

# EVERYONE CAN DO PR

*How Small Studios Get Themselves Heard*



# GDC 'Eu



**Thomas REISENEGGER**  
*PR Executive & Consultant*

**GAME DEVELOPERS CONFERENCE™ EUROPE**  
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY  
AUGUST 3-4, 2015

BUT WHY SHOULD YOU DO PR?



# Because not doing PR is like...





# Thomas Reisenegger, MA

- **Currently - German PR Executive**  
ICO Partners, Brighton UK  
*League of Legends, SMITE, Fractured Space*  
*Road Not Taken, Dungeon of the Endless*
- **PR Manager – all about apps**  
Austria's biggest app agency  
*Porsche, Haribo, A1, Wüstenrot*
- **consol.AT / consolPlus** 7 years freelance video game journalist
- **Austrian Award „PR Panther“** in Youngster Category  
Launch PR campaign for iOS/Android game Diskobolos



**ICO**  
PARTNERS



1

**What is PR and what can it do?**

2

**Must have PR tools**

3

**Guerilla Marketing - The awesome to have PR tool**

1

**What is PR and what can it do?** 

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# What is PR?

*Get people to talk about you  
without paying them to do so.*



# What can PR do?







# Key goals of indie game PR

- Build up credibility
- Get attention
- Transport your messages - right framing

1

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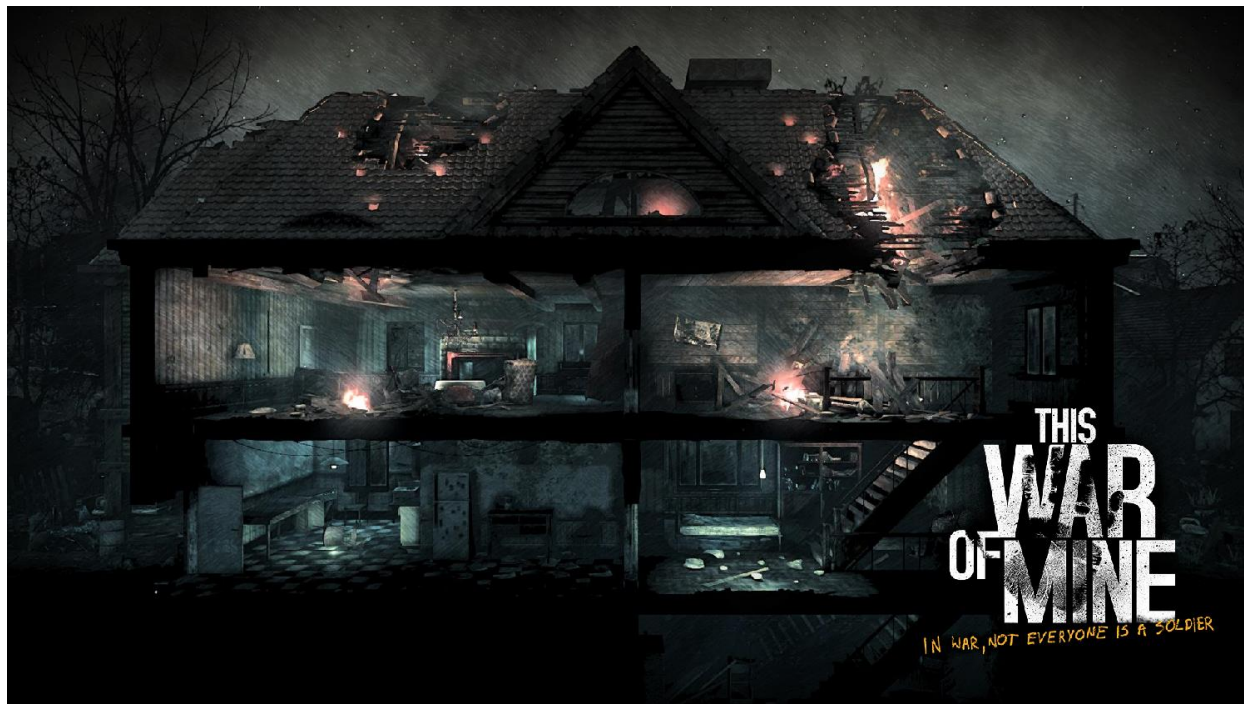
# Must have PR tools

