

IN-DEPTH INTERVIEW

What kind of channel are you planning on starting up?

I want my channel to first and foremost be a review channel where I test out existing games and new releases and show the good and the bad sides of the games. I also want to show various features in the various games and how to achieve various things, do walk-throughs of entire games, play live battles and much more.

What would you consider your main target group? (Extra questions asked to help define; What are their age, are they men or women, where do they live, what are they interested in, where do you reach them with ads and information, what type of advertising content do you think they are most receptive of?)

In the ages from 18 to 30. Probably for the most part men, but I would want to reach out to women as well. I am going to start out the channel by speaking Norwegian to hopefully build a fanbase here first. The target group is interested in various vehicles and games that features them, and they are technologically smart and used to get their information through social media and so on, so it is easy to reach out to them online. I think that short video ads his the target audience most.

Why should people watch and follow your channel?

I am very funny and goofy when I am playing video games, I know what a good game is and can therefore do thorough reviews. I am not afraid to say if I don't like what I am playing, and I am good at finding good and bad things with every game I play. My channel will be real, honest and sincere at all times, but most of all, it will be hilarious. Even though I can be impatient in other aspects of my life, I never give up on a game and I always try until I succeed and finish the entire game (no matter how bad it is). I think that this makes me kind of special, since I am probably more qualified to really say what I think about various games

since I actually play them all thoroughly and get the entire experience of it.

What type of games?

Snowmobile, motorcycling, truck, and car games.

What kind of consoles do you intend to play on?

PlayStation, computers, and Xbox.

What is the main goal of your channel?

The main goal of the channel is to inform people about the games that are out there, which hopefully helps people avoid bad games, and introduces them to good games they didn't even know existed. I want to find the best games out there, and I want to have segments that really showcases the best and most popular games, like the best/most played monthly/quarterly/yearly games, and show full walk-throughs of those games to help people with some solutions if they ever get stuck on something and have a hard time doing something in those games etc..

Is your channel a place where you can learn about various games and really get to know the fact about the game, or are they more in style of «looking at a mate playing and commenting a new game he is playing»?

I want my channel to be a place where people can just follow me around, hear what I think about the game and get to know my feelings about it. I want to have some sort of communication with the viewers and be viewed as a buddy they are playing with/watching play. I was thinking of maybe sending live streams where I can see live comments on what I am doing and get a really close relationship with the viewers.

BRIEF CREATING A BRAND

THE CLIENT GOAL/VISION

The client is a hard-working man that wants to be perceived as he is. He wants to get a job in the fields of transport and heavy rescue. He wants to attain a good, steady job, doing what he wants to do. His dream job is to have a video game channel online, or drive snowmobiles professionally (competitive). The client is now going to try to realize one of his dream jobs and start up a video game channel online and try to make it a reliable job with a steady income.

The goal of this project is to make the clients' dream job a reality and make it turn into something that will provide him with secure, steady work and income. The clients want to go out on a limb and do something on his own and by himself, so it is important that he has a strong brand to support him and help him succeed within his new choice of work. A strong brand (and visual identity) is crucial for anyone that wants to be taken seriously and seem professional, and one of the goals of creating this brand is simply trying to create something people can recognize and remember, and associate with the client and what he does.

PRODUCT

The client is a person that has a lot to offer. He is a straightforward, honest and kind person. He is funny, he knows his games, and he is not afraid of saying what he thinks. He has a simple mind and a friendly spirit.

THE PROJECT

The project is to create a brand for the client. He will need a brand that can work as a solid foundation for this startup, a strong brand that represents him as a person and at the same time makes a noticeable and interesting statement of his presence within the field. It should attract the target audience, keep them interested in the brand and the channel and act as substantial groundwork that helps the client build a successful and acknowledged business.

TARGET GROUP

The target group is mainly men from 18 to 30 years, living in Norway. They are interested in various vehicles and games that feature them, and they are smart when it comes to technology. The best way to reach out to them is through social media.

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