



***VE VoltEdge***



**Why Choose**

***VE VoltEdge***

“There are many reasons someone may choose to purchase from you vs. your competitor. It could be price, quality, or convenience, but many times, especially with all else being equal, people buy into your brand. They buy into **the reasons you are doing what you are doing**, your reasons for existing.”

–Kantar/Millward Brown,  
2017 Brandz Index





# VE: FIND PURPOSE + GROW

## What's the Purpose?

“Brands with a clear purpose grew in value at three times the rate of other brands, on average, over the past 12 years. Purpose can be completely **utilitarian**... or it can be about **helping improve the world** in some way.”

–A Better Lemonade Stand,  
Richard Lazazzera



## Building the VoltEdge™ Brand

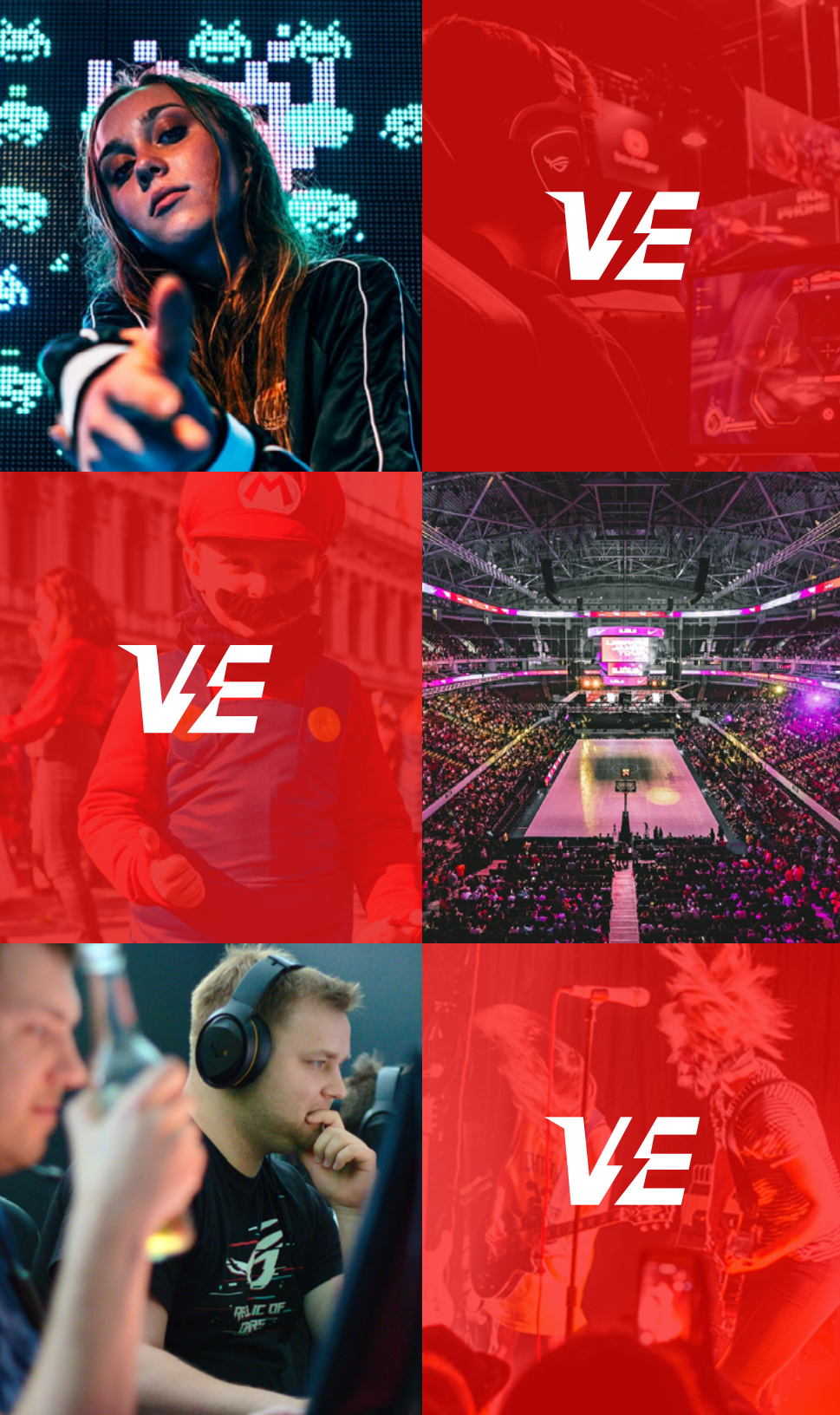
Brand positioning is defined as “designing a company’s offering and image to occupy a distinctive place in the mind of the target market.”

