***Call of Duty: Black Ops 4***

The company known as Treyarch didn’t come about until 1996. Prior to that period in time its flagship company Activision had been doing very well for itself and as a result Treyarch was created to meet the demand for faster releases and more released games in the years to come. Treyarch studios is a subsidiary company of video game publisher Activision. The company initially included David Crane and Alan Miller who left Atari in 1979 after a dispute regarding royalties. Later they were joined by fellow designers Larry Kaplan and Bob Whitehead under the direction of entertainment executive Jim Levy (Account, Treyarch). In 2003 prior to the release of the first Call of Duty Activision purchased Infinity Ward solidifying what would later secure it’s place as one of the largest video game companies. Founded as an independent game development studio in 1996 by Peter Akemann and Don Likeness under the wing of Activision created the Call of Duty: Black Ops series which dedicates much of its success to innovative contributions such as zombies which were implemented after legal disputes following the original release of Nazi Zombies in Call of Duty: World at War (Treyarch Company).

The major goal of Treyarch is the continued success of both its Black Ops series and its partnership with Activision which combine to create a thriving industry. One of the major goals of this campaign is to bring attention as well as hype to the newest innovation by Treyarch in the form of their take on the Battle Royale genre known as Blackout. Another goal on Treyarch’s part is to bring back diehard fans, as well as fanboys of the Fortnite, and games like that of PlayerUnknownsBattleground (PUBG) to the Call of Duty series (Activision About Us). From what I gathered the primary social medias are Twitter, and Youtube in that order with David Vonderhaar being something of a media sensation, he is commonly referred to as Lord Vonderhaar (Account, Lord).

After reading chapter 2 I managed to gleam a minor insight to the inner workings of one of the largest video game companies today. As I learned Treyarch falls under a large list of subsidiary companies overseen by Activision, a company known for its wide player base and even larger fanbase. The game’s first social media release was May 23rd when the reveal was linked to a broadcast via twitter and had over 80million live streamers. The game releases on October 12th, so roughly 5 months of social media coverage and will dwindle at a steady pace following the game’s release. This is due to the retention rates and complaints about in game details as much as it is due to the fact that shortly after this game releases another social media awareness is usually raised with downloadable content (DLC) which is produced every 4 or so months to keep saturation full (Ray, Michael).

The market segmentation is a large mix of demographics. The following personas would best describe the majority of the demographics: Timmy Teen relies on his parents to buy him the game as a gift, knowing that he’ll spend large amounts of time on the game as a result his grades will slip which results in said game being taken as disciplinary action. Martha middle, a recent statistic proved that more women play video games than men, although this demographic age ranges from teens-middle aged women. Walter Workman after a hard day at work that wasn’t very fulfilling and didn’t pay well Walter decides to switch on the newest game for a shot of self-esteem and some fun that is otherwise lacking in his life. Finally, there is Dani dedication who is known for their dedication to the franchise the old-school feel will be present with most of the same mechanics only tweaked slightly so the game looks and feels mostly the same but brings enough variety to bring in new audiences. As far as geographic demographics go it seems that this franchise targets first world countries with the United States making up a large portion of their western hemisphere sales (Activision Acquires).

The reason I chose this Social Media campaign is because not only do I have a passion for playing video games, but I think it’s fascinating the amount of work that goes into creating and distributing them. Because of this my degree has taken me on a path that will hopefully allow me to learn the skills necessary to create games, and market myself to a company similar to Epic Games which created Fortnite, Activision which leads the Call of Duty development, and Assassin Creed’s developer Ubisoft. Something I learned throughout the years is that Activision counts on the fact that when they release additional content for their games that people will buy it up resulting in further sales, players getting back into the game and of course expanding the number of players joining the community. However, they don’t capitalize on key points like linking the companies websites or showing who the director is, as you mentioned in class they aren’t utilizing some of the basic concepts to reinforce their product or to increase their exposure to their audience which is fragmented between developers such as Treyarch, Infinity ward, Sledgehammer games, Ravensoft, and Visceral games.

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