NINTENDO SWITCH 2

NINTENDO SWITCH™



ABOUT NINTENDO

- Founded in 1889, Kyoto Japan
- Nintendo America established in 1980
- Medium of video games and entertainment
- Known for gaming consoles and popular game franchises such as Super Mario Bros, Legend of Zelda, and Pokemon



SWITCH 2 LAUNCH

- January 16th Nintendo released their trailer for the Switch 2
- April 2nd Nintendo Direct presentation focused on details about the console, release date, price, and new games
- April 18th Nintendo delayed date for preorders due to impact of tariffs



PROBLEM



Despite the surrounding excitement and announcements for the new Switch, Nintendo later had to delay the availability to preorder the console due to tariffs.

This leads to questions whether customers will take in the news of delays and prices negatively

RESEARCH QUESTIONS

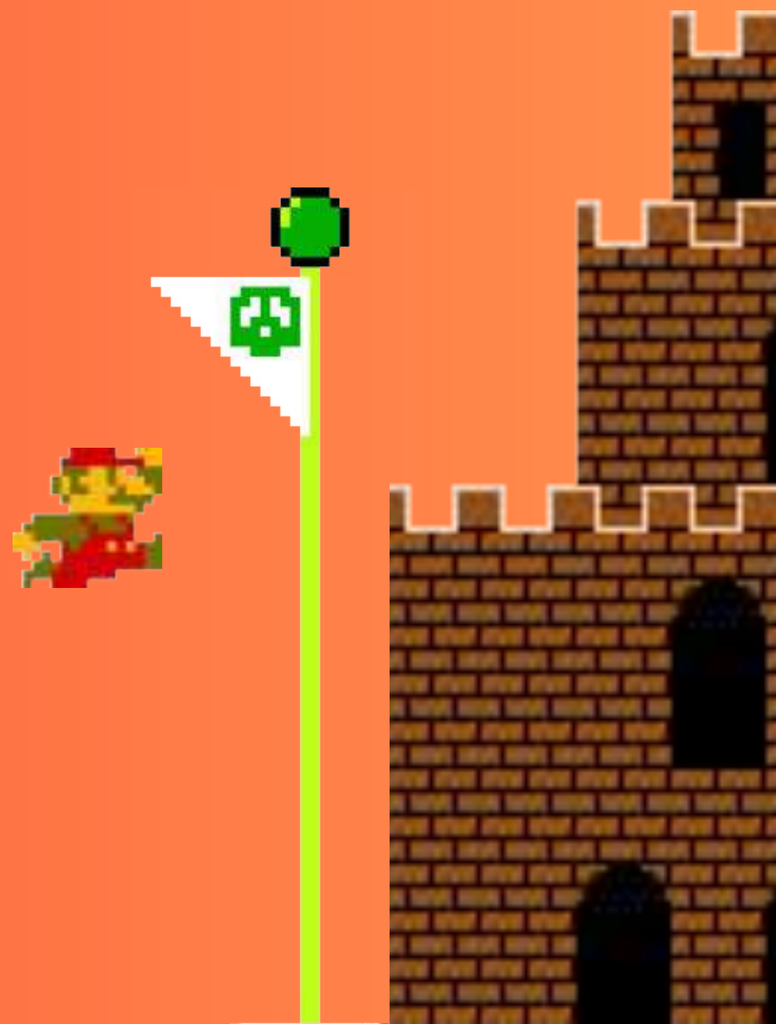
How do people feel about the Switch 2 console, games, price, and delay announcements?

How can we keep the Switch 2 console and games relevant?



IMPORTANCE

- Keep the excitement for the Nintendo Switch despite surrounding news regarding the prices and delays
- Keep trust and loyalty between the company and consumers
- Keep Nintendo reliable and appealing to media



DATA COLLECTION

```
("Switch 2" OR "nintendo switch 2" OR "switch two") AND ("nintendo" OR
    "announcement" OR "release date" OR "price" OR "mario kart")
AND source_country:US AND lang:en
```

- Pulled through Mention.com using the advanced search
- Data pulled two nights before the announcement on March 31st and then opened again on April 2nd on the morning of the announcement and closed the pull on April 7th to get a full week collection
- Garnered a total of 15,339 Mentions
  - Across News, Blogs, Facebook, Web, X, Instagram & TikTok
- Focused on the US and English language to have a more targeted campaign as the US is at the forefront of the console delays

METHODOLOGY



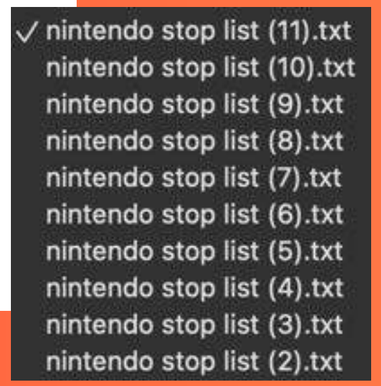


- To better analyze our data we isolated the results from news & web posts and social media, having two sets of data that we ran through each of our collections methods
  - With the exception of the Tweet Profiler in which we only used the social media results
- For News and Web we used a data sampler to cut down our results further as we had over 11k results

