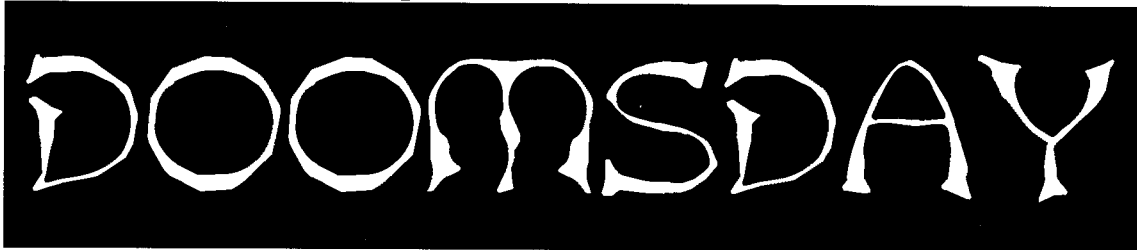


A Marketing and Business Plan for



A tournament for the popular computer game  
DOOM™

A product of



# Abstract

This marketing plan details a proposal to establish a tournament for the popular computer game DOOM™. The tournament would allow participants to play DOOM™ against one another using five sets of 4 networked computers. Participants will have the opportunity to use high speed computers equipped with stereo sound to play a minimum 1 hour session. Successful participants will win hardware and software based on their performance in the tournament. The marketing and business plan details the advertising, revenues/costs, utilities and other elements associated with setting up the tournament. A target market survey of several hundred players was conducted with demographic analysis conducted on the results. The advertising and promotion strategy is quite detailed and provides an example of the influence of computer technology in the marketing environment.

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**Title:** A Marketing and Business Plan for Domsday

**Date:** November 8, 1994

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# Introduction

DOOM™ is a three dimensional, virtual reality type action game created by id Software for IBM compatible computers. Since its introduction the game has been greeted with a phenomenal degree of success that reflects both the technology it embodies and a rapidly changing market. The combination of these events has provided a market opportunity for expanding on the features provided in DOOM™ and providing these to a large and growing market of consumers. This involves establishing a tournament for DOOM™ players to compete against one another using late model computers networked together.

## Background

The success of DOOM™ is a reflection of many things but primary amongst them are some of the new features that it has and its overall ease of use. The game is a classic, fast-action shoot-em-up that uses only five basic keyboard commands (see Appendix A for a game premise). In addition, it incorporates some of the latest computer game design features that have made it unique and popular (See Appendix B). Coupled with this has been a significant increase in usage of computer telecommunications.

DOOM™ was initially distributed using a method known as shareware via electronic Bulletin Board Services and the 'information superhighway' known as the InterNet. This was an inexpensive means of distributing and marketing fully functional 'sample versions' that contain only one of the three levels in the game. In a sense this has allowed consumers to 'try-out' the software before actually purchasing it. The popularity of the game quickly led to the creation of numerous discussion groups on BBSs and the InterNet. As a result, interest in DOOM™ continued to grow and this was quickly followed by a series of add-on products. These add-on products have contributed to an almost limitless number of different DOOM™ modules which have further increased interest in the game.

## Proposal

While many people are currently playing and enjoying DOOM™ there are several features of the game that most of them cannot use. The first of these is a unique network option that allows up to four players to play the game at separate computers at the same time. The game also uses stereo sound that can only be heard using a special sound card and speakers. Finally, the game requires a high end microprocessor to operate at its capacity which many users probably do not own. This provides the setting for the DOOMS DAY tournament.

Over a three day period 20 computers will be networked together in five computer groups. The computers will be high end 486 computers with 486/DX66 microprocessors, stereo cards and headphones. Participants will be able to play against one another with winners from each round advancing until a champion is determined on the final day. In addition to entrance fees to participate in the tournament revenue will be generated through the sale of refreshments and related merchandise as well as dealer tables and sponsorship. Participants will receive a minimum one hour of game play in a tournament setting using networked, high end computers. Prizes will be awarded to semi-finalists and a grand prize provided to the champion.

The company will be based on a three person partnership consisting of Bryan Campbell, Denis Fafard and Carter Bates known as OnLine Reality. Costs and revenues will be shared equally amongst the partnership. A contract will be developed identifying acceptable expenses (parking, mileage etc.) and allowing the expensing of time spent preparing and promoting for the tournament.

With the high interest in DOOM™, the recent release of DOOM™ II, the inability of many people to play a network version of the game and the excitement of competing in a DOOM™ tournament a tremendous business opportunity exists.

### **Marketing Synopsis**

- Offer a tournament for players of the popular computer game DOOM™
- Provide players with aspect of the game that they have currently not utilized:
  - Four player networked games
  - Games played on high end 486/DX66 computers with 8 MEG of RAM
  - All machines equipped with stereo sound cards
- Offer players the opportunity to play DOOM™ II
- Offer a specially designed level that DOOM™ players can keep as a collector item
- Offer a one hour playing period for a cost that is comparable to video games
- Offer other revenue enhancing products such as pop, chips and DOOM™ merchandise (diskettes, information etc.)

# Introducing OnLine Reality

OnLine Reality is a recently formed partnership established to introduce Edmonton to the excitement of an organized Doom tournament. The partnership is comprised of three individuals with a keen interest in computers and a good balance of additional skills to make this project feasible. Each partner is fully equal within the business and both revenue and costs are shared. A brief introduction to each of the partners follows:

**Bryan Campbell** (439-5988) - Bryan is currently employed at the Workers' Compensation Board of Alberta as the Business Coordinator for the Employer Services Division. This job is primarily involved in objective setting, budgeting and performance measurement. As part of his keen interest in computers Bryan has been active in owning and operating his own electronic Bulletin Board Service (BBS) and has been instrumental in establishing the WCB BBS and a collection of automated forms. With an undergraduate degree in Economics, Bryan is also pursuing his Master of Business Administration from the University of Alberta. This marketing and business plan actually originated from a marketing course he is enrolled in. Besides computing, Bryan is active in karate as a Black Belt instructor and is interested in alternative music having been a DJ on FM88 in Edmonton.

**Denis Fafard** (476-0187) - Denis is a recent graduate from the University of Alberta Mathematics and Computer Science Department. Denis has extensive expertise in the telecommunication industry and currently operates The Chalkboard, a educational BBS within Edmonton. Denis has strong programming skills and was responsible for establishing and programming the WCB BBS. Denis' interests range from world travel where he has already spent one year traveling abroad to coaching bowling for children and scuba diving..

**Carter Bates** (477-5240) - Although a machinist by day, Carter is an avid computer hobbyist at night. Carter is a machinist with more than five years of experience. In addition, he has a wide range of skills in both software applications and hardware configuration and is also extremely proficient in the telecommunication industry. An inventor and creator in his off-time, Carter has recently patented a new invention.

These three individuals comprise the name OnLine Reality. What they have in common is a high energy level and the dedication to make such a project viable. They also have an entrepreneurial spirit that allows them to identify and capitalize on entrepreneurial opportunities.

