



**TheCaseSolutions.com**

Number 1 in case studies solutions

# **HASBRO GAMES – POX (A)**

# INTRODUCTION

**Hasbro led globally in toys and games launched Pox which represented a digital hybrid targeting tweens in the market. The innovative nature of the game produced hurdles with regard to achieving market success while maintaining branding strength and product sales numbers.**

# MARKET ANALYSIS

**Through Pox Hasbro produced a high-tech collectible battle game which featured digital and physical aspects. Quite deliberately the original audience group was eleven-year-old tweens who actively played and consumed electronic entertainment content.**

# CHALLENGES FACED

**A weak marketing reach failed to build substantial brand recognition because of insufficient promotional efforts across distribution channels. The product launch occurred first in limited test markets before full distribution.**

# CONCLUSION

**Pox exposed the fundamental role of market research alongside strategic brand positioning and competitive analysis during innovation within the gaming industry. The industry could have turned out differently through better marketing strategies combined with stronger customer involvement.**

# RECOMMENDATION

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Quisque non elit mauris. Cras euismod, metus ac finibus.**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Quisque non elit mauris. Cras euismod, metus ac finibus.**