speak" and trends in a way that feels natural and fun.

RELATABLE

Gamer-relatable scenarios and colloquial language that authentically resonate with the community.

IRREREVERANT

Serious about the games but never about ourselves.

HUMOROUS

Fun and funny content about games or gaming culture that makes the community laugh and want to share with their friends.

UNPOLISHED

Informal and not as "polished" without losing its high quality.

GEN Z PC GAMER

THE CORE OF WHO WE ARE

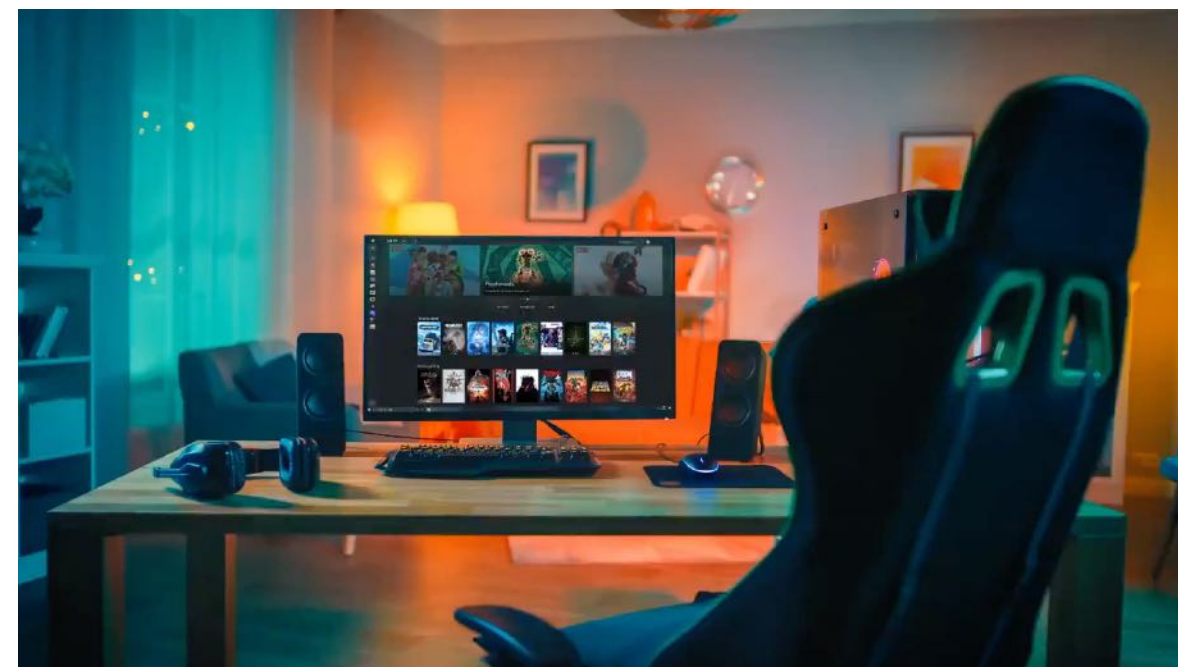
VOICE

THE CORE OF WHO WE ARE



Xbox Game Pass
@XboxGamePass

Our vision of the future....



12:00 PM · Jun 16, 2021 · Twitter Media Studio

130 Retweets 25 Quote Tweets 1,087 Likes



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GEN Z PC GAMER

THE CORE OF WHO WE ARE

VOICE

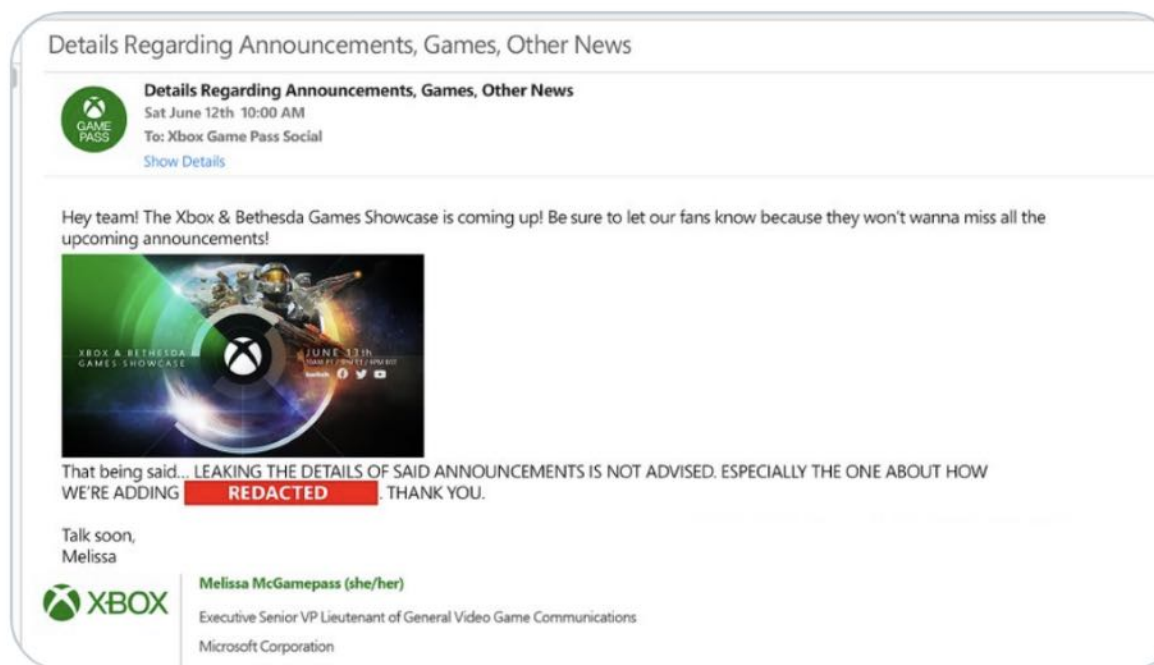
THE CORE OF WHO WE ARE



Xbox Game Pass
@XboxGamePass

Melissa wanted us to show you the first part but she didn't want us to show you the second part

#XboxBethesda 



10:00 AM · Jun 12, 2021 · Twitter Web App

446 Retweets 94 Quote Tweets 5,765 Likes

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GEN Z PC GAMER

THE CORE OF WHO WE ARE

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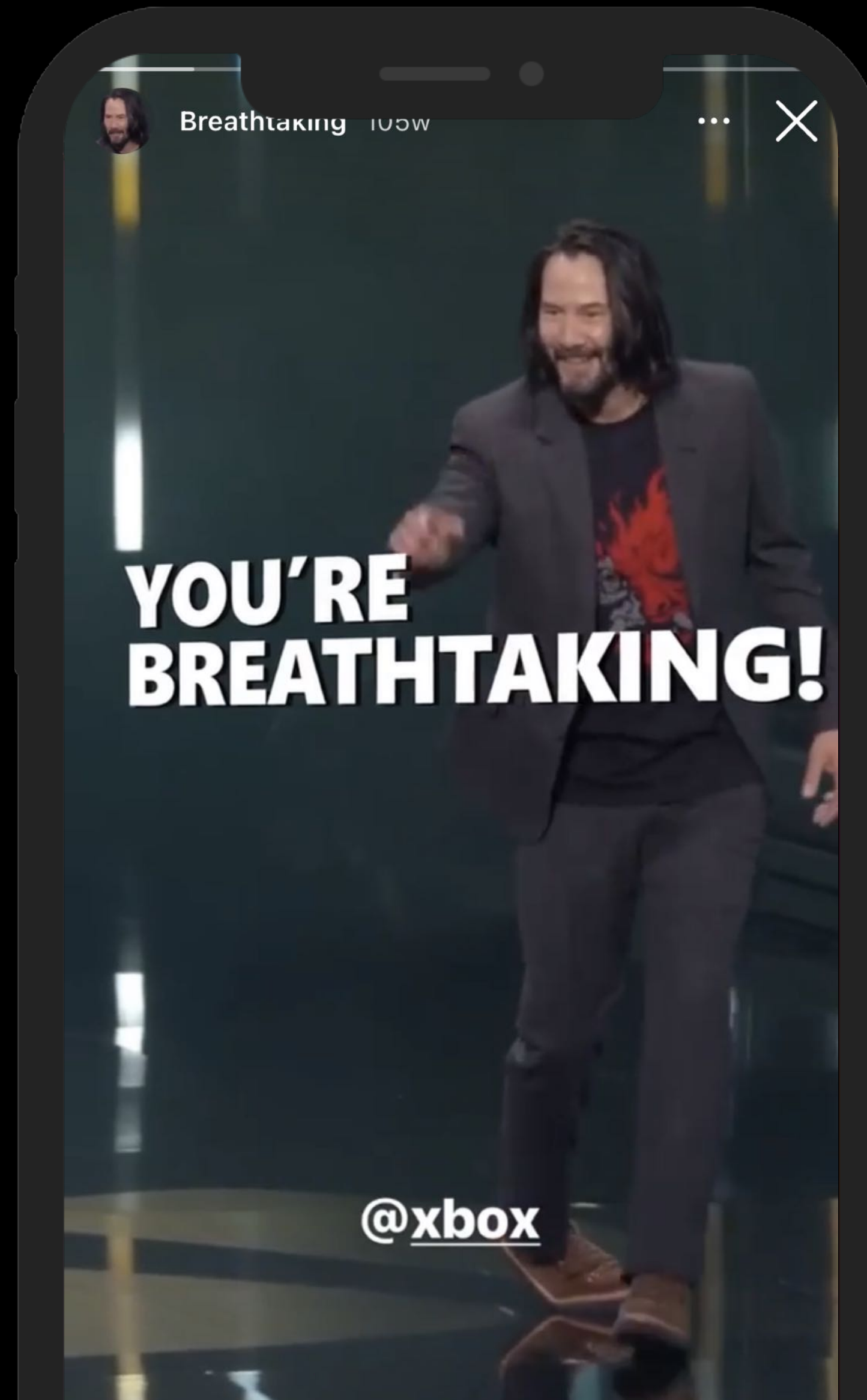
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VOICE

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IN THE KNOW



PASSIONATE



GAMER FUNNY



INCLUSIVE



INSTRUCTIVE

GEN Z PC GAMER

STONE OF VOICE

KEY TONAL EVOLUTIONS



IN THE KNOW

Relate to the PC community by highlighting deeper PC gaming references and **speaking specifically to how PC gamers play and why they love it** — using game culture and insider slang that they'll recognize and understand.

