



dynvibe

SOCIAL MEDIA INTELLIGENCE

Nintendo Switch, the summary of a risky launch



01

Introduction

Nintendo ranks among the major players in the video game sector. **While the brand was a benchmark during the golden age of home consoles** and up to the 2000s, **it has now been overtaken by behemoths** like Sony and Microsoft. On **March 3rd, 2017**, in an attempt to regain control of the market, Nintendo released a new concept for consoles: a **hybrid** device which can be **played at home as well as on-the-go**.

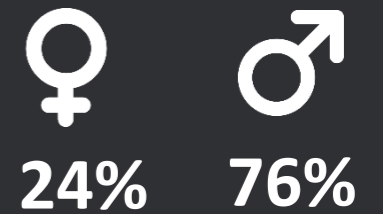
Dynvibe, a specialist in strategic social media monitoring, has analyzed nearly **2000 conversations from France and the United States** to identify the expectations and the opinions of the gaming community regarding this new hybrid device.

A young masculine target group

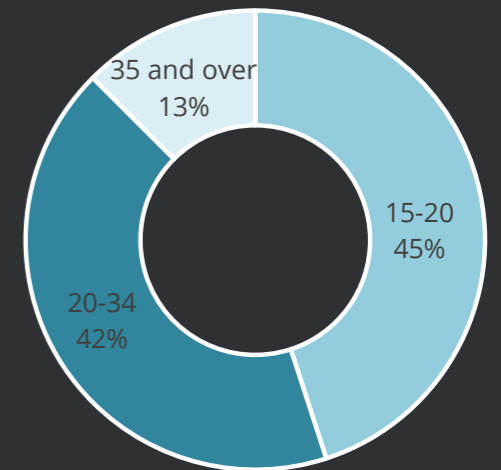
The analysis of the profiles of American and French internet users who expressed an opinion about the Nintendo Switch shows that it is a **relatively young and mainly male population**.

In France, the release of the new console is commented on extensively by **the 15-20 and the 20-35 age** groups who represent respectively 42% and 45% of the profiles.

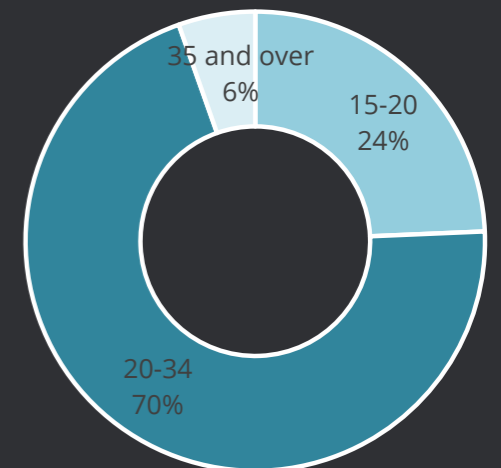
In the United States, the population concerned is **slightly older**, concentrated mostly in the **20-35** age group (70% of profiles).



Breakdown by age range (FR)



Breakdown by age range (US)



03 Gamers, owners

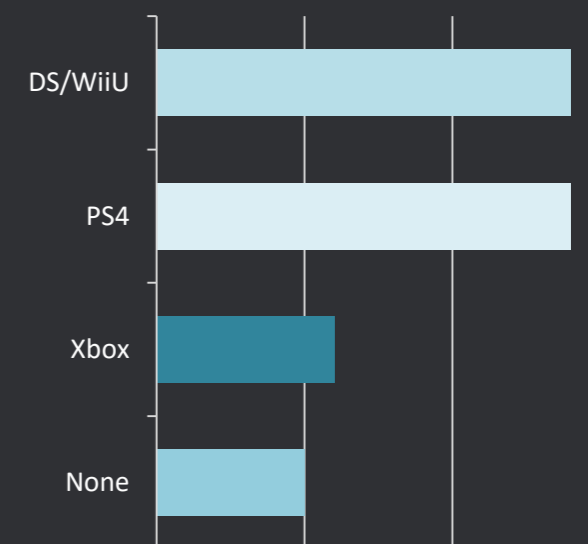
The vast majority of internet users who expressed an opinion are **more or less “hardcore” gamers**. Many visit **blogs or other specialized sites** to keep themselves fully up to date with innovations in the sector. Some regularly participate **in forum discussions**.