NEWS & WEB WORD CLOUD



- Our Word Cloud for News & Web had a high emphasis on the timing for the release of the console
- We went through 11 iterations of stop words to reach this final version



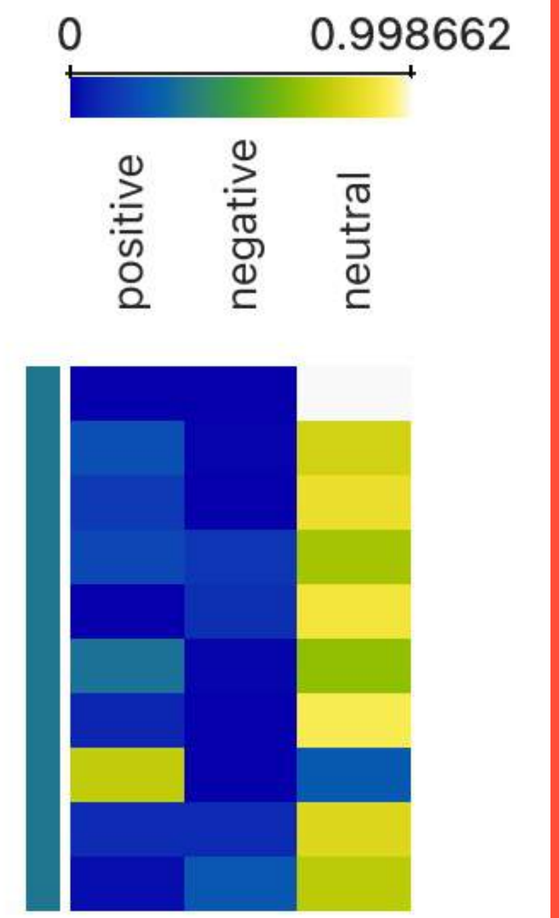
SOCIAL MEDIA WORD CLOUD



- The Social Media Word Cloud shared a lot of similarities to the News & Web results, which indicated that there was similar sentiment to the announcement across the press and fan forums
- We also had 11 iterations of stop words to reach this final version



NEWS & WEB SENTIMENT ANALYSIS

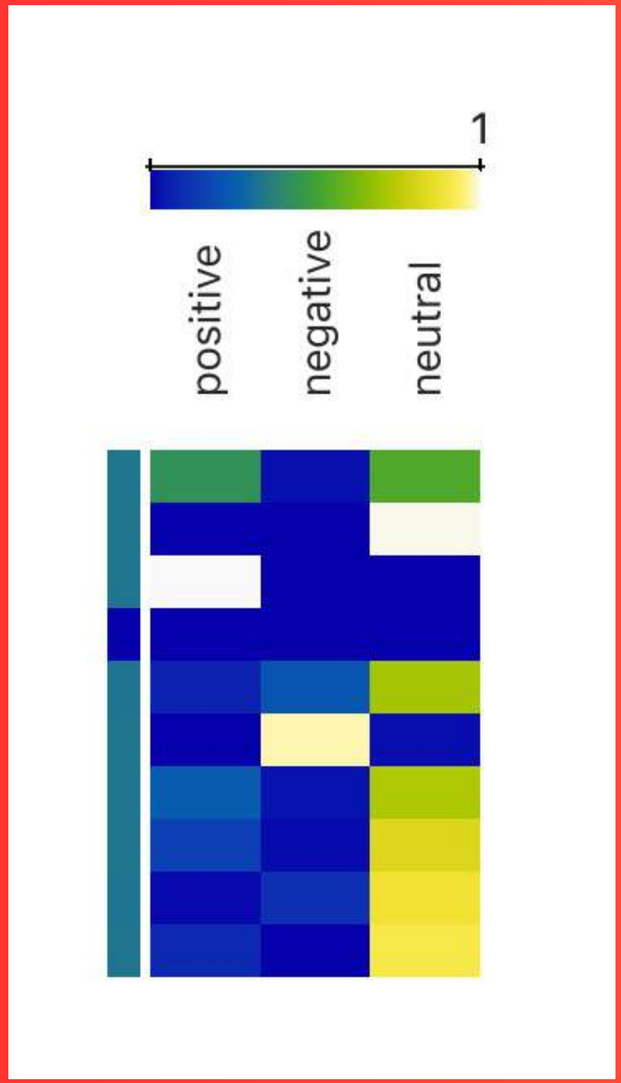


6	Donkey Kong Bananza was one of the brand-new Switch 2 games Nintendo revealed during the most recent ...
7	photo of Nintendo says the Switch 2 Joy-Con controllers don't have Hall effect thumbsticks image While the ...
8	The Switch 2 is going to include some features that Nintendo fans have wanted for a long-time.
9	One of the biggest talking points of the Nintendo Switch 2 Direct we witnessed last week wasn't actually about the ...
10	Also on CNBC Tech stocks whipsaw in volatile trading session as Trump stands by tariffs Nintendo President Doug ...
11	While things might change as Nintendo considers how to handle the current tariff situation in the U.S., the Switch 2 ...
12	Nintendo of America says the Joy-Cons have been redesigned, but not with anti-drift Hall effect sensors.
13	Older Nintendo fans remember an era where digitally shopping on Nintendo hardware was accompanied by incredib...

