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**FROGSTER**  
INTERACTIVE PICTURES

## **Building a brand around a free-to-play MMO game**

### **Establishing an Asian free-to-play title as Western premium MMORPG**


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# **Building a brand around a free-to-play MMO game**

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# Building a brand around a free-to-play MMO game

## 1. Creating the Brand

- The starting point: Taiwanese license “Radiant Arcana” with large potential



- The challenge: Title needs to be adapted systematically according to the requirements, preferences and taste of the Western MMO community in order to be able to succeed

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## Building a brand around a free-to-play MMO game

### 1. Creating the Brand





## Building a brand around a free-to-play MMO game

### 1. Creating the Brand

Development of new Brand: Runes of Magic –

Logo and Key Visuals developed inhouse according to Western premium standards



# Building a brand around a free-to-play MMO game

## 1. Creating the Brand

Key Visuals – before and after





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# Building a brand around a free-to-play MMO game

## 1. Creating the Brand



# Building a brand around a free-to-play MMO game

## 1. Creating the Brand

Adaption of essential graphical and gameplay aspects to the Western market

- Character Design
- Quest Design
- Zone Design





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## Building a brand around a free-to-play MMO game

### 1. Creating the Brand

Integration of shop items according to Western taste



## Building a brand around a free-to-play MMO game

### 1. Creating the Brand

Integration of shop items according to Western taste



# Building a brand around a free-to-play MMO game

## 1. Creating the Brand

Very early beta start to collect feedback of the European and North American community from the very beginning and to reach out to the core players

→ Building up credibility in the community





## **Building a brand around a free-to-play MMO game**

### **2. Positioning as Premium Product**

- The Challenge:

Free-to-play games have been seen as low budget games with minor quality

→ Systematic orientation to premium segment in marketing and PR

- Regular media relations activities with focus on the large amount of features in the game and its quality.
- Press tours, presentations and many interviews focusing on the high quality ambition. Regular exclusives for the most important media.
- Regular community activities and events.

# Building a brand around a free-to-play MMO game


## 2. Positioning as Premium Product

### Key Message:

Runes of Magic has the quality and scope of a subscription based MMO game, ...

- Dual class system with eight classes and unique elite skills
- Player housing and guild castles
- PvP arenas and battlefields
- Guild wars
- Over 2,800 quests with epic quest-lines
- Wide range of mounts
- Extensive dungeons and raid content with up to 36 players
- Entertaining mini-games for single players and groups
- Dynamic crafting and customization of items
- Versatile role play elements including a marriage system

... but is for free!

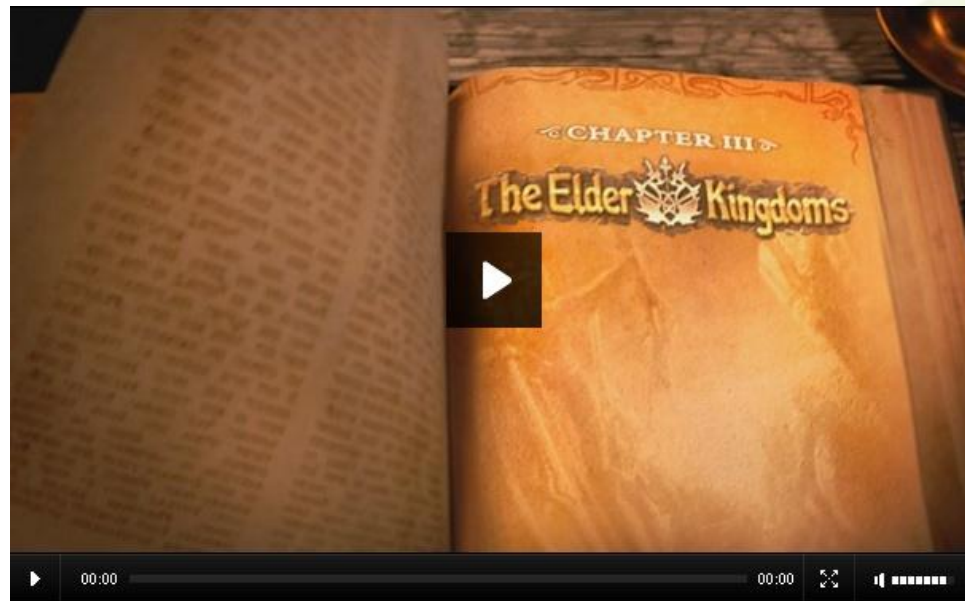
A banner image for The Elder Scrolls Online. On the left, a green square contains the text "WE TAKE YOU TO A NEW WORLD!". To the right, a screenshot of the game shows a medieval-style town with stone buildings, a large ship, and a bridge over a river.

