



— A MULTICULTURAL MARKETING CAMPAIGN —

# CAMP GAME CHANGE

A Summer Camp for Community-Building  
with Black Boys (Ages 13-15)



# NINTENDO CHANGES LIVES ONE GAME AT A TIME

Nintendo has demonstrated a firm commitment to making safe spaces for multicultural audiences since its equity initiative in 2020.

Through its immensely popular game *Animal Crossing: New Horizons*, Nintendo can continue to change lives by fostering community with Black gamers.





# BUSINESS GOAL

To bolster Nintendo's equity initiative and brand loyalty through authentic connections with Black male teens.





# PREVIOUS CAMPAIGN SUCCESS



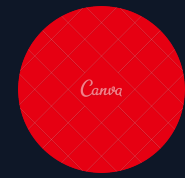
## Global Pride Partnership

25 million impressions on social  
4 million news coverage views  
(June 2020)



## Gillette Venus Partnership

(Aug 2020)



# COMPETITOR SUCCESS



**Minecraft's Good Trouble**  
(February 2022)



**Playstation's Play Has No Limits**  
(Aug 2020)



## OUR CAMPAIGN OBJECTIVE

To leverage the world-building gameplay of *Animal Crossing: New Horizons* to encourage community-building skills and emphasize safe spaces for connection for Black boys.



# ANIMAL CROSSING AS A SAFE SPACE

- Animal Crossing focuses on **cooperation** over competition
- Players can play at their own pace or spend time with their peers
- Gameplay is accessible and family-friendly (its PEGI rating is ages 3+) with its colourful design, simple syntax and easy controls

Source: [Econsultancy](#). (2020)



---

# IDEAL PRIORITY AUDIENCE

## Demographics

- **Ages:** 13-15
- **Ethnicity:** Black, African American
- **Gender:** Male-identified
- **Socioeconomic status:** Low-income
- **Geographic location:** South King County, WA

## Psychographics

- **Gaming enthusiasts**
- **Tech-savvy** and digitally engaged
- Desire for **social connectedness**
- Need for **self-expression**





# WHY THIS AGE



Black Americans are more likely to experience violence at an early age

## Ages 14-17

Research shows Black teens commit gun homicide at more than 10 times the rate of white and Hispanic teenagers combined

## Ages 12-14

The early adolescent years are a crucial time when youth are exposed to gangs and may consider joining a gang

Source: [NYPost](#) (2022) and [nationalgangcenter](#) (2015)

# WHY THIS AGE

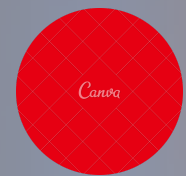
- ⊕ Positive peer association encourages positive youth development among Black American youth from low-income, urban communities.

Without protective factors such as positive social connections, Black youth will often experience negative outcomes and can succumb to negative forces such as gangs and violence.

Source: Journal of Adolescent Research (2018)

---

# WHY BLACK GAMERS



Black Americans teens **like and buy** gaming and tech

## #2

Black Americans are the second-likeliest ethnic group to play games after Asian Americans

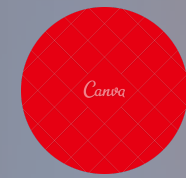
## 73%

of African Americans ages 13+ are gamers, as compared to 66% of the total population

Source: [Nielsen](#) (2018) and [Pew Research](#) (2015)

---

# WHY BLACK GAMERS



Black teens play a lot of video games, but usually **not Nintendo**

**83%**

of African American teens report playing video games compared to 71% of white teens

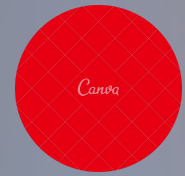
**18%**

of Black gamers 13+ have the lowest intent to purchase a Nintendo Switch when compared to total gamers (23%)

Source: [Pew Research](#) (2015) & [Nielsen](#) (2018)