PASSIONATE

Gaming is a passion for Elena. We can engage the more hardcore players who are more immersed in their own PC gaming world, dedicate more time to the game, and care more about things like competition, streaming setups, and the latest news and releases.

GAMER FUNNY

Lean into deep PC memes and humor about popular games and news that are funny because they strike a level of nerdiness that resonates with PC gamers.

INCLUSIVE

Represent Elena and the PC community by featuring the wide spectrum of PC games and players — showcasing diverse in-world characters, diverse gamers, and the many different ways that PC gamers play.

INSTRUCTIVE

Elena is always interested in learning new skills to up her game. Share gamer and PC-specific knowledge with her, in an instructive (but not condescending way).

GEN Z PC GAMER

STONE OF VOICE

KEY TONAL EVOLUTIONS



Tweet



Minecraft
@Minecraft



Immerse yourself in history and culture, gawk at imposing statues, and roll up to a particularly flashy party: this month's Java Realms roundup is a self-contained summer trip!

➔ redsto.ne/javarealmstrav... ⬅



IN THE KNOW

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GEN Z PC GAMER

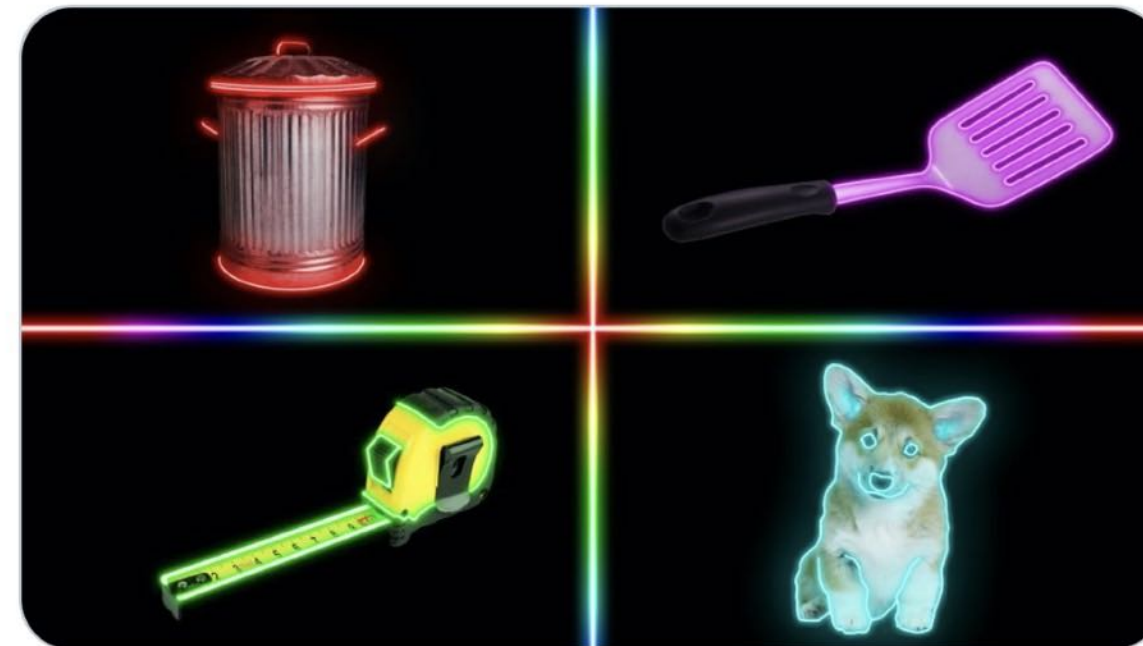
tone of voice

KEY TONAL EVOLUTIONS



Xbox Game Pass
@XboxGamePass

Imagine a world where RGBs didn't end with your battlestation



10:00 AM · May 11, 2021 · Twitter Web App

107 Retweets 16 Quote Tweets 1,770 Likes

IN THE KNOW

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GAMER FUNNY

Lean into deep PC memes and humor about popular games and news that are funny because they strike a level of geek that resonates with PC gamers.

INCLUSIVE

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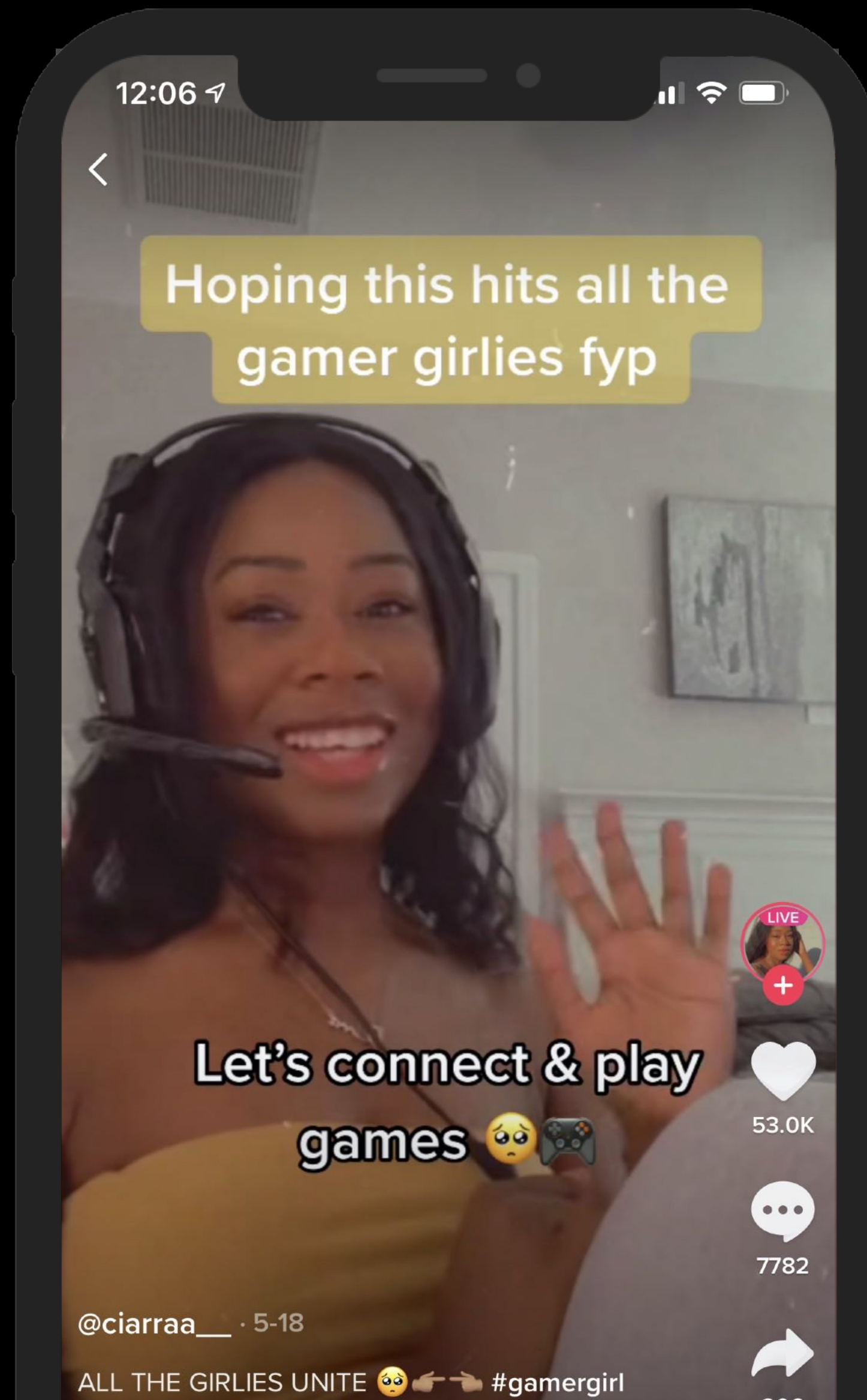
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GEN Z PC GAMER

tone of voice

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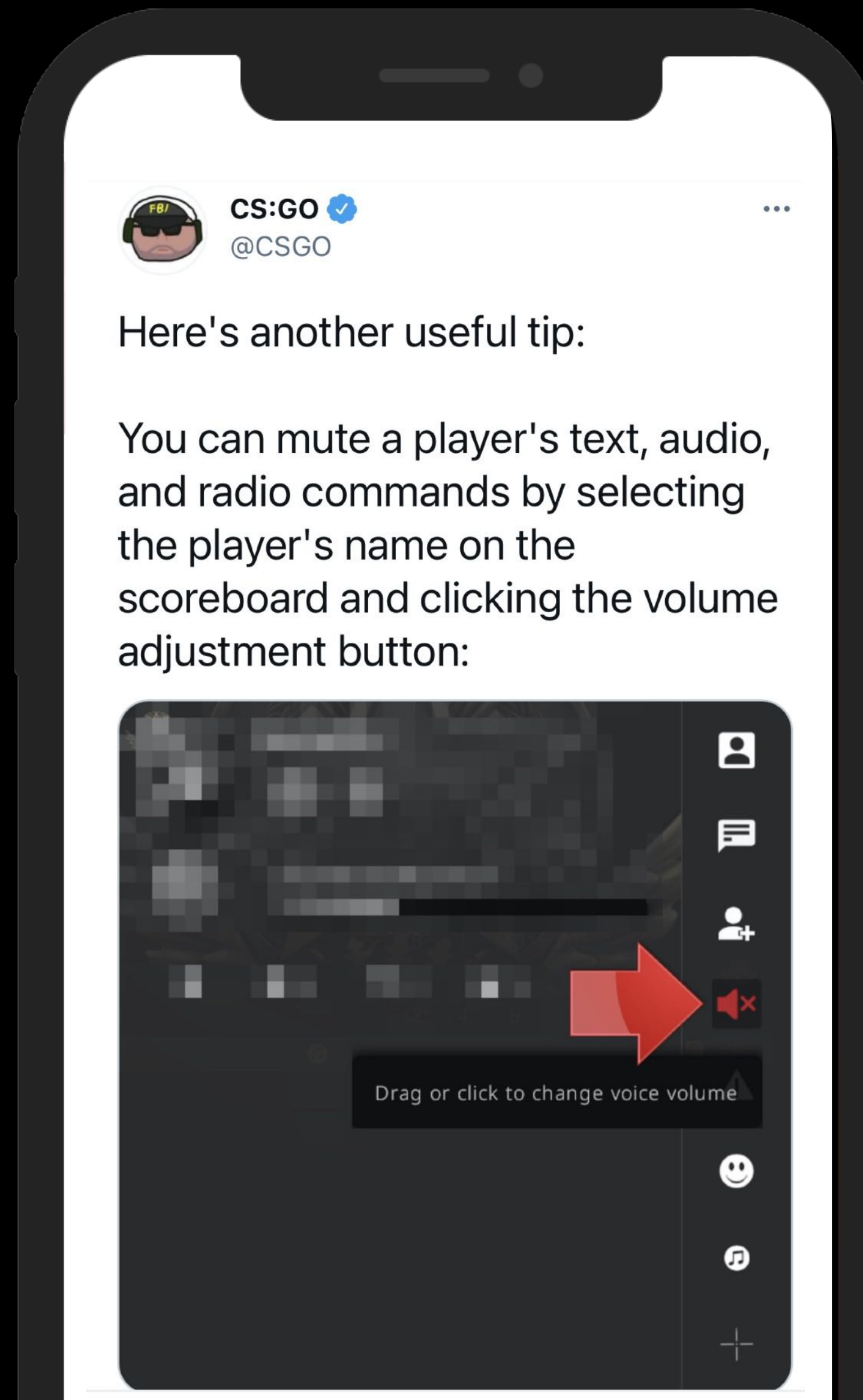
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GEN Z PC GAMER