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## Building a brand around a free-to-play MMO game

### 2. Positioning as Premium Product

- Development of high quality assets such as artworks and screenshots
- Regular trailers and in-game videos to showcase own quality ambitions
- Orientation to competitors in the full price subscription segment, not to free-to-play market





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## Building a brand around a free-to-play MMO game

### 2. Positioning as Premium Product

Preparing the launch

- Announcement in June 2008
- Frogster presence at Gamescom 2008 focused on Runes of Magic:  
Appointments and presentations with all important Western special interest media



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## Building a brand around a free-to-play MMO game

### 2. Positioning as Premium Product

Media Quotes 2008

- "The most beautiful free-to-play online role play game I've seen to date."

**GameStar**

- "This game is sure to be a top contender in the MMO world, catering to both serious and casual gamers alike."



- "You know, it's been a while since we've used the term "WoW Killer" – with this list of features, ... Runes of Magic could be the next contender!"



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## Building a brand around a free-to-play MMO game

### 2. Positioning as Premium Product

- Impressive media feedback and coverage, particularly from the leading US MMO portals
- First Awards e.g. as "Surprise Hit", Ten Ton Hammer



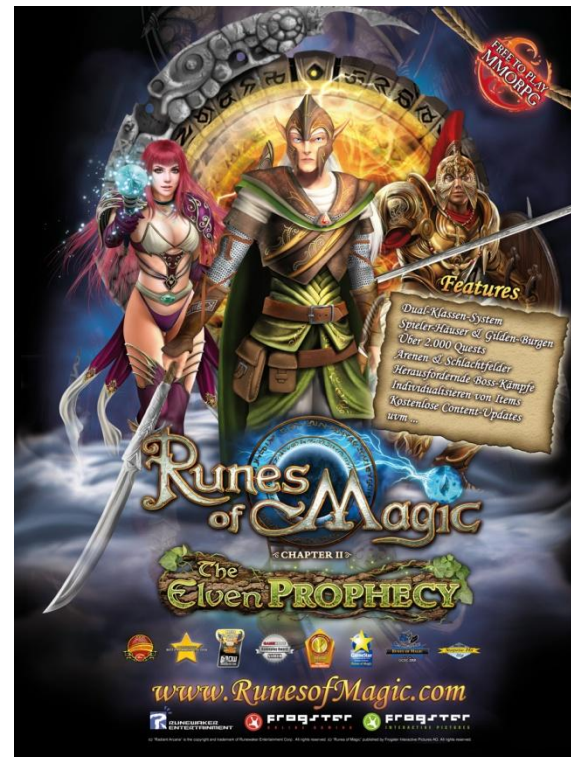


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## Building a brand around a free-to-play MMO game

### 2. Positioning as Premium Product

Marketing strategy according to premium positioning – Print Advertising



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## Building a brand around a free-to-play MMO game

### 2. Positioning as Premium Product

Marketing strategy according to premium positioning – Print Advertising

Über 4 Millionen Spieler – Jetzt anmelden und mitspielen!  
[www.RunesofMagic.com](http://www.RunesofMagic.com)

