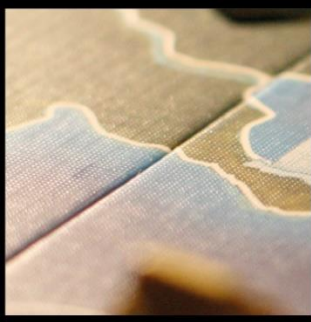
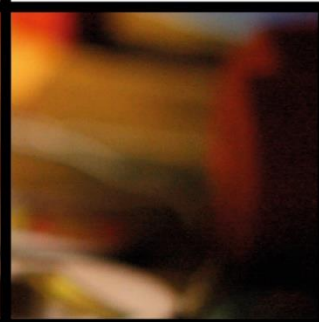


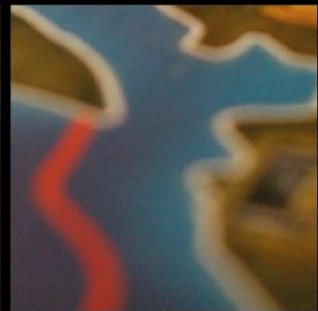
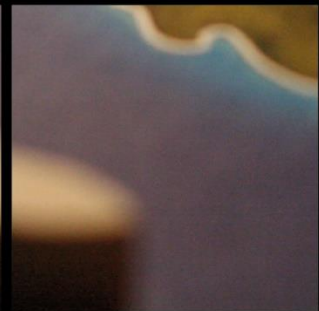
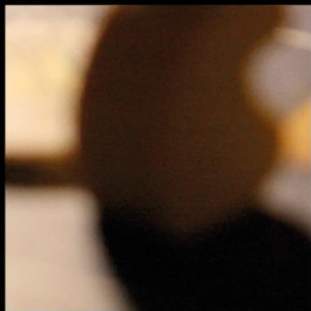
PEER PLAY2

Communication Report

Created by Creative Chaos



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Introduction

With the rising popularity of tabletop games and the number of games available on the market continuing to grow¹, there is no end of things to play. However, many people purchase a tabletop game because they like the idea of playing it, only to find that the game gets played just a few times and then sits on the shelf. A mixture of a lack of time and a lack of people to play with, leads to the game rarely being played. Additionally, the price of a game can deter people from buying it, and thus not having the opportunity to enjoy it.

With the rise of social media and the sharing economy, a unique opportunity is presented to address these issues through collaborative consumption. With the growth of sharing companies such as AirBNB or Uber, it is evident that people consider access better than ownership². They don't need the material possessions, but the experiences they fulfil. Respectively, they don't need the box of the game, but an evening of playing it.

There are, therefore, two groups of people that would both benefit from a collaboration, but they have no easy way to find each other and connect. On one hand, we have the owners of tabletop games, that would be willing to share their games for a fee³, and on the other, people that would be willing to pay said fee, for the experience of playing new games.

This is where Peer2Play comes into the picture. It would primarily target people that enjoy playing tabletop games, and would be interested in making a profit out of the ones that they own. The target group is not limited by age or income levels, although it would initially be limited geographically, as it would require members to physically meet in order to exchange the games.

Problem formulation

How can we create a community and promote a platform that gives people the opportunity to connect with owners of tabletop games that are relevant to them, the ability to borrow said games, as well as lend out the ones they own, making some profit in return?

How can the application of certain communication methods and the use of social media enable such a company expand its community, and generate trust?

The Concept

The sharing economy

The sharing economy is a socioeconomic system built around the sharing of resources. This includes the creation, production, distribution and trade of goods as well as consumption by people and organisations⁴.

Research focused on attitudes around the use of technology in sharing activities has shown that people feel more open to the idea of sharing with strangers⁵. The most common concern among the participants was theft or damage to their property, but the vast majority of them claimed they treat borrowed items well⁶. Additionally, reputation is becoming an important form of currency. Openness and transparency, in the form of ratings and reviews, encourage good behaviour and trust among members.

Peer2Play

The idea behind Peer2Play is to connect the owner of certain games with people wanting to try them out, and to connect players together in general. By creating a network of game owners and players via the website, it would enable the owners of the games to monetize their old games by renting them out. Peer2Play would also give people the experience of trying out new games without having to buy them.

