Housekeeping

Reminder: Please say your name to start if you’re contributing in class

For new students to class

• Course website: https://courses.soe.ucsc.edu/courses/cmpm179/Fall18/01

• Joel Dreskin (instructor) info
  – Email: jdreskin@ucsc.edu
  – Office Hours: E2-389, Mondays 3 pm to 4 pm

• Melanie Dickinson (TA) info
  – Email: mldickin@ucsc.edu
  – TA Office Hours: E2 393, Fridays 2 pm to 4 pm

• Info about course book on site, reading from last week: chapters 1, 2 and 5
Guest Today – via Skype

Evan Lahti
Global Editor in Chief
PC Gamer
Marketing Primer

- PR
- Advertising
- Branding
- Messaging
AD

Paid Placement
Ad on TV, magazine, website, outdoor, etc.

PR

Editorial
News, preview, review
Marketing
(saying the right thing to the right person)

Public Relations
(a 3rd party sharing their perspective and feelings)

Advertising
(telling a person how they should feel)

Branding
(the right person recognizing the right thing)
## Advertising vs PR

<table>
<thead>
<tr>
<th></th>
<th>Advertising</th>
<th>PR / Publicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placements</td>
<td>Paid</td>
<td>Earned</td>
</tr>
<tr>
<td></td>
<td>Guaranteed</td>
<td>No guarantee, gate keepers</td>
</tr>
<tr>
<td>Function</td>
<td>Build exposure</td>
<td>Build preference / trust</td>
</tr>
<tr>
<td>Credibility</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Paid messages</td>
<td>Impartial perspectives from respected sources can provide validation</td>
</tr>
<tr>
<td>Control</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Executions</td>
<td>Visual</td>
<td>Verbal</td>
</tr>
<tr>
<td>Cost</td>
<td>High</td>
<td>Lower</td>
</tr>
<tr>
<td>Communication</td>
<td>“Buy this product”</td>
<td>“This is important”</td>
</tr>
</tbody>
</table>

“Advertising is what you pay for, publicity is what you pray for”
“Advertising is saying you’re good, PR is getting someone else to say you’re good”
Messaging

• How you communicate about game
• Positioning
• Elevator pitch
• Tagline
Positioning

“An organized system for finding a window into the mind”
- Ries and Trout

The position of your game relative to others in the market
Not “public facing” verbiage
<table>
<thead>
<tr>
<th>Tagline</th>
<th>Related Positioning Statement (approximation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Public facing”</td>
<td></td>
</tr>
<tr>
<td>If it’s in the game, it’s in the game!</td>
<td>The most true to life sports game experience available – delivering all the thrills, details and nuances that make the sport exciting.</td>
</tr>
<tr>
<td><em>EA Sports</em></td>
<td></td>
</tr>
<tr>
<td>We’re going to have fun … with science</td>
<td>Irreverent first person action puzzler, in pseudo scientific setting. It’s fun and funny, with personality and attitude.</td>
</tr>
<tr>
<td><em>Portal 2</em></td>
<td></td>
</tr>
<tr>
<td><em>Dead Island</em></td>
<td></td>
</tr>
<tr>
<td>Giant robots are menacing the City of Boston. Can you and your jetpack save us all?</td>
<td>Wild and vivid, adrenaline-fueled first person action game, juiced up with personality and flavor from the Boston-based developer</td>
</tr>
<tr>
<td><em>Drunken Robot Pornography</em></td>
<td></td>
</tr>
<tr>
<td>Retro-futuristic drugstep arcade shooter.</td>
<td>Extremely visual, color infused arcade action game for today’s gamers, inspired and influenced by great games of years past</td>
</tr>
<tr>
<td><em>Intake</em></td>
<td></td>
</tr>
</tbody>
</table>
How to Get Started
Fundamentals

• Release Plan – Broad Strokes
  – “Four Ps”: Product, Place, Promotion, Price
  – Platform(s), Channel(s), Timing