6	The reserves that arrived at lower duty will temporarily insulate the company ...
7	Moving up the gears. Related reads: Open Back Headphones: A Sound ...
8	Amid the furore around the $449.99 price of the Switch 2 and Mario Kart ...
9	Free money to spend on Switch 2 games. Currys have been hitting us hard ...
10	Not only has there been substantial speculation and analysis about what the ...
11	photo of Nintendo Is Actively Assessing What a Trade War Means for the ...
12	Currys have been hitting us hard with the discounts lately, but the UK retailer...
13	We all know that The Legend of Zelda: Breath of the Wild and Tears of the ...

- Swek leaning heavily positive (10-row cluster)
  - coverage focus on new hardware, software, and features
- ⅓ of coverage is negative to neutral
  - focus on tariffs, delays, and price point pre-tariffs

SOCIAL MEDIA SENTIMENT ANALYSIS



@PaulTassi @Forbes The world already knew this except for those fake news influencers It wouldn't effect all the ...

All things considered, Breath of the Wild and Tears of the Kingdom getting $10 upgrades for Switch 2 beats the ...

Burnie and Ashley discuss the stock markets woeful outlook, circuit breakers, Wolf of Wall Street, Black Monday ...

Posted by Mitchell A. Sobieski | Apr 7, 2025Nintendo has postponed preorders for its highly anticipated Switch 2 ...

Prices could jump 58%, meaning a $500 console could soon cost you $790. Nintendo already delayed preorders f...

While much of the world focused on the Nintendo Switch 2, Bandai Namcos Tekken 8 has been on fire. The ...

According to the well-known analyst Daniel Ahmad, the PS5 is currently safe from Trumps tariffs, but only for a ...

Today we discuss The Nintendo Switch Pro (I mean Nintendo Switch 2), AI, The Zelda Movie coming in 2027, Sho ...

Commodities also sustained heavy losses, with West Texas Intermediate, the US benchmark, falling 3.4 per cent to...

Prior to now this week, Nintendo in spite of everything been uncovered to throughout 2 Fransase on Transfer 2 On ...

While still showing a positive focus, many conversations skewed neutral and negative, especially within other clusters