# Market Analysis

## Market Size and Growth

DOOM™ exists in one of the newest and largest markets that have entered North American society in the last decade. The telecommunication industry has existed for more than 20 years but it has only been recently that available technology has merged with customer demand to create what has been coined “The Information Superhighway”. DOOM™ has captured much of what this technology currently has to offer by allowing consumers to evaluate its product by making copies electronically and transmitting to themselves using existing telephone lines.

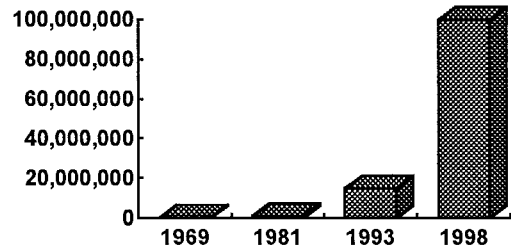
DOOM™ also allows players to compete against one another using devices known as modems that connect two computers across a standard telephone line. It has been the combination of increases in modem speed along with decreasing prices that have seen such a large increase in the number of people taking advantage of this technology. In turn more and more services are now accessing a large network of computers known as the InterNet.

The number of users accessing the InterNet has been growing exponentially over the past few years. As the chart on the right shows this number is expected to reach almost 100 million in five years. It is individuals that access the InterNet and similar services that are ardent DOOM™ players. On the InterNet alone the DOOM™ discussion group has almost 10,000 messages with the number growing by several hundred every day. These numbers do not

include the millions of other users that use local Bulletin Board messages areas to discuss DOOM™ and to transmit information.

In Edmonton there are more than 100 local Bulletin Boards that are specifically for IBM and compatible computers. Of these several have established special areas to hold DOOM™ files and related information. A special DOOM™ modem list has been created and there are currently 125 players listed on it. In addition a special BBS in Edmonton has been established that is devoted exclusively to DOOM<sup>1</sup>

Growth of Internet Users



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<sup>1</sup> The CyberDemon BBS, 447-3734, 14.4K, 24 hours

Within the Edmonton area it is estimated that there are approximately 6,000 DOOM™ players at both the shareware and commercial level. Market demand for a tournament is estimated to be high based on the playability of the game, the high level of attention the game has received in the electronic community and increasing media attention.

Based on this information, it is estimated that a tournament would draw approximately 400 players or approximately 5% of the available population. Based on this sales volume projections of revenue over profit would be almost \$4,000 (see Financial Statements section). Capital outlay would be \$1,500 which would involve a \$500 investment from each of the three partners in the venture. With intensive marketing it might be possible to have pre-tournament purchases exceed costs so that no cash outlay would be required.

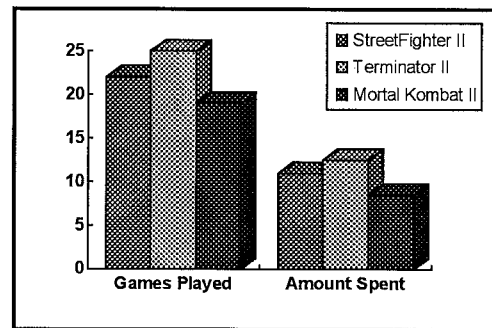
## Market Segment Analysis

The average DOOM™ player profile is between the ages of 15 to 28, predominantly male with a high level of computer expertise. Individuals in this segment have a high amount of disposable income available for technology related items or events. Typically these individuals are conservative in nature and many receive income support from their parents. Included in this income support is the disposable income that they have access to. On average there is a high degree of education within this group with the majority having some amount of post-secondary education.

To further define the market segment who plays DOOM™, a questionnaire was developed and distributed to a large population of players. Using one of the natural advantages of the computer age, a survey was developed and distributed to individuals on BBSs and InterNet who identified themselves as DOOM™ players. This allowed for a wide distribution of surveys with no distribution costs and directed at the target market that the tournament would be addressing. A copy of the survey is attached along with some additional analysis is in Appendix C. The market segment profile is displayed in the table below:

Characteristics	Mean	Responses	Proportion
Age	25 to 28	423	52%
Employment	Full Time	408	55%
Education	University	406	50%
Income	\$10,000 - \$20,000	402	24%
Computer Used for DOOM™	486/DX33 with 8 Meg of RAM	423	74%

The DOOM™ market is currently a market niche within a much larger computer games market. Within the overall market are a number of competitors offering similar services in the form of computer games, home video game systems or video game arcades. The DOOMSDAY tournament would be offering a specialized service to a specific portion of this market. It would be servicing an already clearly established and defined portion of the market and would provide an unique service that is not readily available to most people. As most people play DOOM™ independently they have not had the opportunity to compete with other players in a tournament setting. In addition, the use of stereo sound will be an experience not available to a large number of DOOM™ players. The tournament will also provide value to its participants by providing a minimum of one hour of game play for \$15.00 and allowing them to play DOOM™ II which has only recently been introduced. This amount is roughly comparable to expenditures within an arcade for a one hour period as the chart on the right illustrates.



DOOM™ has a very high usage rate that makes the potential of a tournament also appealing. On average a DOOM™ session is approximately 3 hours and the completion of an entire DOOM™ (1.x) episode is approximately 15 hours. DOOM™ has also established a highly recognizable brand name with a high degree of loyalty response. DOOM™ is instantly recognized by most owners of IBM compatible computers and its high performance has made both OS/2 and Windows use it as a benchmark for determining the performance of their applications.

# Marketing Objectives

There are three primary objectives that the tournament should achieve. Each of these objectives hinge on the first objective regarding customer satisfaction. If this objective is obtained the remaining objectives will have a greater chance of also being achieved.

**Customer Objective:** To provide a high quality, tournament setting for DOOM™ II that provides players with unique new opportunities to play the game in an optimal and fun setting.

**Sales Objective:** To generate sales of 240 entries with 180 (75%) sales generated prior to the event.

**Profit Objective:** To generate profit of at least \$2,500 over three days.

## Marketing Mix

To effectively market the tournament it will be necessary to enhance the *utility* of the product to the target market that has been identified. Utility refers to the ability of the product to satisfy the needs of the customer. There are five primary utilities that must be met in order to ensure success.

### Form Utility

The form utility of the product is primarily represented in DOOM™ itself. The combination of the programming logic and the game design of DOOM™ has created a product that is interesting and popular amongst a growing new market segment. The game is simple to play with a very low learning curve for mastering the basic elements of movement and action. It uses a game interface that is unique and offers a level of interaction with other players that is not often available in similar products. The open architecture of the game programming has also allowed a large number of add-on products to be developed. This provides for a wide variety of different game play options that further adds to the appeal of the product.

The Doomsday tournament form utility will complement the design of DOOM by providing the opportunity for DOOM players to compete against other players in a network environment. The tournament will provide an organizational structure for players to compete within which will include providing rules, referees and a playoff structure. The systems used for the tournament will need to be high end personal computers (minimum 486/DX66 machines) with soundcards to make the product

appealing to the highly technical players of the game. The game will also be played on a special DOOM level for the tournament. This will be available to all participants after the event. An opportunity to win both recognition and prizes will provide another dimension to the tournament product utility.

