Marketing
continued
Fall 2018
Housekeeping

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

For new students to class

• If this class time overlaps with another class, I strongly discourage continuing forward (sorry) – there’s one exception for a student who said he’d only miss a few of this 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, 7 through 9
Assignments

• Reminder: Due tonight (extended for students new to class)
  – Positioning vs USP (also vs taglines)

• Initial thoughts from class

• Next assignment coming up for Monday, Oct 29
  – Relevant content tonight
  – Assignment details now posted on Canvas
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
Positioning Example
<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>EA Sports</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>Portal 2</td>
<td></td>
</tr>
<tr>
<td>Dead Island</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>Drunken Robot Pornography</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>Intake</td>
<td></td>
</tr>
</tbody>
</table>
A unique selling proposition (USP) refers to the unique benefit exhibited by a company, service, product or brand that enables it to stand out from competitors. The unique selling proposition must be a feature that highlights product benefits that are meaningful to consumers.
Gaming Everywhere

A survey of works of play being made in other fields, using new technologies and platforms, or made by and for nontraditional gaming audiences. Highlighting the expansion of games and play into all aspects of our world and lives.
Nick Bounty and the Dame with the Blue Chewed Shoe

A comedic noir adventure video game featuring Nick Bounty!
Good advice for anyone attending networking events.

HELLO. MY NAME IS INIGO MONTOYA. YOU KILLED MY FATHER. PREPARE TO DIE.

INIGO’S GUIDE TO NETWORKING SUCCESS

1. Polite Greeting
2. Name
3. Relevant Personal Link
4. Manage Expectations
Marketing Vehicles

[continuation from last week]
Advertising

- Online display ads
- Social media boosts
- Other
Display
Paid Social Media Boosts

Double Fine Productions

Day of the Tentacle Remastered is out NOW for PC, Mac, PS4 and PlayStation Vita

Day Of The Tentacle

Day of the Tentacle Remaster

Steam

PayPal

Save time—get 1 solution.
www.paypal.com
Consolidate credit card and PayPal payment processing into one single, secure solution.
Paid Social Media Boosts

PlayStation® @PlayStation • Mar 7
Discover the streaming service with over 450 blockbuster games, indie hits, PlayStation exclusives and more.

PlayStation Now: Start your free trial today
playstation.com

Promoted
Social Media Targeting

Locations

- Everyone in this location

- United States

  - United States

  - Include

  - Add locations

Add Bulk Locations...

Age

- 18
- 65+

Gender

- All
- Men
- Women

Languages

- Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

Suggestions | Browse
# Analytics

**Acquisition**

<table>
<thead>
<tr>
<th>Source</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Completions</th>
<th>Goal Value</th>
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<td>$0.00</td>
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</tbody>
</table>
Audience Development

- Personality and tone
- Studio / game website
- Email
- Social media
- Community forums
- Video channels
- Audience development initiatives
Social Media

- Twitter
- Facebook
- Instagram
- YouTube/Twitch
Learn and Refine from Seasoned Practitioners

• Spend time on channels
  – Build up number of accounts you follow on different channels – studios of different sizes, press, industry folks
  – Determine who’s effective (# of followers, engagement, interesting content)

• Establish approach and style that fits for you / your team
  – Stay involved regularly, not just for actively pushing project you’re working on – other content, commentary, sharing news, supporting others in the community
Owned Media