Many of them (French and American) **admit that they already own a console**: many have a Nintendo 3DS and/or a Sony PlayStation 4.

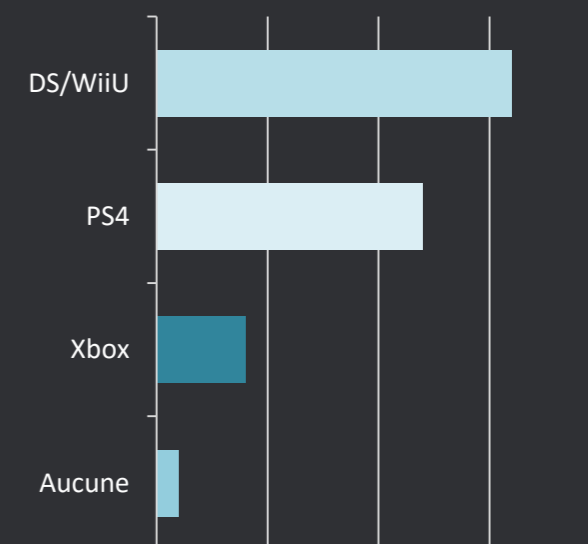
It is notable that there are also comments from **non-gamer** profiles (in the French market particularly). For them, the Switch is **an attractive console with an image that’s more “casual gaming”** than its Sony and Microsoft competitors.



Breakdown by console ownership (FR)



Breakdown by console ownership (US)



Panel : 250 representative profiles from the 2000 conversations analyzed

“

Here is my problem, I'm a lapsed Nintendo fan. I want to love Nintendo again but they keep making mistakes. They lost me with the Wii and never got me back. The WiiU was an abject failure. The NES Classic has been a complete boondoggle. I have such fond memories of playing Pokémon on my Game Boy Color, Super Mario Bros 3 on my NES, Super Mario Sunshine on my GameCube and so on. I want that Nintendo back.

I really hope the Switch is a success, if it is a success I hopefully won't be a lapsed fan any more.

“

Je trouve que la Switch est en phase avec son époque et je suis ravi que Nintendo n'ait pas fait une PS4 bis bis. J'ai plus ou moins lâché Nintendo il y a environ dix ans. Non pas parce que j'avais mes premiers poils sur le torse et que c'est pour les gamins mais parce que les jeux proposés m'intéressaient moins.

J'aime beaucoup ma PS4 Pro, serai ravi de me prendre une Scorpio si les exclusivités et suis enchanté de retrouver le "Seal of Quality" Nintendo avec ce Breath of the Wild qui m'enchanté un peu plus minute après minute.

To rekindle fan enthusiasm

Since the 1980s Nintendo has been the **benchmark in the video game** market. In fact, the Japanese brand owns some of **the most successful and lucrative titles**: Mario, Zelda and Pokémon. In recent years however it has **suffered from some major strategic errors** which have had a significant impact on its brand image in the gaming community.

This is the case for example with the Wii which despite having had some commercial success, has **alienated a large number of players** who have not been drawn to this device with its catalog that's too targeted at children and lacking "Third Party Games". This disillusionment is even greater with the Wii U: a limited catalog and **graphic performance considered poor** when compared to its Microsoft and Sony competitors.

However, these disappointed gamers **still claim to have a very strong attachment to the brand today**. Many talk about their **nostalgia** for "the great days of Nintendo" and of their affection for the brand which knew how to create **unforgettable memories** for them. With the Switch, **these internet users hope to rediscover a brand that has learned from its mistakes**.