## **Place Utility**

The place utility will be one of the most critical elements to ensure the success of the tournament. The place that the tournament is held must meet several criteria.

- It must be accessible to a large segment of the target market. Based on analysis this area will most appropriately be a University or college campus setting. As these are areas where the game established its predominance (due to their extensive and free access to the InterNet) they contain significant segments of the target market. These areas are well serviced by an assortment of transportation routes and have a high amount of walk-by traffic.
- There must be a large enough capacity to satisfy high demand. The nature of the game coupled with this being the first tournament of its kind in Edmonton (possibly North America) could lead to high levels of demand. An adequate number of computers to satisfy this demand will be critical and will provide the tournament with a degree of professionalism and credibility.
- The infrastructure necessary for the tournament must be present at the location. This will include tables and chairs, power outlets and enough room to allow for equipment. Other important requirements will include accessibility (parking, bus routes and the familiarity of the location), food and beverages (as the tournament will be held over long hours) and bathroom facilities.
- Security will also be important due to the large amount of valuable computer equipment that will be present. Ideally, a secure room with a lock and single entrance combined with security guards and restricted after hour access will be necessary for the event.

## **Time Utility**

The tournament will need to be held in the near future during a weekend. In order to maximize on the interest in the game, the tournament should be held within the next six weeks, this has been identified as the weekend of December 2 - 4, 1994. The recent release of DOOM II (October 10, 1994) has created renewed interest in the game and it will be important to capitalize on this. To cover the cost of computer and site rental, at least two full days of operation will be required. Due to the work and school schedules of participants this must logically occur over a weekend. In addition, as the University and Colleges have final exams in the last two weeks of December the tournament will need to be held prior to this to

prevent any conflict. The first two days of the tournament (Friday afternoon and Saturday) will be scheduled for entrants competing in the tournament while the final day (Sunday) will be reserved for playoffs.

### **Information Utility**

Knowledge about the product is currently being distributed through a number of channels which include software stores, electronic environments and word of mouth. Advertising and promotion for the tournament will take the form of electronic messages on local BBSs and the InterNet, posters at campuses at secondary and post-secondary institutions and arrangements with computer stores. Small newspaper advertisements might further enhance promotion. The information utility will be more thoroughly discussed in the *Promotion* section of this paper.

### **Ownership Utility**

The process of exchange from the participant to the tournament organizers must be accessible and effortless. The entrance fee has been established at \$20.00 per person at the door with a staggered pricing system allowing for four people to purchase a group membership for \$50.00 (average price of \$12.50 per person) and providing an incentive for early individual registration at \$15.00 per person. This price has been established based on responses from the Doom Survey distributed to BBSs and the InterNet.

As the duration of the tournament will be quite short and the number of participants relatively small, it will not be possible to allow credit card payment. Tournament players will not require any special equipment to participate and due to the nature of the game, instruction and rules will be relatively straightforward. Every effort will be made to ensure that participants feel they have received their money's worth even if eliminated after one hour of play. This will include providing all participants with a copy of the tournament level after the tournament. In addition, copies of the DOOM™ FAQ (Frequently Asked Questions) document as well as tip sheets showing secret codes for future game play will be provided.

# Marketing Strategy

The strategy for promoting this event will focus on advertising the product within the same environment that made it successful, an area that has become known as the *electronic frontier*. This strategy will not only ensure a focused advertising strategy but will minimize costs significantly over conventional methods of promotion.

Based on the market segment analysis the target market will be primarily young men from the ages of 16 to 28. The primary method of communicating to these individuals will be through the same environment that most of them became familiar with DOOM™, namely Bulletin Boards and the InterNet. These two areas comprise the electronic frontier, a name that aptly describes the environment it represents. As one might imagine much of this new method of communication is entirely attributable to advances in electronics. Cheaper and faster computers combined with advances in telephone technology and modems have created a massive network of computers that are accessible from around the world. In many respects the newness and rapid growth of this field has caused it to resemble something of the frontier settings associated with the new world. This has allowed significant opportunities as the market emerges and develops. The ability to capitalize on this prior to the market developing offers the potential for wide profit margins.

## Product Strategy

Much of the product strategy has been already achieved through the popularity of DOOM itself. The tournament will attempt to capitalize on this popularity by attracting existing players who will want to enjoy some of the additional features of the game. These features will include

- multi-player game play through networked computers,
- high end computers that enhance the play,
- stereo sound through the use of Soundcards and Headphones and
- the ability to play a special tournament level (known as a WAD) designed by a renowned designer (Tim Willits of the Raven series).

In addition the tournament will also provide participants the advantages of a tournament environment which will include:

- an organized tournament structure with rules, playing time and referees
- prizes and recognition for top competitors
- participation prizes for all players

The product life cycle associated with the tournament will be quite short given the unique nature of the tournament and the structure of the tournament itself. Initial

development for the tournament will be relatively inexpensive and will consist primarily of selecting a location, obtaining the appropriate number of computers and advertising the event. As a result, the barriers to entry within the market are relatively low and this will lead to immediate competition if profit margins are seen as high enough. In addition, the short duration of the tournament (3 days) will reduce the immediate product life at least until another tournament is offered. However, the primary objective of this tournament will be to offer the first formal Doom tournament in Edmonton. After the first tournament the novelty of the event will dissipate making future tournaments difficult to hold on their own. One method of extending the product life cycle will be to hold future tournaments in conjunction with other events (such as comic or computer conventions or other gaming tournaments).

## **Price Strategy**

The price within the tournament has been set relative to similar competitive products, structured to encourage early registration and based on response to a market survey conducted earlier. At \$15 for a minimum 1 hour of game play, the price compares favorably to what would be spent during a similar period in a conventional arcade (see the graph on page 6). It is also comparable to the amount that most survey respondents indicated they would be willing to pay for a tournament (\$12.45). In addition, the price is approximately 19% of the retail price of purchasing DOOM itself (approximately retail price of \$79.00). Participants will be encouraged to advance register in the tournament by offering a \$15 advance ticket versus \$20 at the door. A group or team discount will be applied to any advance group registrations (\$50 for four participants).

The pricing strategy will be one of the most important elements of the tournament as Doom players are very sensitive to price. This reflects the nature in which many of them have received exposure to the product. As the majority of Doom players are highly technical computer users they have been able to receive the shareware version of the game through electronic Bulletin Boards and the InterNet. A large number have also been able to receive copies from friends or colleagues through the relatively easy process of duplicating a computer diskette. It is possible that a large number of Doom players might not have every paid for the version of the game that they are paying. Under these circumstances even a nominal price might be seen as excessive. To address this, it will be important to emphasize the high end computers that will be used in the tournament, the networking of the systems and other benefits such as the use of a specially designed Doom level.