**FREE TO PLAY MMORPG**

**Runes of Magic**

- Bau' Deine eigene Gildenburg und richte Dir Dein persönliches Haus ein
- Spannende Belagerungskriege und fesselnde Spieler-gegen-Spieler-Duelle
- Reise schnell und praktisch mit zweistöckigen Reittieren
- Mache spannende Abenteuer und wirf Dich in epische Quests
- Genieße regelmäßige und kostenlose Updates
- Nutze unübertroffene Fähigkeiten und verbessere Deine beiden Klassen

**STAP FÜR VOLLSTÄNDIGE UND ANGSTRENGTE**  
Tausche ein in eine Welt voller Mysterien und uralter Geheimnisse, voller Gefahren und mächtiger Magie. Stell dich aufregenden Abenteuern, meiste schwierige Aufgaben und sammle wertvolle Belohnungen. Die Welt von Taborea ist in Aufruhr. Nur Du und Deine Mitstreiter können dem Kindkönig Callaway aus seiner scheinbar ausweglosen Situation helfen und die magischen Ströme des neuen Kontinents in die richtigen Bahnen lenken.

**Kostenloser Download – Keine monatlichen Gebühren**

Logos: FROGSTER, FROGSTER, FROGSTER

Spread – double page



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## Building a brand around a free-to-play MMO game

### 2. Positioning as Premium Product

Box version for all chapter launches with valuable collector's content like posters, world maps, manuals and exclusive items



The editions for all chapter launches ranked first in German sales charts, although the client was available free for download.



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# Building a brand around a free-to-play MMO game

## 2. Positioning as Premium Product

- Systematic distribution of the client
  - Partnering with most important download networks and portals
  - Covermounts on print magazines
  - Early and extensive distribution of beta keys and special items



## Building a brand around a free-to-play MMO game

### 3. Brand building

- Premium campaigns with high visibility in most important print and online media for all chapter launches
- Systematic brand marketing
- Extensive PR campaign





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## Building a brand around a free-to-play MMO game

### 3. Brand building

Early on brand development with media and marketing cooperations that create high awareness and underline value and significance of Runes of Magic



Series of bi-monthly magazines about Runes of Magic  
(circulation 30.000 - 50.000 copies per issue – 9 issues so far)



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## Building a brand around a free-to-play MMO game

### 3. Brand building

Presence at the most important exhibitions and conventions



GAMES CONVENTION



gamescom



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## Building a brand around a free-to-play MMO game

### 3. Brand building

Gamescom 2009





## Building a brand around a free-to-play MMO game

### 3. Brand building

Gamescom 2009





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## Building a brand around a free-to-play MMO game

### 3. Brand building

Gamescom 2009



# Building a brand around a free-to-play MMO game

## 3. Brand building

Many awards from special interest media, appreciation and respect although free-to-play



## Building a brand around a free-to-play MMO game

### 3. Brand building

Merchandise – Cooperations with Trydim and Compad





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## Building a brand around a free-to-play MMO game

### 3. Brand building

Ultraforce Branding Computer – including box version of Runes of Magic



The advertisement features a central image of a black computer tower with a screen displaying the game's artwork. To the left is the game's box art for the 'Ultraforce Special Edition'. To the right is a list of specifications, each with a green arrow icon. The Ultraforce logo is in the top right. Logos for Runewaker Entertainment, Frogster Interactive Pictures, and Frogster Audio Design are at the bottom.

**Runes of Magic**  
Ultraforce Special Edition

**ULTRAFORCE**

- AMD Phenom™ II X2 Xtreme  
AMD Phenom™ II X2 550 BE (@ 2x 3.60 GHz)
- ATI Radeon™ HD4850  
512MB GDDR-5, DirectX 10.1 Ready
- 4 GB DDR3 Arbeitsspeicher  
2x 2.0 GB G.Skill DDR3-1600 RAM
- 500 GB S-ATA II HDD  
500GB SpinPoint F1 HDD, 16MB Cache
- 22x DVD-Brenner S-ATA  
RAM/±(R/RW), Dual Layer
- MSI Mainboard  
MSI C45, AMD 770 Chipsatz

