

Analysis of the Marketing Strategy of Ubisoft

--- Take the Assassin's Creed Trilogy as a Case Study

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Abstract: Since its inception in the 1940s, gaming has grown to become one of the most profitable entertainment industries in the world. Many companies are looking to survive in such a profitable industry and capture more market share to gain more opportunities. Marketing strategies and tactics are key points that all companies need to master and use in order to gain more attention from consumers. Therefore, further research is needed on how to use the right marketing strategies and conduct the necessary market analysis. The purpose of this study is to discuss the marketing success of the Ubisoft, and why it's famous franchise, Assassin's Creed trilogy, are losing consumers. It examines how video games can succeed and avoid losing market share from a marketing perspective and makes recommendations on how Ubisoft can market subsequent games more strongly and effectively. In this paper, the SWOT analysis is used for Ubisoft from a marketing perspective in order to know its status in the market. In addition, this paper provides a case study of the marketing strategies used for its most prestigious franchise series, Assassin's Creed, such as brand positioning, influence of target market, and operation of integrated marketing channels.

Keywords: SWOT, marketing, Ubisoft

1. Introduction

Games have been around for decades and change as technology evolves. As systems become more complex, games become more in-depth and more responsive to player abilities. Today's gamers use the best technology to compete at the highest level. Since its inception in the 1940s, gaming has grown into one of the most lucrative entertainment industries in the world. The boom in technology in recent years has revolutionized the industry and opened the door to a new generation of gamers who are constantly learning and accepting the impact of the new generation of games. Especially during the covid-19 pandemic, the gaming industry, like other industries, has been greatly affected, such as the cancellation of in-person trade shows, conferences and eSports events, and the delay of many game releases, but the industry is one of them. An industry that has thrived during the pandemic. Consumers can have more opportunities to contact the game industry. The market has grown 20% year-over-year from 2019, with global hardware and software revenue both exceeding \$179 billion in 2020 [1]. Games that were easy to learn and had a high degree of social interaction became popular. Many companies want to survive in such a profitable industry and capture more

market share to gain more opportunities. Marketing strategies and means are the key points that all companies need to master and use in order to gain more consumers' attention, but they have their own marketing strategies for different companies. There are different classes of companies in the game industry today, the first class is those big companies involved in the game industry, they have huge capital and resources, such as Microsoft, Nintendo, and Sony. They buy those game studios and distribute and host them on their own game platforms, and they dominate the market. The second tier are companies that focus on publishing games, such as Ubisoft, Riot, and EA. Their focus is more on the games they make, games are their main product, and they provide support and operation services for the games they make. The third level is those independent game studios. Among the second-tier companies, Ubisoft has its own unique business model, and they are committed to expanding their franchises and making their products a culture and a series that consumers will remember. This is inseparable from their efforts in marketing. Ubisoft has used many marketing methods to support them in the game industry.

The main research question of this paper focuses on one of the well-known franchises of the well-known game publishing company Ubisoft Software, Assassin's Creed. In more detail, this article will discuss the marketing success of the Assassin's Creed trilogy and why they are falling out of favor with consumers. This unique series changed the way playing franchises, and they used much new technology to bring improvement of game display performance to customers. But at the same time, they have attracted negative comments from some players, such as serious homogeneity and ignoring player sentiment. Finally, coupled with the fact that during the epidemic, consumer trends have been completely changed, and the entire game market is growing rapidly. So, this article will use the marketing model to analyze Ubisoft and their representative "Assassin's Creed" series. This paper will study from three marketing perspectives: The influence of brand positioning on products, the operation of consumer channels and the effect of target markets. The research in this paper aims to provide a marketing perspective on how video games can succeed and avoid losing their market position, and to make recommendations on how Ubisoft can market subsequent games robustly and effectively.

This article will be roughly divided into three parts. The second part of the article will review the classic literature, such as history of gaming industry, development of the game industry, discussing PESTEL model, brand positioning, SWOT model, and other people's research in the game industry. The third part of the article will focus on the history, background, representative products, and marketing model analysis of Ubisoft. The fourth part of the article will discuss, analyze the positioning and marketing execution of Assassin's Creed trilogy, and provide a case study of the marketing strategy used by Ubisoft for the series. Finally, the fifth part of the article will provide suggestions for the marketing strategy of Ubisoft's future products, summarize the article, discuss the limitations of this research, and predict the future development trend of the game industry.