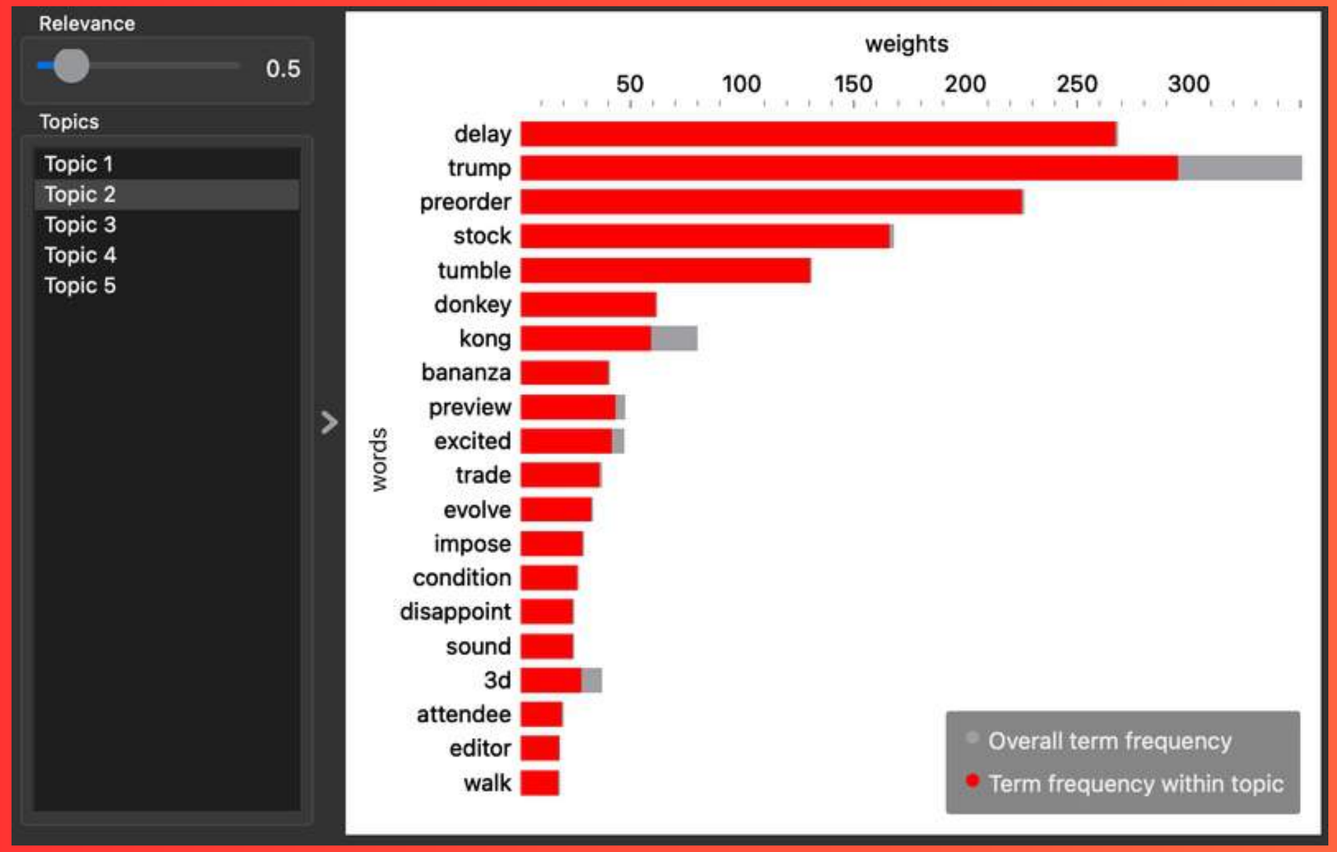
Issues: price point, tariffs

TWEET PROFILER

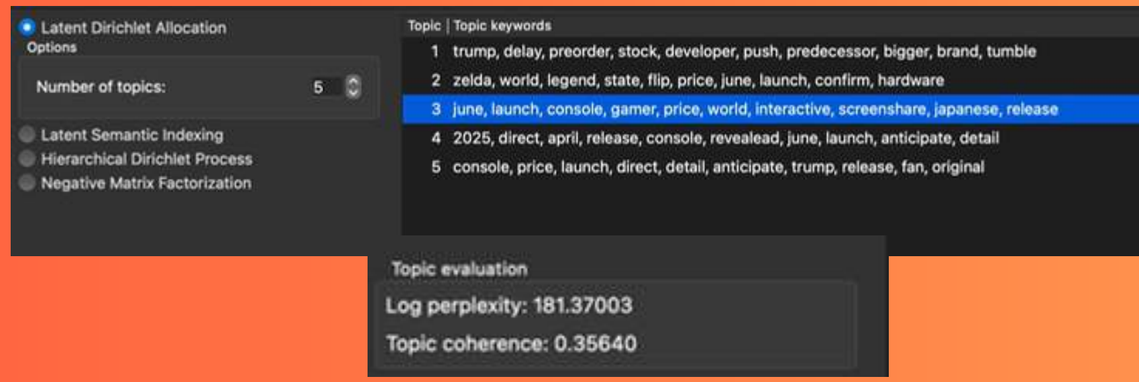


- The Tweet Profiler is used to classify tweets based on emotional sentiment
- For our topic the highest emotion displayed was Joy, followed by Surprise and Sadness
- The results indicate that those who were sharing tweets at that time still had that excitement and happiness for the release despite the complications

