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GUIDE

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Wii FIT PLUS**

**RECOMMENDED**

**Extra**

THE BIG  
GAMES OF THE YEAR

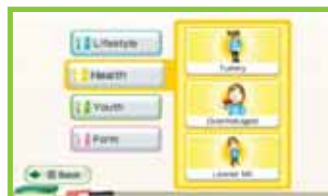
**Wii Fit™ Plus**



**Nintendo®**

RECOMMENDED  
**extra**

▶ RETAIL'S GUIDE



# TO THE BIGGEST GAMES OF THE YEAR



## GAME INFO

**Wii FIT PLUS**

**Players:** 1-4

**Release Date:** Autumn 2009

**Developer:** Nintendo

*Wii Fit Plus* comes bundled with the Wii Balance Board. For consumers who already own *Wii Fit*, it is available as just a disc.

# Wii Fit Plus



One of the publishing phenomena of the last few years is about to go for the burn, with *Wii Fit Plus*.

The original *Wii Fit* attracted millions of new consumers to gaming with a blend of exercise, fun and interactivity.

The new enhanced version, *Wii Fit Plus*, offers a range of new features, exercises and games to create a whole new workout and revitalise regimes.

As well as the original activities, there are 15 new balance games and six new strength training and yoga exercises.

Users can personalise their activity far more than before. They can input the amount of time they want to spend on each session and highlight an area they particularly want to improve. *Wii Fit Plus* will then come up with the perfect programme.

For the first time, gamers can also mix and match strength and yoga activities in *Wii Fit Plus*. The seamless flow between these disciplines makes it much easier to maintain their routines and reach their goals.

New activities include obstacle courses, powering across a beach on a Segway or flapping their arms like demented chickens. Yes, it's silly, but it doesn't half work.

The increased variety of exercises, coupled with the options to customise, mean players really enjoy their workouts and come back day after day, resulting in real improvements which, again, encourage them to keep at it.

New features include:

### ● Training Plus

15 new balance games with an increased focus on vigorous physical activity and burning calories.

### ● My Routine

Players can construct a much more personalised workout combining up to 30 exercises from the strength and yoga groups.

### ● Wii Fit Plus Routine

These include Lifestyle, Health and Youth orientated programmes.

### ● Calorie Goals

Players can create specific targets by clicking on the item of food that represents the amount of calories they want to burn off.

### ● Multiplayer Mode

Groups of up to eight people can compete in a selection of games.

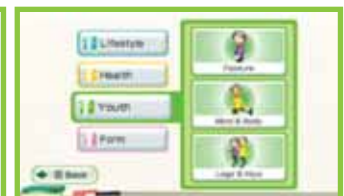
### ● Dog, Cat and Baby Mii

Players can create a Mii for their pets and babies so the whole family becomes part of their profile

### ● Even More New Exercises

Three new Muscle poses and three new Yoga poses.

*Wii Fit Plus offers 50 per cent more content and over 60 more exercises than the original*





# Fitter, happier

Retail certainly should be with the arrival of the sequel to one of the biggest hits of recent years. Product manager **Zoe Cooper** helps us warm up for **Wii Fit Plus**...

**Can you talk us through the success of *Wii Fit*? Not just in terms of numbers, but also in terms of the new ground it broke?**

We launched *Wii Fit* in April 08 and have achieved sales of around 2.7 million in the UK and Ireland.

But, much more than that, *Wii Fit* created a new way to use your console and tackled common problems and fears that many consumers shared about getting fit or introducing fitness into their lifestyle.

*Wii Fit* allowed the whole family to participate in fun and fitness in the comfort of their own home and unlike a fitness video or home fitness equipment, *Wii Fit* offered something for all the family and all ages, whether it be an intense muscle workout, a high impact aerobic workout or just some fun balance games.