2. Research Review

2.1. PESTEL Analysis

In order to undertake a thorough analysis of the environment in which an organization operates and develop potential business strategies, PESTEL provides a framework for business operations. PESTEL analysis is employed in research, new product/service creation, marketing planning, and strategic planning. By examining the political, economic, social, technical, ecological, and legal elements that might have an impact on the organization, PESTEL analysis helps companies develop the strategies they need to operate in various environments. Environmental factors should be examined from the standpoint of the entire company organization, from the perspective of the goods and services provided, and while taking the organization's goal into consideration. It promotes the

growth of external and strategic thinking in major businesses. It enables businesses to foresee potential dangers to their operations and take precautions to either avoid or lessen their effects. It enables businesses to spot commercial opportunities and take full advantage of them [2].

2.2. SWOT Analysis

The SWOT analysis has evolved into a standard and essential technique for strategic planning in today's corporate operations. Businesses use SWOT analysis in a variety of business contexts to explore aspects of their operations. Strengths, Weaknesses, Opportunities, and Threats, or SWOT, is a technique that the management team uses to identify both internal and external elements that have an impact on a company's and a business' performance. Strengths in a SWOT analysis are a company's internal capabilities and favorable aspects that are related to the company successfully attaining its objectives and meeting the needs of its consumers. Internal obstacles or limitations that could impair organizational performance are referred to as weaknesses. As a result, the company's internal elements account for both its strengths and disadvantages. Opportunities are elements or traits that can help or advance a business organization with connections to external organizations in a SWOT analysis. They are outside variables that companies can take advantage of. Threats address adverse external elements that may obstruct or postpone attainable aims. Opportunities and risks are therefore regarded as environmental elements. A competition analysis is frequently conducted in conjunction with a SWOT analysis. The objectives of the SWOT analysis must be decided upon first for a corporation. Setting organizational goals is important because it enables businesses to concentrate on SWOT analysis and industry-specific modeling. In order to identify specific examples or episodes of company strengths, weaknesses, prospective opportunities, and dangers, firms must secondly research their industry, business, and market situations. Last but not least, businesses should be able to determine their priorities from the SWOT analysis and then create a plan for putting the research findings into practice [3].

Niu's SWOT analysis of Sony, one of the industry's titans in the gaming sector, produced some recommendations that can assist Sony in fending off dangers and taking advantage of more possibilities. Since customer demand for PlayStation consoles is substantially higher than Sony's current sales, Sony has lost a lot of customers and needs to raise sales. Sony will undoubtedly sell more products and earn more money. Second, games on the PlayStation platform are currently more expensive than games on virtually every other platform. Sony should thus reduce the cost of games on its platform so that users can opt to save money by purchasing games from other platforms rather than PlayStation. All of these recommendations are vital ones that Sony can use as soon as a SWOT analysis is complete. A crucial tool for strategic planning is SWOT analysis. Organizations must prioritize based on the results of the SWOT analysis before creating a plan to put the results into action [4].

2.3. Brand Positioning

Brand positioning plays a significant role in how people perceive products. Brand positioning can entice consumers to purchase a particular brand repeatedly. Every consumer is unique, according to research, and every consumer favors a particular brand. When it comes to branded goods or services, there are various schools of thought. Some consumers prioritize quality, some choose brands by which they demonstrate their brand devotion, while others make impulsive purchases without giving it any thought. The findings demonstrate that businesses must invest in R&D and consumer education through their advertising if they want customers to remember their products and brands. Because it was created for them, businesses should explain to consumers what the brand means to them [5].

Karadeniz gives a brand positioning illustration. The Swiss company Swatch pioneered distribution through specialized and high-quality retailers in 1983, positioning timepieces as "fashion accessories." As a result, Swatch created colorful watches that altered how people perceived timepieces. Due to Swatch's success, other watch manufacturers are also paying closer attention to customer demands. As a result, a strong brand positioning can be created based on the unique qualities, advantages, or applications of the product. In some instances, it can alter consumer perception and even have an industry-wide impact. Additionally, it can be shaped in accordance with the traits of the primary rivals to provide a more effective competitive strategy [6].

