

AMERICA'S HOTTEST BRANDS

2K Sports: an America's Hottest Brands Case Study

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Published: [November 16, 2009](#)



In the uber-competitive category of sports video games, how do you get gamers to part with \$60 to buy your latest and greatest iteration when they're perfectly happy playing last year's release? If you're 2K Sports, maker of the National Basketball Association (NBA) 2K video game, you stoke passion and inspire competition amongst your base.

The game beats out similar titles by goliaths Electronic Arts and Sony, and last year sold a record two million units, 40% more than in 2008. For eight years running, the 10-year old basketball franchise has been the No. 1-rated NBA simulation game, according to Gamerankings, an aggregator of game review scores.