The *Wii Balance Board* enabled *Wii Fit* users to accurately monitor their fitness levels. At the very simplest level you could say we created weighing scales for your home console, but it was much more than that. The *Wii Balance Board* enables users to ensure they are accurately carrying out their workouts, as it tracks their body movement and balance giving a more productive and accurate work out.

*Wii Fit* alone was a revelation in

the fitness market, the games market and lead the way for a whole new genre of software that has boosted the games industry.

*Wii Fit* did for *Wii* what *Brain Training* did for the Nintendo DS, and created a whole new use for your games console, getting your body fit, or keeping your mind active.

**Do you have much information on the demographics of the *Wii Fit* consumer?**

*Wii Fit* has been key in broadening the *Wii* audience and has driven hardware since its launch.

It is apparent that the product is predominantly purchased by the female audience. However, once it reaches the living room, we are seeing that usage goes much further than the female purchasers. As with any home fitness tools, the female audience is key to the success of *Wii Fit*, as many of these females are looking for an in-home tool they can use as part of their healthier lifestyle that offers flexibility and variety.

**What are the key improvements that you'd pick out for *Wii Fit Plus* over the original?**

*Wii Fit Plus* offers more fun, more ways to stay fit and additional exercises to enjoy.

# TO THE BIGGEST GAME OF THE YEAR



The key improvements are the ease of use and additional instruction on how to utilise the *Wii Fit Plus* exercises. *Wii Fit Plus* will offer predefined fitness workouts, to help improve your problem areas or enable you to understand the calories you have burnt during your workout you can even set a calorie goal for your workout.

You can also set your workout based on your time constraints. But the fun is still very much there, *Wii Fit Plus* will take fun and fitness a lot further with 15 new balance games that really bring a workout to life. With Birds Eye, Bulls Eye or Perfect 10 and with a new multiplayer option there is much more to *Wii Fit Plus*.

#### **What is the main audience for *Wii Fit Plus*, owners of *Wii Fit* looking to move things on, or completely new players?**

We see there being two key audiences for *Wii Fit Plus* when it launches in October.

We will be kicking off the campaign by targeting the current group of *Wii Fit* owners, encouraging them to purchase the solus disc and upgrade their current *Wii Fit* workout. Our secondary campaign will be to look for new *Wii Fit Plus* users. We think there is still a huge potential audience

for the *Wii Fit Plus* bundle. This unique piece of software really allows us to speak to a non-gaming audience and introduce them to the benefits of *Wii* and *Wii Fit Plus*. The key audience we will be targeting with the *Wii Fit Plus* bundle this Christmas is 35-65 year old women. *Wii Fit Plus* will offer them an accessible fitness tool they can utilise in the comfort of their own home, and is a way of introducing fitness to their everyday lives.

#### **So, to be clear, if someone has *Wii Fit*, they can just buy a new disc?**

Yes, for *Wii Fit* owners they simply invest in a new disc for their *Wii*, which will retail at around £19.99. This disc will give them all the new features *Wii Fit Plus* has to offer and ensure that all their saved data from the original *Wii Fit* is transferred.

#### **What are your expectation levels like for *Wii Fit Plus*?**

We are expecting good things from the launch of *Wii Fit Plus*. We have managed to achieve incredible sales with the original release and with such a great installed base we would hope that they are all looking for the next step in their workout.

#### **What sort of marketing are you putting behind the release?**

*Wii Fit Plus* is a key release for us this Christmas and so will benefit from a high level of marketing activity. With two SKUs to launch we will utilise TV, press, online and sampling for our target audiences, *Wii Fit* owners and 35-65 year-old women. *Wii Fit Plus* will also benefit from the support of Ant and Dec alongside our real life *Wii Fit* owners, giving everyone more reasons to make *Wii Fit (Plus)* part of their healthier lifestyle.

