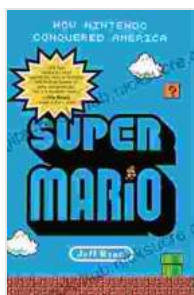


Super Mario: How Nintendo Conquered America

Super Mario, Nintendo's iconic video game franchise, has conquered America since its in 1985. The plumber with overalls and his iconic red cap has become a cultural phenomenon, with games selling over 500 million copies worldwide. This article explores how Nintendo brought Mario to America and the strategies that made him such a success.



Super Mario: How Nintendo Conquered America

by Jeff Ryan

★★★★☆ 4.6 out of 5

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The Origins of Super Mario

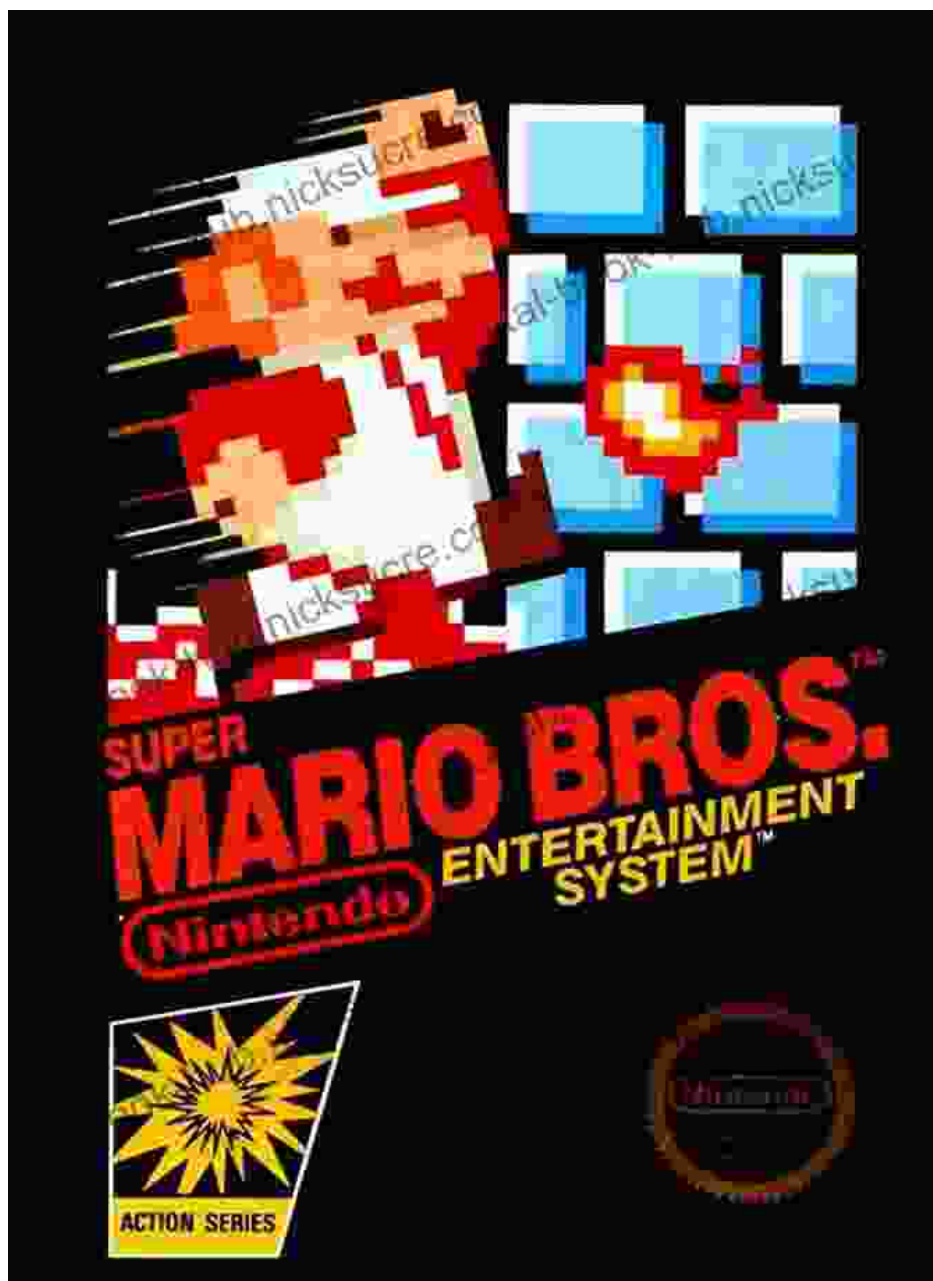
Super Mario was created by Japanese video game designer Shigeru Miyamoto. The character first appeared in the 1981 arcade game Donkey Kong, where he was known as Jumpman. Miyamoto later developed the character into Mario for the 1983 game Mario Bros.