- Get to know your game
- Website
- Presskit
- Socialise
- Press communications (learn to master PR beats)
- Review management



# Get to know your game

- To media you are **selling a story**, not a game
- Settle for one **key message**



*In war, not everyone is a soldier*



# Website

- Your game's business card
- Make a website per game:
  - Good for SEO
  - Brings credibility
  - Easy to get
- If possible do it yourself and stay in control
- Recommendation for Wordpress





# Presskit

- Zip folder or basic website with all essential information press needs about your game
- Usually contains:
  - Factsheet
  - Screenshots
  - Logos
  - Trailer
  - Press releases
- Recommendation: Do Presskit ([dopresskit.com](http://dopresskit.com))

presskit() 2.0

Spend time making games,  
not press.

# Broken Rules

[brokenrul.es](http://brokenrul.es)

Factsheet

Description

History

Projects

Videos

Images

Logo & Icon

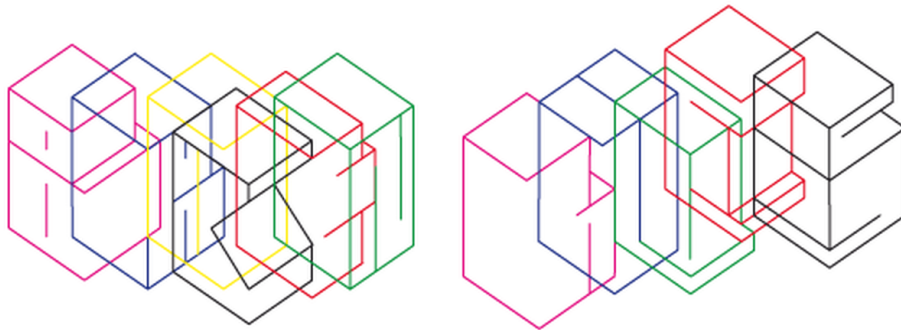
Awards & Recognition

Selected Articles

Additional Links

Team

Contact



## Factsheet

**Developer:**

[Broken Rules](http://BrokenRules)

Based in Vienna, Austria

**Founding date:**

April 23, 2009

**Website:**

[brokenrul.es](http://brokenrul.es)

**Press / Business Contact:**

[hello@brokenrul.es](mailto:hello@brokenrul.es)

**Social:**

[twitter.com/brokenrules](https://twitter.com/brokenrules)

[facebook.com/BrokenRulesGames](https://facebook.com/BrokenRulesGames)

[Skype](#)

## Description

Broken Rules is an independent game studio based in Vienna, Austria. We make downloadable games with refined game mechanics.

## History

### And Yet It Moves

Broken Rules' first title, And Yet It Moves, was released on Steam, the Mac App Store and for the Nintendo Wii and is available for PC, Mac and Linux platforms. The game received a lot of attention when it won the Student Showcase at the Independent Games Festival 2007. When it was shown at E3, Nintendo got interested and the team subsequently started to port the title to WiiWare. But porting is not enough, so a couple of new features and game modes found their way into the WiiWare version of the game. That's why the metacritic score of And Yet It Moves on WiiWare is 83%.

### Growing





# Socialize

- Know your media
- Meet up offline & online (social media)
- Local events & conferences





# Mailing list

- Figure out 2 – 3 similar titles to yours
- Google for sites / journalists / YouTubers who publish about similar games
- If budget: Get help of an agency
- If regular releases, use mailing software recommendation:



