



The Gamification of

GameStop

A GameStop Rebrand

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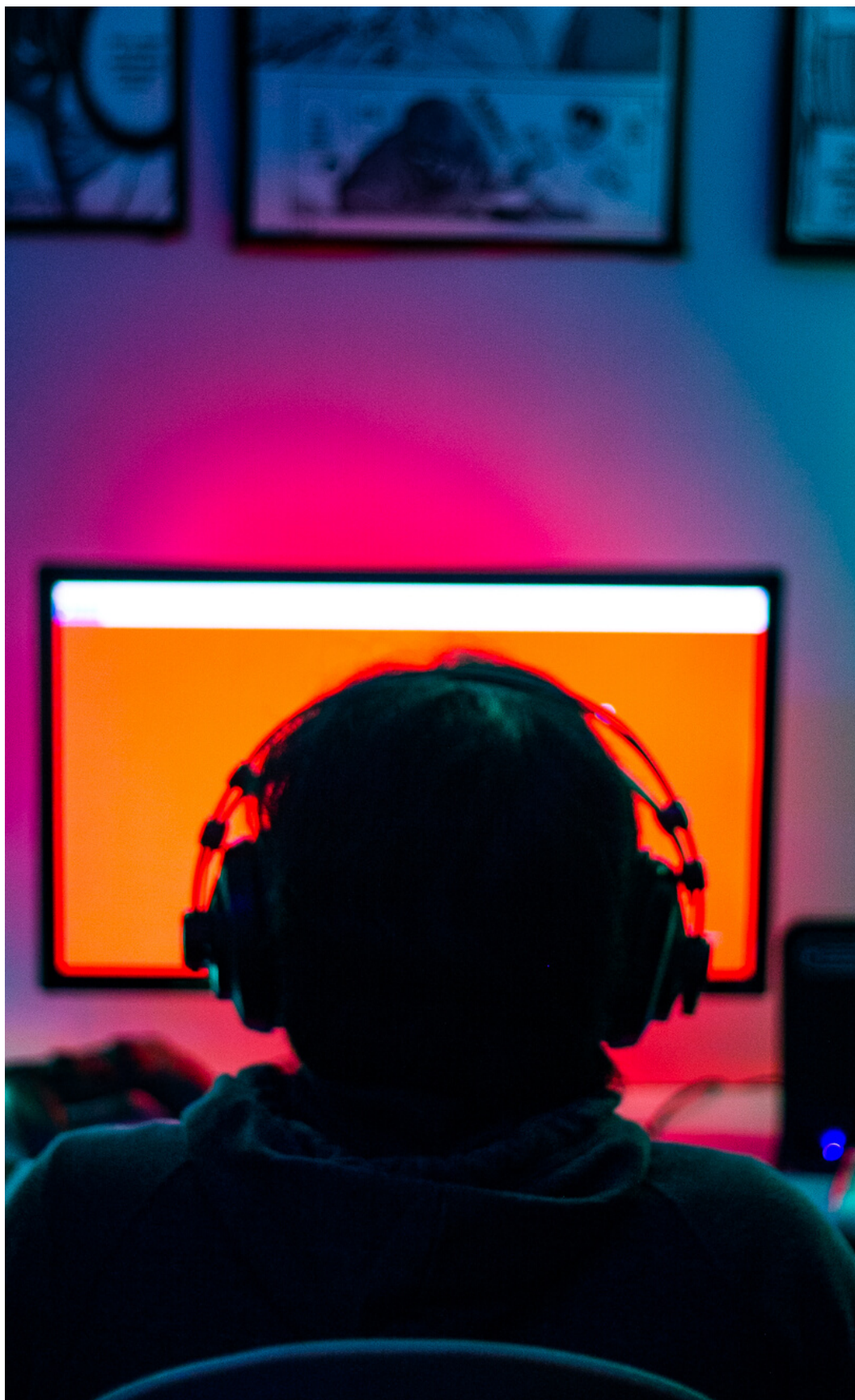


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The Foundation of
GameStop

History of GameStop

Babbage's
SOFTWARE FOR THE HOME



1984

Founded in 1984 GameStop originated in Dallas Texas as Babbage's. Named after Charles Babbage with the help of early investors, the store quickly began to focus on video game sales after the release of the Atari 2600.