2.4. Integrated Marketing Communication & Media executions

Because of the pandemic and the internet's explosive growth, the media landscape today is very different from that of the past, and traditional media advertising by itself won't help businesses reach their target audiences. As a result, Integrated Marketing Communication (IMC) will play a bigger role in many sectors' marketing plans. IMC entails the planned coordination throughout time of numerous persuasive communication campaigns with consumers and prospects. Through various promotional channels, IMC seeks to coherently and consistently convey the company's marketing message. The target audience can ultimately associate any execution with the brand if the IMC can consistently maintain messaging and execution. It has shifted in a more strategic direction in recent years.

3. Discussion

3.1. Background of Ubisoft

Ubisoft Entertainment is a French computer and videogame developer and publisher. It was founded in 1986 by five brothers. The company consists of 26 studios spread across 18 countries. As of 2011, it was the third most valuable independent videogame publisher in the world and the second largest in terms of in-house development staff with over 6,900 staff worldwide. Ubisoft also ranked 26th on the list of the largest software companies in the world. Also, they have their own game platform called Ubisoft Connect, it is a digital distribution, digital rights management, multiplayer and communications service. and they have optional subscription service, which is Ubisoft plus, this allows players to have access to Ubisoft's full library of games as well as immediate access to its newest games and closed beta tests for upcoming games but its only used by first-party Ubisoft games. Their most famous games and franchises are The Prince of Persia, Rayman, Assassin's Creed, Far Cry, Watch Dogs, and the Tom Clancy franchise which includes the Rainbow Six, Ghost Recon, and Splinter Cell series.

3.2. SWOT Analysis of Ubisoft

3.2.1. Strength

Ubisoft is one of the powerful business organizations. Their video game development has a global demand. And after years of operation, In the software & programming sector, Ubisoft goods are well-known. This has allowed the business to charge more than its rivals in the software and programming sector. First mover advantage in a market that is getting more congested. In the Software & Programming sector, Ubisoft's market share is growing quickly as a result of the new goods. Ubisoft has a vast dealer and associates' network that not only aids in providing consumers with expedient services but also aids in handling competitive problems in the software and programming business. When compared to its rivals in the software and programming sector,

Ubisoft has strong margins. Even though Ubisoft's profitability is under pressure to decline, it continues to generate larger profit margins than its rivals. Additionally, Ubisoft's wide range of product offerings have aided the business in reaching out to a variety of customers in the Software & Programming industry. Additionally, it has aided the company in diversifying its sources of income. Last but not least, despite the fact that the majority of technology players seek to innovate, Ubisoft has a proven track record of consumer-driven innovation.

3.2.2. Weaknesses

Gross margins and operating margins are two areas that Ubisoft can improve, and which could eventually put pressure on its financial statements. Second, the niche markets and regional monopolies that businesses like Ubisoft could take advantage of are quickly fading. The effectiveness of the consumer network that Ubisoft has developed is waning. Additionally, the business model in the technology sector has been considerably transformed by the internet and artificial intelligence. As a result of the dealer network's declining importance, Ubisoft must create a new, robust supply chain network. That might be very pricey. Ubisoft's market share is also declining as its revenues are rising. The Software & Programming sector is expanding more quickly than the business. In this case, Ubisoft must thoroughly examine the numerous trends in the technology industry and determine what it must do to spur future growth. Last but not least, replacing current expertise at Ubisoft comes at a considerable expense. The knowledge base of Ubisoft is controlled by a small number of individuals and replacing them under the current circumstances will be very challenging.

3.2.3. Opportunities

Opportunities are places where a company may be able to see potential for growth, earnings, and market share. For Ubisoft, the rapid advancements in technology are increasing industrial productivity and enabling suppliers to provide a wide range of goods and services. This may enable Ubisoft to make major inroads into related markets. Ubisoft might then collaborate with regional players. Additionally, this may present Ubisoft with chances to expand its presence in foreign markets. While Ubisoft can bring global processes and execution expertise to the table, local players only have local expertise. And right now, they are moving toward more expensive things. Due to the company's strong brand recognition in the premium market and its customers' positive brand experiences with Ubisoft brands in the lower segment, this creates a significant business opportunity for Ubisoft. The business may benefit from it and have the chance to boost profitability. Additionally, the price of new product launches is reduced thanks to specialized social networks and outside retail partners. Ubisoft can take advantage of the growing tendency to launch new products modestly before expanding following early success. In different hands, Ubisoft might expand its consumer base into lesser market categories. Customers must switch from unorganized to licensed firms in the technology sector. It will provide Ubisoft the chance to enter the entry-level market with an uncomplicated offering. Last but not least, Ubisoft will have a chance to enter the US market as the US economy is growing faster than any other industrialized economy. Ubisoft already has the expertise to compete in the US market there.