# Time to talk: **NEWS BEATS**

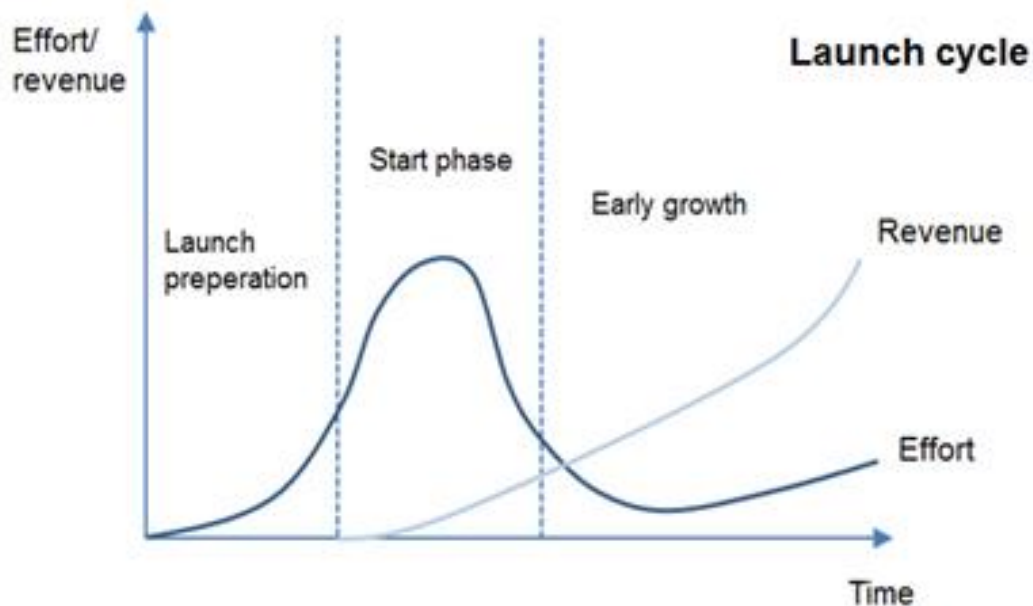
Mail communication to press

Social Media Updates

Community Updates (forum, mail...)



# What is a news beat?





# Must have news beats

- Game announcement
- First screenshots
- First trailer
- Beta start / preview possibilities (even if press only)
- Release date announcement
- Release announcement (+ launch trailer)



# Other news beats

- New assets (video, trailer, concept art, dev diaries)
- New content
- New platforms
- Awards
- Sales milestones
- Anything else worth publishing for press



# Press communication

- Does not always have to be a full press release (just for announcement & launch) otherwise just short mail
- Always with short personal text (copy press release below)
- Make it easy to re-use. Write it directly in the mail, no crazy formatting and have all relevant links there
- Proofread!
- Use gifs



# Press communication

- Get to the point
- **AIDA** approach: The Hierarchy of information

Catchy headline	→	<b>A</b> ttention
Personal intro text	→	<b>I</b> nterest
Press Release	→	<b>D</b> esire <b>A</b> ction





# Sample press communication

Strike Suit Zero creators reveal new title, Fractured Space



Inbox x



Thomas Reisenegger <reisenegger@icopartners.com>

Hello,

We have recently started working with new UK development studio Edge Case Games, who have now revealed their first game, the tactical space combat title **Fractured Space**.

Full details on the game and the new studio are in the below communication. Early assets can be downloaded [here](#). Developer videos with insight into the visual style and theme of Fractured Space can be viewed [here](#).

If you have any queries about the game please do not hesitate to contact me.

Kind Regards,

Thomas Reisenegger / [tr@icopartners.com](mailto:tr@icopartners.com)

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**Strike Suit Zero Creators Reveal Tactical Space Combat PC Game, *Fractured Space***

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Seasoned Veterans Form Edge Case Games to Open a New Frontier  
in Team-Based Online Space Battles

Personal intro

Press release



# Strike Suit Zero Creators Reveal Tactical Space Combat PC Game, *Fractured Space*

## Seasoned Veterans Form Edge Case Games to Open a New Frontier in Team-Based Online Space Battles

Edge Case Games, a new British games studio formed from the team behind *Strike Suit Zero*, has revealed its debut game: *Fractured Space*. A bold new vision in tactical space combat, *Fractured Space* puts players at the helm of gigantic capital ships in online, team-based space battles on a cosmic scale.

Edge Case Games has committed to an open development ethic in bringing *Fractured Space* to life for PC, working in step with its growing community by sharing early assets, prototypes and project plans while listening to players every step of the way. Founding community members are already contributing to the game's development as they play and comment on early builds of *Fractured Space* in private playtests.