Mario Bros. was a critical and commercial success, and it helped to establish Nintendo as a major player in the video game industry. The game's success was due in part to its simple yet addictive gameplay, which involved Mario and his brother Luigi jumping and shooting their way through a series of levels.

Mario's American Debut

Nintendo released Super Mario Bros. in America in 1985 for the Nintendo Entertainment System (NES). The game was a huge success, selling over 40 million copies in the United States alone. Super Mario Bros. was praised for its innovative gameplay, colorful graphics, and catchy music.

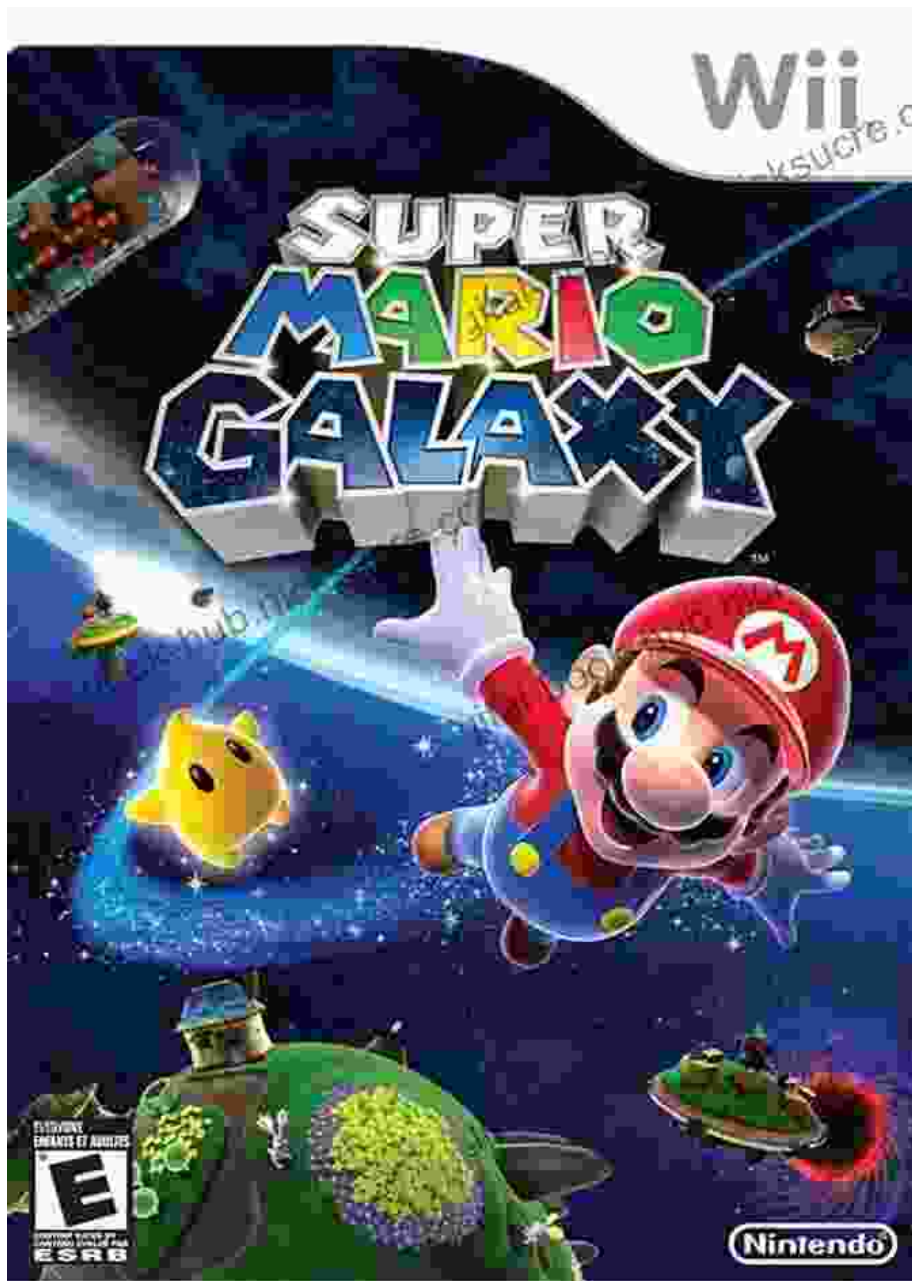


Super Mario Bros. for the NES.

Super Mario Bros. helped to make the NES a huge success in America, and it also helped to establish Nintendo as the dominant video game company in the United States. Mario quickly became one of the most recognizable and beloved video game characters in the world.

The Rise of a Super Star

Super Mario has continued to be a major success for Nintendo in the years since his American debut. The character has starred in over 200 video games, including some of the best-selling games of all time. Mario has also appeared in countless other forms of media, including television shows, movies, and comic books.



Mario's success is due in part to his timeless appeal. The character is relatable, charming, and fun to play as. Mario's games are also known for their high quality and innovative gameplay. Nintendo has consistently managed to reinvent the Mario franchise, with each new game offering something new and exciting.

Nintendo's Strategies for Success