## **Place Strategy**

As identified in the Place utility the tournament will need to be held in a widely accessible area for the target market. After reviewing a wide range of alternatives

ranging from malls to vacant retail space downtown, a location was identified at the University of Alberta. Located in the Student's Union Building behind the arcade this location provided many of the elements that were viewed as critical to the success of the tournament. These were:

- *Good transportation access by car, bus and LRT.* Also a large number of the target market live within the direct vicinity.
- *Good centralized location within the city.* The University of Alberta is located close to the center of the city and is easy to find.
- *Good facility access.* A large foodcourt is available directly above the location and there are several restaurants and convenience stores nearby. Bathrooms and telephones are also readily accessible.
- *Sufficient capacity and infrastructure.* The room is large enough to accommodate 20 computers, four dealer tables, ticket sales and merchandise sales (pop and chips). In addition, there are sufficient power outlets for all of the computers and monitors.
- *Close to related activities.* The proximity to the arcade will further assist in promoting the event to individuals that already have an interest in electronic games.
- *Good security.* There are security guards available within the vicinity, the room has a strong lock and there is restricted access to the building after hours.

## Promotion Strategy

Promotion of the tournament will focus on three primary areas:

- electronic advertising on local Bulletin Boards
- poster in high traffic areas
- Contacting local computer outlets.

## Electronic Advertising

Electronic advertising will be conducted on the majority of BBSs available in the local calling area. These advertisements will be colorful and eye catching. They will also identify electronic mailboxes where inquiries can be directed. This will involve establishing user accounts on each of these systems and uploading copies of the advertisement to public message forums. The strategy for promoting the tournament will consist of :

1. **Establishing a user account on the system.** Many systems have different mechanisms for providing access. Some provide full access after some user information is provided while others use automated call back verifiers that confirm the phone number you are using before giving you access. Other systems use a 'voice-verification' process to confirm the validity of a user application and others require a payment before they will provide service. Due

to the large number of BBSs within the Edmonton area a sufficient amount of time and resources will be required to fully promote the tournament in this environment. Several weeks will be required to contact the BBSs, process applications and also eliminate special interest systems from the BBS list.

2. **Uploading a public message on the tournament.** Most BBSs provide a wide variety of message areas that cover different topics. On each of these systems a special tournament advertisement will be 'uploaded' or transferred to an appropriate discussion conference (such as general discussion, computers or games). The message will contain a description of the tournament emphasizing the technical aspects (such as computer processors used, soundcards etc.) and identifying both a phone number and electronic address where further inquires can be directed.
3. **Uploading an advertisement file to the BBS.** An executable version of the advertisement will also be uploaded to each BBS. This will essentially be the same advertisement as posted to the message areas of the BBS except it will have more color and BBS callers can send a copy of the file to their computer which they can execute like a regular computer program. The advantage of uploading this file is that many BBS users connect with systems in order to get the latest files and don't examine the message areas. By providing an advertisement in a file format these BBS users will also be made aware of the tournament.
4. **Uploading a message to the BBS System Operator.** To effectively host the tournament it will be necessary to have referees to monitor each of the sessions. With potentially 120 tournament sessions conducted over the weekend a large amount of assistance will be required. Hiring this amount of staff would be economically prohibitive to offering the tournament. As a result, some form of volunteer labour will be required. One way to get this assistance will be to offer local system operators the opportunity to referee sessions and in return providing them with a period of time to advertise their BBS. As tournament participants will be their primary target market for these system operators this will give them the opportunity to promote their services and increase their BBS membership. It will also provide an appropriate marketing promotion by allowing current BBS users to meet their system operators face-to-face.

## **Postering**

The primary mechanism for creating awareness of the tournament will be through postering at different locations throughout the city. This will focus on the three primary educational institutions within the city; The University of Alberta, Grant MacEwan College and the Northern Alberta Institute of Technology (NAIT). Each of these areas have high concentrations of the target market with high

volumes of walk by traffic. In addition, mass producing 8½ by 11 inch posters is quick and inexpensive (approximately 4¢ per page). An estimated 2,500 posters will be put up in these locations prior to the tournament, copies of all of the produced posters can be seen at the end of this document (Appendix D).

Posters will follow a three tiered approach. The first distribution of posters will be conducted approximately 4 weeks prior to the tournament date using teaser ads intended to promote name recognition and awareness. These ads will establish the tournament name Doomsday and provide an overview of the tournament features (20 networked computers, stereo sound, headphones, Doom II) and also communicate the tournament date. The following two weeks a wide range of posters will provide information on the cost of the tournament and where to get additional information.. Approximately 15 separate posters will be designed with a focus on eye-catching and tasteful, but dark, humour. The large number of different posters will make them stand-out amongst the thousands of other posters found on campuses. All posters will use graphics to further make them stand out. The final week a series of posters will emphasize advance tickets, prizes and decreasing participants spots and will provide tear-offs that contain the location and date of the tournament.

### **Retail Outlet Promotion**

One of the primary sources for promoting the tournament will be computer stores throughout Edmonton. These companies are the primary sources of information on new products for many computer users and handle large amounts of walk through traffic. The majority of these retail outlets will be approached directly to place posters of the tournament in their windows or at their front desks. As essentially the store will not receive any direct benefit from promoting the event it will be important to establish an informal and friendly rapport with the owner. In most cases these companies are single entity, entrepreneurial operations and will be quite amenable to promoting what they see as a legitimate, entrepreneurial operation that does not bear any direct competitive threat to their business. For those companies that cannot be directly contacted, FAXes of the poster will be sent to them.

In the process of contacting retail outlets directly, the interest of the owner will be monitored and based on response a follow-up call will be made regarding establishing a dealer table during the tournament. Dealer tables will give these companies the opportunity to promote their company and to sell products during the tournament. Only one dealer from a particular market segment of the computer industry will be allowed at the tournament (e.g. Computer retail, Telecommunication, Comic retail, Gaming and Leisure operations) so they will be provided with exclusive opportunity to promote their product to tournament participants. Dealer involvement will be promoted through posters. Dealer tables will be rented out at the cost of \$200 for the weekend or \$75 a day.

## **Additional Promotion**

In addition to the promotional strategies identified above additional advertising will be conducted as follows:

- Advertisements in the Bargain Finder Press computer section for three weeks as well as the Computer Paper.
- Local media outlets will be approached two weeks before the event inviting coverage and in-depth interviews of this 'new gaming phenomenon'. The Canadian Broadcasting Corporation (CBC) AM radio network has shown considerable interest in dealing with the electronic frontier and they will be approached electronically. The Edmonton Journal Technology editor will also be approached for possible inclusion in the Thursday Technology edition of the paper.
- Advance ticket sales will be held at the University on two separate dates. Tables will be rented for the Student's Union Building and the HUB Mall. At each of these locations computers will be setup that have copies of Doom playing on them and posters with location tearoffs will be made available.

# Marketing Execution

	November				December	
	1st - 6th	7th - 13th	14th - 20th	21st - 27th	28-30th	1st - 4th
Feasibility Analysis						
Postering - Teaser						
Postering - Primary						
Postering - Final						
Electronic Advertising						
Bargain Finder						
Retail Outlet Contact						
Dealer Table Contact						
Configure Computers						
Tournament						

# Tournament Rules

The rules of the tournament will be of critical importance to ensure fair and equitable game play. The following reflects the rules as provided to all tournament participants:

## The DOOMSDAY Rules

Welcome to Edmonton's first DOOM™ Network Tournament

To make this event fun and to ensure that everyone has the same opportunity to be the top DoomDog we ask to you to read and abide by these rules. They're pretty straightforward but if you have questions about any of them please contact one of the Tournament referees (they're the ones wearing black shirts with name tags).