• Your game pitch

• Who’s my game for

• Release landscape
Target Audience Age - Example

Core 18 to 24

13 to 17

25 to 34
Identify Best Fit Marketing Vehicles

- PR
- Audience Development
- Events
- Promotions
- Playable Code
- Channel
- Videos
- Awards
- Paid

Integrate multiple vehicles into plans

Plans vary depending on key factors – type of game, audience, platforms, etc.
Types of press
- Gaming
- Enthusiast/bloggers
- Consumer
- Streamers
- Freelancers

Kinds of coverage
- Previews
- Features/interviews
- Reviews
- Exclusives

Research your press targets
Their beats, favorite kinds of games, platform focus
Personalize pitches; try to avoid mailing multiple journalists on same outreach pitch
This kind of hierarchy can be helpful for other kinds of vehicles too – e.g. store pages, packaging.
Be relatable
No Man’s Sky

No Man’s Sky trailer shows massive universe

New No Man’s Sky Trailer Invites You to Explore Game’s 18 Quintillion Planets (Gamespot)

Paint a mental image
No Man’s Sky

No Man’s Sky shows off procedural generation, everything is unique

No Man’s Sky - The game even the developers haven’t seen all of
Refer to other games
(if there is demand for it!)
Northgard

Finally something new for Settlers fans – Viking strategy game Northgard announced (Gamestar)
Refer to other cool things Memoranda

A Beautiful Point ‘n’ Click Adventure Inspired by Japanese Author Haruki Murakami Short Stories (Kotaku)
# Game Description

<table>
<thead>
<tr>
<th></th>
<th>Mechanical</th>
<th>Narrative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assassin’s Creed</td>
<td>An open world game where you can climb over any surface to hunt and kill targets.</td>
<td>You’re an assassin in ancient times hunting down corrupt rulers. You can climb over and into the whole city to make the kill.</td>
</tr>
<tr>
<td>Portal</td>
<td>You create portals to move instantly between two places, allowing you to traverse space in a way you’ve never seen before in order to solve spatial puzzles.</td>
<td>You must escape a test facility run by a sadistic AI by using an advanced gun that can shoot portals, allowing you to traverse 3D space in a way you’ve never seen before.</td>
</tr>
<tr>
<td>Cannon Brawl</td>
<td>2D sideview action RTS with fully destructible terrain, like Worms meets Starcraft.</td>
<td>Pilot an airship, command powerful weapon emplacements and use the destructible terrain to out think and destroy your enemy! It’s a new take on artillery strategy!</td>
</tr>
</tbody>
</table>
There is always a new story

- **Feature focus:** In Hyper Light Drifter every second is a stunning wallpaper

- **Dev focus:** Owlboy, the indie platformer that took 10 years to build (Guardian)

- **Erment focus:** Only One Person In The Entire World Has Unlocked This Steam Achievement (Kotaku on Devil Daggers)
A Normal Lost Phone launches today,

Hello.

The unique mystery game exploring themes of sexuality, identity and growing up, A Normal Lost Phone, will launch today on Steam (PC, Mac and Linux), IOS and Android platforms.

The launch trailer can be seen here.

First prototyped during Global Game Jam 2016 by French indie developers Accidental Queens, A Normal Lost Phone invites players to discover what happened to the original owner of an enigmatic phone. The full release is priced at €2.99 / $2.99 / £2.99 (IOS) / £2.29 (Android).

Please find all the details in the press release below. Assets can be found in our press room.

If you would like to have access to A Normal Lost Phone, please don’t hesitate to get back to us and let us know which platform you would prefer.

Kind regards,
Subject: Tron meets iOS in "Octagon", new arcade game out Nov 7 -- want iOS/Mac review copy?

Hi [name],

Imagine if the movie Tron had been set within the iOS interface. That’s what you’ll get with Octagon, a minimal arcade game coming to iOS and Mac on November 7. Octagon is a cousin to recent hits Super Hexagon and Boson-X: fast paced, intensely challenging, and unexpectedly beautiful with its colorful yet minimalist graphics. Can we interest you in a review copy?