3.2.4. Threat

In the external, the global game market is very competitive, and there is a shortage of talent on the market, which is a huge threat to Ubisoft. For example, in the gaming industry, there are two typical competitors for Ubisoft. The first one is EA, which is Electronic Arts. EA is an American video game company. They own many High-quality game franchises such as FIFA, Battlefield, Apex

Legends. Like Ubisoft, they have a lot of large single-player games and a subscription service called EA play. Another one is Blizzard; Blizzard is also An American video game developer and publisher. They have many famous game franchises such as World of Warcraft, Diablo, StarCraft, and Overwatch. After being acquired by Microsoft, it has huge development potential and R&D funds. This could have an impact on the gaming market in the future. In addition, relations between countries can also affect Ubisoft's sales, for example, Ubisoft has stopped operating games in Russia because of the war. The increasing commoditization of products in the technology industry presents the biggest challenge for Ubisoft and other competitors in the sector. The lack of highly qualified human resources is another significant concern. Ubisoft may see difficulties finding qualified human resources in the not-too-distant future because to the high staff turnover rate and growing reliance on creative solutions. Like in every industry, the threat of competition is constant. while the technology industry's new product launch cycles are getting shorter. It has increased the pressure of competition on competitors like Ubisoft. Due to the size of its consumer base, Ubisoft is unable to effectively meet the demands of the niche markets that disruptors are concentrating on. Additionally, when baby boomers retire, the younger generation is struggling to replace their spending power. As a result of young people's lower brand loyalty and greater openness to trying new things, Ubisoft may see an increase in short-term earnings at the expense of longer-term margin reduction. Internationally, the US-China trade war, Brexit's effects on the European Union, and general instability in the middle east could have an impact on Ubisoft's company both locally and globally. The growing possibility of legal action against Ubisoft and institutional mistrust. Due to the difficulty of enforcing WTO norms and legislation in multiple markets. Legal processes have evolved into costly and drawn-out processes. It might cause Ubisoft to invest less in emerging regions, which would slow growth.

Table 1: Swot analysis of Ubisoft.

	<u>Helpful</u>	<u>Harmful</u>
<u>Internal</u>	<u>Strength</u> <ul style="list-style-type: none"> one of the powerful business organizations. global demand strong brand recognition wide range of goods Ubisoft products accept strong manufacturer cognizance has an in-depth network of resellers and companions 	<u>Weakness</u> <ul style="list-style-type: none"> high employee turnover lack of innovation can be easily imitated market share is declining The Software & Programming sector is expanding more quickly than the business. replacing current expertise at Ubisoft comes at a considerable expense.
<u>External</u>	<u>Opportunities</u> <ul style="list-style-type: none"> the rapid advancements in technology are increasing industrial productivity collaborate with regional players the price of new product launches is reduced the US economy is growing faster than any other industrialized economy. 	<u>Threats</u> <ul style="list-style-type: none"> global game market is very competitive shortage of talent on the market The increasing commoditization of products in the technology industry young people have lower brand loyalty and greater openness to trying new things relations between countries

4. Case Study

4.1. Assassin's Creed Trilogy

Ubisoft is the publisher of the video game Assassin's Creed, which is an open-world action-adventure title that was mostly created by Ubisoft Montreal, the studio owned by Ubisoft. The stories in this series are works of historical fiction, which combine elements of science fiction and fictitious characters with actual historical events and figures from the past. The majority of video games put players in control of historical assassins who embark on quests set within an overarching historical saga narrative. There has been a total of twelve main Assassin's Creed games, the most recent of which was released in 2020 and was called Assassin's Creed Valhalla. The first Assassin's Creed game came out in 2007. The flagship installment in the Assassin's Creed video game series has been praised for being ambitious in terms of its aesthetics, game design, and narrative content by the majority of critics. As of October 2020, it had sold more than 155 million copies, making it Ubisoft's best-selling franchise as well as one of the all-time highest-selling video game franchises. It was a major commercial success, selling more than 155 million copies. In recent years, Ubisoft has launched a new trilogy of Assassin's Creed mythology, including Assassin's Creed Origins, Assassin's Creed Odyssey, and Assassin's Creed Valhalla, which are based on the history and history of ancient Egypt, ancient Greece, and the Viking period. Myths and legends are used as the basis to create game stories and backgrounds. The trilogy revolutionized the way this long-standing franchise was played and was a massive success in terms of sales, word of mouth, and marketing. However, over the course of the last few years, audiences have generated a greater number of negative reviews. They attacked the series' annual release cycle and frequent glitches, as well as the shifting priorities of role-playing mechanics, as customers began to weary of the formulaic and repetitive nature of Ubisoft's games. In addition, they questioned the shifting priorities of role-playing elements.