---

# WHY BLACK GAMERS



Black teens value brands that prioritize diversity

**47%**

of Black gamers won't play games they think aren't made for them

**over 75%**

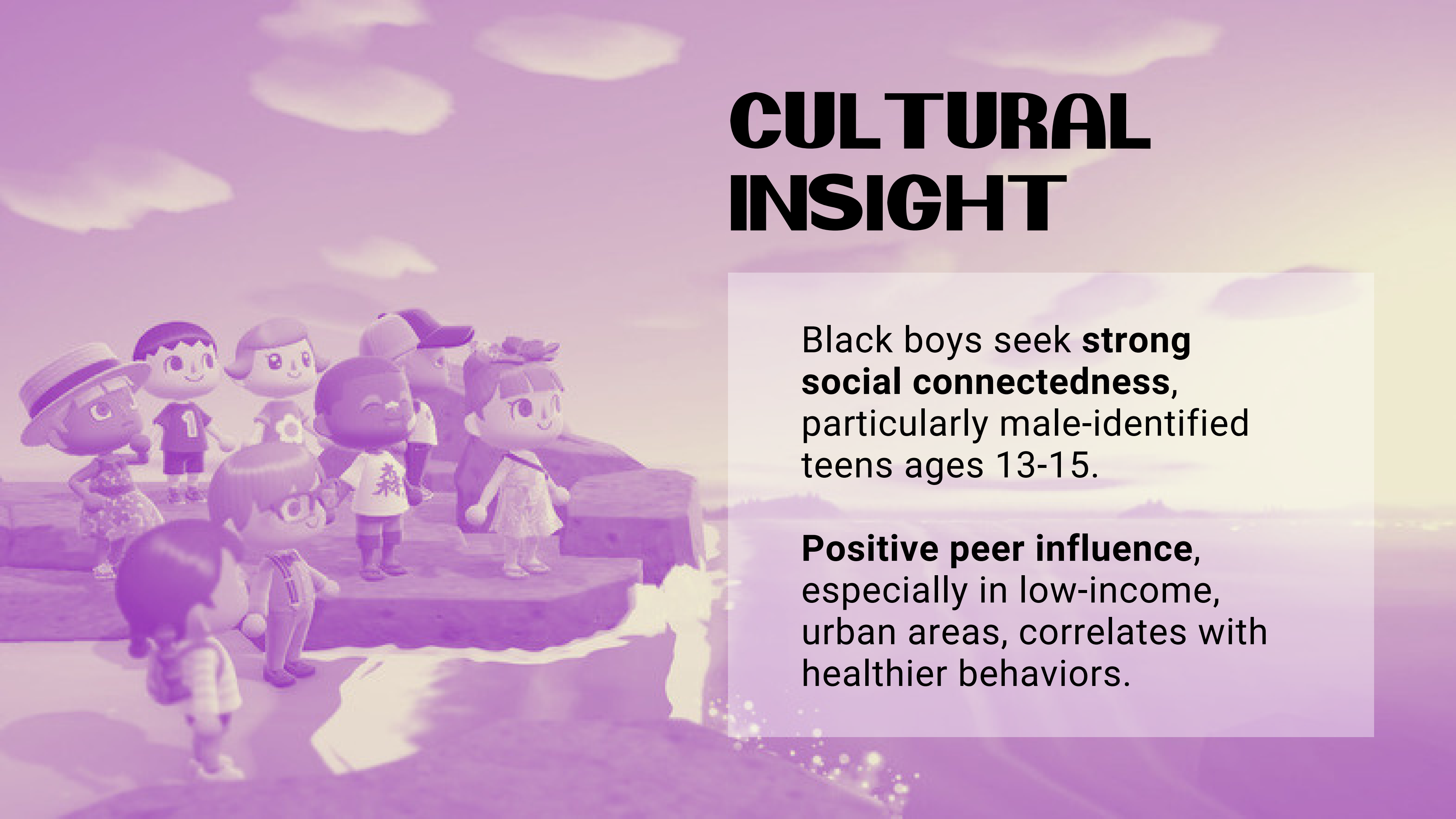
of Black consumers and teens report being more likely to trust brands that represent diversity in ads; twice as many compared to all consumers (38%)

Source: [Newzoo](#) (2021) and [Adobe](#) (2019)

# CULTURAL INSIGHT

Black boys seek **strong social connectedness**, particularly male-identified teens ages 13-15.

**Positive peer influence**, especially in low-income, urban areas, correlates with healthier behaviors.



# PARTNERSHIPS

Partnering with locally established youth groups will increase reach and trust with our ideal priority audience.



GLOVER  
EMPOWER  
MENTORING



Urban League of  
Metropolitan Seattle

Two nonprofits that foster the empowerment of Black youth in South King County through education and healthy relationship building.

# CAMPAIGN CONCEPT

## **CAMP** GAME CHANGE

A weekly summer camp at Nintendo's Redmond HQ for Black boys (age 13-15) during the month of July 2024.





# WHY A TEEN SUMMER CAMP IN KING COUNTY

- **There is strong evidence** that summer programs for youth at risk of crime involvement can decrease violent-crime arrests
- **South King County** offers a strategic location for the campaign, as it has a significant Black population and is close to Nintendo's Redmond office
- **A trend among Black parents** is choosing programs that keep their children excited about learning, teach them new skills, and prevent them from losing academic ground

Source: [Word In Black, Shaping Summertime Experiences](#)

# CAMPAIGN HIGHLIGHTS

The camp will give Black male youth exposure to Nintendo products and the ability witness firsthand they are welcome and valued within gaming spaces.