Nintendo has used a number of strategies to ensure the success of Super Mario in America. These strategies include:

- **Creating a strong brand identity:** Mario is one of the most recognizable characters in the world. Nintendo has carefully cultivated Mario's brand identity over the years, ensuring that the character is always associated with quality and fun.
- **Developing high-quality games:** Nintendo has a reputation for making high-quality video games. Mario games are known for their innovative gameplay, beautiful graphics, and catchy music.
- **Marketing and promotion:** Nintendo has spent heavily on marketing and promotion for the Super Mario franchise. This marketing has helped to create awareness of Mario and his games, and it has also helped to generate excitement for new releases.
- **Licensing and merchandising:** Nintendo has licensed Mario to a wide range of products, including toys, clothing, and food. This licensing has helped to expand Mario's reach and to generate additional revenue for Nintendo.

The Future of Mario

Super Mario is one of the most successful and enduring video game franchises in history. The character has been a major part of American pop culture for over 35 years, and he shows no signs of slowing down.

Nintendo has a number of exciting plans for Mario in the future, including new games, movies, and merchandise.

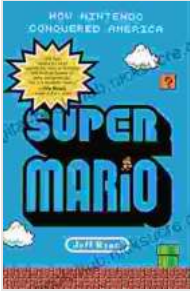


Super Mario Odyssey for the Nintendo Switch.

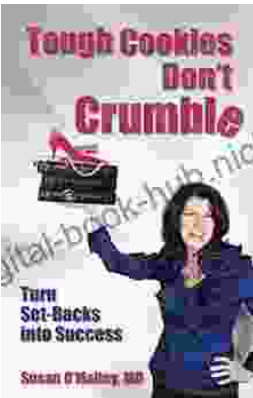
Super Mario is a true cultural icon, and he will continue to be a major force in the video game industry for many years to come.

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