tone of voice

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GEN Z PC GAMER

KEY BEATS

To feed Elena's FOMO, we'll stay close to everything that's happening in the world of gaming; we'll activate around gaming and tech events and tournaments to keep her in the loop on every update and announcement so she doesn't miss a thing, while celebrating who she is with relevant holidays.

FEED THE FOMO

Make it a priority to cover off on breaking news, the hottest new game releases, and the latest updates — focusing on PC-specific games and tech.

GAMING EVENTS & TECH CONVENTIONS

Go deeper into the industry and the world of PC gaming by programming around the more hardcore events, conventions, conferences and tournaments that PC gamers won't want to miss.

E3
Summer Game Fest
EA Play
Games For Change Festival
Comic-Con
PAX
The Game Awards
TwitchCon
CES
GDC

ESPORTS TOURNAMENTS

In addition to gaming industry events, activate around specific tournaments to feed into the PC gamer's love of playing.

GAMING & DIVERSITY TENTPOLES

Recognize the diverse PC gamer for who she is by celebrating relevant holidays that represent Elena and what she loves.

National Video Games Day
Pride Month



ASSIGNMENT

OVERALL STRATEGY

TARGETED AUDIENCE SEGMENTATION

GEN Z FEMALE GAMERS - AUDIENCE

GEN Z FEMALE GAMERS - STRATEGY

GEN Z PC GAMERS - AUDIENCE

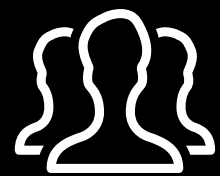
GEN Z PC GAMERS - STRATEGY

360 ACTIVATION



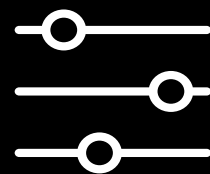
360 ACTIVATION

EXECUTION PRINCIPLES



MORE CONTENT FOR MORE PEOPLE

Gen Z gamers today have a wide and varied range of gaming interests and preferences. No two gamers are alike, just like no two music lovers are alike. To address this audience we need to create a range of programming as diverse as the games on XGP.



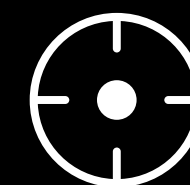
MIX & MATCH

It's okay for content on our channels to connect with different segments of our audience. Gamers will engage with what interests them and ignore the rest. Implement a consistent and recognizable tagging system to help them differentiate.



COMMUNITY AS CREATOR

The best way to make our communities more representative and inclusive is to make them more participatory. Let's highlight real-world gamers from the community while regularly asking for and posting content created by the gamers themselves.



AUDIENCE DEVELOPMENT

We cannot reach a new audience with organic content alone. Several audience development tactics, including paid media, must be leveraged to reach and connect with new audience segments.



TEST & LEARN

Start with a wide range of content types and tactics. Be methodical and consistent in measuring and listening to audience response. Advance tactics that work, optimize and iterate on those that show promise, and walk away from those that don't.

360 ACTIVATION

CHANNEL STRATEGY

HANDLES

APPROX EMPHASIS











***DAILY VISITATION**

ROLE

KEY THEMES

CONTENT TYPES

POST FREQUENCY

	 INSTAGRAM	 TIKTOK	 SNAPCHAT	 TWITTER
HANDLES	 			 
APPROX EMPHASIS	40%	25%	20%	15%
*DAILY VISITATION	GZ Female (67%) GZ PC (65%)	GZ Female (46%) GZ PC (38%)	GZ Female (55%) GZ PC (47%)	GZ Female (26%) GZ PC (35%)
ROLE	Provide a widely relatable visual representation of the XGP service and community. Our Instagram channel should represent a diverse range of Gen Z gamers and their interests while powering their joy of discovery, keeping them informed and connecting with them culturally.	Connect culturally with Gen Z gamers through short, fun and trendy videos highlighting Gen Z culture along with their favorite games and characters. Our TikTok content will be gamer-lifestyle focused, using popular sounds, music, memes and hashtags to feature XGP and the community in a creative and relatable way.	On Snapchat, we'll operate more like a publisher (IGN) than a brand. We'll create hyper-relevant content with an editorial voice that adds value through breaking news, game highlights, tips, tricks, and insights.	A primary resource for real-time breaking game news and updates alongside direct 1-to-1 conversations with the gaming community. We'll provide entertainment value in the form of relatable memes, and utility value in the form of insider info, technical know-how, in-depth walkthroughs and more.
KEY THEMES	Identity, news, discovery, culture lifestyle, storytelling, humor, games as art	Identity, culture, lifestyle, storytelling, humor	News, discovery, information, utility, aspiration	News, discovery, aspiration, utility, games as art, humor
CONTENT TYPES	Stills, in-feed video (short-form) memes, stories, reels, IGTV (long-form)	Short-form video, memes	Episodic video, editorial stories	Stills, Memes, Gifs, Text
POST FREQUENCY	Feed: 3-5x per week overall Stories: 2-3x per day overall Reels: 3-5x per week overall IGTV: 1+ episodic update per week	3-4x per day overall (at least 1x per audience)	New episodic content 4-7x per week overall (ensure broad relatability)	8-10x Tweets per week overall GZ Female: ~2-3x per week GZ PC: ~3-4x per week Core: ~3-4x per week

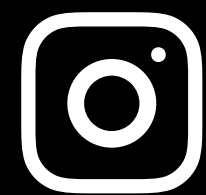
*Source: GlobalWebIndex USA, Q1 2021

360 ACTIVATION

CHANNEL STRATEGY

INSTAGRAM

Reach targeted audience segments through programming across @xboxgamepass and @xbox channels



NEWSFEED

The newsfeed is a visual representation of the brand. Newcomers to the community will look here first to determine whether we are relevant for them or not. Newsfeed posts must be widely relatable and relevant for all gamers. Feature a wide range of games, characters and gamers with repeatable and recognizable visual styles. Use consistent tagging to differentiate between PC and console games.

Post 3-5x per week overall
(1-2x per week, per audience)



STORIES

Stories are the bread and butter for Gen Z and should be a primary focus for acquiring new followers. We'll create repeatable "themed" stories that live in well-organized and tagged Highlights at the top of our feed. This will allow followers with different interests to choose what they want to engage with. Recommended themes include: Gamer Spotlights, XGP Catalogue, In-Game Highlights, Breaking News, Game Discovery, New Game Releases, How-Tos, etc.

Post 2-3x per day overall
(Ensuring equal audience coverage during the week)



REELS

Reels are an opportunity for fun and creative storytelling via short video memes, in-game highlights, character showcases, UGC features of Gen Z gamers and more. This is where we strengthen our relationship with existing followers vs. new followers. Reels can also be posted in-feed, but make sure to tag appropriately (visually and in copy) so gamers can choose what to engage with.

Post 3-5x per week overall
(1-2x per week, per audience)



IGTV

IGTV is a place for longer-form and slightly more polished videos featuring tutorials, how-tos, in-game walkthroughs, tips & tricks, creator interviews and more. There's also opportunity to develop episodic content hosted by gaming creators. Longer videos can be cut down and featured in fun, bite-sized versions in-feed and in Stories.

Post at least 1x episodic update per week overall (ensuring broad relatability)



COMMUNITY MANAGEMENT

Brand love and loyalty will be won in the comments. Continue to engage the community and answer questions, keeping our positive and irreverent tone. We should also start conversations with the community by asking them to share what they think, as well as highlighting or tagging them in comments that will feature them within the community — **shining a light on them will go a long way.** Most importantly, we must **be a vocal ally for the marginalized groups** that will be joining our community. We must stand up for them in the comments and not tolerate hate of any kind.

360 ACTIVATION

CHANNEL STRATEGY

TIKTOK

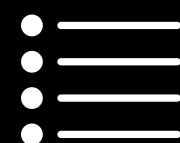
Reach targeted audience segments through programming on the @xbox TikTok channel



ORIGINAL CONTENT

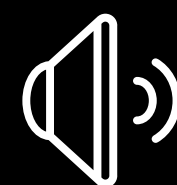
On TikTok, short and engaging is the name of the game. When creating original content for TikTok, we'll start with short-form videos that are fun, trendy and highly relevant. With a primary focus on the gaming lifestyle and the joy of discovery, our content will use popular sounds, music, memes, dances and challenges to feature XGP games, characters and the Gen Z gaming community in a creative and relatable way. Test longer, more story-focused videos as the channel grows.

Post 3-4x per day overall
(Ideally at least 1x per day, per audience)



PLAYLISTS

A new feature on the platform, playlists allow you to organize the channel and direct traffic. We'll use playlists in much the same way we use Story Highlights on Instagram; developing specific playlists to group and organize content around different editorial themes (i.e. Game Drops, Game Discovery, Victory Dance, etc...). This will allow followers to choose what they engage with based on their different interests.