NEWS & WEB TOPIC MODELING

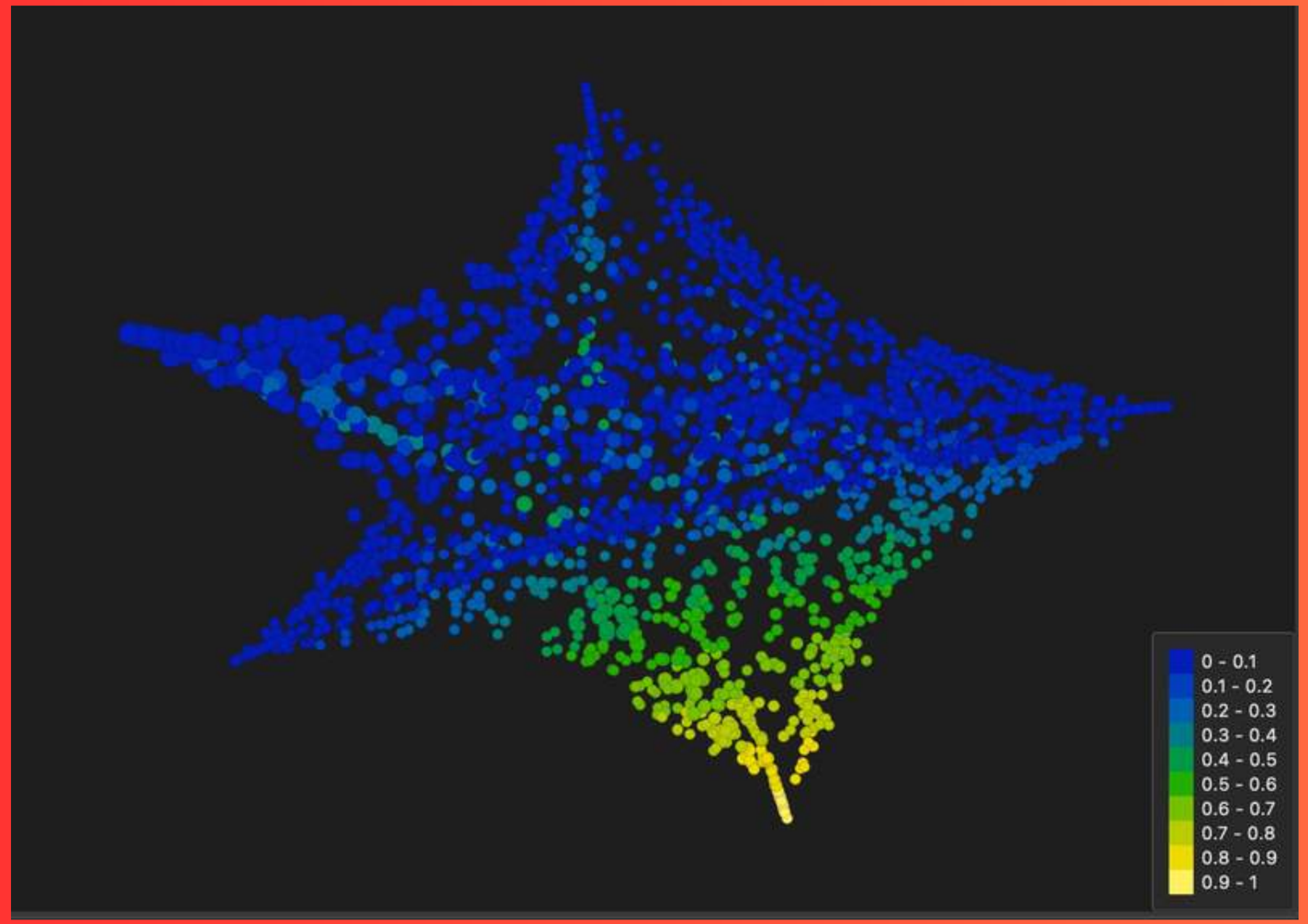


LDavis



- Through Topic Modeling found common themes that were being discussed across News Articles and Web Forums
- We narrowed our data down to five topics and ultimately decided to dive in further to Topic #2 as it showed the concerns that people had with the delays

