

Welcome to the **Segalitarian** society.



Not all games are created equal™

A discussion document prepared for **Mike Sherlock** and **Matt Woodley**



## **Segasmic gaming**

SEGA have more than a reputation. They have brand character.

I don't mean *a* character as in Sonic, I mean that SEGA really means something to people - it's connected with the gamer psyche.

My fourteen year-old son is a videogames veteran. After a decade of gaming, he's in his teenage angst phase when it is deeply unfashionable to approve of anything. But talk about SEGA and his face lights up. Talk to his peers about videogames and they often pause their XBOX to actually talk - y'know out loud - about their favourite game on the Megadrive!

What does this mean? More bytes for your buck ya might say!

The word  
according to  
jackade.com

SEGAItarian  
a mioma document: © author Glenn Platt



WHO'S PLAYING?

# Segabyte



The word  
according to  
jackade.com

SEGAitarian

a mioma document: © author Glenn Platt

Sega!byte

SEGA

WHO'S PLAYING?



## Who's playing?

You can't fake it in the videogames industry. You will know the poor movie tie-in by the trail of the dead... a big budget is no guarantee of success.

My proposed SEGA sign-off works on two levels as both an invitation to join in, and as a declaration of serious SEGA intent. When you play to win, you really aren't *playing* at all, are you?

The subtext is : "It's what we put into our games that let's you get more out of your games console..." or "Our input means you won't be put out!"

The word  
according to  
jackade.com

SEGAlitarian

a mioma document: © author Glenn Platt

DON'T FUSE ABOUT



WHO'S PLAYING?



### **Being a sport!**

SEGA is not a rigid brand identity. Like the CHIPIE fashion brand, SEGA has the confidence to morph, to 'get into character'. To act appropriately in front of various audiences.

It's not a case of will the real SEGA please stand up? It's a case of whether the proposed SEGA 'campaign' will stand up across the various bases?

 The word  
according to  
jackade.com

We live in a world full of rules.

You can bend 'em, you can break 'em...

...except one.

Always keep your eye on the ball.




WHO'S PLAYING?

SEGAitarian

a mioma document: © author Glenn Platt

**SEGA**  
SPORTS  
visit [segasports.com](http://segasports.com)



 The word  
according to  
jackade.com

SEGAItarian

a mioma document: © author Glenn Platt

WHO'S PLAYING?

**SEGA**  
SPORTS  
visit [segasports.com](http://segasports.com)



### **The fast and the frivolous**

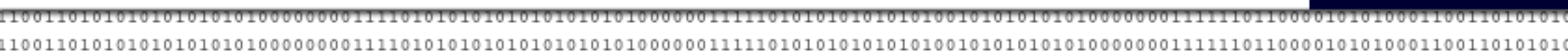
The beauty of the slogan and sign-off is that it too can morph, adapting to the prevailing style or genre.

The word  
according to  
jackade.com

SEGA MYE

WHO'S PLAYING?

SEGAitarian  
a mioma document: © author Glenn Platt



The word  
according to  
jackade.com

This isn't a matter of life or death

It's way more important than that!



WHO'S PLAYING?

The word  
according to  
jackade.com

SEGAitarian  
a mioma document: © author Glenn Platt



predator or pray?

Sega

WHO'S PLAYING?

The word  
according to  
jackade.com



a new beginning | sega old school



### © credits:

Cover illustration: Sonic: glenn platt  
p3. Sonic: SEGA-Europe web site  
p4. Sonic: SEGA found image  
p6. Spoof typo and logo: glenn platt  
p8. Baseball player: COMSTOCK  
p.9 Basketball: COMSTOCK  
p11. Illustration" glenn platt  
p12. Photo: 'Disturbed' Album Cover  
p13. Illustration: image100  
p14. SEGA grafitti: glenn platt  
This page: Sonic: glenn platt

### My mioma

After fifteen years applying 'Retrolution™' to damaged or neglected - but potentially powerful - brands, I recruited a software development team. Rebranded as Electric Sheep we launched at E3 in Atlanta in 1987. Activision failed to block our first game, an intelligent evolution of Shanghai, and within just 18 months I had created a games company and negotiated licensing agreements with TOMY in Japan, MacMillan across Europe and GlobalStar in North America.

In 1998 a strategic 'fusion' with an internet community went tits up. The 'incoming' executives were scuds amongst men. It took three years to expose them as fraudsters, and the ringleader was eventually suspended, and investigated by the SFO. This pyrrhic victory was my Sansom moment; I was the hero with zero.

I've hit the reset button and I'm back Gloria Gaynor style... "and so I'm back from outer space..."