An additional problem that people sometimes face, is finding people to play with. Peer2Play would facilitate the organising of meetups where users can get together with likeminded people. The participants would get a feeling of fulfilment and belonging by being part of a community.

Since trust is a major issue that sharing services face, Peer2Play would have a system of user rating, and encourage members to build on their social capital. This would enable lenders and borrowers to make an informed choice before committing to an agreement. It would also offer insurance to lenders against damage or theft.

Financing

There are a number of ways that such a company could generate revenue. For example by charging a subscription fee, or keeping a small percentage of every transaction made using its platform. There is also the potential to look for funding, if some focus is given on its social aspects, by helping children and youngsters socialise for example. Currently, we consider the transaction fee platform (following the example of AirBNB) to be the safest way to start with.

Peer2Play's Purpose and Goals

Peer2Play's immediate goal will be to build a community of tabletop gamers, establish trust and eventually become profitable. It could potentially unite and expand existing communities by enabling them to easily get in touch with each other, expand their membership and reach. In the long term, it would aim to create meetup locations to facilitate the easy exchange of games and gaming sessions.

Communication Plan:

The main ways in which Peer2Play will communicate with the public will be via their website and via social media. The website will form the backbone of their service and include the blog and forums. It will also connect the various social Media platforms and include the game sharing service and a matchmaking service to enable users connect with each other.

What is the purpose and effect?

Peer2Play aims to build awareness of their company and build trust in their service, so that customers will feel secure using its network and being a part of their community. The communication across all platforms needs to present Peer2Play as a trustworthy and responsible company. The company should value authenticity and be true to itself, across all their communication channels.

In order to ensure that Peer2Play's message is properly communicated, a consistent tone of voice must be used over all social networking platforms. The tone of voice and the way Peer2Play communicates reflects the values and mission of the company, so it is important that all public posts reflect this. Timing is also important and attention should be paid to what time posts are made and how frequently.

Noise is an issue, which affects all forms of communication and refers to interference or disturbance in the communication between sender and receiver. In order to address issues Peer2Play needs to insure that all communication they make with the community and potential users, is clear and precise and correctly designed and targeted for the media it is being broadcast upon.

Posting too often may create the feeling of spam and put users off. It may also lead to a loss of quality and the message not being properly received. As for timing of posts a focus should be placed upon posting in the evening and preceding weekends and holidays as it is at these times that the people are most likely to be engaged with tabletop games and therefore the content is most likely going to be relevant to the receiver.

Communication Model

We consider Schramm’s model to be the most suitable for Peer2Play. All of Peer2Play’s communication will be two-way communication, so a linear model does not apply. The Shannon and Weaver model for example, does not factor in between whom the communication is taking place. The Schramm model on the other hand factors in the shared experience that the sender and receiver have and this has an effect on how well the message is received.

Peer2Play’s communication is more likely to be well received by people who are already interested in tabletop games and they will therefore see the information as more relevant and relatable.

There is an explanation of the different models in the appendix.

