

GameStop

The Brief

Reposition GameStop from a declining retail chain into a culturally relevant, community-driven brand that delivers experiential value to gamers.

Brand Overview

GameStop is a legacy video game and electronics retailer with over 4,000 physical stores globally.

It's best known for its buy/sell/trade retail model — offering new and pre-owned games, consoles, and collectibles.



Brand History

1984

FOUNDED

Babbage's

Started as a software retailer in Dallas, Texas, focused on educational and entertainment software.

1999

REBRAND

GameStop

Merged with other gaming retailers and adopted the name GameStop, establishing itself as a leading destination for video games, consoles, and trade-ins.

2005–2016

PEAK

Retail Success

Expanded aggressively across the U.S. and internationally. Became a cultural staple for gamers, especially with its trade-in model and midnight launch events.

2021

MEME STOCK

Internet Phenomenon

GameStop gained global attention as retail investors turned it into a stock market sensation. While financially short-lived, it reignited public interest in the brand.

Cultural Shifts

During this forty-one year history a **digital revolution** has caused major cultural shifts, changing the way people consume, socialize and play.

In-Store Experience

The current GameStop in-store retail experience reflects the past, rooted in physical media and outdated merchandising tactics.



The Problem

GameStop is stuck between its nostalgic roots and an uncertain digital future.

The Problem

It lacks a compelling reason for gamers to visit physical stores, fails to provide a unique online product offering, and has not adapted to market shifts.

Brand Creative Audit

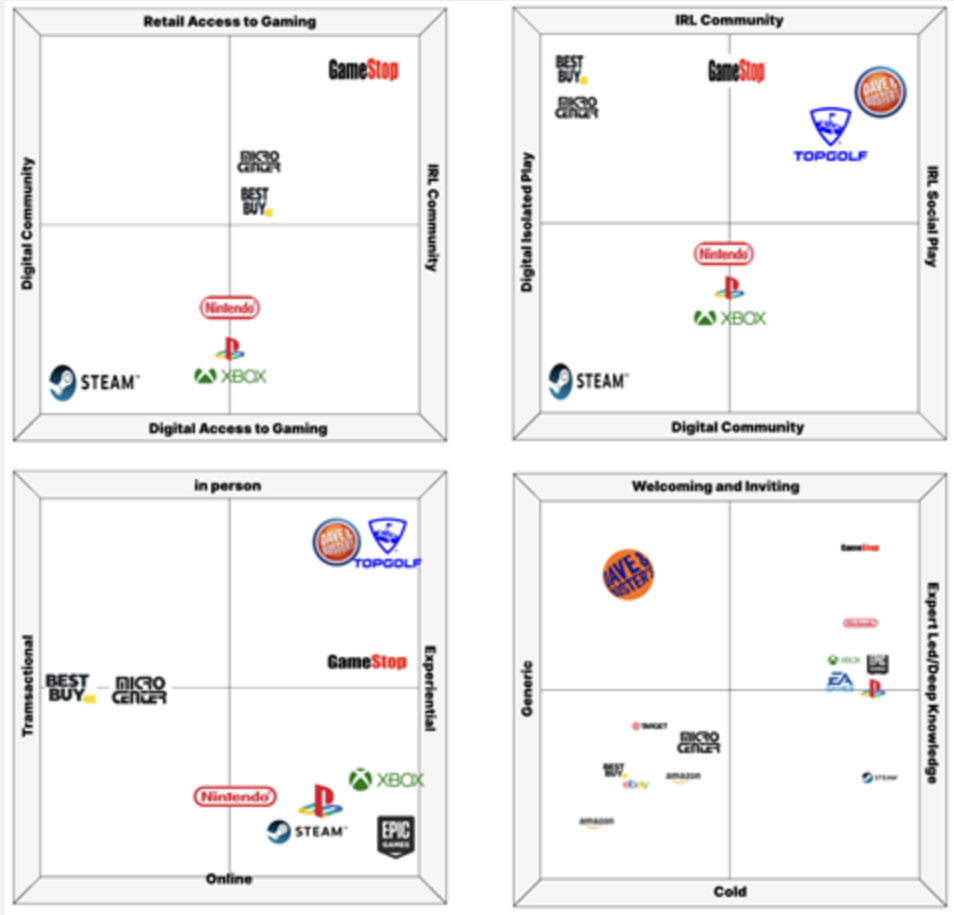
Name + Logo										
Tagline + Pricing										
Purpose / Mission	Power to the Players - democratizing game access and trade-in.	To empower players with access to a massive digital game library.	Discover your next favorite game - easily, affordably.	Make people smile through games.	To support creators and connect them with players around the world.	Push the boundaries of play.	Enrich lives through technology & experiences.	To be the leading computer and electronics device retailer.	Eat. Drink. Play. Watch. Sports.	To make golf more fun and inclusive for everyone.
Tagline	"Power to the Players"	No official tagline (some utility-focused)	"It's a good day to play. When everyone plays, we all win."	"There's No Play Like It"	"Infinite possibilities" (Epic) / "Free games every week" (Epic)	"Play Has No Limits"	"Let's talk about what's possible"	xxx	xxx	Come Play Around Food. Fun. Golf
Brand Character	Nostalgic Gritty Functional	Utilitarian Vast Low-Key	Inclusive Modern Friendly	Whimsical Family-friendly Iconic	Youthful Fun Digital - Native	Prestige Cinematic Loyalist	Reliable Techy Service - Oriented	Practical, Tech-savvy Knowledgeable	Social, High-energy, Party-centric, Millennial-nostalgia	Casual, Inclusive, Innovative, Entertaining, Social-sportsy
Viz. Identity / Marketing materials										