HASHTAGS & SOUNDS

Hashtags and sounds both play important roles on the platform. Hashtags act as conversation catch-alls and encompass many trends and challenges, but we'll want to avoid misusing trending hashtags to increase viewership and only incorporate them when they're relevant to the content. Sounds are another way to aggregate content, and this audience will appreciate the use of in-game or culturally relevant sounds or music. This is a great opportunity to use in-game moments to craft relatable challenges, seed them out to the community and then feature some of the most creative content they create.



COMMUNITY MANAGEMENT

TikTok is known for being a space of positivity, so XGP's tone and personality should fit right in. Increase engagement and brand love by being active in the comments section, on both original content and other popular and relevant videos on the platform — making our channel participatory by consistently prompting the community. For example, the ability to reply to questions with video answers provides a big opportunity for things like Q&As or FAQs. On TikTok, everyone is a creator, so we should regularly feature content that our community creates. Continue to engage the community and encourage these peripheral groups whenever possible, being sure to speak to them in the same way they refer to and speak to themselves to remain authentic and keep their trust.

360 ACTIVATION

CHANNEL STRATEGY SNAPCHAT

Reach targeted audience segments through programming on the @xbox Snapchat channel



CHANNELS

Snapchat brand channels operate as subscribed pages, and this is where most crowd-facing content lives. With our channels acting more like a publisher than a brand, we'll create an array of content that's relatable to our audiences — sharing breaking news, game highlights, tips, tricks, and insights through serial-style videos and Stories.



FILTERS

Filters are typically image overlays or AR masks that offer interactive features, which make for a great way to appeal to and engage with a visually-inclined audience. Use these as an opportunity to highlight the beauty and intricacies that exist within the XGP universe, whether helping female gamers try on the costume of their favorite lead character or immersing PC gamers in the awesome visual worlds of their favorite games. Through filters, we can find creative ways to pull viewers into the gaming world and make it more real.



BITMOJI

Leverage Bitmojis on Snapchat as a way to represent the diversity of Gen Z. Create a diverse range of Bitmoji characters (with heavy female representation) from their favorite games, and maybe even make avatars that look like popular Gen Z gamers. Bitmojis can also be a fun and creative way to show new DLC, characters, cosmetics and updates. Integrate Bitmojis into real-world activations once applicable as well, like PAX or CES.



COMMUNITY MANAGEMENT

Rather than engaging in comment sections, community management on Snapchat is all about DMs. Reply regularly, answer questions, and establish a consistent presence within the DMs or convos. Gen Z is made up of digital natives, so DMs are just as important as publicly viewed comments; and authenticity is paramount, so be sure to avoid canned responses.

Post new episodic content 4-7x per week overall
(ensuring broad relatability)

360 ACTIVATION

CHANNEL STRATEGY

TWITTER



TIMELINE

Tweets don't "live" for very long in the Twitterverse, which means the content we fill our timelines with should be frequent and valuable to our followers. We should provide constant commentary and conversations around their favorite games, leaning into intricate details and topics that make for great conversation starters.

[Tweet 8-10x per week overall](#)
GZ Female: ~2-3x per week
GZ PC: ~3-4x per week
Core: ~3-4x per week



THREADS

Threads can take on a life of their own. They are a great way to expand on a tweet to tell more of a story, participate in group conversations, or keep engagement going on a certain topic. Replying to our own tweets with the purpose of crafting the narrative gives us the opportunity to explore the ins and outs of gaming on a succinct, in-depth, and one-on-one level.



HASHTAGS

We'll use hashtags on Twitter to segment the audience, being strategic about which hashtags are used on which tweets to reach the right groups. We should develop hashtags that speak to repeatable themes like #JoyOfDiscovery, leveraging them to communicate and aggregate specific parts of the gaming experience and lifestyle. Hop on trending hashtags only when the topic is relevant and it makes sense for XGP to have a POV.



SPACES & FLEETS

Spaces and Fleets are both new and exploratory areas on Twitter. Spaces is a new way to have live audio conversations with your followers, and Fleets act similar to Stories where the tweet appears for 24 hours at the top of your timeline and can't be retweeted or replied to. Both of these features can be a place to test sound-on content. Since most games are introducing dynamic sound experiences to their next-gen games, we'll start testing content here that shows how XGP titles reflect this new trend.



COMMUNITY MANAGEMENT

The fast and fleeting nature of Twitter means that constant communication is expected, so our community management should reflect that. This is the platform where responsiveness is perhaps the most important — be consistent and continually interact with active followers, but try to keep conversation positive, helpful or informative and avoid engaging with trolls. As conversations become more detailed and niche, it's important to stay aware of evolving communities and interact with them in a way that's genuine (for example, if COD players adopt a community name for themselves, we'll want to reference that language when we engage with them).

AUDIENCE DEVELOPMENT

Developing a new audience outside of our core following on social media will require more than just targeted content. We recommend leveraging several amplification tactics to systematically reach and connect with more Gen Z gamers.



PAID MEDIA

Nearly all content created for audiences outside of XGP's core should be promoted with paid media to boost targeted reach. Run small acquisition campaigns for content under each key pillar in various formats, and optimize top-performing posts until diminishing return on each platform.



INFLUENCER COLLABORATIONS

Popular gaming influencers are some of the most followed accounts by Gen Z gamers, serving as role models for the audience. Partner with a diverse range of top Gen Z gamers to co-create and co-promote content across XGP channels. This is not just paying influencers to use XGP; it's featuring leading role models in our content to foster a more diverse and inclusive community.



HASHTAGS

Optimize any content intended for new audiences by using relevant hashtags to increase overall exposure, hunting down authentic conversations happening in the gaming community and actively participating in them or creating content against them.



COMMUNITY MANAGEMENT

Take a proactive approach to community management, actively commenting on and engaging with posts from other brands, games and gamers in the community. Be responsive and authentic when it comes to language and messaging. And always be an ally for underrepresented or marginalized groups.



MICROSOFT CROSS-PROMOTION

@microsoft and @xbox social accounts are very important assets with huge opportunity for cross-promotion. Partner with the @microsoft accounts to share anthemic content around key pillars of identity and inclusion in gaming while partnering with @xbox to highlight new console game releases and the joy of discovery. It is important for these accounts to share content posted by XGP in order to grow the XGP following.



GAMING PARTNERSHIPS

The most popular games in the XGP catalog have incredibly large and engaged audiences on social media. Partner with game developers to cross-promote their games and the XGP platforms with co-created and co-branded content.

360 ACTIVATION

PHASED PROGRAMMING APPROACH

PHASE 1

REACH & RESONATE

Focus efforts on reaching and resonating with new audiences. All content should be created to capture attention, inspire and add value — driving awareness of Xbox Game Pass and our community. Leverage paid media in the form of small reach-focused campaigns to boost targeted reach of key content. Then optimize to scale top performers.

PHASE 2

CONNECT & ENGAGE

Create more engagement-driven content focused on entertaining, educating and opening a two-way conversation with new audiences. Creative stories, immersive walkthroughs, interactive polls and new game highlights are all fair game. Leverage paid media in the form of user acquisition campaigns to boost top-performing content across channels and earn more followers.

PHASE 3

DRIVE ACTION

Once a relationship is established through content that resonates and adds value, we can begin creating content and leveraging paid media tactics to acquire followers and ultimately new XGP subscribers. This action-driving content should focus on the value of XGP, our diverse catalog of games or the joy of discovery with a strong CTA.

CREATIVE GUIDELINES

GEN Z UNIVERSAL

COMMIT TO DIVERSITY

Our casting must accurately represent the diversity of Gen Z. Be careful not to tokenize, or force diverse individuals into content just for the sake of diversity. Instead, develop creative that allows diversity to feel natural and authentic — as it should for Gen Z.

REFLECT THE TRENDS

Always keep an eye to what is and isn't trendy for Gen Z and then build that into content. At the moment, 90s and early 2000s style is big: chunky shoes (FILA is a meme right now), retro pixel art, gaming tees, baggy clothes, bright colors such as tie dye...and we can't even wrap our heads around how cool anime and cartoons are today. It's a great time to be a geek. Just be careful not to hop on trends for the sake of trying to appear trendy. Do it authentically as content allows.

KEEP IT POSITIVE

Our presence should provide a safe and welcoming space for followers, especially those who feel underrepresented or marginalized. Remain positive in tone, attitude and portrayal, and do so consistently to gain Gen Z's trust; they should know they can expect positivity and feel included. Be mindful of those spreading hate, don't engage with negative commentary, and stand up for this loyal fanbase whenever necessary.

AVOID CONTRIVED LANGUAGE

Using too much gamer speak or trying to "act Gen Z" will be immediately spotted and called out. Steer clear of saying things like: "Oh, it's on", "That's the drip fam", "Yeet", etc...

HAVE A SENSE OF HUMOR

Humor is a great way to connect with Gen Z and a key component of the XGP tone. Use it often. Making light of the absurdity of what's going on in the world is one way to relate to the most anxious generation in history. Just try not to add to the problem by scapegoating anyone in order to look better in the eyes of your audience.

80% LOFI / 20% HIFI

The vast majority of content Gen Z consumes is short, lofi video shot on a cell phone. Most of what we produce does not need to exceed that. However, there are opportunities to test higher production quality content for key high-impact pieces that are meant to stand out. Test producing higher quality "anthemic" content to highlight Gen Z's universal love for gaming and the variety of games available.

GZ FEMALE GAMERS

COMMUNICATE VISUALLY

Having grown up in the digital age, Jessica is particularly visual, and she'll scroll past anything that doesn't capture her attention. Lean into imagery and aesthetics, and communicate any brand values and messaging in a way that's visually appealing, bold, or eye-catching.

MAKE GAMING THE BACKDROP

Jessica has greater interests than just gaming, so use games as the set-up or backdrop to the creative rather than the main subject. Tie in pop culture, broader interests and other forms of entertainment whenever possible, using gaming as a connection point rather than getting into the nitty gritty.

GZ PC GAMERS

INCLUDE VISUALS & TEXT

While Elena is still visual by nature as a Gen Zer, she also consumes a lot via longer-form text on her preferred platforms like Twitter and Reddit. Incorporate a mix of visually-forward content as well as content or copy that features long-form text — making sure the language and the way you communicate via text speaks to the PC gamer, using emojis and acronyms where they make sense.