This exercise is about articulating who we are and what we stand for, so we can bring our products to gamers with a fresh point of view.

It’s about differentiating ourselves from competitors, and defining the dynamic space we want to occupy in gamers’ minds.

Defining our brand objectives is where the adventure begins.





## VoltEdge Brand Objectives

**Define our role** in a landscape of established competitors

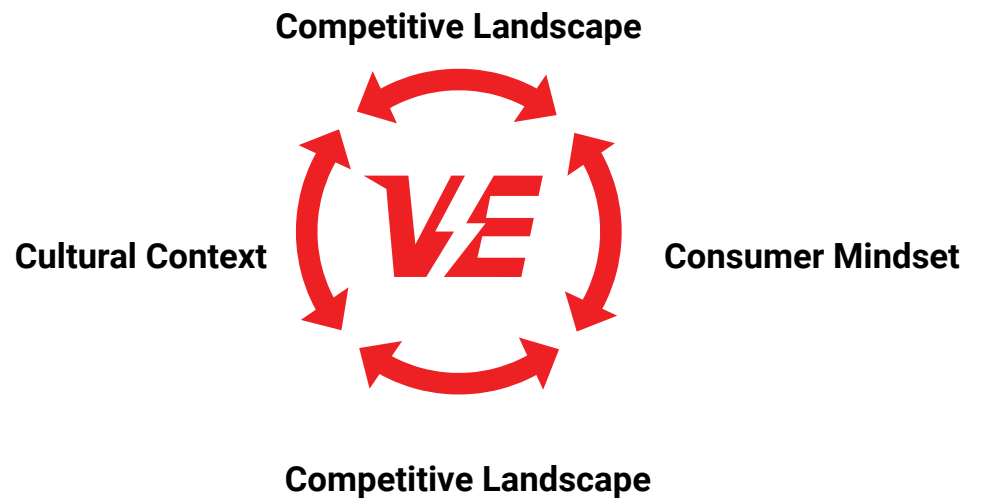
**Develop an identity** to create a beacon of meaning to attract attention

**Build awareness** to create an enthusiastic gamer-centric following

**Drive sales** to secure our position as a thriving category competitor



## The Process: Four C's Approach







## Competitive Landscape: Crowded

All of this growth has made gaming a thriving industry, but the growth has attracted a lot of competition to the space resulting in two challenges:

**Challenge #1:** Increased number of brands competing for the same audience. This makes it harder for any one brand to stand out, so landscape demands bold and consistent messaging. Current category messaging gravitates toward shallow “for gamers, by gamers,” or expected “gives you a competitive edge”, making neither path compelling nor distinctive for a new category entrant.

**Challenge #2:** Retailers are risk-averse when it comes to giving shelf space to new entrants, particularly when they’re already driving healthy sales with the brands they already carry. They’re looking for innovation drivers or other reasons to justify additional shelf space.

**Implication:** Marketing needs to convey an exciting point of view that makes us break through the clutter for both consumers and retailers. White space to create a more fun, irreverent voice in the category.



## Consumer Mindset: Proud to be a Gamer

**Gamer Pride:** The “mainstreaming” of gaming has made belonging to this culture and the community around it a source of pride. With the growth of eSports and the breadth of appeal of games, being a gamer is far more aspirational and isn’t a phase you grow out of anymore.

**Play is More Than Games:** Gamers have a passion for play, but for this generation of gamers, “play” is about more than games. Today’s gamers are highly invested in their passions, and are defined by their curiosity. Play is about the exploration and discovery of the new and unexpected.