Have a great time and remember....

Bring your BFG9000, it's a jungle out there

### Operational Rules

- Deathmatch games will be used in all tournament sessions
- All scores will be based on the total number of frags (the times you have killed an opponent). The higher the number the higher your score.
- Players must announce when they are exiting a level.
- Players are responsible for writing their frags down and having these numbers verified by the referee. Failure to do so will result in the referees numbers being used which may not be the most current number.
- The referee will record scores throughout the game
- All games will be played at the *Hurt Me Plenty* level
- Items will not be replaced with the *altdeath* option
- There will be monsters on each level!
- Referee will penalize for deliberate disturbance of the game. This can take the form of losing a few frags to being asked to leave.
- Referee decisions are final.

### Rules of Play

- Kill them before they kill you

# Uncontrollable Variables

## Competition

Market competition will be primarily indirect for the tournament. Currently, no Doom Tournament has been offered in Edmonton for more than two computers. However, there are a significant number of additional similar products available that will challenge the tournament.

The first of these consists of modem Doom tournaments. The ability to play Doom over the modem has been one reason for the popularity of the game. This method of play allows two individuals to play Doom over a regular phone line connected to their computers and a device known as a modem. Within Edmonton and throughout North America a number of Doom modem tournaments have been initiated. While none of these have currently charged admission they do provide a similar gaming environment to that which will be provided through the tournament. The advantages of the tournament will be that more than two people can compete at the same time and the responsiveness of the systems will be far superior to that found over the modem. These marketing elements will be promoted particularly on electronic Bulletin Boards.

While, at the outset of researching this tournament there were no known examples of similar tournaments being offered, it was discovered that a company known as the Virtual Gaming Center (VGC) has in fact offered two tournament using networked computers. However, as VGC is located in New York it was not viewed as a direct competitor but the format of its tournament was important for comparative purposes. In most respects the VGC tournament was very similar to the Doomsday Tournament being held here. The significant difference was in the price charged and the time played. In both cases the Doomsday tournament provided a cheaper price for a significantly longer period of game play and, as a further benefit, for better prizes.

Another form of competition will come from arcades. Within these environments individuals can play similar games for only a few quarters. The significant advantages of the tournament will be that Doom cannot be played within an arcade (as there is no standalone arcade version of it), that players will be able to play for a continuous hour (which is a similar cost for playing duration to similar arcade games) and that the tournament will allow participants to win prizes. These elements of the tournament will be advertised through the posters that will be distributed throughout campuses and computer stores.

The final form of competition will be in the form of home arcade games such as the Sega Genesis and Nintendo. These systems can allow multiple players and offer similar games

to Doom. However, these systems cannot actually play Doom (excluding the new Jaguar system), they are relatively inaccessible to anyone who does not directly own a system and they cannot provide the prizes associated with the Doom tournament.

# Sample Financial Statements

## Costs

	Day 1	Day 2	Day 3	TOTAL
Computer Rentals	\$2,360.00			\$2,360.00
Sound Cards	\$599.80			\$599.80
Headphones	\$200.00			\$200.00
Facility Rental	\$60.00	\$60.00	\$60.00	\$180.00
Doom Software	\$1,000.00			\$1,000.00
Merchandise	\$300.00			\$300.00
Photocopying	\$100.00			\$100.00
Miscellaneous	\$500.00			\$500.00
<b>TOTAL</b>	<b>\$5,119.80</b>	<b>\$60.00</b>	<b>\$60.00</b>	<b>\$5,239.80</b>

## Revenue

	Day 1	Day 2	Day 3	TOTAL
Ticket Sales	\$7,200.00			\$7,200.00
Merchandise Sales	\$200.00	\$200.00	\$200.00	\$600.00
Resale of Doom			\$350.00	\$350.00
Resale of SoundCards			\$950.00	\$950.00
Dealer Tables	\$600.00			\$600.00
<b>TOTAL</b>	<b>\$8,000.00</b>	<b>\$200.00</b>	<b>\$1,500.00</b>	<b>\$9,700.00</b>

Net Profit \$4,460.20

Minimum Number of Ticket Sales to Breakeven 263

# Appendix A - DOOM™

## Premise

*The following information was selected from the Doom FAQ (Frequently Asked Questions) 5.7.*

In DOOM™, you're a space marine, one of Earth's toughest, hardened in combat and trained for action. Three years ago you assaulted a superior officer for ordering his soldiers to fire upon civilians. He and his body cast were shipped to Pearl Harbor, while you were transferred to Mars, home of the Union Aerospace Corporation.

The UAC is a multi-planetary conglomerate with radioactive waste facilities on Mars and its two moons, Phobos and Deimos. With no action for fifty million miles, your day consisted of suckin' dust and watchin' restricted flicks in the rec room.

For the last four years the military, UAC's biggest supplier, has used the remote facilities on Phobos and Deimos to conduct various secret projects, including research on inter-dimensional space travel. So far they have been able to open gateways between Phobos and Deimos, throwing a few gadgets into one and watching them come out the other. Recently however, the gateways have grown dangerously unstable. Military "volunteers" entering them have either disappeared or been stricken with a strange form of insanity--babbling vulgarities, bludgeoning anything that breathes, and finally suffering an untimely death of full-body explosion. Matching heads with torsos to send home to the folks became a full-time job. Latest military reports state that the research is suffering a small setback, but everything is under control.

A few hours ago, Mars received a garbled message from Phobos. "We require immediate military support. Something fraggin' evil is coming out of the gateways! Computer systems have gone berserk!" The rest was incoherent. Soon afterwards, Deimos simply vanished from the sky. Since then, attempts to establish contact with either moon have been unsuccessful.

You and your buddies, the only combat troop for fifty million miles were sent up pronto to Phobos. You were ordered to secure the perimeter of the base while the rest of the team went inside. For several hours, your radio picked up the sounds of combat: guns firing, men yelling orders, screams, bones cracking, then finally silence. Seems your buddies are dead.

Things aren't looking too good. You'll never navigate off the planet on your own. Plus, all the heavy weapons have been taken by the assault team leaving you only with a pistol. If only you could get your hands around a plasma rifle or even a shotgun you could

take a few down on your way out. Whatever killed your buddies deserves a couple of pellets in the forehead. Securing your helmet, you exit the landing pod. Hopefully you can find more substantial firepower somewhere within the station. As you walk through the main entrance of the base, you hear animal-like growls echoing throughout the distant corridors. They know you're here. There's no turning back now.