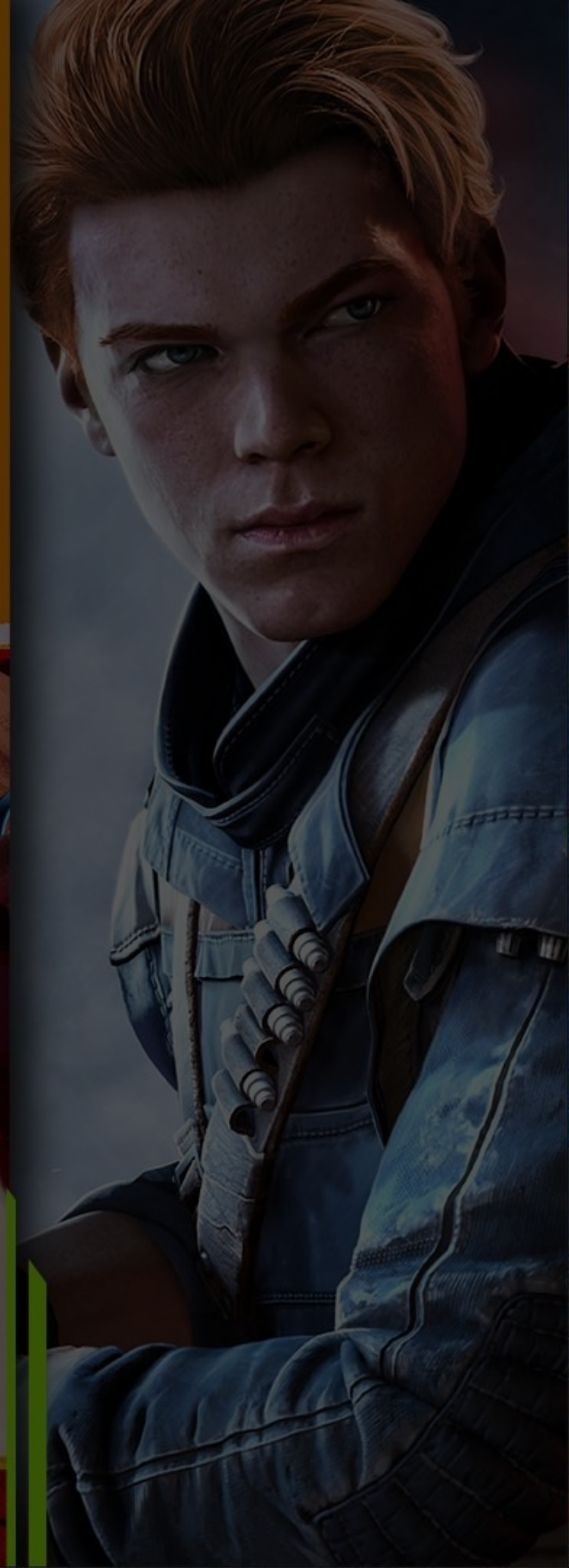
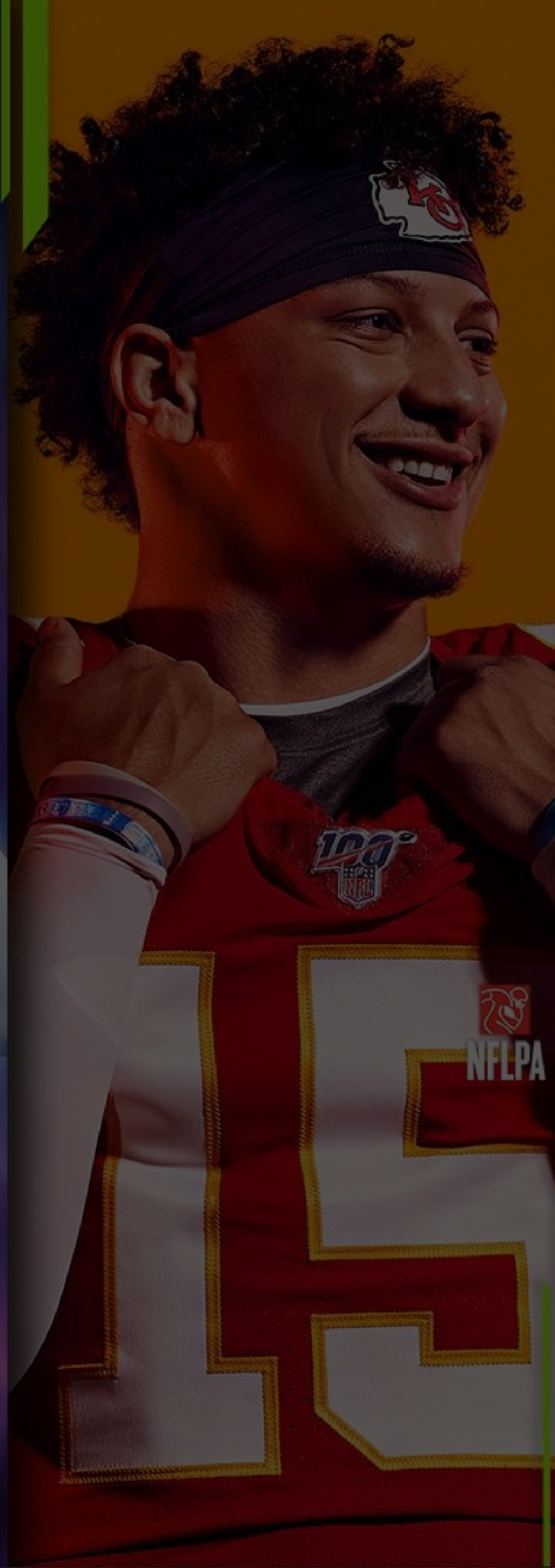
GEEK OUT

Elena is a bit of a tech nerd and she loves to learn — so go deep into the games and their worlds, as well as the tech and development side of things. Make sure any news, instruction, characters, or gaming references are relevant to her and reflect the PC gamer culture. For example, show PC software and hardware in visuals, and feature games from the XGP library that Elena will gravitate towards (like those that allow players to retain progress as they move from PC to console to phone).

REACH
AGENCY/



APPENDIX



TARGETED AUDIENCE SEGMENTATION

ADDITIONAL OPPORTUNITIES

For future consideration. Not a focus of this strategy.



MOBILE ONLY GAMERS

UNIVERSE 6.1M

Age: 16-24

Devices Used for Gaming: Smartphone, Tablet

Devices NOT used for Gaming: Console, Personal PC/Laptop, Handheld Gaming



SOCIAL GAMERS

UNIVERSE 5.3M

Age: 16-24

Devices Used for Gaming: Any

Gaming Activities in Last Month: Played a game online with real friends OR shared an image/video of gameplay online

Reasons for Using Internet: Meeting new people, making new connections



XBOX INTENDER (PS)

UNIVERSE 2.5M

Age: 16-24

Consoles Used Now: Playstation 3 or Playstation 4 or Playstation 5

Consoles Interested in Purchasing: Xbox One or Xbox Series S or Xbox Series X



XBOX INTENDER (SWITCH)

UNIVERSE 1.8M

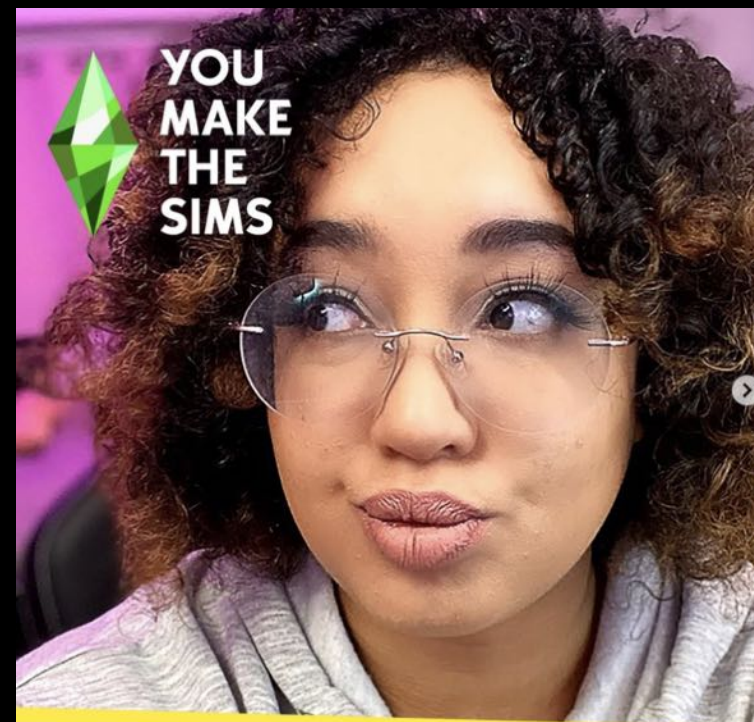
Age: 16-24

Consoles Used Now: Nintendo Switch

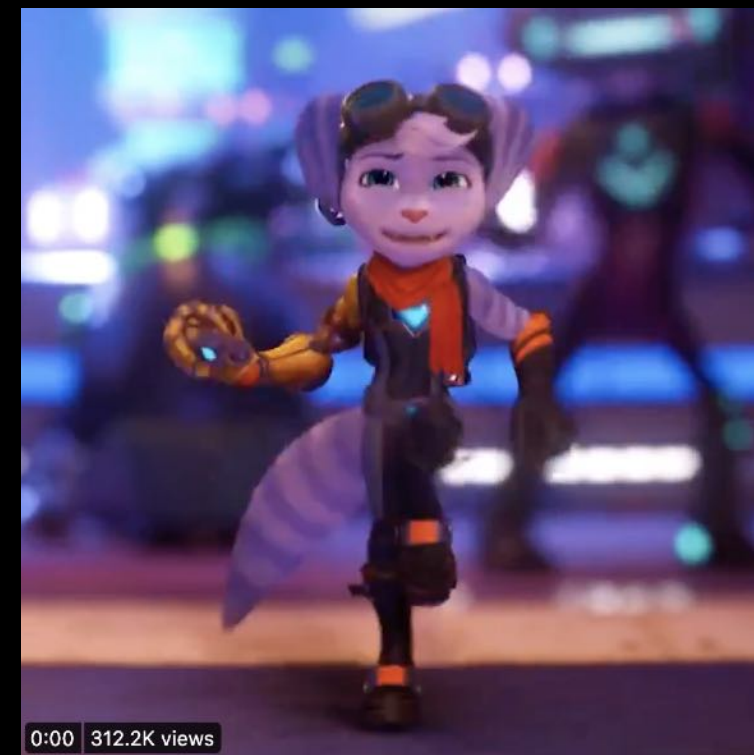
Consoles Interested in Purchasing: Xbox One or Xbox Series S or Xbox Series X

