



## Toad

- Average Gamer

### BIOGRAPHY

Toad is a high school graduate between the ages of 15-30, who enjoys gaming. They have a playful attitude and like to hang out with their friends. They make enough to have disposable income, and has been a fan of Nintendo since they were a kid.



## WHO AM I?

### DEMOGRAPHICS

**Education:** High School Graduate

**Gender:** All

**Age:** 15-30 (70% 18 or older)

**Hobbies:** Gaming

### PSYCHOGRAPHICS

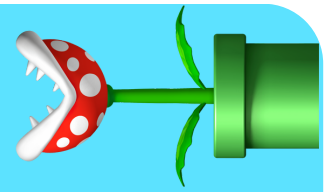
**Values:** Playful art style, nostalgia, leisure

**Goals:** Spend time gaming at home or with friends

**Perceptions:** Nostalgic for their childhood memories of gaming, enjoys an escape from day-to-day life

**Lifestyle:** Informed on news and culture, internet literate, hardworking and enjoys gaming as a reward

**Personality:** playful, optimistic, loyal fans, and casual gamers



### OCCUPATION AND INCOME DEMOGRAPHICS

- Income: \$40,000+, has disposable income
- Social Class: Middle class, can afford a more expensive console
- Occupation: Employed and can afford the game system

### CHALLENGES

- Large international brand, difficult to cater to every consumer's needs
- Catering to both young and nostalgic millennial audiences
- Buyers have high expectations due to high price point and nostalgic lens

### MESSAGING NOTES

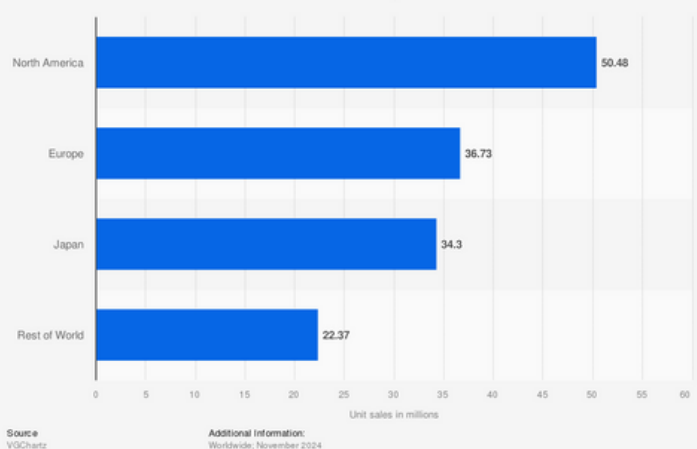
- Messaging must be youthful in style, but not condescending
- Brand is known for bright colors and youthful appearance
- Must be mindful when making changes, as to not upset nostalgic audiences

### RESOURCES

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### LOCATION

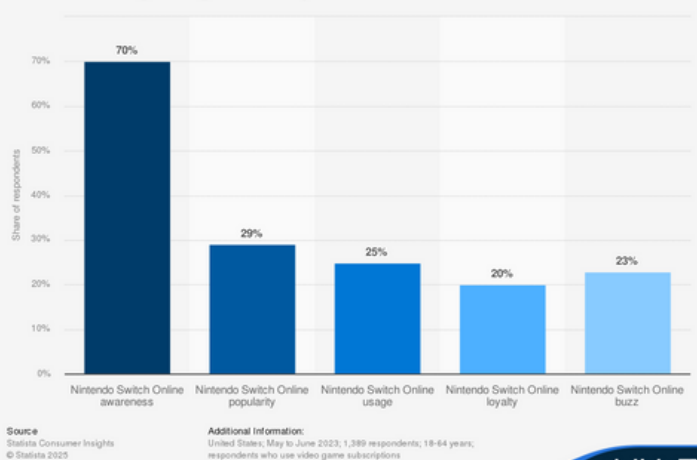
Nintendo Switch lifetime unit sales worldwide as of November 2024, by region (in million units)



A majority of Nintendo consumers are located in America, followed by Europe and Japan (Statista, 2024) Urban centers with high populations would be logical target audiences.

### ONLINE AWARENESS

Nintendo Switch Online brand awareness, usage, popularity, loyalty, and buzz among video game subscription users in the United States in 2023



People are generally aware of Nintendo Switch Online Subscriptions, with some popularity attributed to online buzz (Statista, 2025)

- Younger audience, younger online behavior
- Parents making purchasing decisions
- Young people are following trends, spending time on social media

## JUSTIFICATION FOR FIT

Nintendo, a Japanese video game company, creates consoles catering to young audiences as well as nostalgic millennials and Gen Z adults. Although Nintendo systems are intuitively designed for children, the primary demographic for Nintendo Switch users is those aged 20-25 (Carmely, 2025). The strongest market for the latest Nintendo console in 2024 was in the Americas (Statista, 2024), making the American audience a prime target for buyers.

While the gaming industry is predominantly male (Recurrency, 2022), female gamers also represent a significant segment of Nintendo's customer base (Carmely, 2025). Those who experienced Nintendo systems during their childhood often associate the brand with its vibrant colors, contemporary design, and iconic characters. This connection suggests that Nintendo buyers are likely to embrace a leisure-oriented, fun-loving lifestyle and have a fondness for nostalgic, striking designs.

Additionally, Nintendo console purchasers typically possess sufficient disposable income and leisure time to enjoy gaming, indicating they fall within the working or middle class, or higher, without working so excessively that they lack free time.

## RESOURCES

Carmely, M. (2025, February 16). Nintendo Target Market Segmentation – Marketing Strategy, Main Competitors & Statistics. Start.io - a Sell-side Omnichannel Advertising Platform.

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