**RUNEWAKER ENTERTAINMENT**  
**FROGSTER INTERACTIVE PICTURES**  
**FROGSTER AUDIO DESIGN**

Inklusive Vollversion „Runes of Magic“

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## Building a brand around a free-to-play MMO game

### 3. Brand building

MSI – Retail Bundle Laptop and exclusive in-game Pet

**msi**





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## Building a brand around a free-to-play MMO game

### 3. Brand building

Creative – Headset with exclusive In-game Pet

CREATIVE®





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## Building a brand around a free-to-play MMO game

### 3. Brand building

Iiyama – Retail Bundle TFT Screen with Box version

**iiyama**



## Building a brand around a free-to-play MMO game

### 3. Brand building

Runes of Magic Novel

by writer Michael T. Bhatti

known for Far Cry novels and as Lead Game Designer for Sacred

- Top position in German Amazon charts
- Sequel already in the making



## Building a brand around a free-to-play MMO game

### 3. Brand building

Van Canto – Cooperation with unique a capella heavy metal band

- Runes of Magic Songs “Quest for Roar” and “Magic Taborea”
- Flyer integration album release
- Performances on Role Play Convention and Gamescom





## Building a brand around a free-to-play MMO game

### 3. Brand building

#### Van Canto – In-game Music Video



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## Building a brand around a free-to-play MMO game

### 3. Brand building

Media Cooperation Sevengames Pro 7

- TV Spots on Pro 7
- Top integration on Sevengames.de – one of the largest German-speaking casual games sites

The screenshot shows the Sevengames.de website interface. At the top is the 'G//AMES' logo and navigation links for DE, AT, BE, CH, COM, NL, NO, SE. Below this is a main navigation bar with 'HOME', 'GAMES', 'COMMUNITY', 'SHOP', and 'PROFIL'. A secondary navigation bar lists 'FLASH GAMES', 'BROWSER GAMES', 'GRATIS DOWNLOADS', 'TURNIERE', 'IM HANDEL', and 'ALLE GAMES VON A-Z'. A breadcrumb trail indicates 'Du bist hier: GAMES > GRATIS DOWNLOADS > RUNES OF MAGIC'. The main content area features a large banner for 'Runes of Magic: The Elder Kingdoms' with 'CHAPTER III' and an image of a character. Below the banner are three columns: 'DAS PREISGEKRÖNTE MMORPG' with a description of the game and a 'kostenlos downloaden!' button; 'ERFORSCH GEHEIMNISVOLLE WELTEN' with a game image; and 'ZUR RUNES OF MAGIC GRUPPE' with a game icon and text 'Runes of Magic SevenGames Gruppe Gründer: Peoples (M)'. At the bottom, there's a section 'EINE WELT VOLLER MAGIE UND ABENTEUER ERWARTET DICH!' with a large 'KOSTENLOS SPIELEN' button and the text 'DAS kostenlose Online-Rollenspiel!'. The footer contains links for 'Hilfe', 'Kontakt', 'Impressum', 'Nutzungsbedingungen', 'Datenschutz', 'Verhaltenskodex', 'Media', and 'ProSiebenSat.1 Media AG'.



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## Building a brand around a free-to-play MMO game

### 3. Brand building

Marketing Cooperation Mobile Phone Provider Callmobile.de


**callmobile.de**  
clever telefonieren!



**Runes of mobile**  
**Der Community Mobilfunktarif**

**Der Handytarif für die RoM-Community**

Mitten im Raid einen Anruf verpasst und nun fragst du dich, was der Anrufer wollte. Treiben dich die Handykosten für den Plausch mit deinen Gildenkumpels in den Wahnsinn? Dann haben Runes of Magic und der Mobilfunkanbieter callmobile die Lösung für dich:



**Angaben zu Ihrer Person**

Anrede:

Vorname:

Nachname:


Nationalität:

Geburtsdatum: (TT.MM.JJJJ)

**Identifikation durch**

☒ Personalausweis  
☐ Reisepass

Ausweisnummer:

 Gemeint ist die Zahlenkombination unten links auf Ihrem Ausweis (vor dem ersten Buchstaben).