Hyperlocal, four, week-long day-camps, hosted by local youth organizations accommodating 15 new Black teens each week at Nintendo HQ

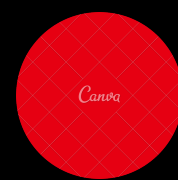


Camps will celebrate safe spaces for Black teens through a virtual Black Pride island in Animal Crossing: New Horizons. Players will help build virtual communities in the game together

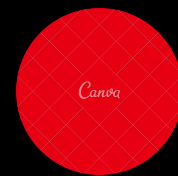


Free to all participants

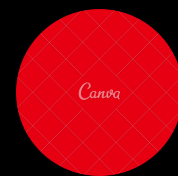
# AUDIENCE BARRIERS



Lack of trust and experience with camps + camp leadership

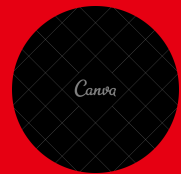


Limited access to resources and opportunities in gaming

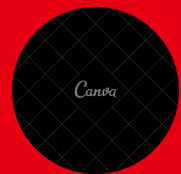


Transportation to Redmond, perception of camps being prohibitively high-cost

# SOLUTIONS TO AUDIENCE BARRIERS



**Lack of trust:** Partners oversee recruitment + implementation through existing trusted relationships with low-income Black communities



**Limited access:** Nintendo offers access to previously inaccessible resources that foster self-expression + community-building through gaming



**Cost + transport:** Free to all; transport provided

---

# CUSTOMER JOURNEY

## AWARENESS

- Highlight Nintendo's commitment to diversity and inclusion
- Position Nintendo as a brand that resonates with Black youth values and gaming aspirations
- Camp intended to be a transformative experience

