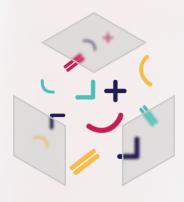




WE ARE TAPESTRY

We make the complex beautifully simple.

We don't just measure; we make, we create and we provoke. We give you research you'll want to talk about, that inspires you to make the right decisions. Here's how...



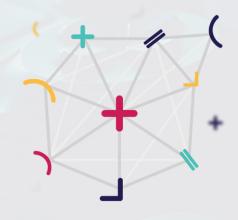
expand

We blow out your objectives to identify all the key issues and hidden complexities.



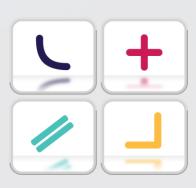
explore

We ensure the right mix of tools & techniques every time.



connect

We connect the threads to inspire, provoke and problem solve.



curate

We craft a compelling story that lives on in organisations.



who are the different types of strategy gamer, what are they looking for in a game?

what are the strongest assets to use to advertise a new game?

what's the response to an early stage game? What elements should be dialed up or down?

how much equity is there in key properties, how can they be monetised?



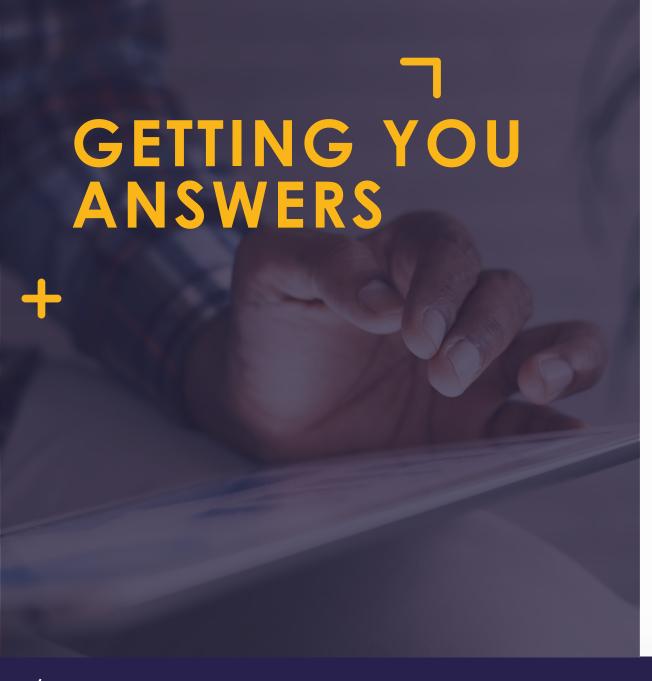
WITH YOU **EVERY STEP** OF THE WAY

We've designed and managed a huge range of studies in the gaming industry, covering the full range of platforms and genres.

We have a deep understanding of the different types of gamer that exist, which we've developed and nurtured through countless hours spent talking and gaming with them all over the world.







We're not tied to any one technique at Tapestry Research – we have a range of approaches up our sleeve, and we select the most appropriate one for your needs.

NEW LAUNCHES

With our research, we can identify your strongest assets to use in new game advertising, and help you gauge the response to an early-stage game.

GAMER TYPES

We've helped clients identify the different types of gamer for specific genres, and what they're looking for in a game.

YOUR CUSTOMERS

We can help you look at your existing customers and fans, find out why they love a game so much and, most importantly, how you can attract more fans like them.





THE TAPESTRY TOOLBOX

Some of the techniques we use to help our gaming clients:

- Segmentation and audience understanding
- Concept testing
- Gameplay testing
- Game optimisation and pricing strategy
- Title tracking
- Trade off exercises such as MaxDiff for feature optimisation

- Semiotics to identify hidden category codes
- Market sizing
- Consumer Decision Journeys to understand the influences in the gaming journey
- Biometrics such as Galvanic Skin Response and facial coding to identify key moments of engagement