GEN Z FEMALE GAMER

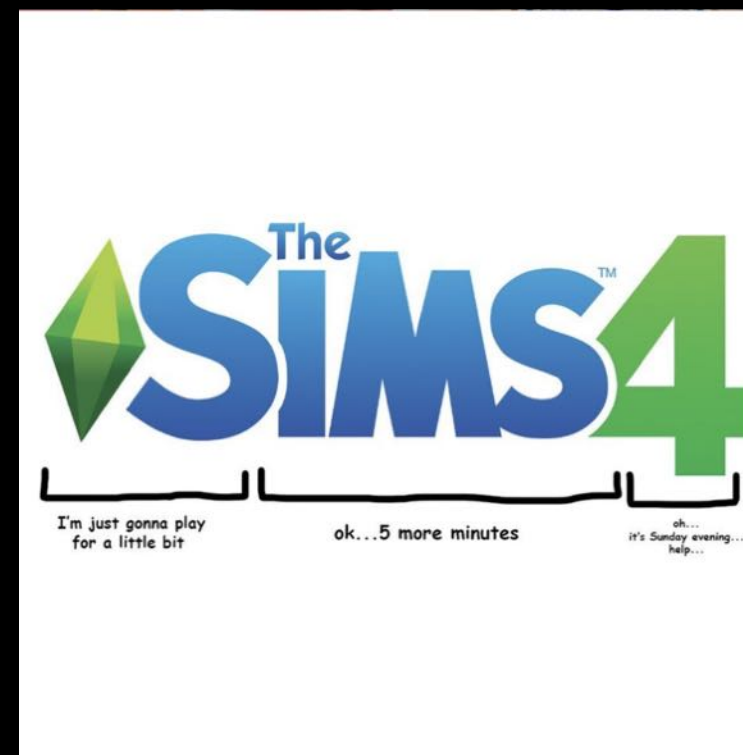
CONTENT FORMATS



STILLS



GIFS



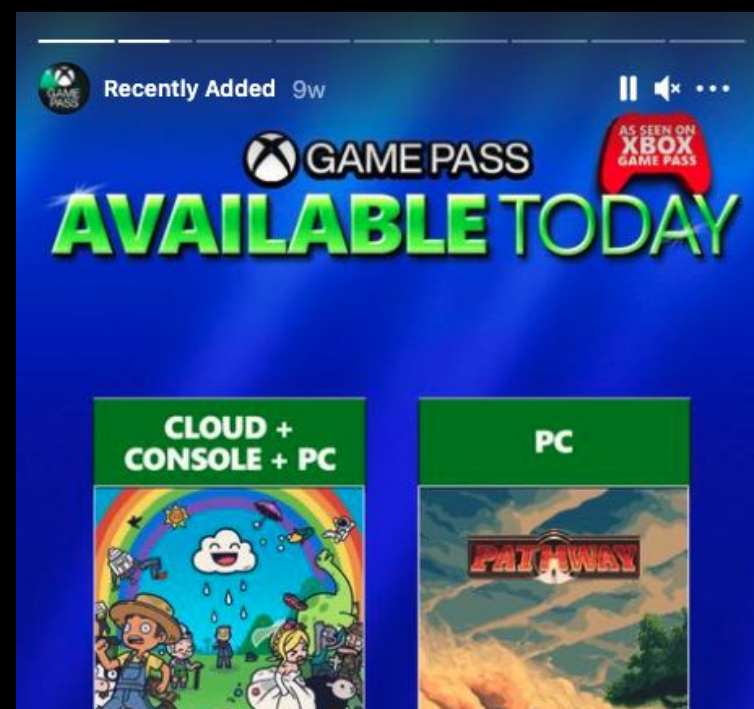
MEMES



SHORT-FORM VIDEO



LONG-FORM VIDEO



STORIES



SERIAL CONTENT



If you're frustrated playing a game, don't compare yourself to other people - you just need to beat yesterday's version of yourself

TEXT

GEN Z PC GAMER

CONTENT FORMATS



STILLS



GIFS



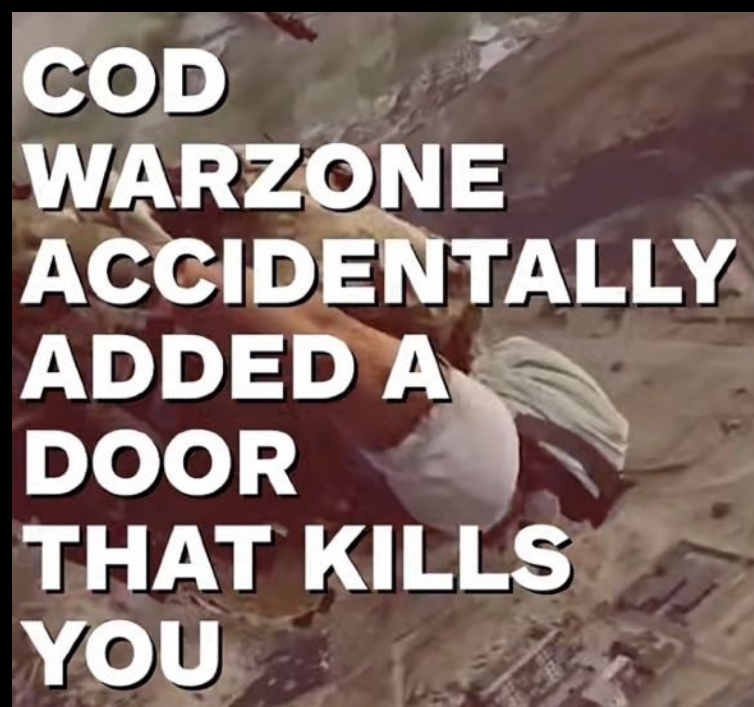
MEMES



SHORT-FORM VIDEO



LONG-FORM VIDEO



STORIES



SERIAL CONTENT



TEXT

GEN Z FEMALE GAMER

KEY CHANNELS

PRIMARY / SHORT-TERM



INSTAGRAM

As one of our most widely trafficked platforms, the Xbox Game Pass Instagram channel will act as a widely relatable visual representation of the service and community. We'll make Jessica feel like she belongs by representing her in our content, inspiring her with XGP games she'll love to discover, and relating to her by connecting her favorite games to other things she loves in culture.



TIKTOK

TikTok is the video meme hub and cultural representative of Gen Z. While our data currently shows it behind Snapchat in daily visitation, it is rapidly growing and arguably more important. The Xbox Game Pass TikTok channel is where we can connect culturally through short videos that highlight and enhance Jessica's lifestyle through the lens of XGP games and characters. Our content here should be fun and trendy using relevant sounds, music, dances, memes and hashtags.



SNAPCHAT

Over 55% of Gen Z Female Gamers visit Snapchat on a daily basis. To stand out, we need to operate more like a publisher (think IGN) than a brand — creating hyper-relevant content with an editorial voice that adds value in the form of breaking news, new game highlights, in-game walkthroughs, culturally relevant insights and more.



TWITTER

While Twitter is less visual in nature and visited less frequently by the majority of Gen Z Female Gamers, it cannot be ignored. Leverage Twitter to keep Jessica informed and to connect gaming to other things happening in culture in real-time.



YOUTUBE/TWITCH

43% of Gen Z Female Gamers watch gaming streams on Twitch or YouTube. Live streams are a primary source of entertainment, education and inspiration for the gaming audience. While these channels are not a focus of this strategy, we do recommend a long-term investment for XGP on these platforms.



KEY CHANNELS

PRIMARY / SHORT-TERM

LONG-TERM



INSTAGRAM

As one of our most widely trafficked platforms, the Xbox Game Pass Instagram channel will act as a widely relatable visual representation of the service and community. We'll make Elena feel like she belongs by representing her in our content, inspiring her with XGP PC games she'll love to discover, and keeping her informed with all of the latest breaking news, tips, tricks and insider info.



TIKTOK

TikTok is the video meme hub and cultural representative of Gen Z. While our data currently shows it behind Snapchat in daily visitation (39%), it is rapidly growing and arguably more important. The Xbox Game Pass TikTok channel is where we'll connect culturally through short videos highlighting the PC gamer lifestyle along with their favorite XGP games and characters. Our content here should be mainstream, fun and trendy using relevant sounds, music, dances, memes and hashtags.



SNAPCHAT

47% of Gen Z PC gamers visit Snapchat on a daily basis. To stand out, we need to operate more like a publisher (think IGN) than a brand — creating hyper-relevant content with an editorial voice that adds value in the form of breaking news, new game highlights, in-game walkthroughs, culturally relevant insights and more. Serial content created for the PC gamer should go deeper into the game, sharing an extra level of detail and insight.



TWITTER

Twitter (like other text-based platforms) is more often frequented by passionate PC gamers looking for real-time news and updates. It also provides an opportunity for more direct conversations with the community. The Xbox Game Pass Twitter channel should serve as a resource for real-time news on XGP games and game releases, technical know-how and insider info along with game-related humor.



YOUTUBE / TWITCH

62% of Gen Z PC Gamers watch gaming streams on Twitch or YouTube. Live streams are a primary source of entertainment, education and inspiration for Gen Z - especially the PC gamer segment. While these channels are not a focus of this strategy, we do recommend a long-term investment for XGP on these platforms.



GEN Z FEMALE GAMER

TO GUIDELINES

When creating content for Jessica, follow these tone guidelines to maximize resonance.