Social Media Strategy

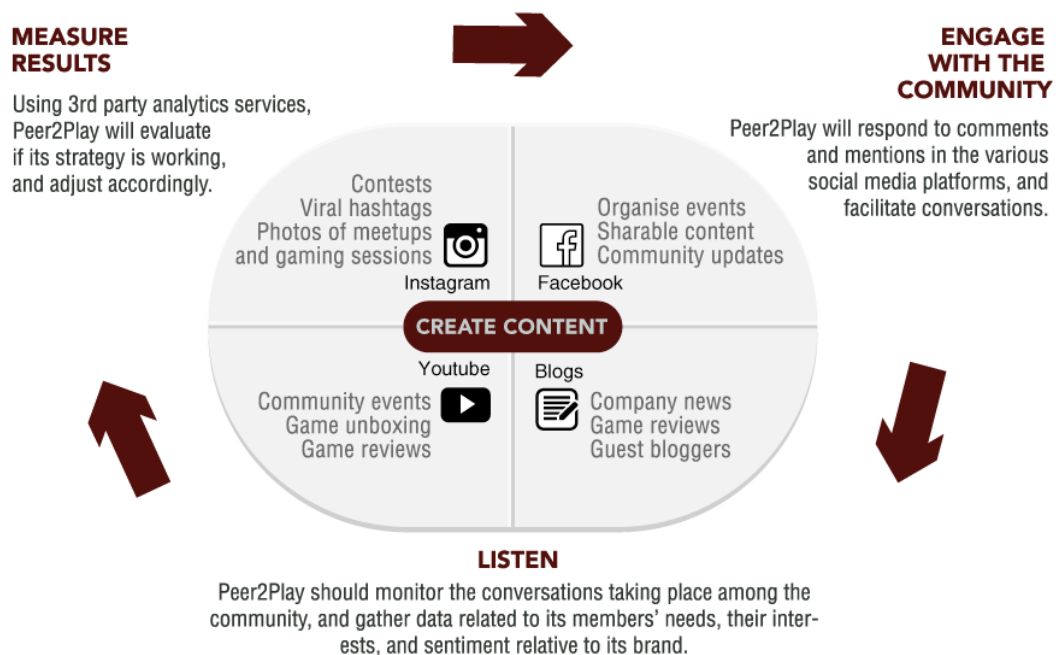


Figure 1 Social Media strategy visualisation

Peer2Play’s goal is to build a community, and establish trust. The best approach to achieve this would be through social media. As it would have limited finances for advertising, it would rely on social media as a means to build market audience and connect with users.

Peer2Play would operate on Facebook, Instagram and YouTube, as well as maintaining a blog to keep people up to date about developments within the

company, community and tabletop game industry. Utilizing multiple different networks and having a strategy relevant to each would be the best way to connect with users. As each social media network, works in a different way, it is important to have a different strategy for each network.

Facebook

Facebook will be used as the primary means of communication due to its size and popularity⁷. Via Facebook Peer2Play will post updates about the community, photos and videos and organise events. Facebook has excellent event organising system from Peer2Play's perspective, as when users indicate that they are attending an event it will inform their friends, exposing the company to more potential members. Users also love to share content, which can be used as an excellent way to promote Peer2Play's services⁸.

YouTube

YouTube is the world's largest and most popular video sharing service⁹ and the second largest search engine¹⁰. Because of its popularity, YouTube is a great way to share videos of games, community events, reviews of new products and promotions. Peer2Play could also encourage users to upload their own reviews of their favourite games to promote the game and encourage other users to try it. Through regular uploads and viral videos, Peer2Play would gain a lot of attention, which would encourage people to join the community. Videos hosted on YouTube, can also be shared on other social media platforms and embedded in the website and blog.

Instagram

Instagram is a service designed for the easy sharing of photos, with a range of built in features to edit and tweak them before posting. It could be used as a good promotional tool similarly to YouTube. Photos could be posted of meetups, and users could be encouraged to post pictures of their gaming sessions, using Peer2Play's hashtags. Peer2Play could also run competitions, encouraging people to guess what game a photo came from for example. Then by requiring entrants to use the hashtags, it would raise further awareness of Peer2Play.

Blogs

A blog integrated into the website would be the main way for Peer2Play to present news about the company, the community, upcoming games etc. The blog could also be used as a way to review new games, and talk about personal experiences playing them. Prominent users within the community could be invited to make guest blog posts to further boost user engagement with Peer2Play and create discussion. Blog posts could also be shared on Facebook, to further promote the company.

Additionally, other popular bloggers within the game industry could be used to promote the company and its services.

Peer2Play's Forum

In addition to social media platforms, Peer2Play would also operate a forum. It would be integrated into the website and used by members to discuss games, rules and other aspects of tabletop gaming. Peer2Play could also post important updates here to maximise the number of people receiving the news.

Dealing with Negative feedback

Peer2Play would need to properly address all negative feedback directed towards the company or the community. Actions like deleting a post or ignoring a problem will only ultimately damage the company's reputation. With careful handling of each situation, and attempting to offer a solution to the problems raised, negative feedback or reviews could even be turned into an opportunity to promote the brand.

Conclusion

We set out to address certain problems that tabletop gamers face. Either having games they never play, being unable to afford new games or having no one to play with. To address these problems we created Peer2Play. Through its website and social networking services, Peer2Play would build a community and fulfil these needs.

In the future Peer2Play would aim to expand its network across the world and allow people in other countries to exchange games and organise meetups. The company could also possibly expand into other areas like Dungeons & Dragons or conducting user testing for game developers.

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