# BUDGET

**\$80,000**

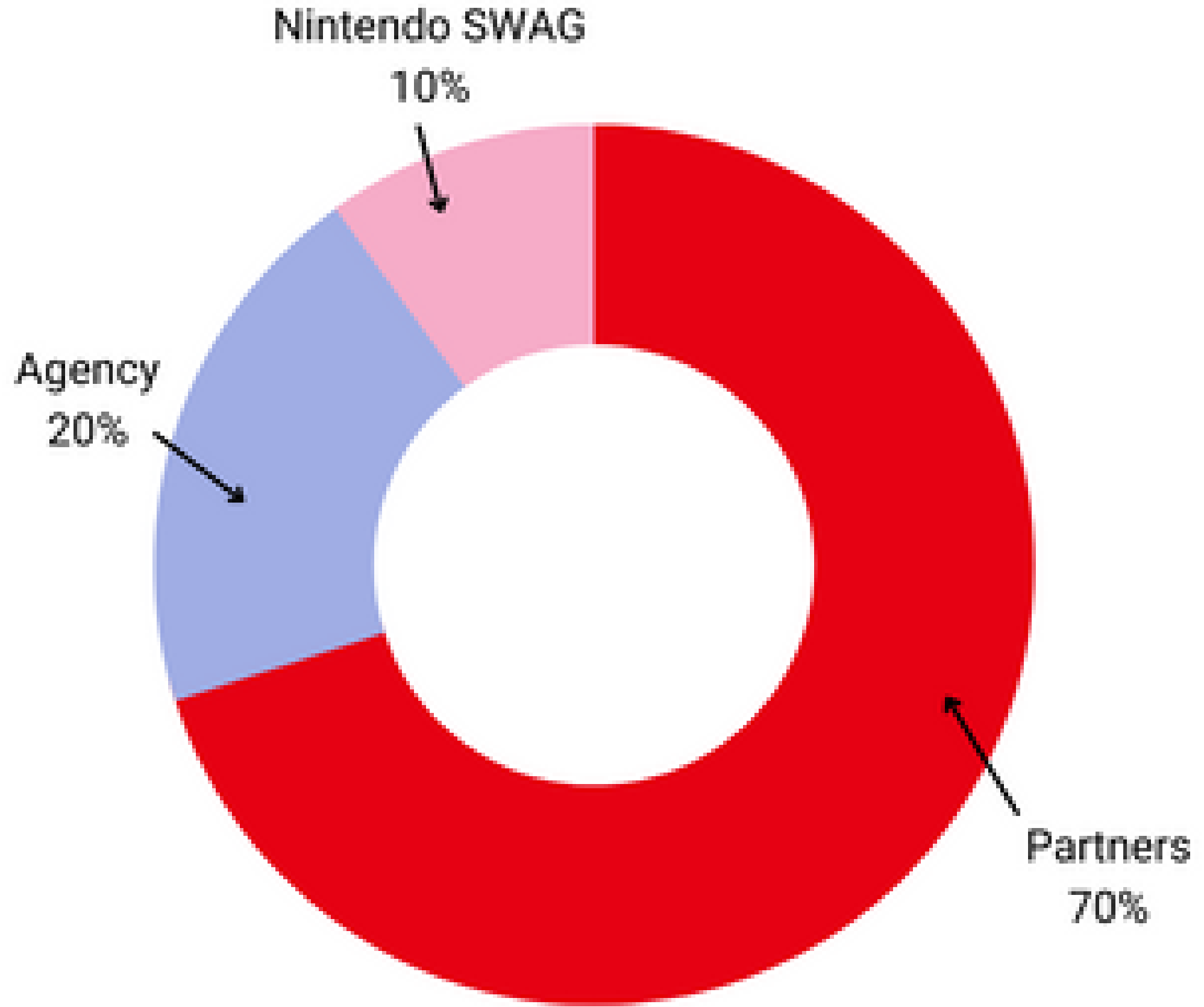
## Partner Funds: 56K

Camp operations  
Employee compensation  
Camp food  
Marketing distribution  
Transportation

## SWAG: 8K

## Agency Funds: 16K

coordination  
graphic design  
copywriting  
promotional video  
participant survey





# MEASURING SUCCESS

Survey of campers before and after sessions, with results exhibiting:

- 20% higher understanding and ability to engage in community-building
- 20% increase in positive association with Nintendo as a brand

10% increased engagement on social with Animal Crossing and localized hashtags

# NATIONAL ROLLOUT

**Yearly traveling camp  
starting summer 2025**

## **PURPOSE**

Build relationships within large Black  
gamer populations

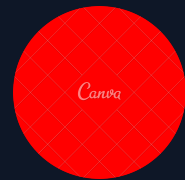
## **DESCRIPTION**

Different city each summer: New York, Los  
Angeles, Chicago, Houston, Baltimore, Atlanta,  
Detroit





# EQUITY ADVANCEMENT



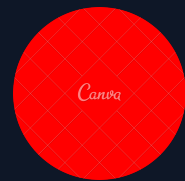
## FUNDING

Distributing the majority of the funds to our partners ensures that benefits directly reach the intended community



## ACCESS

Proving access to resources like space and equipment removes huge barriers to community building



## COMMUNITY

Emphasizing healthy models of social connectedness inspires confidence in equitable narratives



---

# WHY NOW

- ✔ **BOLSTER YOUR EQUITY INITIATIVE**
- ✔ **DEMONSTRATE SOCIAL RESPONSIBILITY**
- ✔ **STRENGTHEN BRAND LOYALTY**

**CHANGE THE GAME**

Greenlight "Camp Game Change" now!

— THANK YOU! —

# REFERENCES

## NINTENDO / ANIMAL CROSSING

- [Nintendo of America publishes statement regarding Black Lives Matter \(2020\)](#)
- [Best-selling Switch games \(2023\)](#)
- [Gillette Venus Partnership \(2020\)](#)
- [Global Pride Partnership \(2020\)](#)
- [The Animal Crossing phenomenon: More than just good timing \(2020\)](#)
- [Culture Crossings: Black Gamers Make a Homebase in Animal Crossing: New Horizons - American Urban Radio Networks \(2020\)](#)
- ['Animal Crossing: New Horizons' Is Serving As A Means To Connect Black People Globally - Okayplayer \(2020\)](#)

## IDEAL PRIORITY AUDIENCE

- [Top killer of black kids \(2022\)](#)
- [National Gang Center \(2015\)](#)
- [Journal of Adolescent Research: Positive Peer Association among Black American Youth \(2018\)](#)
- [Pew: Video Games Are Key Elements in Friendships for Many Boys \(2015\)](#)
- [Shining the Spotlight on Black Gamers | Newzoo \(2021\)](#)
- [Nielsen: Amplifying Black Voices \(2022\)](#)
- [Nielsen: The Digital Lives of Black Consumers \(2018\)](#)
- [Adobe: Diversity Remains a Challenge \(2019\)](#)

## BARRIERS / MOTIVATIONS

- [#WordinBlack: Why Black students thrive in summer camp | AFRO American Newspapers \(2022\)](#)
- [Shaping Summertime Experiences \(2019\)](#)
- [Systems at Play: Game Design as an Approach for Teen Self-Expression \(2020\)](#)
- [The Race Gap | King County, WA \(2020\)](#)
- [Rising Cost of Summer Camps \(2023\)](#)
- [Racism in King County | Communities Count \(2021\)](#)
- [Being Black in Gaming Spaces \(2022\)](#)
- [Black game developers: Diversity push is lots of talk, little progress | The Washington Post \(2022\)](#)