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## Building a brand around a free-to-play MMO game

### 3. Brand building

Kingston USB Stick – “Runes of Magic to go” including item bundle



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## Building a brand around a free-to-play MMO game

### 3. Brand building

Fashion Collection – Fashion Show on Main Stage of Gamescom 2010





## Building a brand around a free-to-play MMO game

### 3. Brand building

Fashion Collection – Retail partner for sale of collection items

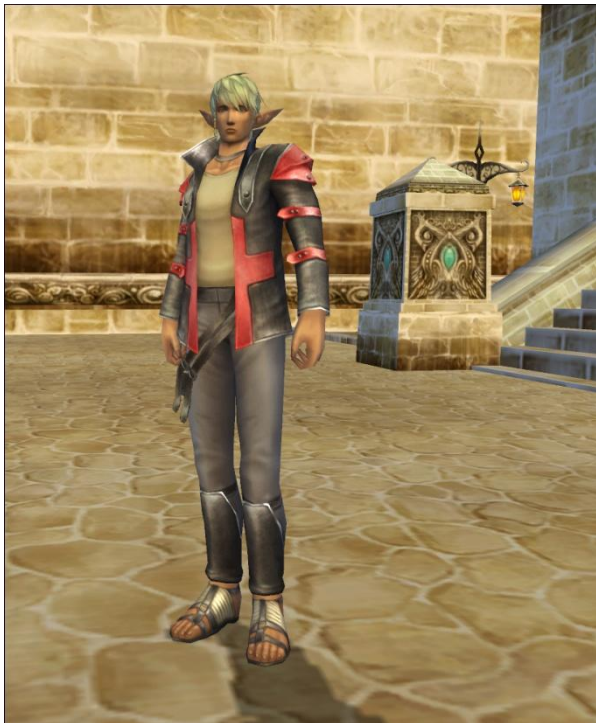




## Building a brand around a free-to-play MMO game

### 3. Brand building

Fashion Collection – Virtual costume sets for the game world





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## Building a brand around a free-to-play MMO game

### 3. Brand building

#### Cartoon Series "Flo & Andy"





## Building a brand around a free-to-play MMO game

### 3. Brand building

Cooperation Call a Pizza

RoM Players vote their favorite pizza

Integration in nation-wide pizza menu  
(Circulation 2,5 million)

Distribution of exclusive Pizzabaker Pet  
to every customer

**Nur bis zum 30. April – exklusiver Pizzabäcker-Begleiter für Runes of Magic**

Nur bis zum 30. April erhalten Sie mit jeder Bestellung einen Gutschein-Code für den exklusiven Call a Pizzabäcker-Begleiter für die preisgekrönte Spielwelt von Runes of Magic (so lange der Vorrat reicht).

Erleben Sie packende Abenteuer mit Tommaso, dem Pizzabäcker, und Tausenden von Online-Spielern." Viele weitere Informationen rund um das sagenhafte Fantasy-Online-Rollenspiel von Frogster finden Sie auf der offiziellen Website zum Spiel.

Kostenloser Download und Spielzugang unter:  
[www.runesofmagic.com](http://www.runesofmagic.com)



**Runes of Magic**

**Jetzt gratis:  
Exklusiver Pizzabäcker-Begleiter!**

Melden Sie sich jetzt an und schalten Sie Ihren persönlichen Pizzabäcker-Begleiter frei!

Nur so lange der Vorrat reicht.