**Pop Culture Omnivores:** “Exploring the new and unexpected” is how gamers relate to the world and why they’re one of the most pop-culture savvy consumers to connect with, from film, to TV, to sports to music and of course to gaming culture itself. Our brand must be inspired by this multi-dimensional pop culture driven mindset and not limited to gaming, where everyone in our space is vying to compete.

**Implication:** Give the culture the reverence it deserves, and leverage the pride gamers have in their thriving culture. Show we share their enthusiasm, and connect to the depth of their dimensions, not just their gaming “performance”.







## Company Perspective: On Fire

**Deep Level of Confidence:** Capable/Passionate/Nimble Team, Experienced Leadership, Compelling Value Proposition. This is rare.

**Characterized by Enthusiasm & Ambition:** Love the gaming category, pumped to be here on the ground floor, and everyone feels there is real potential to make an impact.

**Short Term Anxiety:** Concerns about planning, preparedness, and being buttoned up. Want more clarity on product pipeline/planning, marketing plans and the on-going vision for the company. This fell far short of a criticism, more of a reflection of eagerness to be part of making an exciting vision a reality from the ground up but not knowing what timing or resources may be.

**Implication:** Leverage VoltEdge's collective enthusiasm for the category and our product line to demonstrate the refreshing perspective that we share in the unabashed fandom of the community.



## Positioning Implications Summary

**Cultural Context:** There's never been more momentum behind gaming culture. In this dynamic media landscape there's a lot of creative space for the brand to explore to gain traction within gaming culture.

**Competitive Landscape:** Marketing needs to convey an exciting point of view that makes us break through the clutter for both consumers and retailers. White space to create a more fun, irreverent voice in the category.

**Consumers' Mindset:** Give the culture the reverence it deserves, and leverage the pride gamers have in their thriving culture. Show we share their enthusiasm, and connect to the depth of their dimensions, not just their gaming "performance".

**Company Perspective:** Leverage VoltEdge's collective enthusiasm for the category and our product line to demonstrate the refreshing perspective that we share in the unabashed fandom of the community.





## Glossary of Terms

**Product Promise:** What do we make? What can our products enable for players? (Provides product focus)

**Brand Platform:** What role do we play? What's the heart of the brand? (Provides communication focus)

**Brand Values:** What is important to us? How does that influence how we express ourselves? (Provides meaning & distinctiveness)



## Product Promise: Team Discussion

Our Product Promise defines what we make in consumer terms and reflect our product development focus for the long term. While we make gaming accessories, our aspiration for the product should be rooted in how we affect players' gaming experiences. A strong place to start as our future product vision takes shape:

**Player-inspired innovation that helps gamers get the most out of their gaming experiences.**

Over time, our product promise may evolve as our business grows and we invest more deliberately in the direction of innovation:

**Relentlessly devoted to innovations that enhance the gaming experience.**





## VoltEdge Mini Manifesto + Conversation Starter

VoltEdge loves that there's always something new and exciting happening in games, and when it comes to gaming accessories, VoltEdge is what is new and happening. VoltEdge is driven to bring avid gamers the most innovative tech money can buy so gamers get the most out of their gaming experiences.

We get you because we've been in it since 8-bit. The VoltEdge team has been a part of games for a long time and knows this is an exciting time to be a member of this tribe. We love gaming as much as you do so we strive to create products that keep the fun in your game life, to the standards and specs you'd want on your most epic game nights.

With years in this sandbox and a passion for gamers everywhere, we've got to be the most enthusiastic champion of gaming culture out there. We thrive on the always-changing gaming landscape and we're excited to keep bringing you products that keep your gaming life inspired.



## Brand Platform

VoltEdge is the Most Enthusiastic  
Champion of Gaming Culture





# VoltEdge is the Most Enthusiastic Champion of Gaming Culture

## **MOST ENTHUSIASTIC**

“Most enthusiastic” is rooted in our company culture, and embodies the enthusiasm for gaming we share with gamers, creating an emotional connection. We wear our heart for gaming on our sleeve, we are unabashed fans of everything gaming

## **CHAMPION**

Defines our role, and takes a leadership stance that transcends our product offering, like Apple’s “Tools for Creative Minds”. Puts us in support role to what gamers’ love; not an arbiter of culture but a celebrant.

