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NVIDIA's RTX-RELATED MARKETING STRATEGY

Goal: to study how Nvidia's marketing plan affected the sale of new video cards.

On September 20, 2018, a new video card segment from Nvidia, namely the 20 series, arrived on the shelves of electronics stores. It included video cards: RTX 2060, RTX 2070, RTX 2080 (as well as overclocked "Ti" versions). This is a completely new type of video card on the market. The fact is that they are the first to introduce RTX technology. They provide the user with the ability to work with ray tracing. Ray tracing is a set of algorithms that allow you to achieve photorealistic graphics, they allow you to implement next-generation lighting effects that look as realistic as possible: scattered shadows, background darkening, reflections, refractions, and much more in fact. It's also worth adding that ray tracing simplifies the video game development pipeline.

However, for a successful start of sales of the company would need a good advertising campaign, which is what happened. 2 weeks before the release of the video card, a video was released on The NVIDIA Geforce Youtube channel. It was a collaboration with one of the biggest gaming companies: Electronic arts. It demonstrated how the new technology can change the image quality in a game that was already considered a reference at that time. In the video, we tried to draw the most attention to dynamic reflections, especially on small objects, such as the human eye.

Another example of collaboration: showing a "Demo" version of the StarWars Battlefront game with this technology. In this display, attention was paid to global lighting, which will be affected not only by large objects, such as a tree or a house, but also by small components of these objects, such as the leaves of this tree.

The next stage was a collaboration with the Studio Remedi and their future game “Control”. One of the innovations of this game: destructibility of local objects inside the building. The videos showed how this technology can handle a large number of small objects and at the same time change the lighting in real time. However, the advertising campaign was not just about releasing videos that showed the new technology. A significant share of the audience was attracted by the participation of this company in numerous exhibitions related to games.

The company announced its new line of video cards at its own GTC 2018 conference related to new graphics technologies. It is also worth noting that the display of this technology was at the world's most popular exhibition of the computer game industry E3 (Electronic Entertainment Expo). There, even people were given the opportunity to play games with this technology. This technology was also shown at CES 2018-2019 (international consumer electronics show).

It is worth noting that even after the start of sales, the advertising campaign is still ongoing. Recently, Nvidia confirmed that in connection with the release of the game Cyberpunk 2077, they will release a limited series of video cards dedicated to this game. This move is well planned, because this game is already predicted to be the best game of the decade and there is a huge hype around it.

Nvidia spent \$21 million on the advertising campaign in 2018, However, due to the failure of sales, they had to reduce their advertising funds and in 2019 it amounted to \$15 million.

The failure of sales was associated with a fairly high price for video cards. The fact is that at first the profit came from sales to companies that create games. However, the main part had to go from sales to ordinary people, and they were no longer available because of high prices. In this regard, the company's revenues fell by more than 50%.

Conclusion: Even a well-planned advertising campaign does not guarantee good sales of the product and it is not always appropriate to spend a lot of money on it.

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