1994 – 1996

In 1994, Babbage merged with Software Etc. to create the NeoStar Retail group as a stock swap. During these merges and stock swaps, there were a lot of private leadership changes.

1999

In October 1999, Barnes & Noble Booksellers bought Babbage for \$215 million. At the same time, Barnes & Noble bought the video game retailer FuncoLand and merged the two to become the GameStop we know and recognize today.

GameStop®

2004 – 2016

These were GameStop's most successful years. During this time, GameStop also began to acquire other retail stores like Blockbuster LLC, Jolt Online Gaming, and Grapevine Mills.

2020

From 2016 to 2020, GameStop's market value decreased. This was due to the declined need for physical games due to downloadable game services. In 2020, GameStop saw a rise in its stock value due to Reddit making GameStop's stock into a meme.

2022

After the GameStock meme, GameStop was given a second chance to stay open and change how they operate their business. As of 2022, GameStop split its stock to keep its value as its "hype" faded. GameStop is now joining the NFT market.





Competition

Physical Competition

Walmart,
Target,
Meijer,
BestBuy,
and any other store that sells
physical games

Digital Competition

Amazon,
Xbox,
PlayStation,
Nintendo,
Origin,
Steam,
and all the online stores of the
physical competition

[For more information, read my audit here.](#)



The New Expression for
GameStop



THE REBRAND



Responsive logo

Game**Stop**

Game**Stop**

Main logo

Game**Stop**

Game**Stop**



Tone of Voice

Empowering, knowledgeable, and bold.

GameStop will strive to create open spaces to discuss games in the gaming community. They will joke and take part of the meme culture in the gaming space.

Archetype

Jester Archetype

GameStop will take a pivoting change in persona and change to a jester. After the GameStop community turned GameStop's stock into a meme, GameStop will try to be more in tune with their community.