PR

Email list
Social media accounts
Website

Paid Media

Ads

Earned Media

PR
### Additional Marketing Vehicles Matrix

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Well suited for</th>
<th>Frequency / Timing (active periods)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website/Blog</td>
<td>Longer form content posts</td>
<td>One to multiple times per week</td>
</tr>
<tr>
<td>Email</td>
<td>Shorter text, can link to longer content on website, and/or videos, downloads</td>
<td>Monthly</td>
</tr>
<tr>
<td>Twitter</td>
<td>Short, snappy posts</td>
<td>Multiple posts throughout day when possible</td>
</tr>
<tr>
<td>Instagram</td>
<td>Super timely, micro communications</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>Timely posts, generally less micro than Twitter</td>
<td>Multiple posts throughout day, daily, or multiple times during week</td>
</tr>
<tr>
<td></td>
<td>Can be longer than Twitter, but not overly lengthy</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>Presenting your game in motion</td>
<td>Generally at key stages as you build towards launch – a number of videos, with the biggest one(s) right around launch time</td>
</tr>
<tr>
<td></td>
<td>Showing rather than telling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prepare features on your game development as it progresses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Live streaming sessions</td>
<td></td>
</tr>
</tbody>
</table>
Channel Marketing

STEAM  Humble Store  gog
PlayStation  XBOX

Google play  apps
Retail
Playable Code

Integrate into your dev schedule planning

- Shows
- Press meetings
- “Preview release”
- Early access
- Demos
- Review code
http://www.events forgamers.com/
https://www.promoterapp.com/calendar
Game Jams

http://www.indiegamejams.com/
https://itch.io/jams
Additional

Will present additional vehicles later in class
Marketing Materials

Guidelines

• Quick read

• Legibility

• Determine central focus / think about weighting

• High contrast
THIMBLEWEED PARK™
SHOVEL KNIGHT
Breakout

• Groups of 3
• 15 minutes
• Marketing asset example
  – Game image, logo, website, icon, store page, etc (not video example for tonight)
• Each group come back with one example to share with class
  – Including what game its for
SOME STORIES ARE KEPT IN SILENCE
In a town like *Thimbleweed Park* a dead body is the least of your problems.

**BUY NOW**

- [Steam](#)
- [GOG](#)
- [Xbox One](#)
- Mac • Windows • Linux • Xbox One • PS4 • iOS • Switch
A medieval city building game where you construct castles to protect your peasants from a living and dangerous world.

Dramatic stories play out based on decisions you’ve made.

Get notified about important game updates:

email address

Signup!

A game by Peter Angstadt and Michael Peddicord
You've inherited your grandfather's old farm plot in Stardew Valley. Armed with hand-me-down tools and a few coins, you set out to begin your new life. Can you learn to live off the land and turn those overgrown fields into a thriving home?

User reviews: Overwhelmingly Positive (16,201 reviews)

Release Date: Feb 26, 2016

Reviews

"Far more than just a farming game, this one-man labor of love is filled with seemingly endless content and heart."
9/10 – Giant Bomb

"The core mechanics and relaxing aesthetic merge so well together that players will sink in to the experience and never want to leave."
96 – Destructoid

"Stardew Valley has been the most rich and heartwarming experience I've had in a game in years."
95 – CGMagazine

About This Game

Stardew Valley is an open-ended country-life RPG!

You've inherited your grandfather's old farm plot in Stardew Valley. Armed with hand-me-down tools and a few coins, you set out to begin your new life. Can you learn to live off the land and turn those overgrown fields into a thriving home? It won't be easy. Ever since Joja Corporation came to town, the old ways of life have all but disappeared. The community center, once the town's most vibrant hub of activity, now lies in shambles. But the valley seems full of opportunity. With a little dedication, you might just be the one to restore Stardew Valley to greatness!
Description

It's the game The New York Times called a "Sensation," and Cosmopolitan said "will be the best dollar you've spent." Heads Up! is the fun and hilarious game from Ellen DeGeneres that she plays on her show, and you can play with your friends.
Description

SWEET! Om Nom’s shenanigans continue in Cut the Rope 2! With new characters, fresh gameplay elements and tricky missions, candy collecting has never been so fun!

In his unexpected adventure, Om Nom breaks out of his box and travels through lush forests, busy cities, junkyards and underground tunnels, all in pursuit of one goal – CANDY! Along the way, he encounters the Nommies, the cutest candy collecting helpers a little green monster could wish for!
Three new screenshots of the upcoming Mind Labyrinth VR Dreams available on PSVR and Oculus Rift.