OUR TONE IS

REPRESENTATIVE & DIVERSE

WELCOMING & INCLUSIVE

POSITIVE

UNEXPECTED

POP CULTURE INTERNET

CASUAL

IRREREVERENT

ENGAGING

INFORMATIVE

OUR TONE IS NOT

TOKENISM

TOO COOL FOR SCHOOL

DARK OR NEGATIVE

BORING

DEEP WEB INTERNET

HARDCORE

TOO SERIOUS

THIRSTY

OVERWHELMING

GEN Z PC GAMER

tone GUIDELINES

When creating content for Elena, follow these tone guidelines to maximize resonance.

OUR TONE IS

REPRESENTATIVE & DIVERSE

WELCOMING & INCLUSIVE

POSITIVE

UNEXPECTED

GAMER INTERNET

(THINK REDDIT)

PASSIONATE

IRREREVERENT

ENGAGING

IN THE KNOW

INSTRUCTIVE

OUR TONE IS NOT

TOKENISM

TOO COOL FOR SCHOOL

DARK

BORING

MAINSTREAM INTERNET

(THINK FACEBOOK)

CASUAL

TOO SERIOUS

THIRSTY

KNOW IT ALL

CONDESCENDING

360 ACTIVATION

CREATIVE EXAMPLES



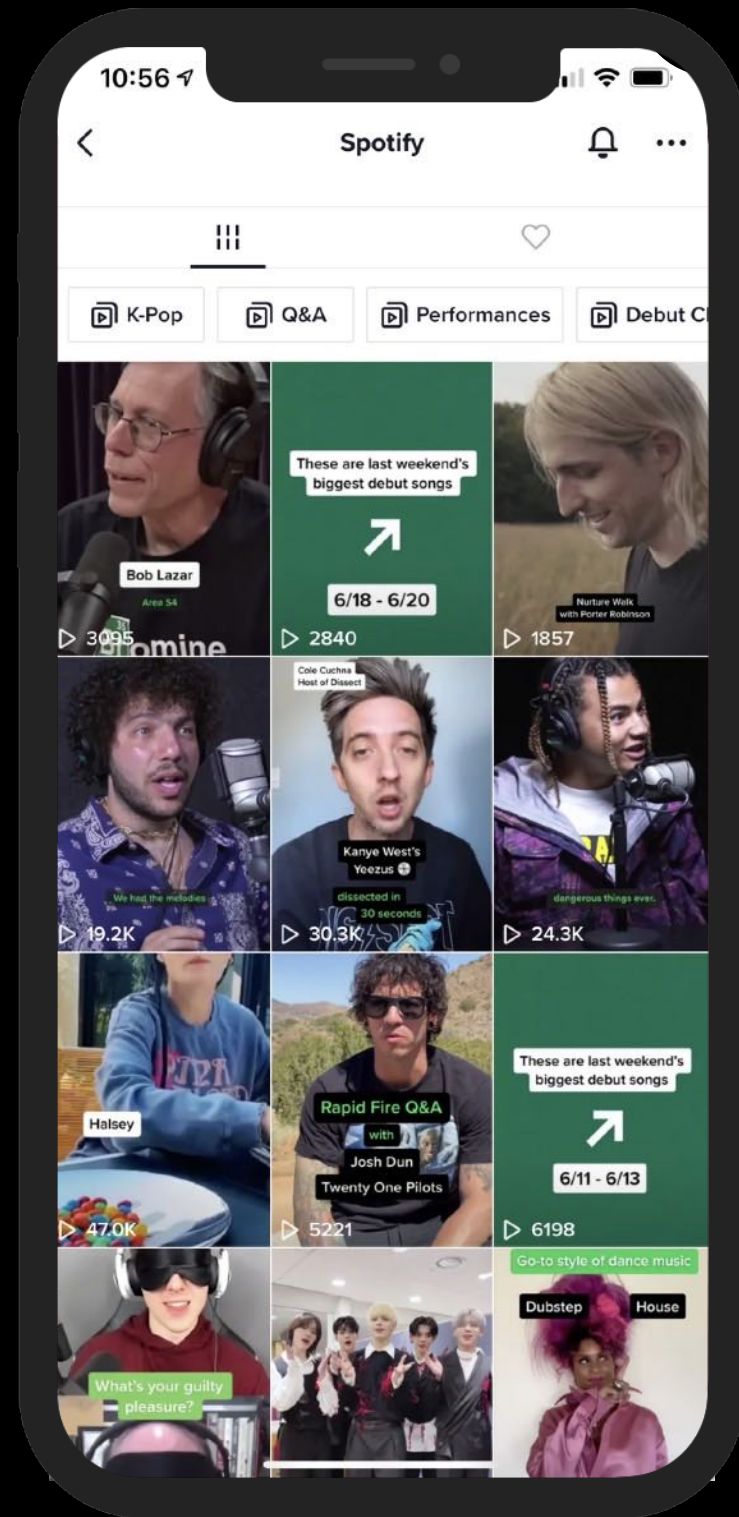
GREAT CASTING & WARDROBE, BUT WRITING IS CONTRIVED