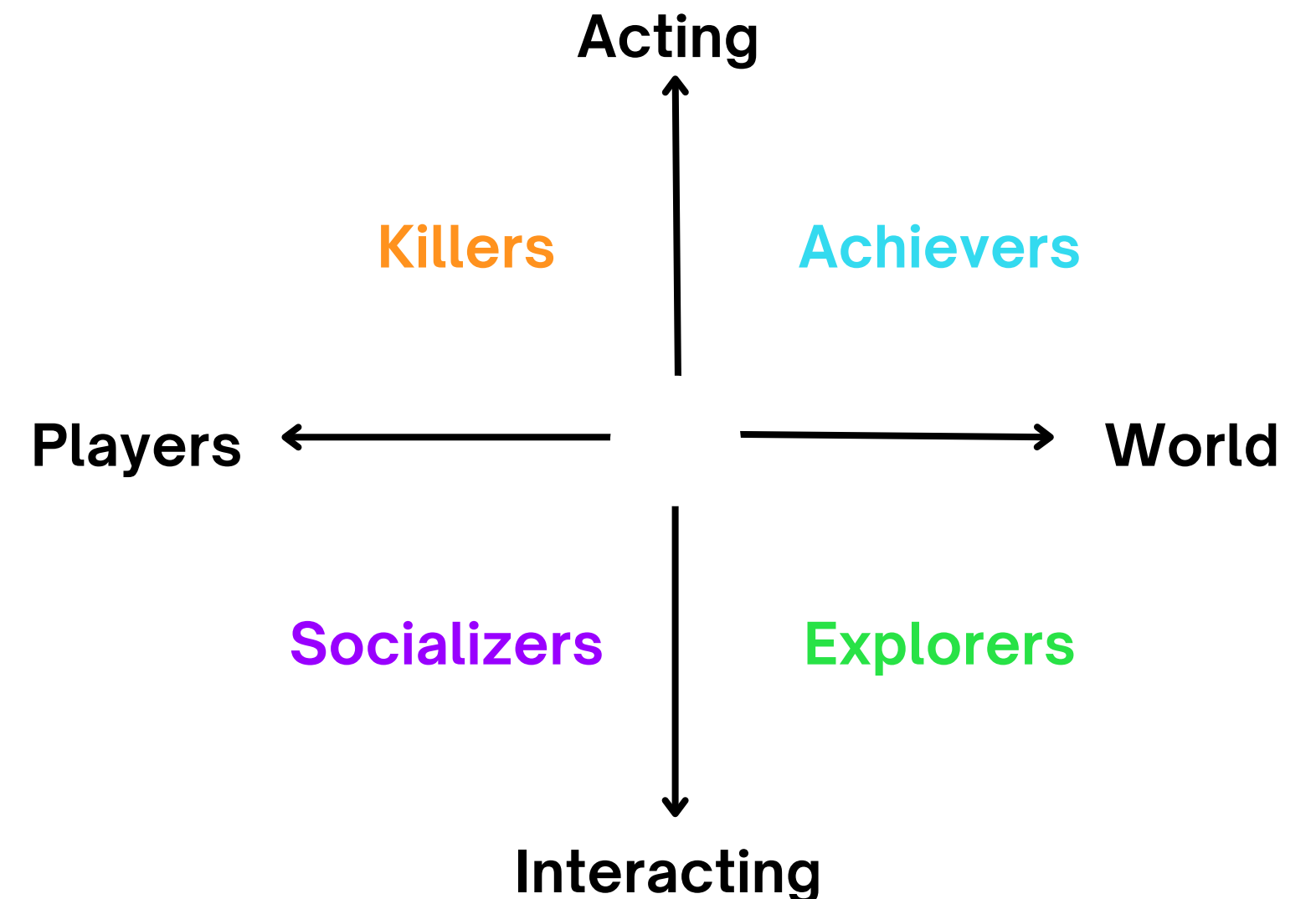
So what is

Gamification?

The Bartle player-type model

In 1996, Dr. Richard Bartle, a British professor and game researcher, created a report about different types of video game players. This study made a classing system that helps game developers build and fix their game structure around the specific player types the developers hope to attract, for games both big and small.

Today, Gamification is taking elements of game playing and applying them to other activities. An example of this would be point scoring competitions in a classroom.





GameStop

Killers interested in acting and players



GameStop

Explorers interested in interacting and world



GameStop

Socializers interested in interacting and players



GameStop

Achievers interested in acting and world



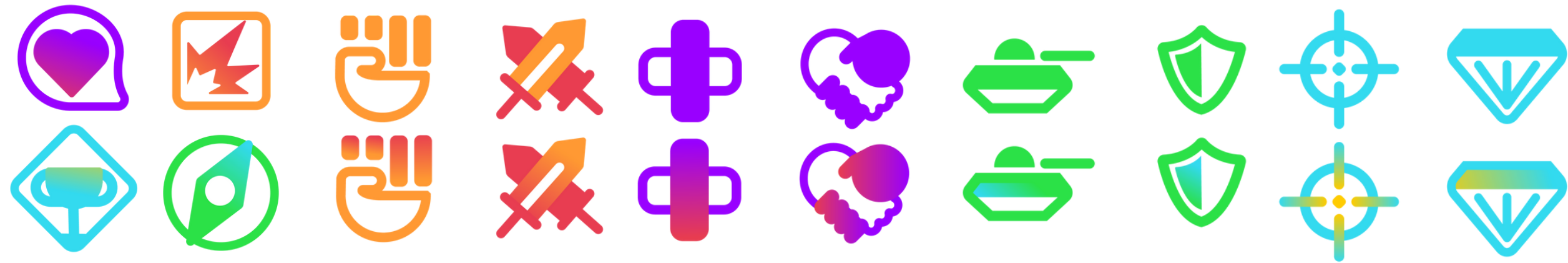
Dynamic Logos

With the rebrand, GameStop will have a dynamic logo that changes to match the four personas. This gives GameStop's target audience a feeling of partial ownership. Different merch, profiles, articles, and more can be advertised directly to each persona.

GameStop can now stop and ask how each decision the brand makes will affect its killers, socializers, explorers, and achievers.