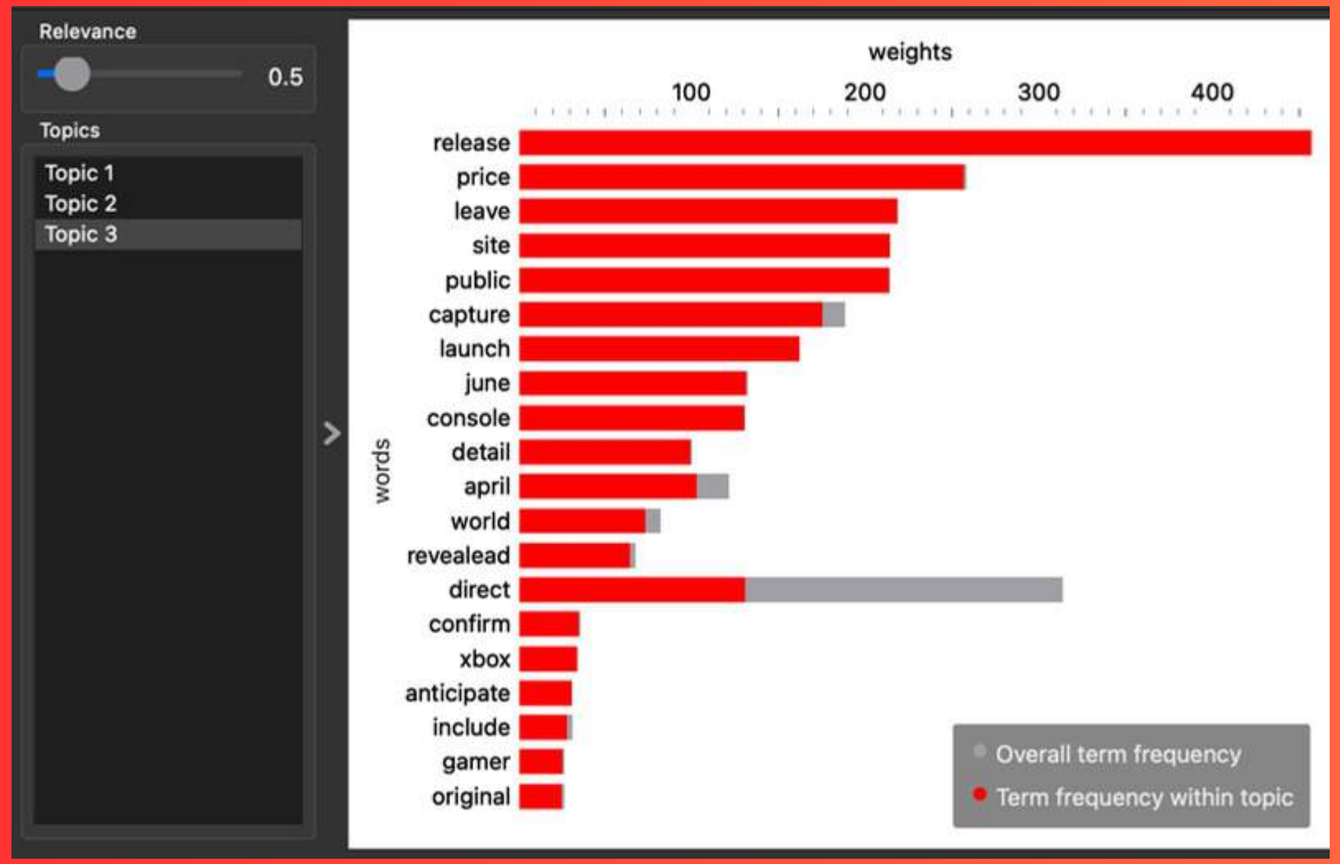
NEWS & WEB TOPIC MODELING



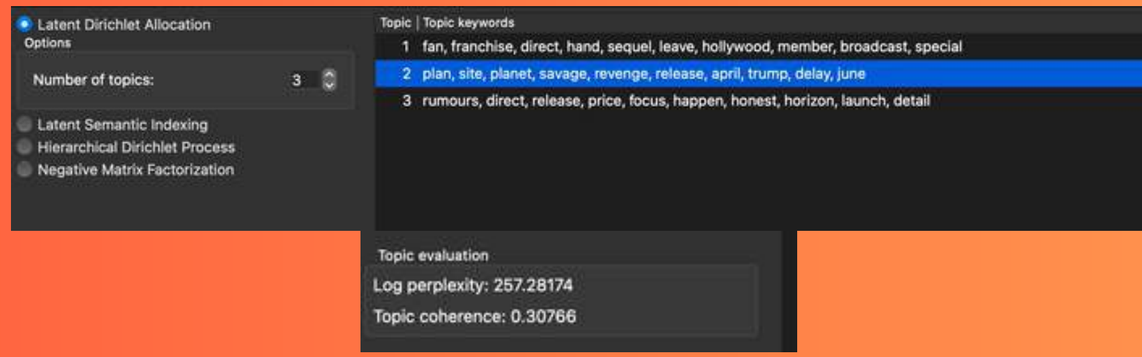
- Using a Multidimensional Scaling (MDS) model we were able to pinpoint how Topic #2 overlaps with the other topics we kept in our data

- The results showed that while the overlap was small within the other topic peaks, there still was a bit of Topic #2 showing up within the others and it was spinkled in with the rest