GREAT WRITING & SHOWCASE OF GAMES. OPPORTUNITY TO REPRESENT FEMALE GAMERS

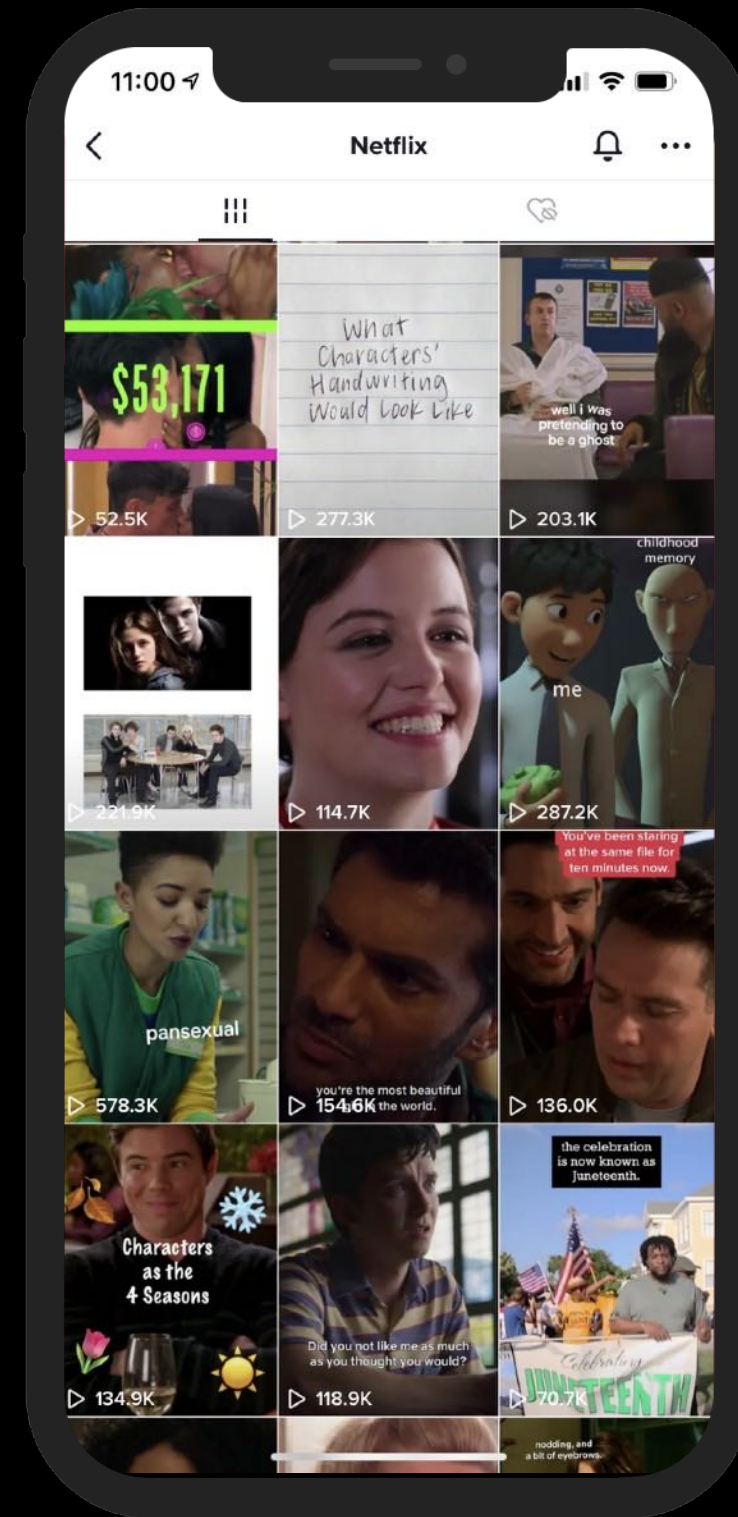
360 ACTIVATION

MUSE ACCOUNTS



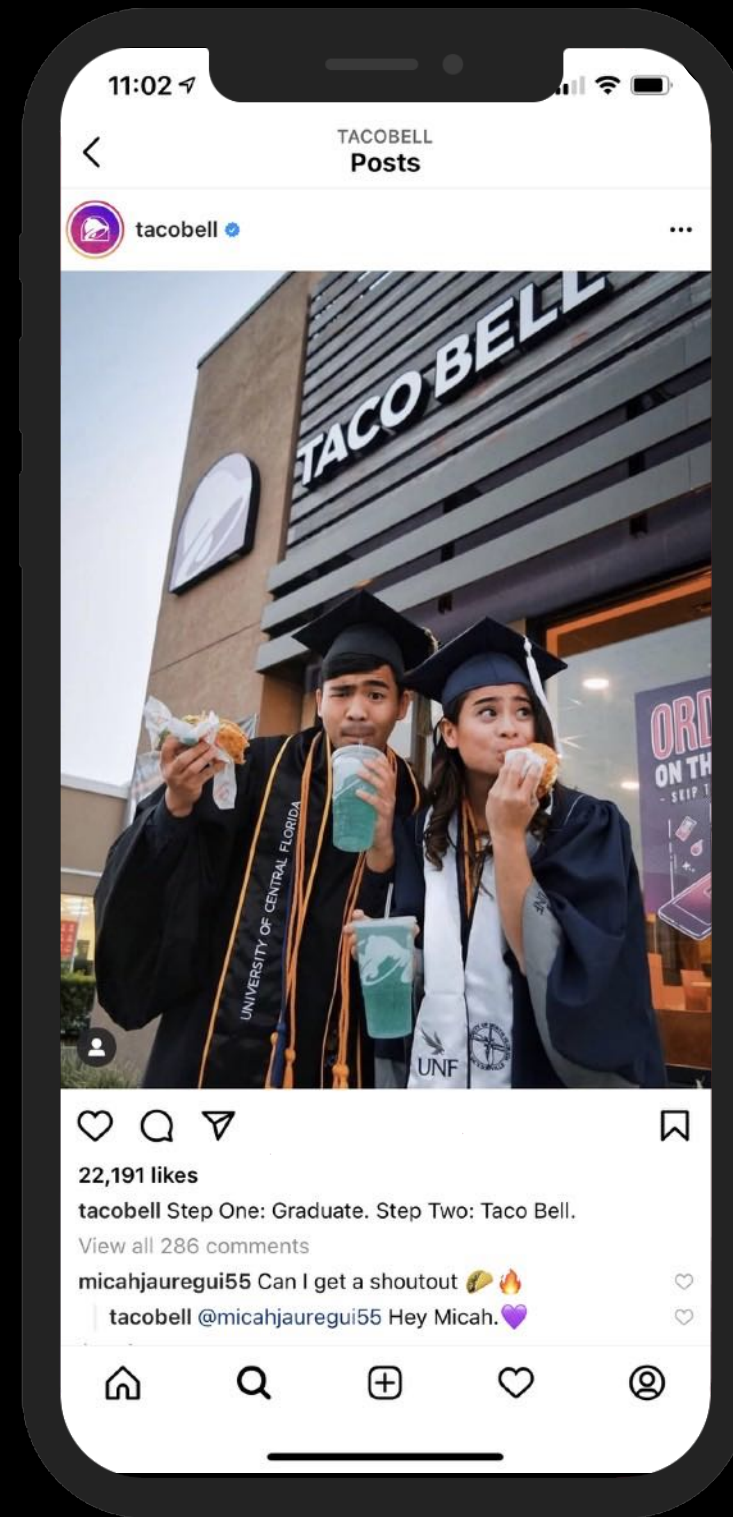
SPOTIFY

No two gamers are alike, just like no two music listeners are. Spotify does an excellent job satisfying diverse tastes in music through the diversity of artists and fans they feature. They also do a great job powering new music discovery.



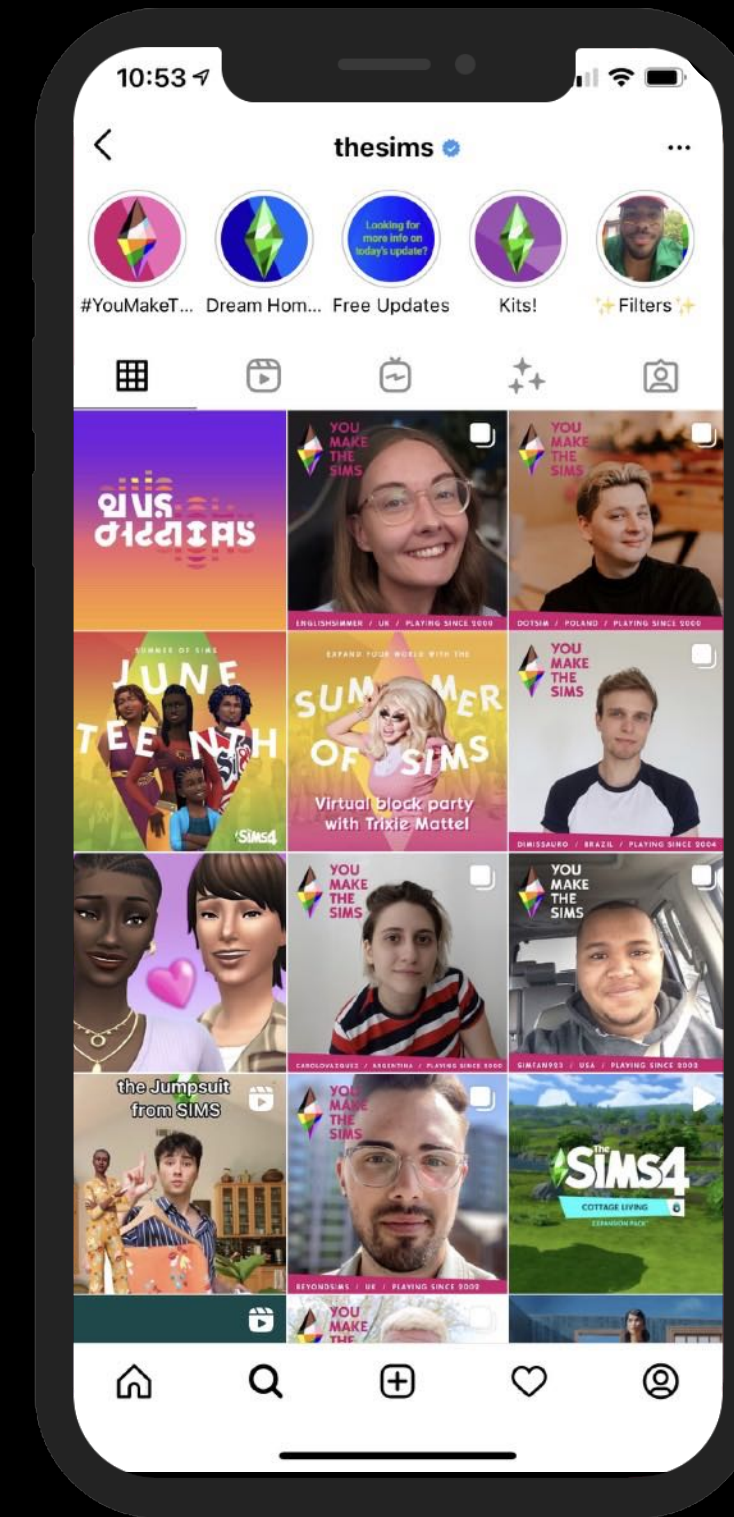
NETFLIX

Netflix features a wide variety of their programming by using the characters and situations from the content itself to connect with fans in culturally relevant and humorous ways.



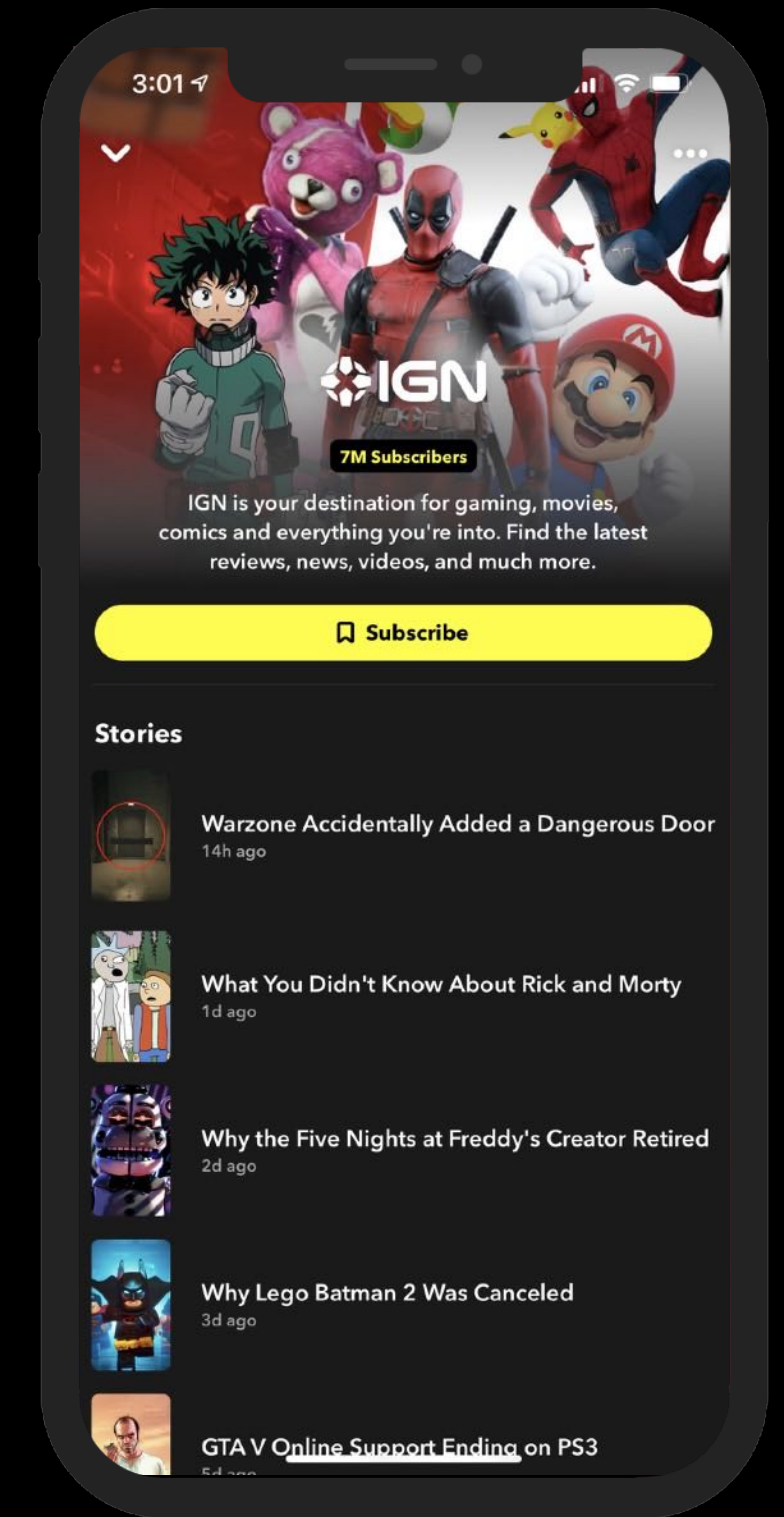
TACO BELL

Taco Bell has built a cult-like following by championing their community and empowering their followers to be the creators for their channel. Their continuous creative stunts also drive continuous buzz.



THE SIMS

The Sims has created a diverse and inclusive community by representing a diverse range of backgrounds, beliefs and lifestyles — both in-game and in real life.



IGN

IGN is exemplary for their editorial voice and consistent content tagging system designed to give fans context.

PROGRAMMING CALENDAR

● GZ GAMERS
● CORE

