

GAME ICONS RESEARCH LANDING COPY

INFORMATION	
Copywriter	Dirk Pieterse

Screen 1



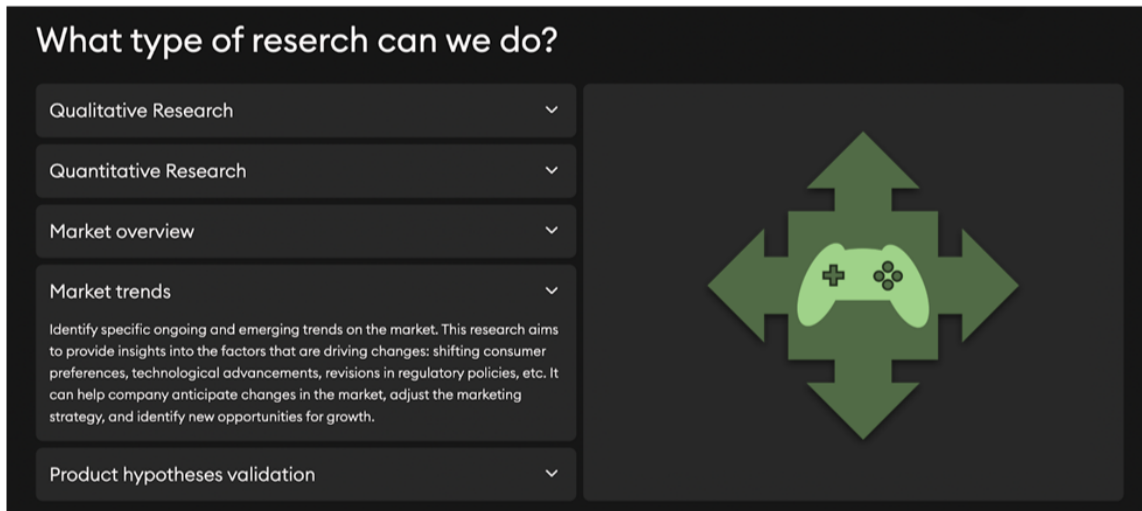
Get valuable market insights tailored to your company's needs to drive business success

We make quantitative & qualitative research by conducting interviews & surveys with gamers, game developers, digital artists and other industry professionals

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What type of reserch can we do?

- Qualitative Research
- Quantitative Research
- Market overview
- Market trends

Identify specific ongoing and emerging trends on the market. This research aims to provide insights into the factors that are driving changes: shifting consumer preferences, technological advancements, revisions in regulatory policies, etc. It can help company anticipate changes in the market, adjust the marketing strategy, and identify new opportunities for growth.
- Product hypotheses validation


Screen 2

What type of research can we do?

1. Qualitative Research (drop-down): Interviews and non-standardized approaches to collect information. Focus on exploring people's attitudes, perceptions, motivations, and behaviors. Methods are designed to gather rich detailed data from a small group of individuals.
2. Quantitative Research (drop-down): More structured and involves collecting numerical data through surveys, questionnaires, and other statistical techniques. It is used to gather information from large groups to identify patterns, correlations, and trends in the market.
3. Market overview (drop-down): Gain a broad understanding of a particular market. This can include information on market size, major players, growth potential, consumer data, etc. This research can help the company identify opportunities, assess competition, and make informed decisions about market entry or expansion.
4. Market trends (drop-down) Identify specific ongoing and emerging trends in the market. This research aims to provide insights into the factors that are driving changes: shifting consumer preferences, technological advancements, revisions in regulatory policies, etc. It can help the company anticipate changes in the market, adjust the marketing strategy, and identify new growth opportunities for growth.
5. Product hypotheses validation (drop-down): Test and validate assumptions about a particular product/service to ensure that it meets customer needs and expectations. Leveraging customer feedback helps businesses identify potential product pitfalls early on, make data-driven decisions on features that resonate with consumers, optimize pricing strategies, and uncover new market opportunities.


Screen 3


Why us?



- 8** Years in the game industry
- 100** Completed research reports
- 4** Presentations on GDC and Devcom conferences

1m+
Audience and potential research participants access across media channels

 USA, Europe, MENA and Asia regions coverage with access to local audience and experienced research specialists located in these regions

 Growing community of game development specialists and decision-makers

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Screen 4

What will you get?

- Research based on the information directly from gamers, gamedev specialists, industry experts & decision makers**
- Analysis wrapped in a detailed report with main insights and actionable data which you can use to land new clients and improve your work**
- Support and assistance from the Game Icons Research team**
- Designed PDF file with charts and infographics**

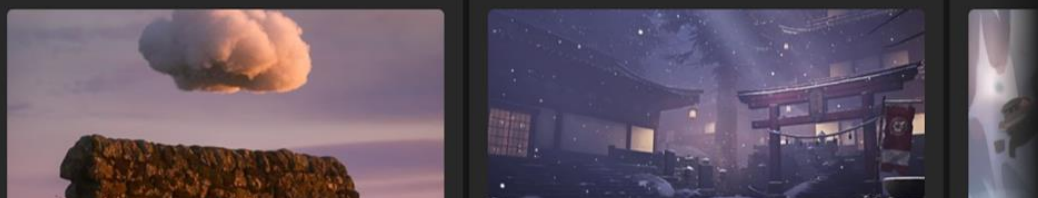
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Screen 5

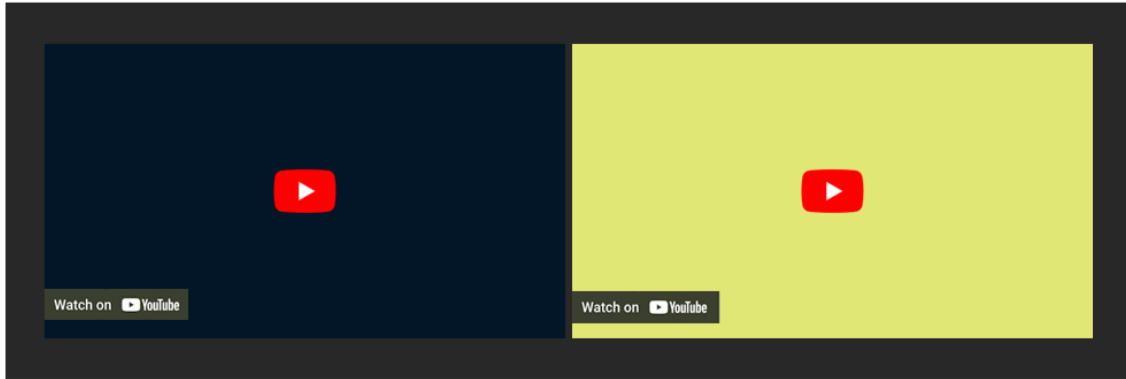
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Screen 6



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Screen 7

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First name *

Jane

Please fill this in

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Screen 8

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A white game controller icon is centered within a black cross-shaped graphic. The cross has four arrows pointing outwards: up, down, left, and right.

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