# MARKETING

## TV • ADVERTORIALS • POS • SAMPLING

The *Wii Fit Plus* campaign will target key audiences, and give them the information they require about the new and existing features. The campaign will have two very separate creative directions. The first will introduce the new features of *Wii Fit Plus* targeted at owners of *Wii Fit*, using media channels used in our previous campaigns. The second *Wii Fit Plus* campaign will look to talk to a new potential *Wii Fit* audience of older females, who have not yet become a *Wii Fit (Plus)* user. The creative route to target this audience is real people talking about their experiences of *Wii Fit*, why they use it, what they like about it and how it has become part of their healthier lifestyle.

● **WII FIT PLUS SOLUS TV CAMPAIGN**

A TV campaign specifically targeting *Wii Fit* owners will build to the launch of this highly anticipated sequel, starting on the 12th October. The creative will educate *Wii Fit* owners about all the new features available in *Wii Fit Plus*. The *Wii Fit* solus campaign will run through until mid-November.

● **WII FIT PLUS BUNDLE TV CAMPAIGN**

A TV campaign directly targeting an older female audience will see Ant and Dec visit a Weight Watchers meeting, to find out what real women love about their *Wii Fit* and introduce them, for the first time ever, to the all-new features of *Wii Fit*

Plus. The testimonial creative will hit TV screens from November 9th.

● **WII FIT PLUS SOLUS ADVERTORIALS**

As with the TV campaign there will be two *Wii Fit Plus* advertorial campaigns. The first will reach out to all *Wii Fit* users, encouraging them to upgrade their *Wii Fit* workout to *Wii Fit Plus*.

● **WII FIT PLUS BUNDLE ADVERTORIALS**

Phase two of the advertorial campaign will speak to a potential new audience for *Wii Fit Plus* and introduce them to their first step to a healthier lifestyle, focusing on all the features both new and existing. These advertorials will appear in titles such as *Bella*, *Good Housekeeping* and *Yours*.

● **POS**

The POS campaign will also follow a dual phasing approach, seeing POS featuring all new *Wii Fit Plus* information at launch and then introducing real people in mid-November, and offering real accounts of why and how they use *Wii Fit*.

● **SAMPLING**

*Wii Fit Plus* will be sampled throughout the peak season period, offering people all over the country the chance to experience *Wii Fit Plus*. The Nintendo sampling tour will kick off on October 16th.



## MEDIA WATCH



"*Wii Fit Plus* is without doubt the finest self-improvement title on the market."

"Improves on the original in every way."

"*Wii Fit Plus* is well-designed, well-meaning, imaginative, charming and, most importantly, good fun."



TO THE BIGGEST GAMES OF THE YEAR  
**COMPETITION COMPETITION COMPETITION**

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## COMPETITION COMPETITION COMPETITION

Nintendo is offering up a very healthy prize of five copies of Wii Fit Plus. If you're feeling lucky, just answer the following question:

**Which lovely pair will be part of the Wii Fit Plus marketing campaign?**

**A) Ant and Dec B) Ren and Stimpy C) Captain and Tennile**

Send your answer to [wiiFitplus@intentmedia.co.uk](mailto:wiiFitplus@intentmedia.co.uk)



# the Nintendo

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throughout the UK and Ireland



# ndo<sup>®</sup> house

Nintendo releases this Christmas  
and at the Nintendo House...



## DATES

Metro Centre, Gateshead  
22nd - 25th October

Westfield, London  
30th - 1st October  
& 16th - 24th December

High Cross, Leicester  
11th - 15th November

The Centre, Milton Keynes  
25th - 29th November

Meadowhall, Sheffield  
22nd - 25th October

West Quay, Southampton  
5th - 8th November

Bullring, Birmingham  
19th - 23rd November

Trafford Centre, Manchester  
2nd - 6th December

Lakeside, Essex  
9th - 14th December

Cabot Circus, Bristol  
10th - 13th December

St Davids One, Cardiff  
26th - 29th November

Victoria Square, Belfast  
10th - 13th December

Pavillions, Dublin  
17th - 21st December