## **GAMING CULTURE**

This is the realm we seek to occupy, with our own identity. Broadly defines how we engage with the community, including but not limited to product offering. Broadening lens also lends this direction longevity and flexibility for product line evolution



# How do we live up to “Most Enthusiastic Champion of Gaming Culture”?

## Product

Products demonstrate our enthusiasm by catering to the innovations that address what’s important to gamers performance, comfort, and personality. We make the best tech for the money, designed with gamers’ abuse in mind

## Personality

While all the brands talk about competitive edge, all gamers know our culture is defined by fun. That’s the spirit we want to convey when we talk to the world and design our products, because that’s the kind of inclusive spirit the most enthusiastic champion of gaming culture would have.

## Price

Our price points also reflect our enthusiasm for gaming culture by being accessible and therefore inclusive. We champion gamers because we deliver innovative tech at price points you don’t have to be sponsored to afford,

## Promotion\*

Our marketing will make us a magnet as our enthusiasm is infectious. Marketing can be a mini-channel of content celebrating all inspiring aspects of gaming culture, from games to developers to the music to players to celebrity fans of gaming.

**\*With depth of content and adequate promotion, our owned channels become a magnet that will attract an audience that drives awareness and sales for the brand.**





**Southwest** 



**Southwest** 



**Southwest** 



## Example of Values: Southwest Airlines

### “Live the Southwest Way”

- 1.** Warrior Spirit (Work Hard; Desire to the best; Be courageous; Display a sense of urgency; Persevere; Innovate)
- 2.** Servant’s Heart (Follow the Golden Rule; Adhere to the Basic Principles; Treat others with respect; Put others first; Be egalitarian; Demonstrate proactive customer service; Embrace the SWA Family)
- 3.** Fun-LUVing Attitude (Have FUN; Don’t take yourself too seriously; Maintain perspective (balance); Celebrate successes; Enjoy your work; Be a passionate Teamplayer)



## VoltEdge Brand Values

**Define our role** in a landscape of established competitors

**Develop an identity** to create a beacon of meaning to attract attention

**Build awareness** to create an enthusiastic gamer-centric following

**Drive sales** to secure our position as a thriving category competitor





## VoltEdge Brand Objectives

Our brand values are entirely inspired by the ethos of the VoltEdge team, and informed by themes that resonate within Gamer Culture. These values convey how we deliver on our brand platform and provide the emotional appeal that will make the brand a magnet for gamers:

**Infectious Enthusiasm**

**Authentic Devotion**

**Maverick Swagger**



## VoltEdge Brand Values Unpacked

**Infectious Enthusiasm:** Our excitement for all things gaming shows we share values with our fanbase. Our ambition is to become known as the most fun brand in gaming among our followers by sharing our infectious enthusiasm for the gaming culture as well as our products.

**Authentic Devotion:** Devotion is about behavior not words, doing not saying. Actions speak louder than words. Our behaviors as a brand will demonstrate the depth of our passion for gaming culture, we'll be in the deep cuts to show we know where the real fans are.

**Maverick Swagger:** VoltEdge seems new to the game, but our swagger comes from our experience in the industry, our trust in one another, and confidence in our line up of innovative products. We are industry insiders, but our character is that of a maverick-- an unorthodox and unconventional category disruptor.





## Cultural Context: Golden Age of Gaming Culture

Gaming Culture is a Legitimate Culture: Culture is defined as a way of life among a group of people, encompassing their shared patterns of behaviors, language, beliefs, values, symbols, social habits, music and arts... making Gaming Culture a legitimate culture.

“Gaming Culture” Goes Beyond Games: Over the last 25 years, gaming has left it’s mom’s basement and permeated the mainstream consciousness, with countless mainstream pop culture expressions across media.

The Future is Bright: Gaming Culture will continue to thrive, as major companies continue to make huge investments in enterprises that keep fueling the growth of and connections within the gaming community. All of these present media opportunities for the future, but the scale of investments suggests there’s much upside forthcoming. (Amazon/Twitch, VC&Tencent/Discord, Google/Stadia, Activision/MLG, etc.)

**Implication:** There’s never been more momentum behind gaming culture. In this dynamic media landscape there’s a lot of creative space for the brand to explore to gain traction within gaming culture.