



We're the go-to for
GAMING

HERE'S WHY



tapestry
a screen engine/asi company



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.





We work with some of the leading players in the gaming industry, from concept ideation through to post launch.

Answering questions such as



We answer questions such as

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

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

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

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.





GETTING YOU ANSWERS



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



WANT TO KNOW MORE?

[Drop us a message](#) or get in touch directly with our gaming expert, Silvia Siladi:



Silvia Siladi,
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