Brand Creative Audit

Name + Logo										
Meets all of your gaming needs	X						X	X		
Pushes the boundaries of play	X		X	X	X	X				
Delivers immersive game playing experiences (M/L)	X		X	X	X	X			X	X
IRL gamer connection (gaming partners, in discord/reddit)	X		X	X	X	X				
A third place for gamers	X									
Expert-led/ endorses NEED-ON/deep knowledge	X	X	X	X	X	X		X		
Exclusive Partnerships and Drops	X	X	X	X	X	X	X	X		
Welcoming, inviting	X			X					X	X
Inclusive & adaptive	X	X	X	X	X	X	X			X

Brand Perceptual Mapping

GameStop uniquely offers in-person experience with gaming expertise but lacks in warmth and experiential engagement.



It's increasingly difficult
to game together IRL at a time
when people are seeking
community.

“Why the hell is it so hard
to play with friends in the
same room nowadays?”

@Johnnylonack, Reddit

Gaming partners
are hard to find.

“People just seem real
unhinged and less civil
online.”

@Not_An_Isopod, Reddit

Everyone is a gamer.

84% of internet users aged 16-64 can be defined as “gamers.”

Source: Dentsu [2024 State of Gaming](#) Report

Audience



Casual Gamers

Audience



Super Players

Audience

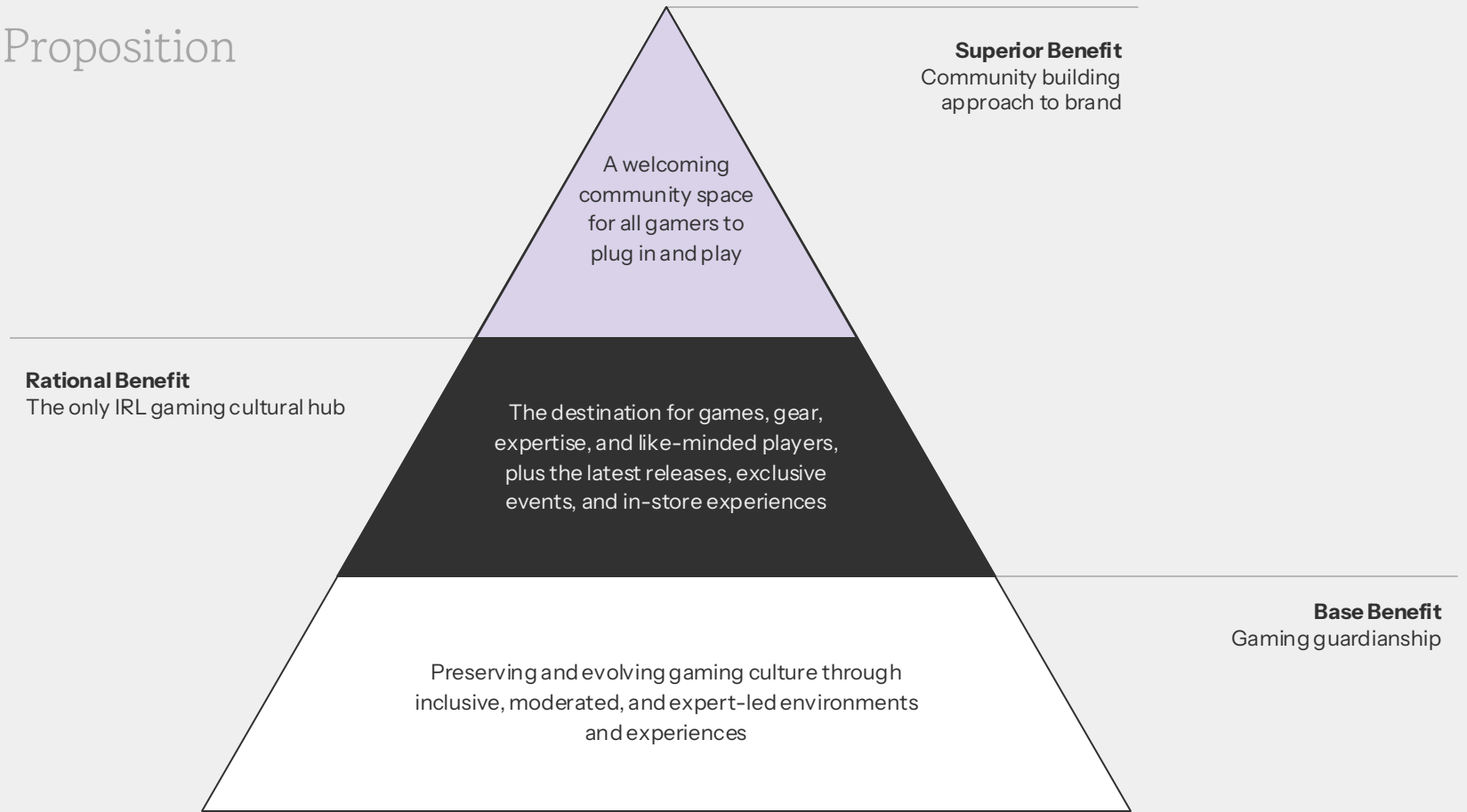


Gaming Fans

Opportunity

- In-person community
- Nostalgia resurgence
- Comfort and escapism
- Gaming entertainment

Value Proposition



Vision

To preserve and evolve gaming culture
for all players, everywhere.

Mission

To build welcoming spaces, both physical and digital, where gamers plug in, play, and have fun together.

Promise

Your destination for the latest in games, gear, and community, lead by experts, shaped by players.

A place to plug-in to your gaming community **your gaming world** through events, experiences, and multiplayer opportunities.

Friendly