## Appendix B - DOOM™ Characteristics

*The following information was selected from the Doom FAQ (Frequently Asked Questions) 5.7.*

DOOM™ offers the most realistic environment to date on the PC. Texture-mapping, the process of rendering fully-drawn art and scanned textures on the walls, floors, and ceilings of an environment, makes the world much more real, thus bringing the player more into the game experience. Others have attempted this, but DOOM™'s texture mapping is fast, accurate, and seamless. With their new advanced graphic development techniques, allowing game art to be generated much faster, id brings new meaning to "state-of-the-art".

In other games (such as Wolfenstein 3-D), walls were always joined at ninety degrees to each other, and were always eight feet thick. DOOM™'s walls are at many angles, and of any thickness. Walls have see-through areas, like windows. This allows more natural construction of levels. If you can draw it on paper, you can see it in the game.

Another touch adding realism is light diminishing. With distance, your surroundings become enshrouded in darkness. This makes areas seem huge and intensifies the experience. This also creates some amazing effects; sometimes the lights go out, and you'll have to look for a light switch or light amplification visors. Light sourcing allows lamps and lights to illuminate hallways, explosions to light up areas, and strobe lights to briefly reveal things near them. These features make the game frighteningly real.

Floors and ceilings can be of any height, allowing for stairs, poles, altars, plus low hallways and high caves-allowing a great variety for rooms and halls.

In DOOM™, the world reacts to you. Many surfaces animate. A glowing wall-plate may change in appearance when you touch it. Radioactive ooze could seethe and bubble.

Up to four players can play over a local network, or two players can play by modem or serial link. DOOM™ v1.2 supports modem play. You can see the other player in the environment, communicate with him or her, and in certain situations you can switch to

their view. This feature, added to the 3-D realism, makes DOOM™ a very powerful cooperative game and its release a landmark event in the software industry. This is the first game to really exploit the power of LANs and modems to their full potential. In 1994, id Software fully expects to be the number one cause of decreased productivity in businesses around the world. See Chapter [8] for more information on multi-playing.

The environment in DOOM™ is frightening, but the player can be at ease when playing. Much effort has been spent on the development end to provide the smoothest control on the user end. And the frame rate (the rate at which the screen is updated) is high, so you move smoothly from room to room, turning and acting as you wish, unhampered by the slow jerky motion of most 3-D games. On a 386DX, the game runs well, and on a 486/33, the normal mode frame rate is almost as fast as television. This allows for the most important and enjoyable aspect of gameplay: immersion.

# Appendix C - DOOM Survey

Note: The survey is a copy of the automated survey designed in Word for Windows 6.0. This survey also contained on-line help to assist in its completion and provided input prompts for participants. Another text only version was also provided for individuals that did not have Word for Windows 6.0. As this was an automated questionnaire only the first response in each of the list boxes is displayed, therefore some answers may appear to have only one selection (e.g. *How old are you?* only shows *15 to 18* as a response).

Some general findings from the survey include:

- 44% of respondents had played a DOOM add-on level or WAD.
- 98% of respondents used the commercial version of DOOM
- 71% had played DOOM II
- 80% of DOOM players used a sound card with the game.
- 61% of DOOM players used a keyboard only to play DOOM and 28% used both a Mouse and a keyboard.
- More than 90% of respondents had played DOOM via a modem, serial connection or network. 51% of these individuals had played DOOM over a network.
- 66% of respondents were interested in playing in a DOOM tournament. Of these individuals the average entrance fee was identified as \$12.45 and expected playing time was 132 minutes.
- The distribution of ages playing DOOM was primarily distributed between 22 to 28 years old with almost equal representation (about 25%) for each age cohort (22 to 24, 25 to 28 and 28+)
- The average respondent spends 5.7 hours a day on a computer.

An overview document was provided with the questionnaire to provide some background as to the purpose and function of the questionnaire. This is seen below:

## Doom Survey

The following survey has been developed to determine some of the standard characteristics of individuals playing the computer game DOOM.

The survey will be used in a marketing course that I am currently completing within the MBA program at the University of Alberta. All responses received will be compiled so that individual names will be kept confidential although I would like the opportunity to continue to contact you electronically regarding any future DOOM related items.

Results will be published and if you are interested I will send you a copy of the findings via e-mail. I will also provide these findings to id Software.

Any inquiries can be addressed to myself:

*Bryan Campbell at Bcampbel@gpu.srv.ualberta.ca*

**Average Completion Time:** 5 minutes **Complexity:** Easy

Thanks for your assistance!

## Doom Survey

*(Word for Windows 6.0 Version)*

### Questionnaire

All responses are confidential. If this questionnaire has been delivered in error my apologies and please delete it accordingly. If you know someone else that would be interested in completing it please forward it accordingly but please include the readme.doc file so they can understand the purpose behind it.

This survey is created used the new automated form feature of Word for Windows 6.0. Use the enter key to move from field to field (shift+enter to move back), pressing PF1 will bring up some specific help on each of the fields. When you are finished just save the file as a Word for Windows document and send it back to my ID on the system you received it from.

Thanks for your time

# 1) Product Knowledge

- 1.1) Which version of Doom are you currently playing?  
(1.x)  (2.x)
- 1.2) Which type of Doom is this game?  
Shareware version   
Commercial version
- 1.2) How often do you play Doom?  
0 Sessions per Day

# 2) Computer Configuration

- 2.1) What type of computer do you regularly play Doom on?

Type		RAM
386 33	<input type="checkbox"/>	4 Meg
386 40	<input type="checkbox"/>	4 Meg
486 25	<input type="checkbox"/>	4 Meg
486 33	<input type="checkbox"/>	4 Meg
486 50	<input type="checkbox"/>	4 Meg
486 66 +	<input type="checkbox"/>	4 Meg
Other	<input type="checkbox"/>	4 Meg
Don't Know	<input type="checkbox"/>	4 Meg

- 2.2) What kind of Sound setup did the system have?  
Stereo (Soundblaster, Adlib, etc)  (please complete 2.2.1)  
PC Speaker (Internal)  (please skip to 2.3)  
No Sound  (please skip to 2.3)  
2.2.1) How did you hear the sound?  
Headphones   
Speakers
- 2.3) Do you prefer to use a: Mouse

# 3) Network Play

- 3.1) Have you ever played Doom over a:  
Modem   
Serial   
Network
- 3.2) How often do you play Doom with another person via one of the three mentioned ways? Once a:Day

3.3) Which mode of multi-player Doom do you prefer? Cooperative

#### 4) Tournament Questions

4.1) Would you be interested in participating in a Doom tournament over a network?  
(four players playing at once)

Yes  No  (if no then please skip to Section #5)

4.1.1) What would be an appropriate entrance fee to participate in a Doom Tournament?  
(assume minimum 486/DX33 machines, sound cards, playing Doom II,  
Deathmatch games with prizes for top competitors)

\$ 0.00

4.1.2) How much time would you expect to play for this entrance fee?