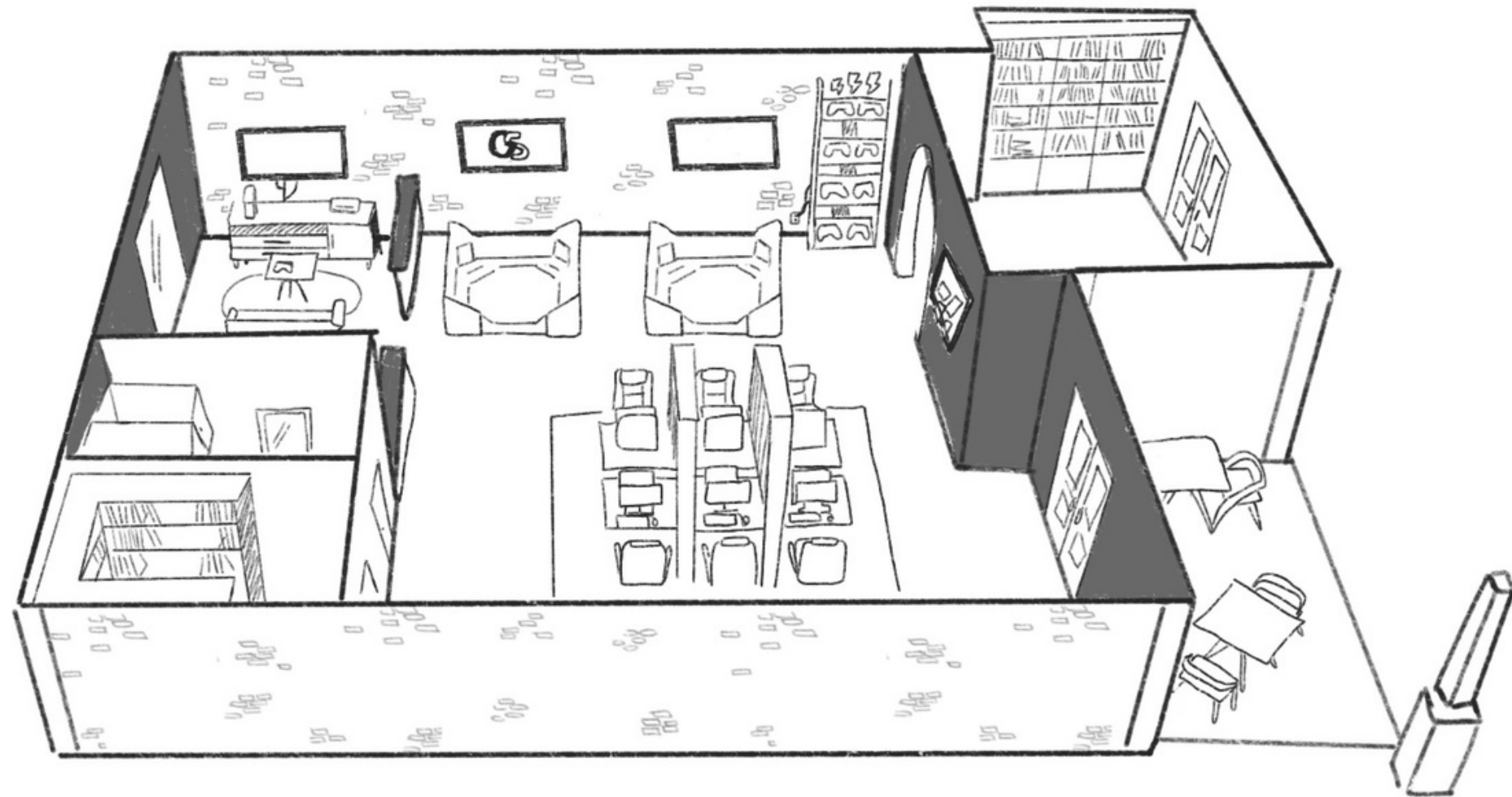