Accessibility has been at the heart of the brand since its founding. GameStop will remain true to this value with an even more welcoming tone that invites in a rapidly expanding and diverse gaming audience as well as the “gaming-curious.”

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Plugged-In

Gaming tech is constantly evolving offering gamers new ways to connect, create and compete. GameStop is the one stop shop where gamers of all types can plug-in to the gaming worlds that appeal to them most, literally and figuratively.

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Explorer

Gaming culture is all about adventure, exploring and creating new worlds. GameStop provides the country’s only physical place to explore new games, gear, tech and playing styles.

Positioning Summary

Vision	To preserve and evolve gaming culture for all players, everywhere.		
Mission	To build welcoming spaces, both physical and digital, where gamers plug in, play, and have fun together.		
Promise	Your destination for the latest in games, gear, and community, lead by experts, shaped by players.		
Character	Friendly	Plugged-In	Explorer

Tagline

United by Play



Image generated by ChatGPT

GameStop is a **portal into the culture of play**. Part store, part playground where games, worlds, and characters come to life with color, whimsy, and world-building.

It's a **living game world**, part retail, part hands-on museum, where players explore environments and discover new ways to experience the games they love.





At night, GameStop transforms into a neon-lit gamified landscape of **immersive escapism** with the vibe of club culture.





GameStop



GameStop



Plug-in and play
at GameStop's
members-only
airport lounge.



Soothing environments with a full bar and various areas for individual and group play will help travellers pass the time with ease.