#### 5) Demographics

5.1) How old are you? 15 to 18

5.2) Are you currently in school? High School

5.3) Are you currently employed? Not Working

5.6) What is your average annual income? \$0 to \$10,000

5.5) How much time do you spend overall on a computer (all applications)?  
hours per Day

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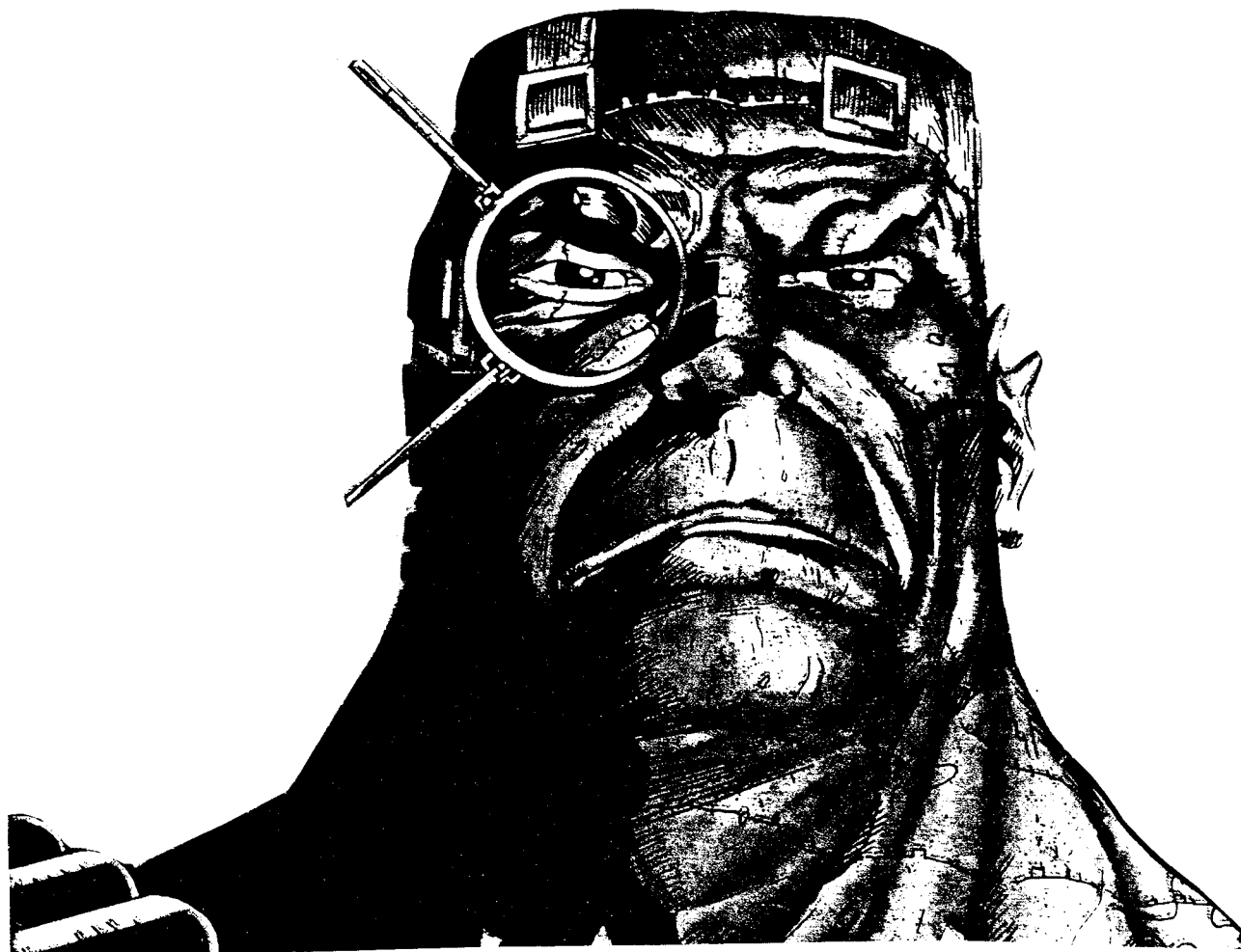
And that's it! Thanks for your help, now if you could please return it to my  
ID or e-mail it to [bcampbel@gpu.srv.ualberta.ca](mailto:bcampbel@gpu.srv.ualberta.ca) I would appreciate it!

---

# Appendix D - Posters

The following pages show examples of the posters used to promote the tournament. Initial advertising was conducted using a 'teaser' ad that established the tournament name and indicated the date it would be held. This was effective in establishing a degree of anticipation for when the remaining posters were displayed. A large number of different posters were developed using a similar design in order to heighten interest in the posters and to encourage people to read each poster individually. Posters were designed to be easy to reproduce, to be readily identifiable on large bulletin boards with hundreds of other posters and to have a consistent theme and design throughout. Focus was also placed on using the image associated with DOOM and some of the vernacular particular to the game to promote recognition.

# So You Think You're Tough?



The first DOOM™ tournament in Edmonton

Networked 486 machines with stereo cards • Prizes for top Competitors • Minimum 1  
hour of play • Special Tournament Wad designed by Tim Willis • DOOM II •  
Refereed by your favourite system operators

## Only \$15.00

Contact 476-0187 to register

Tournament Times are First Come First Serve

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Dec  
2-4

# Here Comes Trouble...



Think You Can Handle it?

The first DOOM™ tournament in Edmonton • Networked 486 machines with stereo cards  
• Prizes for top Competitors • Minimum 1 hour of play • Special Tournament Wad  
designed by Tim Willis • DOOM II • Refereed by your favourite system operators

**Only \$15.00**  
**Contact 476-0187 to register**  
**Tournament Times are First Come First Serve**

**D  
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Y**

**Y**

**Dec**

**2-4**

# DOOM SLAY

The first DOOM™ tournament in Edmonton

Networked 486 machines with stereo cards • Prizes for top Competitors • Minimum 1 hour of play • Special Tournament Wad designed by Tim Willis • DOOM II • Refereed by your favourite system operators • Beginner, Intermediate and Advanced Levels

**Dec  
2 - 4**

**Only \$15.00**  
**Contact 476-0187 to register**  
**Tournament Times are First Come First Serve**

# LOOKING FOR A FIGHT?



# DOOMSDAY

The first DOOM™ tournament in Edmonton

Networked 486 machines with stereo cards • Prizes for top Competitors • Minimum 1 hour of play • Special Tournament Wad designed by Tim Willis • DOOM II • Refereed by your favourite system operators • Beginner, Intermediate and Advanced

**Dec  
2-4**

## Only \$15.00

Contact 476-0187 to register  
Tournament Times are First Come First Serve

# GRAB YOUR CHAINGUN



# DOOMSDAY

The first DOOM™ tournament in Edmonton

Networked 486 machines with stereo cards • Prizes for top Competitors • Minimum 1 hour of play • Special Tournament Wad designed by Tim Willis • DOOM II • Refereed by your favourite system operators • Beginner, Intermediate and Advanced

**Dec  
2-4**

## Only \$15.00

Contact 476-0187 to register  
Tournament Times are First Come First Serve

# What the Hell is A BFG9000?



You Better Find Out, it Looks Like You'll Need it.