4.2. Brand Positioning of Ubisoft

Brand positioning has a powerful importance in consumers' perceptions. Brand positioning can attract them to buy a specific brand and buy it again and again. There is positioning statement of Ubisoft:

At Ubisoft, we create worlds for everyone. We are dedicated to enriching the lives of our players by developing high-quality games that resonate with all kinds of personalities, bring people together, and allow everyone to learn and grow while having fun.

All Ubisoft games are consistent under this statement and build Ubisoft's brand image. In this statement, Ubisoft wants to create a unique world for each player, allowing them to learn, enjoy, and grow from it. This is an ambitious positioning statement, and Ubisoft strives to achieve this goal for all players with its high-quality games and technology, which also locks its target group into all players. The same goes for the Assassin's Creed series. In the latest trilogy of mythology, Ubisoft created an immersive experience of ancient legends for players, allowing players to experience the history of ancient Egypt, ancient Greece, and the Viking Age, and interact with those who only exist in Character exchanges and adventures in history. In addition to playing, Ubisoft provides a discovery journey mode for all three games. In this mode, players no longer need to fight, and no longer need to play the game according to a specific story line. Players can enjoy the scenery in the regions, cities, and landmarks that once existed in history, and learn from the history. Ubisoft has benefited from the restoration of historical buildings such as Notre Dame de Paris and the Louvre in the Assassin's Creed Revolution, and even some schools have used the Assassin's Creed series as teaching materials to show students historical monuments. So, Ubisoft pioneered the

Discovery Tour model in the trilogy, and this fit with their positioning statement brought Ubisoft a solid reputation and Ubisoft used it as part of their marketing to be successful. Needless to say, this has achieved a good market response, its audience is happy to enjoy the historical world that Ubisoft has restored for them, the sales volume of each of the trilogy is setting records in the series, and its creation and marketing in line with its positioning statement are key to its success.

4.3. Target Audience of Assassin's Trilogy

Ubisoft says its current approach to game development is to approach projects "focused" to ensure each game is aimed at its target audience, rather than trying to cater to a very broad, non-specific demographic. A targeted audience can ensure that its game successfully reaches people who really like a certain type of game, rather than making one game all-encompassing. This is exactly the problem with Ubisoft's open world games, they try to do everything but end up spreading themselves too widely. Numerous consumers had negative reviews of the game, feeling that the mechanics were not good enough and the missions were uninspired. Ubisoft has taken the same target audience for its mythology trilogy, which spans five years. Their target customers are mainly men aged 18-24, and their income is above the middle. And because it's the gaming industry, their target customers are in major cities around the world. These groups will then allocate their free time to gaming and enjoy the beautiful scenery while enjoying the video game and will learn from the game. And these people use social media a lot, they buy personal gaming equipment for themselves and keep watching for new games.

Its audience is too wide, and almost all gamers who like the open world fit their audience, but so while Ubisoft expands the open world game mode, it loses the original story of the Assassin's Creed series and the game that focuses on assassination model. When the gameplay reform first appeared, Assassin's Creed Origins was widely praised, but three years later, Assassin's Creed Valhalla has hardly changed except for the game screen and map size, and its abandonment of traditional gameplay has become bolder. Such a wide audience has led to constant negative reviews of the game. Among this wide audience, some players actually prefer the traditional gameplay of Assassin's Creed and enjoy the connected story outline. In order to cater to all audiences, Ubisoft had to make trade-offs. In the end, the genre of the Myth Trilogy became a product of a model, which is why Ubisoft is known as the "canned factory" among the player community. Therefore, breadth should not be Ubisoft's goal, but depth of experience. Ubisoft should make sure that every hour of gameplay counts for players and makes them feel worthwhile. Each of Ubisoft's projects should focus on innovation and focus, and strive to differentiate, provide players with a deep gameplay experience, provide higher quality standards, and provide players with new ways to enjoy. More focused games are better for people who like that particular type of game.