SOCIAL MEDIA TOPIC MODELING

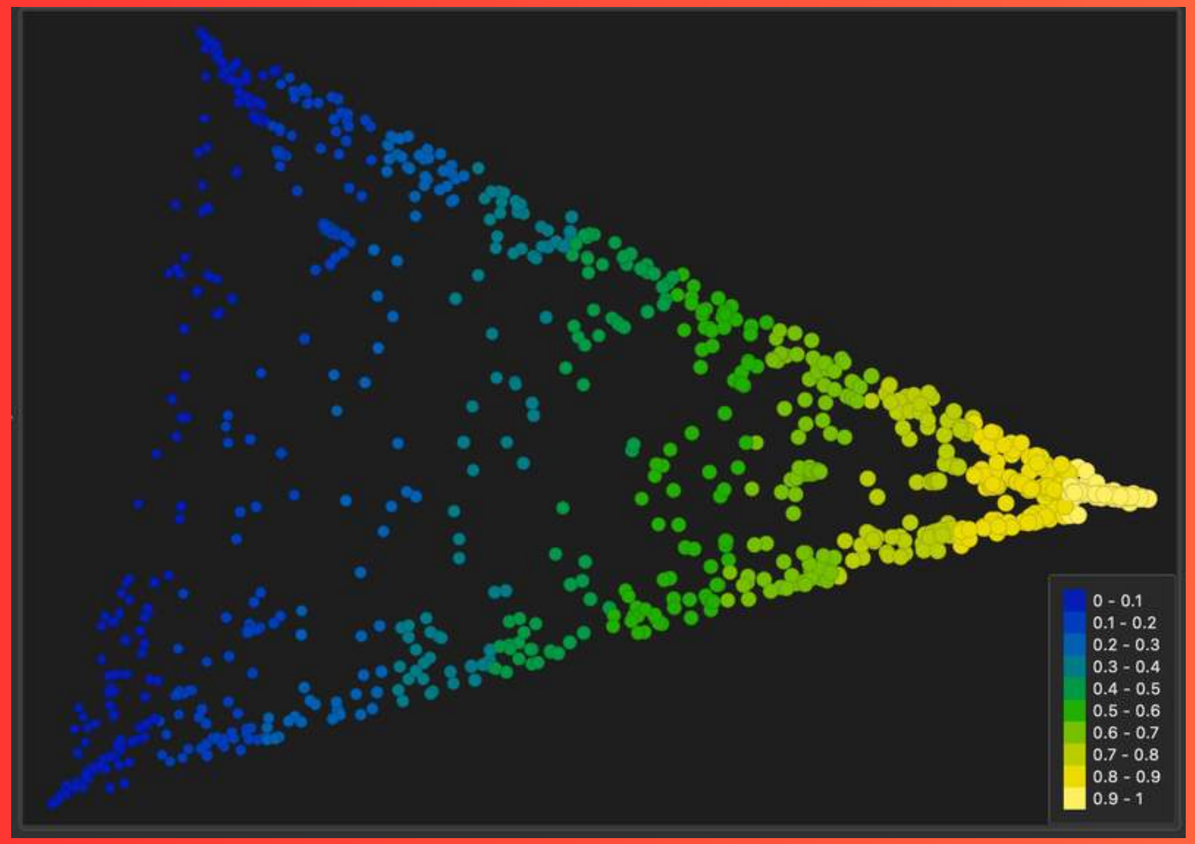


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- For our Social Media pull, we looked at three topics as those gave us a clear view into what people were discussing while still keeping a good coherence level of 3
- In this case we looked at Topic #3 further as it highlighted key words like “release” and “price” which were in line with our research purpose

SOCIAL MEDIA TOPIC MODELING



- In this Multidimensional Scaling (MDS) model we saw that there is practically no overlap with the other two topics and it was very isolated for social media users

- Compared to the News & Web pull, the topics here were a lot more unique and did not have the same themes shared throughout

NEWS & WEB SEMANTIC NETWORK

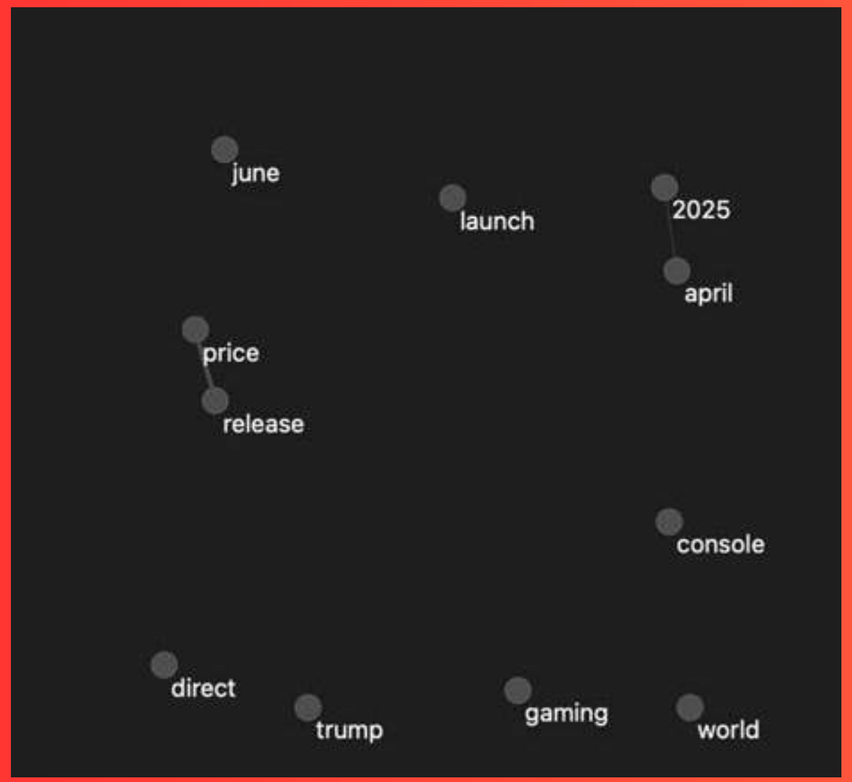




- Using a semantic network we looked at the relationship between the few of the topics within our News & Web data

- We found that one off the networks showed direct correlation to our research questions is had connections between the awaited release and price of the console

SOCIAL MEDIA SEMANTIC NETWORK



- The Social Media semantic network did not have as strong correlations and results as the one we pulled for News & Web

- In this case the topics were a lot more sporadically placed but at the same time we did see groupings here around the release date with “April” and “2025” being pulled together and with “price” and “release”

- Another interesting point here is that the word “Trump” came up as a topic which is in line with the higher rate of opinions that are shared with politics and similar topics in social media forums

RESEARCH REVIEW

- **Relevance:** Excitement for Switch 2 is strong, but preorder delays and tariff-driven price concerns risk losing momentum.
- **Preorder Delay Sentiment:** Fans are frustrated, worried about scalpers, and questioning Nintendo's communication.
- **Console, Games, and Pricing Feelings:** Console upgrades and game lineup are praised; pricing is acceptable but sensitive, with fans expecting clear value.