Many preconceptions pre-launch

Technical performance questioned

When internet users were sharing their expectations about the Switch in the run-up to the launch, many expressed their **fears about the hybrid aspect of the device**.

According to them, a console which is both portable and “fixed” can’t provide a **performance comparable to home consoles** or offer **quality graphics** at the levels already established by Sony and Microsoft.

In addition, for many, the Switch runs **the risk of being seen as “a gadget”** among the other available consoles.



Autrement dit, la Switch n'atteint même pas la moitié de la puissance de la PS4. Donc les jeux AAA multi-plateformes ne pourront pas tourner sur la Switch, sauf dans des versions fortement rabotées.



*I can't wait 'til a better version of the #NintendoSwitch is released next year at the current price.
#justnintendothings*



Early #NintendoSwitch reviews seem to echo one another: innovative, but feels rushed. Could have benefited from having another 6-12 months.



Ça sera jamais le cas avec Nintendo (trop cher mon fils) mais on peut espérer qu'ils trouvent une parade. Je suis certains que cette machine est sortie TROP TÔT, les nombreux petits pépins de la bécane semblent le prouver. Finalement l'achat d'occasion est rassurant sur cette machine : on sait direct si l'écran & co sont fonctionnels

A line up which is not convincing enough

The main weakness raised by internet users is the list of games available at the time the product was launched: most releases will take place later in the year.

But future games are also criticized, notably those originally sold with the WiiU and remastered for the Switch. What's more, Nintendo charges prices that few internet users are prepared to pay: for example, 50€ for Mario Kart 8, launched on the WiiU on May 29th, 2014, and containing very few differences in the Switch version.

Many are therefore making the decision to wait for the 2017 Christmas holiday to buy the console when the number of Switch games will be more substantial.



“

I haven't seen much on how the Wii U performance is, as I wouldn't mind picking it up for that. I simply cannot afford another console for just 2 games.

“

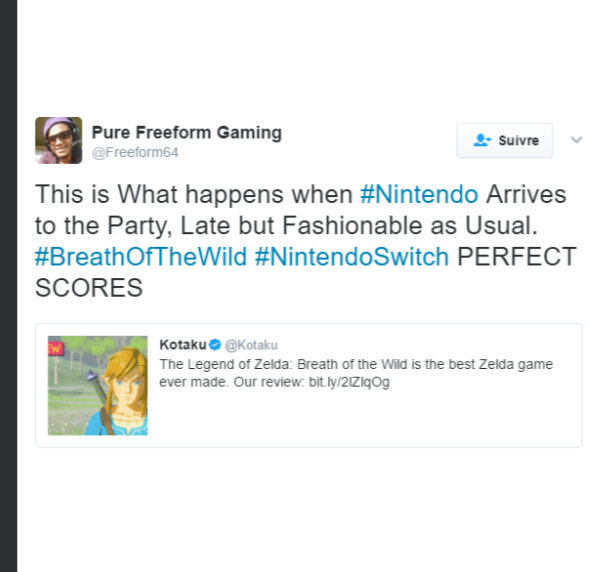
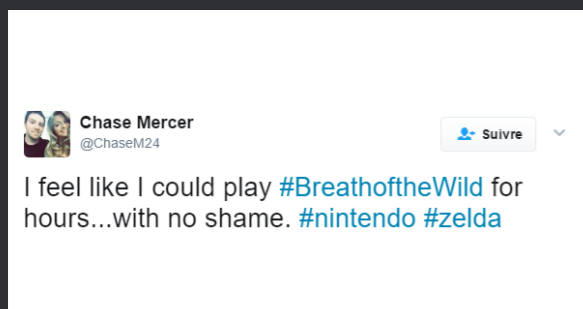
Sur #NintendoSwitch il y a plus de couleurs de manettes que de jeux....