4.4. Integrated Marketing Communication & Media Executions

Their website is highly functional, and it can either take you straight to the page where you can make a purchase or open Ubisoft Connect on your computer immediately. Additionally, they offer support and help to their consumers directly through their website. In addition, the website will be updated to reflect the fact that they are having sales during the festivals whenever those sales occur. On the occasion of the anniversary, for instance, they will hold a lottery on the website. Customers are required to visit the website on a daily basis and click in order to be eligible for the prize pool.

They uploaded new in-game content as well as game trailers, live gameplay demonstrations, live broadcasts by game hosts, and so on to YouTube. They create individual playlists for each game,

which enables users to more easily access the content that pertains to their interests. They put out a lot of videos because they believe that visually appealing content is more likely to attract players.

Ubisoft has a wealth of experience in social media and approximately 9 million people follow them on Twitter. They frequently interact with gamers on Twitter, in addition to posting game content on the platform. They encourage user participation in their activities by using hash tags. This allows players to gain incentives within the game. They also provide some hilarious photographs or films in order to keep the audience entertained.

4.5. Recommendation for Ubisoft

Ubisoft's games have always been assured to be of good quality. Despite this, the company's products have started to become more homogenous, and franchise games have not changed significantly from year to year. Therefore, Ubisoft might need to hire more innovative designers and staff members in order to provide players with fresh content.

Ubisoft, on the other hand, has been performing quite well in the social media and IMC sections of their business, but there are still areas that may be improved upon. When it comes to choosing games, young people may go to their favorite anchors for guidance, and gaming companies should make greater use of influencer marketing if they want to bring in new players.

5. Conclusion

The purpose of this study is to discuss the marketing success of the Assassin's Creed trilogy and why they are losing consumers. It has examined a marketing perspective on how video games can succeed and avoid losing their market position and offers suggestions on how Ubisoft can market subsequent games robustly and effectively.

This study has shown that the importance of PESTEL model, SWOT model, brand positioning, and integrated marketing media execution for the development of the company at the marketing level, and other studies on the gaming industry.

It argues that SWOT analysis of Ubisoft. This analysis examines the strong resources and strengths Ubisoft possesses and presents the weaknesses and pain points within the company. Externally, the paper gives Ubisoft superior opportunities to capitalize on its growth in the marketplace and raises concerns about the external competitive and regulatory factors it faces. The third major finding is that brand positioning has a powerful impact on consumer perceptions during the marketing of Ubisoft games. All Ubisoft games are consistent under the same statement and build the Ubisoft brand image. In addition, this paper analyzes the target audience of Ubisoft games and criticizes that its audience is too broad, and Ubisoft should ensure that it focuses more on specific target groups so that the games are more suitable for people who like this specific type of game.

This study highlights the importance of marketing models for the conduct of a company's business. Theoretically, it discusses companies can investigate business-related elements by using SWOT analysis in different business scenarios. The organization should be able to identify its priorities from the SWOT analysis and then develop a market strategy based on the results of the SWOT study. In practice, it provides insights for Ubisoft has unified all its games according to its brand positioning and built a consistent brand image to attract consumers. This strategy is particularly evident in the Assassin's Creed trilogy, which has attracted numerous negative reviews due to its broad target audience. This strategy is particularly evident in the Assassin's Creed trilogy, which has attracted numerous reviews due to its broad target audience. It reinforces the huge role that brand position and target audience can play in a company's marketing.

However, this study still has some limitations, which may lead to further research and suggestions for future directions. With the vigorous development of the gaming industry, many gaming companies have their shining sides, but many companies have fallen or failed in the process of development, Ubisoft is undoubtedly one of the winners, which cannot be separated from its excellent game quality and marketing strategies. This article only focuses on Ubisoft's SWOT analysis and marketing strategy. It would be more interesting to extend the analysis to make relevant strategic recommendations and content marketing after the SWOT analysis. Future research may focus more on related topics, refine the theoretical framework, and provide strong empirical studies. In addition, other factors can be considered in terms of innovation in marketing. With further exploration, we believe we can find more strategies to promote Ubisoft's sales growth and attract more consumers.

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