CAMPAIGN: SWITCH FOWARD

For this we would position the delay not as a setback, but as an opportunity for fans to "be part of the journey." Shift messaging from a transactional "buy now" tone to an experiential "join us" feeling — keeping people engaged, excited, and reassured about Nintendo's commitment to delivering the best possible product.



Tagline Ideas:

- "Switch Forward: The Journey Starts Together"
- "Get Ready to Switch It Up — Bigger, Better, Bolder."

CAMPAIGN STRATEGIES

- **Transparent Communication:**
  - Weekly "Inside Nintendo" updates and short video messages from the team to explain progress and thank fans.
- **Exclusive Early Access Content:**
  - Launch a free "Switch 2 Sneak Peek Club" with digital demos, behind-the-scenes content, and loyalty rewards for engagement.
- **Media Collaboration:**
  - Partner with trusted influencers and journalists to share the full story, offering early hands-on access to build authentic buzz.
- **Price Value Reinforcement:**
  - Create comparison visuals highlighting Switch 2 improvements, such as GameChat and new mouse controllers, as well as offer limited-time promotions like free Nintendo Online subscriptions.
- **Nostalgia Appeal**
  - Given our data showed mentions of nostalgic Nintendo franchises and consoles (such as the GameCube, words like remaster, Zelda, etc), we plan to show consumers how the Nintendo Switch 2 is perfect to relive childhood gameplay experiences
    - Done through highlighting Nintendo Switch Online service in social content, which lets gamers play past Nintendo titles for a fee

CAMPAIGN TACTICS

1. **"Switch Forward Insider Club"**
   - Open free online signups to get early-access content, exclusive wallpapers, digital artbooks, and mini-game demos.
   - Members get badges for milestones ("Early Adopter," "Super Switcher") that they can show off on profiles/social media.
2. **Weekly Interactive Drops:**
   - Switch Teaser Tuesdays: Sneak peeks at new games, behind-the-scenes videos, unboxing clips.
   - Power-Up Polls: Let fans vote on things like favorite upcoming game features or special launch-day accessories.
   - Memory Lane Mondays: Ask fans to share their favorite original Switch memories — build emotional nostalgia.
3. **Pop-Up Experiences ("Switch Spots")**
   - Temporary mini Nintendo "lounges" in key cities (LA, NYC, Tokyo, London).
   - Fans can try out the Switch 2 early, win merch, and meet Nintendo reps.
   - Set up photobooth installations: "Level Up Your Selfie" with themed backdrops from launch titles.



Nintendo Switch Game Finder

Discover your next favorite game!

What do you enjoy?

Game Genre

Select a genre

Play Style

Select a play style

Game Length

Select preferred length

Multiplayer Preference

Select multiplayer preference

Find My Games

RECOMMENDATIONS

Immediate: Launch the "Switch Forward" campaign before frustration builds further. Be honest and transparent in all communications.
Short-Term (Pre-Launch): Keep fans actively engaged with rewards, sneak peeks, and community-building activities, along with sharing teasers for new and nostalgic titles.
Launch: Offer loyalty bonuses for early supporters and over-communicate how supply and ordering will work to avoid a scalper-dominated resale market.
Post-Launch: Continue engaging the community with events, downloadable content announcements, and Switch 2 ecosystem expansions (e.g., accessories, unique apps, online GameChat features).

- Ex. new nostalgic Gamecube titles added to Nintendo Switch Online service, new game releases, etc

STUDY LIMITATIONS

- Most of the sentiment analysis is based on social media, gaming forums, and news comments, which can skew heavily negative compared to broader market perception.
- No full preorder data available yet — the true demand regarding the new price is not fully measurable.
- Tariff impacts could shift again based on political changes, affecting long-term supply chain planning.

FUTURE RESEARCH RECOMMENDATIONS

Consumer Surveys: Conduct broad, structured surveys to gauge sentiment among casual gamers, not just core fans.
Market Testing: A/B test different preorder incentive strategies (e.g., loyalty points vs. exclusive skins) to see what drives better engagement.
Competitive Analysis: Monitor reactions to other console launches (especially handheld competitors like Steam Deck) to adjust messaging accordingly.
Supply Chain Updates: Regularly reassess logistics and production risks that could affect further delays or shortages.