Announcement Trailer here: https://www.youtube.com/watch?v=J2Lo2axOWIk&t

Follow more on Frost Earth Studio... See More
<table>
<thead>
<tr>
<th><strong>“Mascot”</strong></th>
<th><img src="image1" alt="Icon Examples" /></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core App Concept</strong></td>
<td><img src="image2" alt="Icon Examples" /></td>
</tr>
<tr>
<td><strong>Clear Stand-Out Image</strong></td>
<td><img src="image3" alt="Icon Examples" /></td>
</tr>
<tr>
<td><strong>Strong Brand/Icon</strong></td>
<td><img src="image4" alt="Icon Examples" /></td>
</tr>
</tbody>
</table>
# Icon Examples

## Icons that aren’t working as well

<table>
<thead>
<tr>
<th>Issue</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unclear central image / concept</td>
<td><img src="image1.png" alt="Example 1" /> <img src="image2.png" alt="Example 2" /> <img src="image3.png" alt="Example 3" /> <img src="image4.png" alt="Example 4" /></td>
</tr>
<tr>
<td>Not maximizing brand</td>
<td><img src="image1.png" alt="Example 1" /> <img src="image2.png" alt="Example 2" /> <img src="image3.png" alt="Example 3" /> <img src="image4.png" alt="Example 4" /></td>
</tr>
<tr>
<td>Concise, but ...</td>
<td><img src="image1.png" alt="Example 1" /> <img src="image2.png" alt="Example 2" /> <img src="image3.png" alt="Example 3" /> <img src="image4.png" alt="Example 4" /></td>
</tr>
<tr>
<td>These are clear and stand out. At the same time, they don’t convey core compelling information to pique interest and prompt a closer look</td>
<td><img src="image1.png" alt="Example 1" /> <img src="image2.png" alt="Example 2" /> <img src="image3.png" alt="Example 3" /> <img src="image4.png" alt="Example 4" /></td>
</tr>
<tr>
<td>Not optimized for format</td>
<td><img src="image1.png" alt="Example 1" /> <img src="image2.png" alt="Example 2" /> <img src="image3.png" alt="Example 3" /> <img src="image4.png" alt="Example 4" /></td>
</tr>
<tr>
<td>The first could instead be presented in a clear, iconic graphic that shows a trebuchet in a way that could work better in this format</td>
<td><img src="image1.png" alt="Example 1" /> <img src="image2.png" alt="Example 2" /> <img src="image3.png" alt="Example 3" /> <img src="image4.png" alt="Example 4" /></td>
</tr>
<tr>
<td>The second seeks to say too much in this small space: pseudo hipster, cycling, road setting, full game name, character personality</td>
<td><img src="image1.png" alt="Example 1" /> <img src="image2.png" alt="Example 2" /> <img src="image3.png" alt="Example 3" /> <img src="image4.png" alt="Example 4" /></td>
</tr>
</tbody>
</table>
Video

• Your videos
  – Trailers
  – Gameplay
  – “Features” – special feature focus, behind the scenes
  – Fun content

• Streams
  – Dev streams
  – Devs play
  – Q & A

• Others
  – Be creative!
Derek Lieu
https://www.derek-lieu.com/

“One of the first things he thinks about is showing the game’s principal unique feature as soon as possible to capture your interest, and then to expand on that feature, progressively showing why it’s great.”

“Viewers generally need to understand context before these features have any punch. That means Lieu’s job is often to explain a game as succinctly as he can before showing what’s special about it.”

Derek’s site also includes links to trailers he’s created, case studies, trailer reviews and tutorials.

https://www.pcgamer.com/the-art-of-making-effective-game-trailers/
Super Time Force
https://www.youtube.com/watch?v=C_dXhsbo2sU

Overwatch
https://www.youtube.com/watch?v=FqnKB22pOC0

In the Valley of Gods
https://www.youtube.com/watch?v=ceJcHUoO734

https://www.pcgamesinsider.biz/interviews-and-opinion/67450/insight-top-tips-for-making-a-kickass-trailer/
Reading

Read chapters 4 through 6