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Digital

Attract a broad audience

The game appeals to nostalgic millennials, casual social gamers, tech-savvy children and hard-core gamers, alike. It offers an immersive experience for collectors, treasure hunters, and competitive 'fighters'... you choose how you want to play.

Don't be afraid to change direction

Niantic, the game developers, essentially rebranded a previous game; Ingress, to create Pokémon GO. Their pivot paid off: Ingress peaked at +-7million users, Pokémon GO already has an estimated 75 million downloads.

Invest in scalable, secure technology

The game's official global roll-out was planned over 2 months, but the millions of unofficial downloads in the first few days and a rumoured Distributed Denial of Service (DDOS) attack have brought the servers to their knees multiple times since launch, affecting revenue and reputation.

Ride the wave of exponential growth

In its first two weeks, Pokémon GO caused an 86% share price increase for Nintendo. It's since normalised, and settled at a 65% increase, adding almost \$12billion in value. Furthermore, the game is racking up an estimated \$5million per day in in-app purchases of virtual goods.

Listen, adapt and evolve

Despite only being in its infancy, the next phase of the game is already in the works. Responding to feedback, the developers have announced Pokémon trading for users, and sponsored in-game 'Pokéstops' and 'Gyms' for brands.

Leverage existing infrastructure

Very little of the game is new. The structure and gameplay leverage your smartphone's camera for the Augmented Reality, Google Maps for the GPS and mapping, and existing Ingress portals for the 'Pokéstops' and 'Gyms'.

The Pokémon GO Effect

What the global viral phenomenon can teach us about exponential business

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