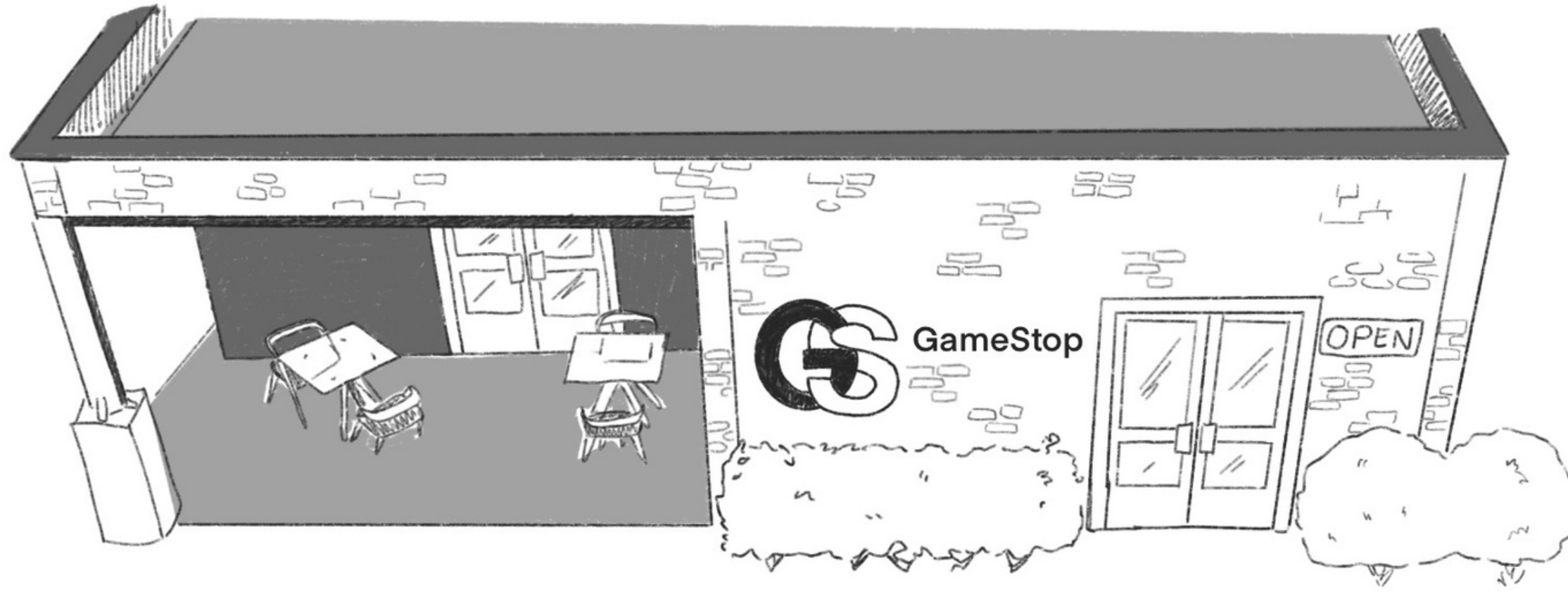
GS GameStop