Key eingeben unter:  
[www.runesofmagic.com/de/box.html](http://www.runesofmagic.com/de/box.html)  
Pro Account nur einmal einlösbar

Exklusiv für Kunden von  
**CallaPizza**





## **Building a brand around a free-to-play MMO game**

### **4. Results**

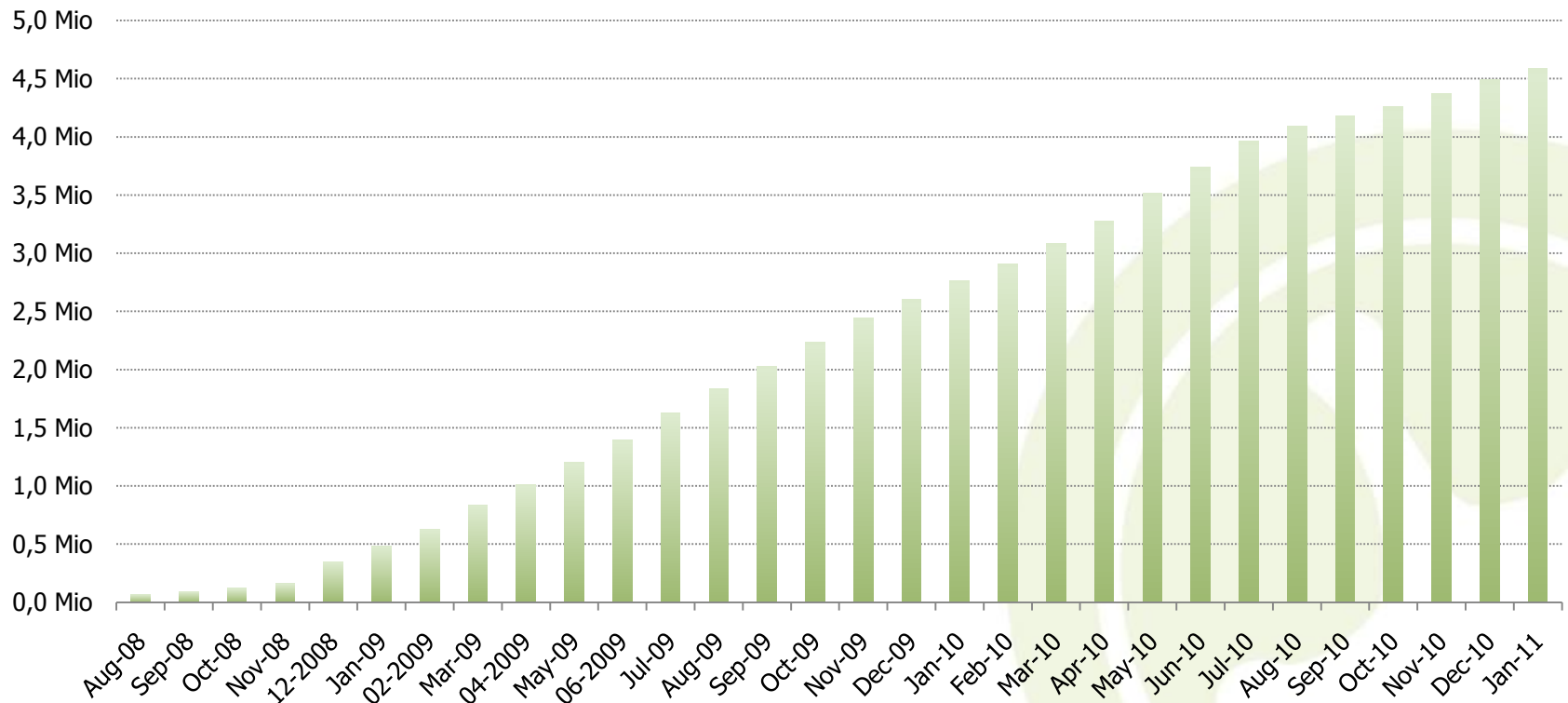
- A lot of organic traffic and word of mouth effects in the community
- Sustainability of the marketing due to brand building activities
- Over 4.5 million registered players in North America, Europe and Oceania
- 30 server worlds with a very active community in six languages  
(English, French, Spanish, German, Polish, Russian)