The first DOOM™ tournament in Edmonton • Networked 486 machines with stereo cards

- Prizes for top Competitors • Minimum 1 hour of play • Special Tournament Wad designed by Tim Willis • DOOM II • Refereed by your favourite system operators

## Only \$15.00

Contact 476-0187 to register

Tournament Times are First Come First Serve

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2-4

# DOOMSDAY

The first DOOM™ tournament in Edmonton

- Networked 486 machines with stereo cards and headphones
- Prizes for top Competitors
- Minimum 1 hour of play
- Special Tournament Wad designed by Tim Willits
- DOOM II on all machines
- Refereed by your favourite system operators
- Dealer Tables available

**Dec  
2-4**

**Cost:**           **\$15.00 in advance**  
                          **\$20.00 at the Door**

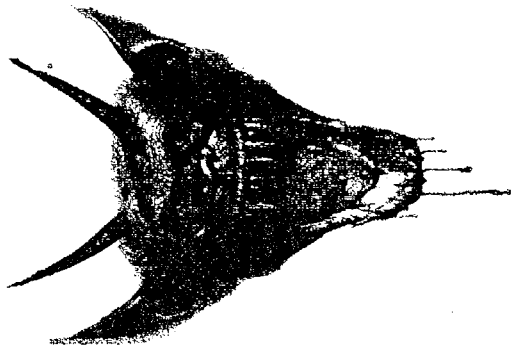
**Contact:**   **476-0187 to register OR**  
                          **Bcampbel@gpu.srv.ualberta.ca**

**Location:**   **Students Union Building in**  
                          **SUB-021 (lower floor behind**  
                          **arcade)**

## **NOTICE**

Tickets on sale in HUB at Rutherford  
Connection from 8AM to 4PM on Thursday,  
Nov. 24.

# BOONER



**TOURNAMENT  
OFFICIAL SPONSORS**

**SOFTWARE**

- Sales
- Service
- Selection
- Solutions
- Special Orders
- Satisfaction

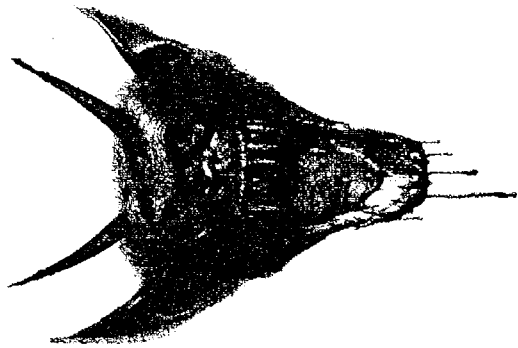
**SUPERMART**  
Division of IRS, Inc.



**11010 101 STREET 425-0691**

**WHERE EVEN THE BOSS KNOWS HOW TO USE HIS BIG BOON!**

# DEATH RAY

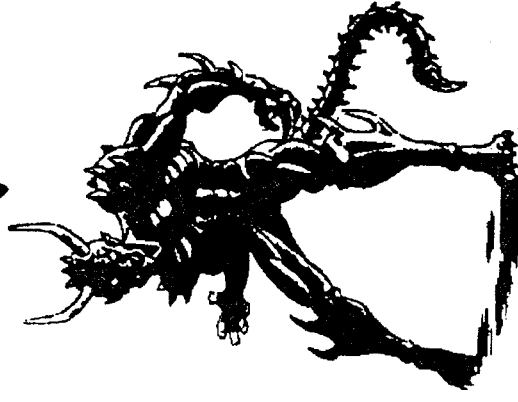


**TOURNAMENT  
OFFICIAL SPONSORS**

**SOFTWARE**

- Sales
- Service
- Selection
- Solutions
- Special Orders
- Satisfaction

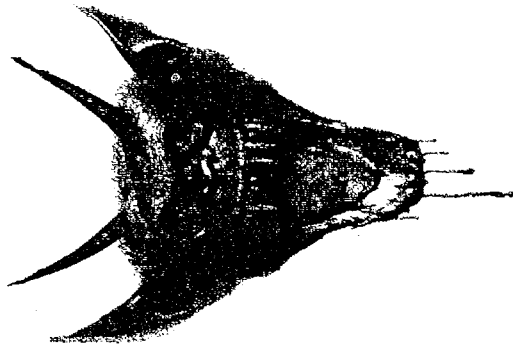
**SUPERMART**  
Division of IRS, Inc.



**11010 101 STREET 425-0691**

**"IF I HAD A ROCKET LAUNCHER... WAIT, I DO !!!"**

# DEATH

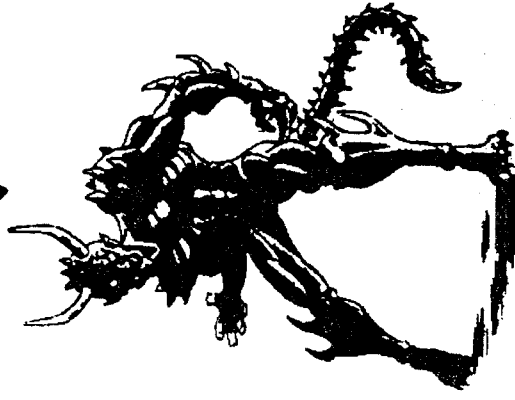


**TOURNAMENT  
OFFICIAL SPONSORS**

**SOFTWARE**

- Sales
- Service
- Selection
- Solutions
- Special Orders
- Satisfaction

**SUPERMART**  
Division of IRS, Inc.



**11010 101 STREET 425-0691**

**I NEED A PLASMA RIFLE IN THE 40 WATT RANGE.**

# Cyber Demon BBS

Your **DOOM** headquarters!  
Over **600** DOOM related files!

## 447-3734

24 hours a day  
speeds up to 14400!  
Running Wildcat! 4.01  
Supporting ANSI and RIP emulations!

**CDROM** door On-line featuring **Night Owl #13!**  
Adult file section and Adult DOOR games!

On-line DOOR games including *Legend of the Red Dragon!*

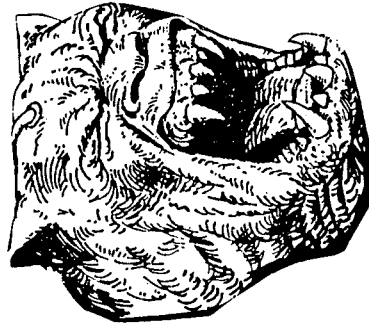
Your Sysops are:

Trent Filthaut (sysop)

and

Michael Hollands (co-sysop)

# THIS WEEKEND



DON'T BE  
LATE

Now \$50  
\$15 in Advance  
\$17 for groups of four  
\$20 at the Door

## The Largest Doom Tournament Ever!

• 20 Networked 486 machines with stereo cards and headphones • Prizes for top Competitors • Minimum 1 hour of play • Special Tournament Wad designed by Tim Willits • DOOM II • Refereed by your favourite system operators

# University of Alberta Students' Union Building 0-21

<b>Friday Dec. 2</b>	<b>11:00 AM to 11:00 PM</b>
<b>Saturday Dec. 3</b>	<b>8:00 AM to 11:00 PM</b>
<b>Sunday Dec. 4</b>	<b>8:00 AM to 9:00 PM</b>

DOOMSDAY DEC 2-4