



# Destination Mars

**Advanced Strategic Planning**  
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Background

Strategy

Key Deliverables

# Agenda

# Humans are often divided by the “unknown”

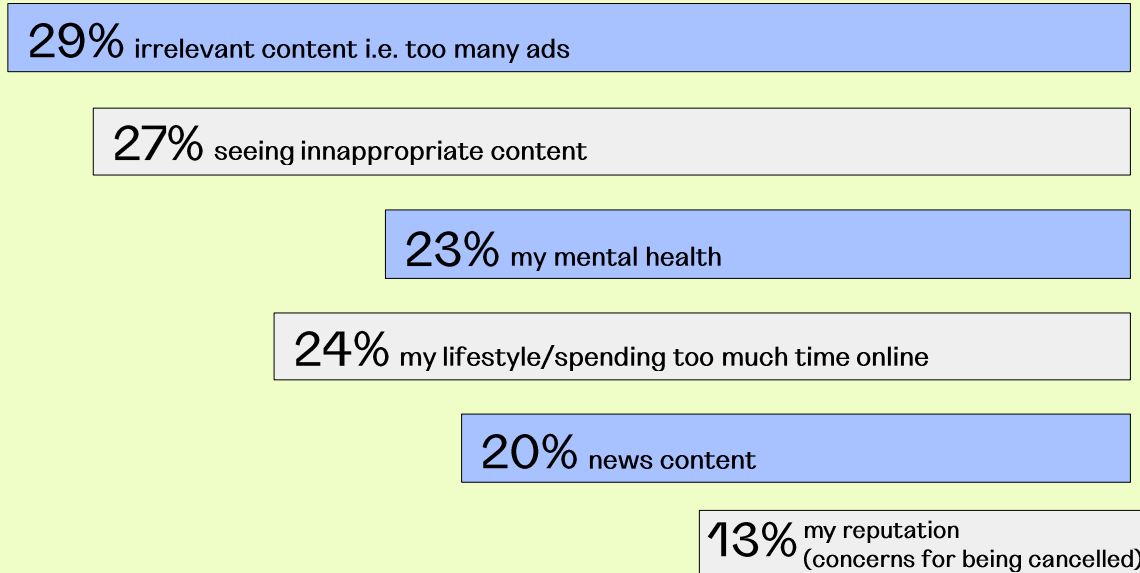
Our human differences are often motivated by what we don't know

- Is there a God?
- What happens when we die?
- Are we alone?
- Is there life on Mars?



# But despite having access to more knowledge than ever before, young people often feel isolated and inadequate in reality

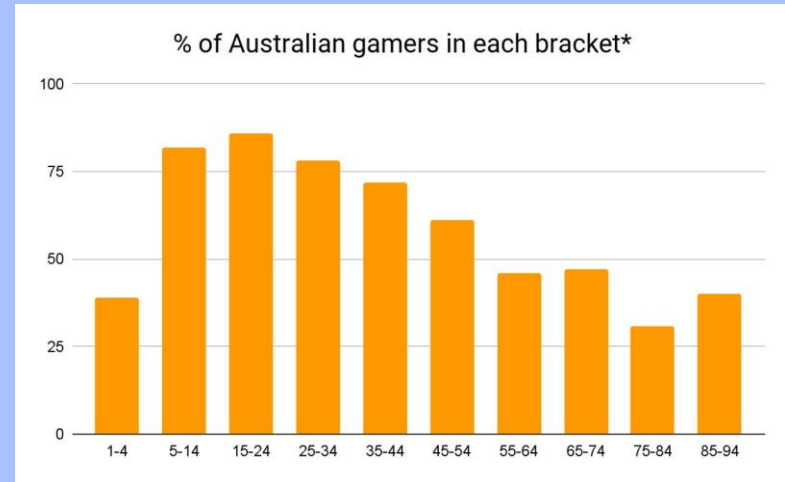
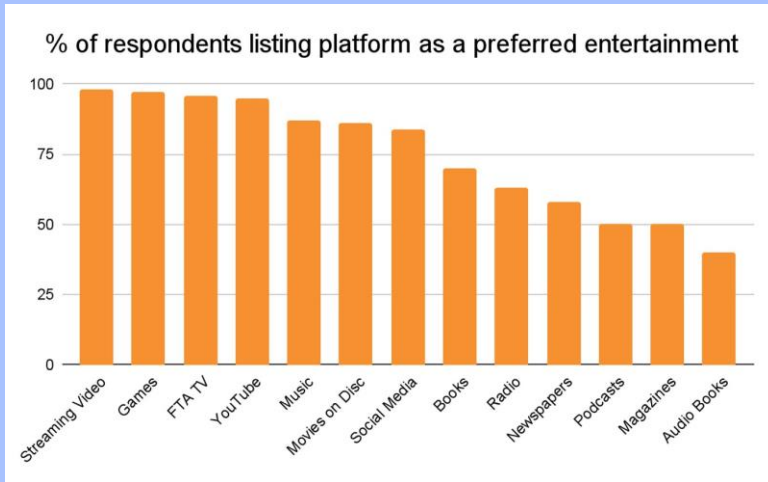
“Which of the following describes where the internet negatively impacts you the most?”



Despite digital platforms' potential for unification – doom scrolling through bad news stories and constant self comparison through social media has left young people feeling more alone and inadequate than ever.