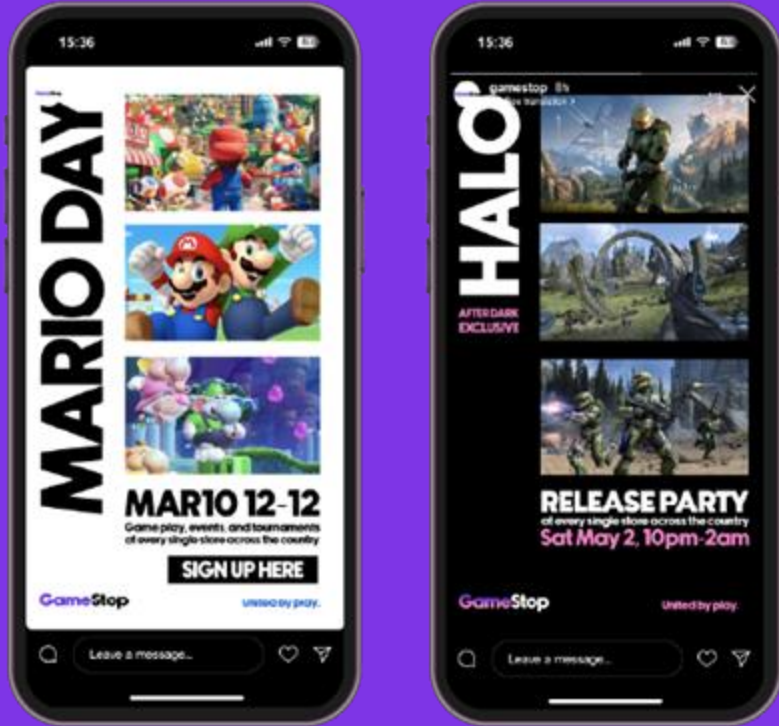




All-ages events like “**Mario Day**” celebrations will take place at stores across the country. Super Mario Brothers tournaments will attract local fans for a day of spectacle, play and family-friendly activities.



“**GameStop AfterDark**” events will be available only to adults 21+ beginning at 10pm. Video game character murder mystery nights, trivia and themed food and cocktails, will encourage social connection.



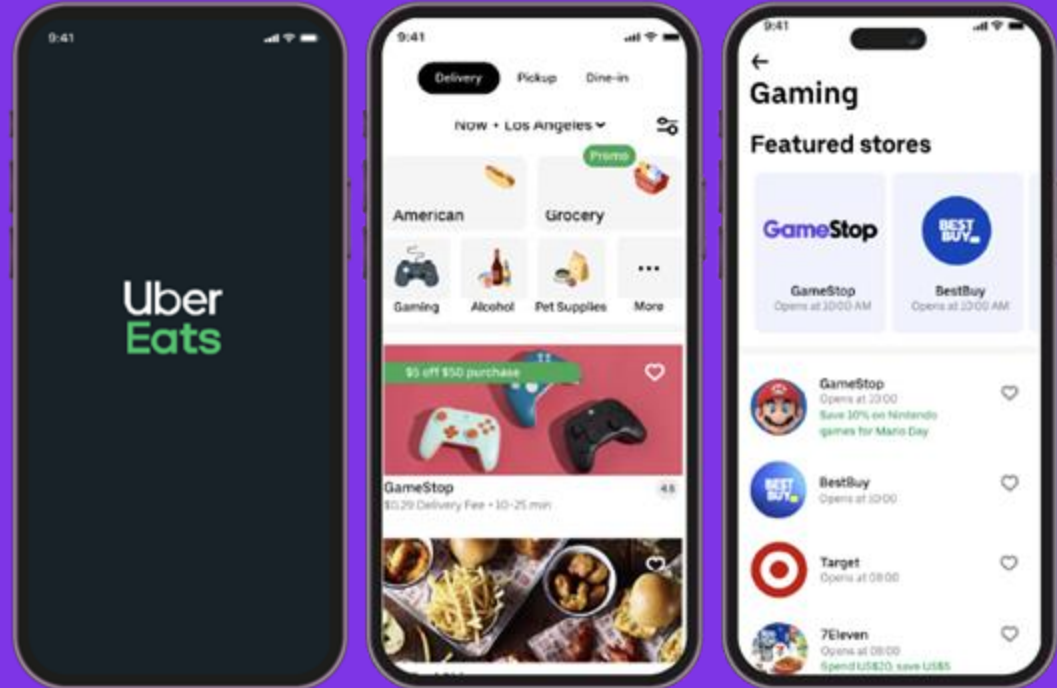
Introducing a whole new look for GameStop's social media presence; one that showcases GameStop's new plugged-in, friendly, and exploratory tone.

Website





Announcing an exclusive delivery partnership with UberEats, providing gamers access to the games and equipment they want without having to leave their couch.





Thank You!