The GameStop
Experience



Flexible Seating

Side Rooms

Outdoor Seating

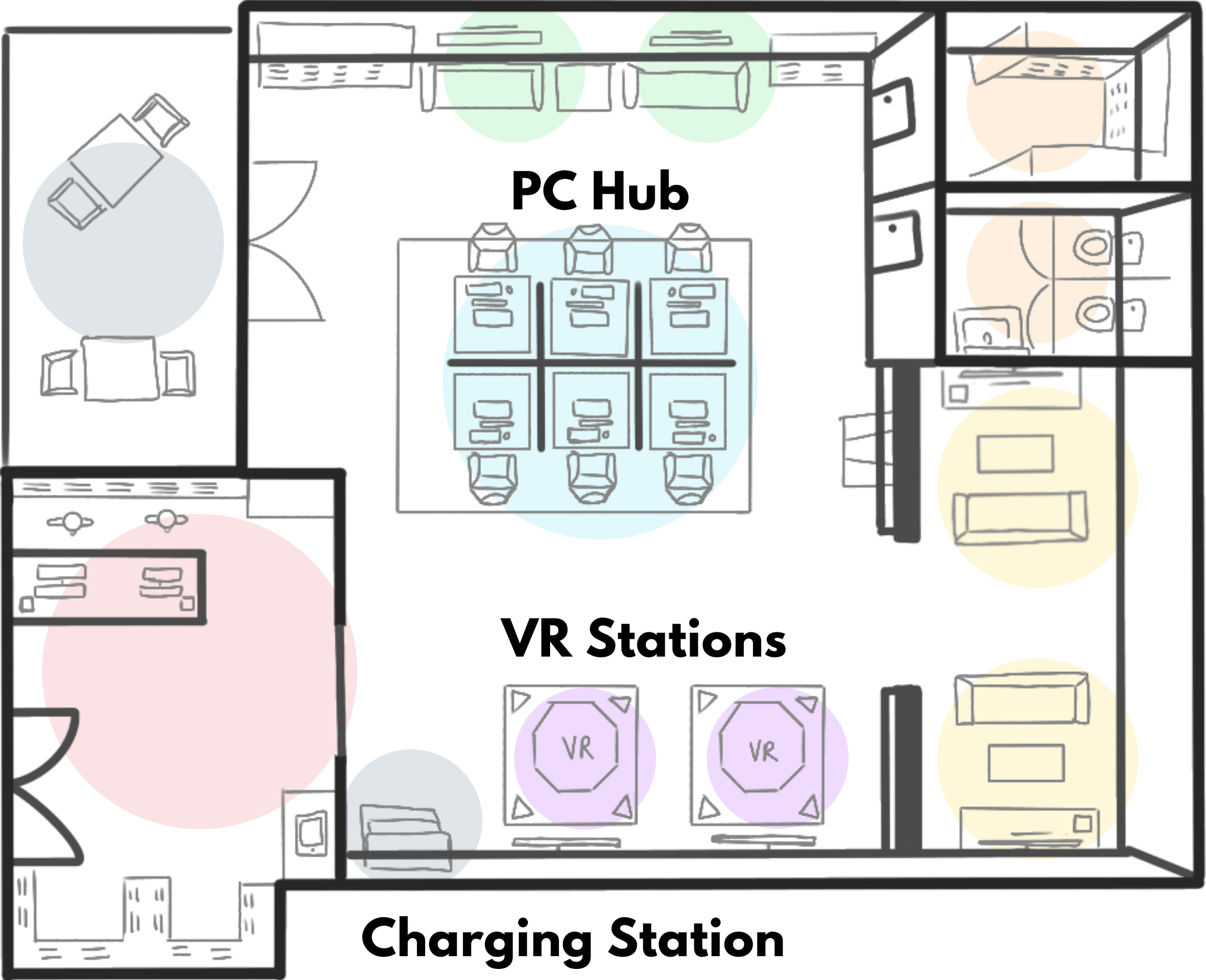
PC Hub

Couch Cubbies

Main Entrance

VR Stations

Charging Station





Main Entrance

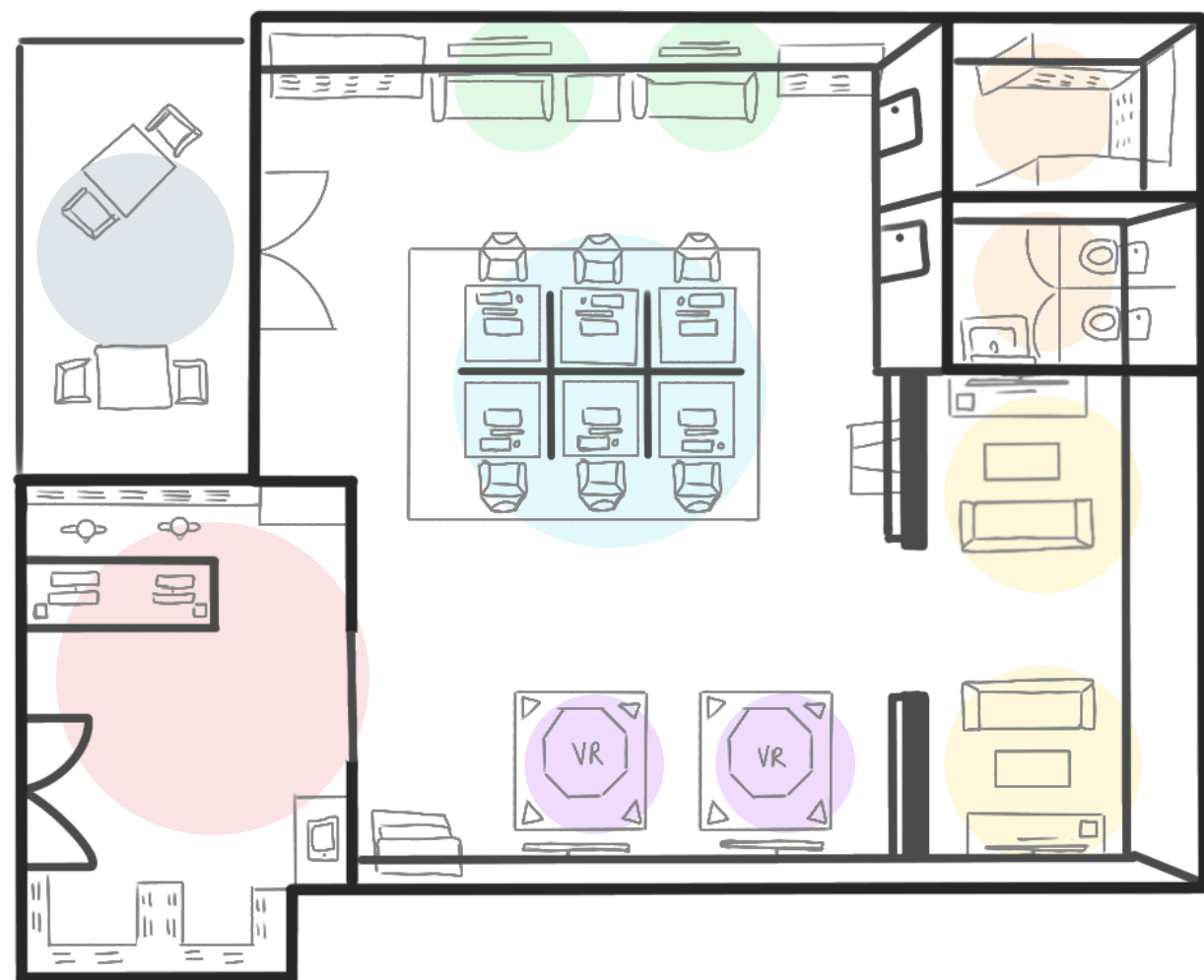
Two registers, a kiosk, shelving for new games, and a small refrigerator with branded snacks.

PC Hub

Six PC gaming setups that people can rent by the hour to play. Games are bought with licensing agreements and players are encouraged to buy games for home.

VR Stations

Two boxed-off stations will be available for VR gaming. In front, there are two TVs to view what the player is doing. These play pads have a slight wall and can be sealed off for the player and other gamers' safety.



Side Rooms

The first room is a locked storage room for employees. The second room is a unisex bathroom for guests

Couch Cubbies

Two couches facing away from one another are available to play console games that require TVs. The TVs will be set up with Bluetooth headphones, an Xbox, PlayStation, and a Nintendo Switch.

Other

All spaces are designed to be modular. If one location has more PC gamers, then the GameStop can customize their space for their needs.



Introducing
The GameStop Lounge



Membership Program

Like the old membership program, GameStop will add tiered memberships focused on the amount of time players game in the new lounge. Full-time members will be able to schedule their seating, get first access to games, and earn 3x points. Part-time members can see what seating is available, have first access to games, and earn 2x points for purchases.



Discord User

Community Unites

Discord

GameStop will need to create a Discord community to keep a pulse on how its users feel. This will act as touchpoints and current consumer engagement.

GameStop needs to meet people in new spaces by creating gaming lounges and meeting players in the Web 3.0 and metaverse space.

Twitch

Joining the gaming community where they are the most is critical for GameStop's rebrand. This means GameStop will need to sponsor Twitch streamers and even host events in their new gaming lounge. This will generate interest and drive more people into the store.

Other Deliverables

Pins, paper bags, and other merchandise for future sales.



GameStop



GameStop