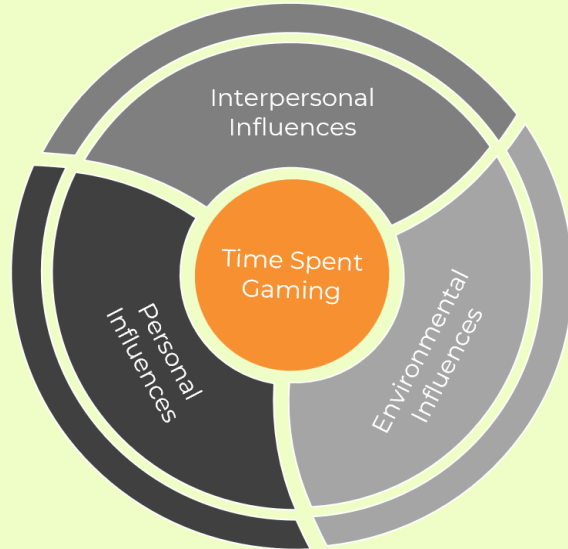
# Today's youth rely on video games as an escape from the chaos of modern life

“Which is your preferred form of entertainment at home?”



# Many are choosing to spend their time in virtual worlds, unencumbered by the perils of earth

“Why do you play video games?”



Research consistently cites 4 core motivations for gaming:

- Entertainment
- Escape or Coping
- Socialisation
- Personal Satisfaction/Autonomy

# Gaming allows young people to feel like heroes

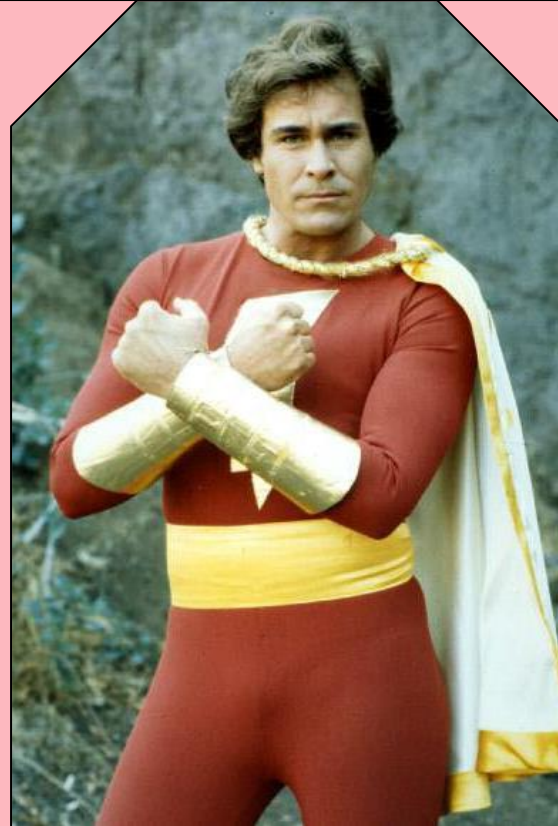
**Attendees of Australia's largest gaming conference share their sentiments:**

“From gaming I've learnt a lot about myself – coming out of my shell and overcoming anxiety”

“You're able to escape into a fantastic world where you're able to engage with people who are interested in the same thing as you”

“Games allow me to create order in the chaos that is my life”

“That ability to just be a gamer and have fun with others, to me, is really empowering. As someone with a disability I have an isolating space that comes with this disability and video games take all of that away”





# When life gives you lemons – live it as someone else

Living or “playing” your life as someone else is just as empowering as it is thrilling for young people

From Donkey Kong to Luigi – from Captain America to Black Widow, living vicariously through these characters provides the perfect escape.





# Astronauts were once super heroes

Before Davidson, Shatner and Bezos, humans who had been to space were heralded as home-grown heroes

From Buzz Aldrin to Buzz Lightyear – the “brave astronaut” has typically held a highly revered status in pop culture before billionaires and high-profile celebrities gained access to the cosmos through their wallets.

“To infinity and beyond!”

“One small step for man...”

“Houston, we’ve had a problem here”



# Mars is still far from The Maldives

Despite it becoming more accessible, a trip to Mars is not for the faint hearted

While we wait for transport and infrastructure to become more comfortable for those traveling to Mars, we can't frame the journey as a relaxing expedition.



# So why not frame it as a hero's mission?

Championing the heroes of space travel's past, we can recreate iconic missions throughout history and take travelers on a journey through time (and space)

Capitalising on young men's affinity for video game characters and escapism, we invite them to relive all the experiences from Neil Armstrong to Sally Ride and everything in between in a full throttle adventure into the galaxy.





**SO, LET'S...**

**GET:** Nerdy young men

**WHO:** Live vicariously through video game characters

**TO:** Unleash the hero within

**BY:** Deploying them on a Mission To Mars



# **INTRODUCING MARVEL'S MISSION TO MARS**

**A HERO'S HOLIDAY**

# Unleash your inner hero!

By partnering with iconic super hero franchise, Marvel we will recruit young men on a “hero’s mission to Mars”.

Partnering “Tourism Mars” with Marvel allows us to capitalize on existing affinity with super heroes/gaming culture and gives us a strong platform from which to build a handful of mission itineraries based on astronauts’ expeditions of yesteryear.

While the time spent on the planet by our guests will be enjoyable, the trip will be posed as an exploration/adventure – allowing us to commercialize the planet of Mars while it is still relatively uninhabitable.



# Key Deliverables

## ONE WORD EQUITY

ESCAPE

## POSITIONING LINE

Marvel's Mission to Mars:  
A Hero's Holiday

## KEY PARTNERSHIPS

Partnering "Tourism Mars" with Marvel allows us to capitalize on existing affinity with super heroes/gaming culture and gives us a strong platform from which to build a handful of mission itineraries based on astronauts' expeditions of yesteryear.

## BRAND ACTIVATION

Working with Marvel, a 3 part mini series (with accompanying demo game content) will be produced that champions "every day heroes" being recruited on a mission to Mars. The series shows the types of adventures travelers can expect on the mission. Following the series it is revealed that the audience can in fact experience these missions in "real life" for themselves with an integrated comms campaign.



Thank You