“

Nintendo qui fait la pub de la Switch avec Splatoon 2, un jeu qui ne sort pas avant cet été... Ce line up de la tristesse

“

La pub Switch qui montre du MK8 et Splatoon 2 "le 3 mars". Deux jeux qui sortent fin avril et en juillet. Vous n'avez pas honte Nintendo?

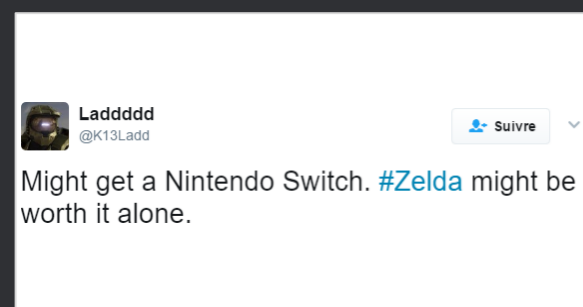


A console that's supported mainly by the Zelda game



While the gamers are unanimously **express their reservations about the weaknesses of the Switch** itself, they are in agreement about the **extraordinary quality of its main game: Zelda Breath of the Wild (BOTW)**

It appears that many consumers are ready to invest in the console on the day of its launch with **the single aim of being among the first to be able to play Zelda.**



08 Early adopters captivated

Despite the apprehension mentioned above, the user experiences of the first gamers to have acquired the console are very positive.

It seems that the portable aspect is the most frequently admired characteristic. The majority of gamers post photos showing the device in **portable mode or tablet mode** with the controllers detached.

Many highly value the fact that they **are able to take “mature”** video games (as opposed to the more infantile 3D games) **with them everywhere** at a **720p** quality which has never been possible before.

In addition, while some players had expressed concerns about the technical performance of the console (compared to other home consoles) prior to purchase, **as a portable console it is regarded as being the most powerful device on the market.**



*An experience you take with you #a2
#annarbor #drinklocal #thaitea
#nintendoswitch #breathofthewild*



*My favorite thing about the Switch, its
ability to go anywhere! Currently waiting
for an ECU update for my Mazda CX-5
and playing some Zelda! #nintendo
#goanywhereregaming #nintendoswitch
#mazda #mazdacx5*



*Player's routine 🎮👤📱 #games
#switch #nintendoswitch #nintendo
#zelda #thelegendofzelda
#pleasure #detente*



*Waouh la Switch on peut vraiment
l'emporter partout #NintendoSwitch
#JeVote
#ElectionsPresidentielles2017*



Anne-Cécile
GUILLEMOT

Co-founder of Dynvibe
and director of the study department

Expert Opinion



This web listening study shows that **with the Switch, Nintendo has started to re-captivate a community of gamers** who experienced the golden age of the firm in the 1980-90s and who, in spite of widespread disillusionment linked to some controversial strategic choices, continue to display strong affection for the brand.

It also appears that a many internet users do not regard the Switch as a direct competitor to the PS4 or the Xbox consoles but as a way of taking the games they like with them while maintaining high-quality graphics. For these multi-device consumers, Nintendo seems to have **succeeded in creating a “gaming moment” of its own.**

While there are very favorable sales predictions for the Japanese company, the coming months will allow us to see if, with the Switch, Nintendo has **succeeded in re-establishing its position in the video game market.**

About dynvibe

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Created in 2009 by Anne-Cécile and Nicolas Guillemot, Dynvibe is regarded as one of the pioneers and leaders of social media strategic intelligence. At the forefront of innovation, the firm produces and delivers, via its strategic analysis unit, consumer studies generated from information available in the social sphere.

Dynvibe gathers and analyzes this information using two complementary platforms which are placed at the disposal of their clients:



Dynvibe Sphere : an intuitive and powerful dashboard for listening, observing, following and analysing the social sphere



Dynvibe Pages : a tool to measure Facebook pages, to follow their performance and compare it to that of their competitors

Dynvibe has numerous international clients like L'Oréal, PUIG (Paco Rabanne, Nina Ricci etc.), Zara, Dior, Ipsos, La Redoute, Walt Disney etc.