## Building a brand around a free-to-play MMO game

### 4. Results

Runes of Magic – Registered Players North America, Europe and Pacific Region



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## Building a brand around a free-to-play MMO game

### 4. Results



„Best Online Role-Playing Game 2009“  
Gamestars Awards  
(Febr. 2010)



„Best International PC Game“ /  
„Best Online Game“  
German Game Developer Award  
(2009 & 2010)



„Winner in MMO Category“  
Computec BÄM! Award  
(August 2010)

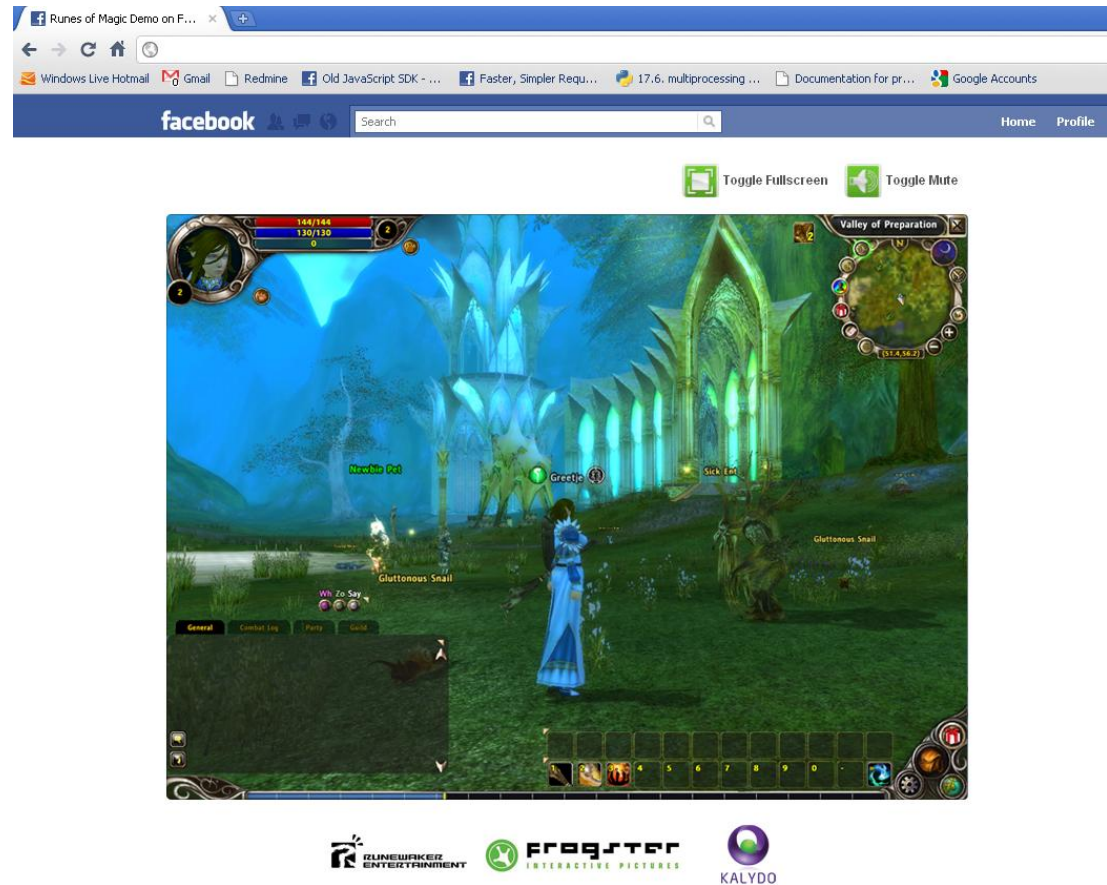


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## Building a brand around a free-to-play MMO game

### 4. Results

What's next?





# **Building a brand around a free-to-play MMO game**

## **4. Results**

Questions?