In Octagon, you’re trapped inside an 8-sided tunnel that never stops moving. Your goal is to survive each 60-second level without falling out. (It would be pretty simple if not for all the speed bumps and gaps in the way...) Flick the screen horizontally to spin the tunnel, flick vertically to flip upside down, and most importantly don’t stop to think—Octagon moves too fast for that! Only super-quick reflexes will get you to the finish line.

Octagon has unlimited, procedurally-generated levels, a trippy visual style influenced by the minimalist iOS aesthetic, and music by electronica artist Sonopo that keeps the adrenaline pumping. Upon its November 7 release it will sell for $1.99 USD or equivalent, with no in-app purchases to water down the challenge.

You can get an idea of Octagon’s look and feel from this gameplay video: https://everyplay.com/videos/1086351

Screenshots and a press kit are available at the official website: http://octagongame.com

We hope you’ll check it out for yourself:
- iOS App Store: [promo code provided]
- Mac App Store: [promo code provided]

If you decide to review the game, we ask that you hold your coverage until 8:00pm Eastern time on November 6.

Thanks!
--
Petr Fodor and Lukas Korba, developers
Subject: Cognition (episodic adventure from Phoenix Online and Jane Jensen) -- review code

A string of grisly murders is going down in Boston, and FBI agent Erica Reed is taking it personally -- her younger brother, Scott, was murdered by a serial killer three years ago. She also has an unusual skill at her disposal: a set of post-cognitive abilities that help her sense how a crime unfolded. As the body count builds, so does Erica's fierce desire to avenge Scott's death. The result is an engrossing point-and-click mystery that you (and your readers) won't want to miss.

Cognition: An Erica Reed Thriller is a four-part adventure series that recently debuted for PC and Mac with Episode 1: The Hangman. Review copies are available, and I'd love to hook you up so you can check out this tense psychological thriller firsthand!
Streamers and YouTubers

- Only care about your game, not your story
- Must be easy to record
  - Space to insert selfie window
  - Have a windowed mode
  - Be able to hide user name
- Implement special features for influencers
Chasm

press kit

Factsheet

Developer:
Discord Games, Inc.,
Based in Baltimore, Maryland

Release date:
TBD

Platforms:
Steam (Win/Mac/Linux/SteamOS)
PS4

Website:
chasmsgame.com

Regular Price:
USD TBA

Description

Chasm is a procedurally-generated Platform Adventure currently in development for PC (Win, Mac, & Linux) and Playstation 4. Taking equal inspiration from hack 'n slash dungeon crawlers and Metroidvania-style platformers, it will immerse you in a procedurally-generated fantasy world full of exciting treasure, deadly enemies, and abundant secrets.

History

When a small mining community falls silent, a young soldier named Dalryn is sent to investigate. Upon arriving in the remote mountain town of Karthas, he discovers that paranormal forces have sealed the town off from the outside world. Now trapped, he's left with no option but to explore the mines below the town and uncover the source of the disturbances. Six huge procedurally-generated areas await, each lovingly crafted in a retro pixel art style. Help Dalryn gain new abilities and equipment, evade dangerous traps, and defeat hordes of deadly enemies in order to save Karthas - and possibly the world!

Features

- Explore six diverse areas procedurally assembled from hand-crafted areas
- Enjoy challenging retro gameplay and gorgeous authentic pixel art
- Battle massive bosses and discover new special abilities to reach previously inaccessible areas
Streamers

woovit

A HASSLE FREE KEY DISTRIBUTION PLATFORM FOR VIDEO GAMES

Up your game!

Keymailer connects YouTubers and Twitch / Mixer streamers to game publishers so that you can get access to game keys quickly and easily.
Upcoming

• First Assignment
  – Review assignment and rubric
  – Due next Monday, Oct 15, midnight
  – Marked down 1/2 grade point for each day late
• Expecting in class guest speaker next week
• Reading
  – Chapter 7, 8, 9