*"Fractured Space is an ambitious project we have wanted to do for quite some time, and we're very excited to now confirm its development,"* said James Brooksby, CEO of Edge Case Games. *"Above all else we want to transmit a sense of scale to the player - the feeling of participating in a massive space battle inside their own titanic capital ship, blasting apart enemy ships and working together with other players to achieve a common objective."*

*Fractured Space* will launch on Steam Early Access later this year, before transitioning to a free-to-play model upon wider release in 2015. Founders on Early Access can look forward to a range of perks, including exclusive ships, crew, boosters and ranks. More information will be revealed in the coming weeks.

A selection of concept art and other assets are available [here](#).

To keep up with development updates and register to take part in early playtests, head to [FracturedSpace.com](#).

### About Fractured Space

*Fractured Space* is a team-based space combat game where two teams fight epic battles in massive capital ships. Combining the intensity of a shooter with the big picture thinking of a strategy game, *Fractured Space* offers a new frontier in tactical combat. Players can earn credits to expand and upgrade their fleet, with a wide variety of ships across numerous classes and manufacturers to choose from. *Fractured Space* is currently scheduled for PC release on Steam Early Access later this year before a wider free-to-play release in 2015.

### About Edge Case Games

Guildford-based Edge Case Games, formed from the team behind *Strike Suit Zero*, have brought their knowledge and passion for space to the new studio. With *Fractured Space*, the team is looking to up the scale and scope of what was achieved with *Strike Suit Zero* considerably, whilst shifting gears and moving to an open development philosophy.

### Contact Details

Europe  
ICO Partners  
[pr@icopartners.com](mailto:pr@icopartners.com)

Fist Headline

Sub-Headline

Intro

Detailed info

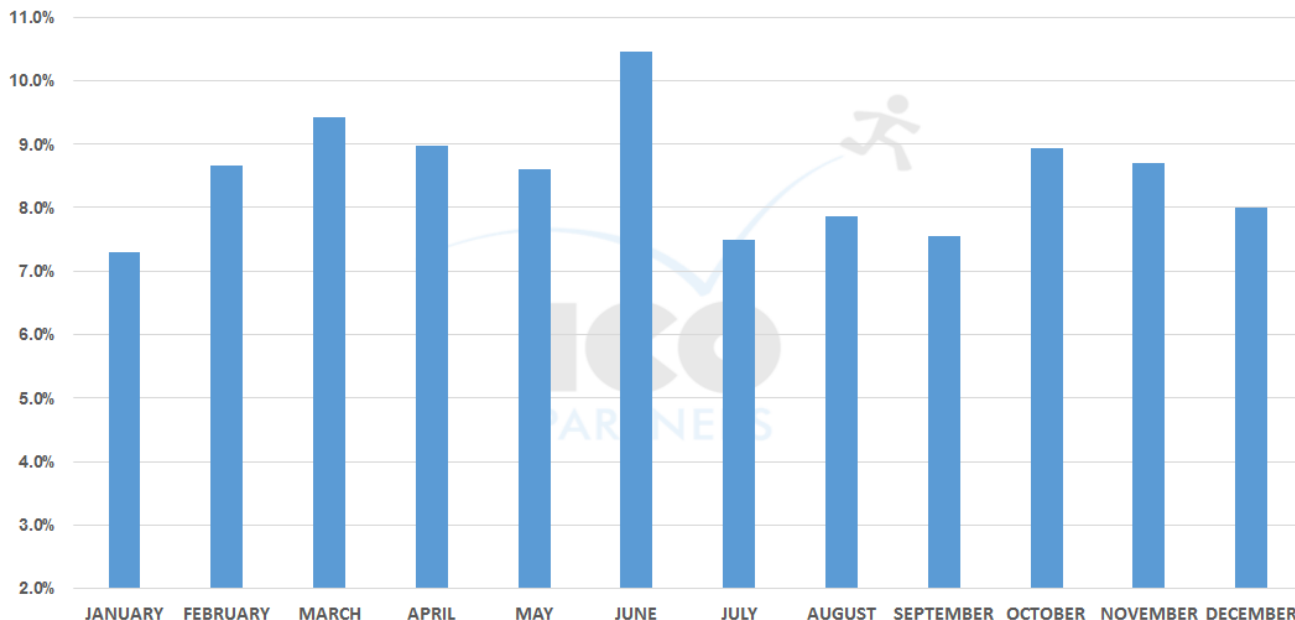
Quote

Assets

About texts



# When to communicate to press? 1/3

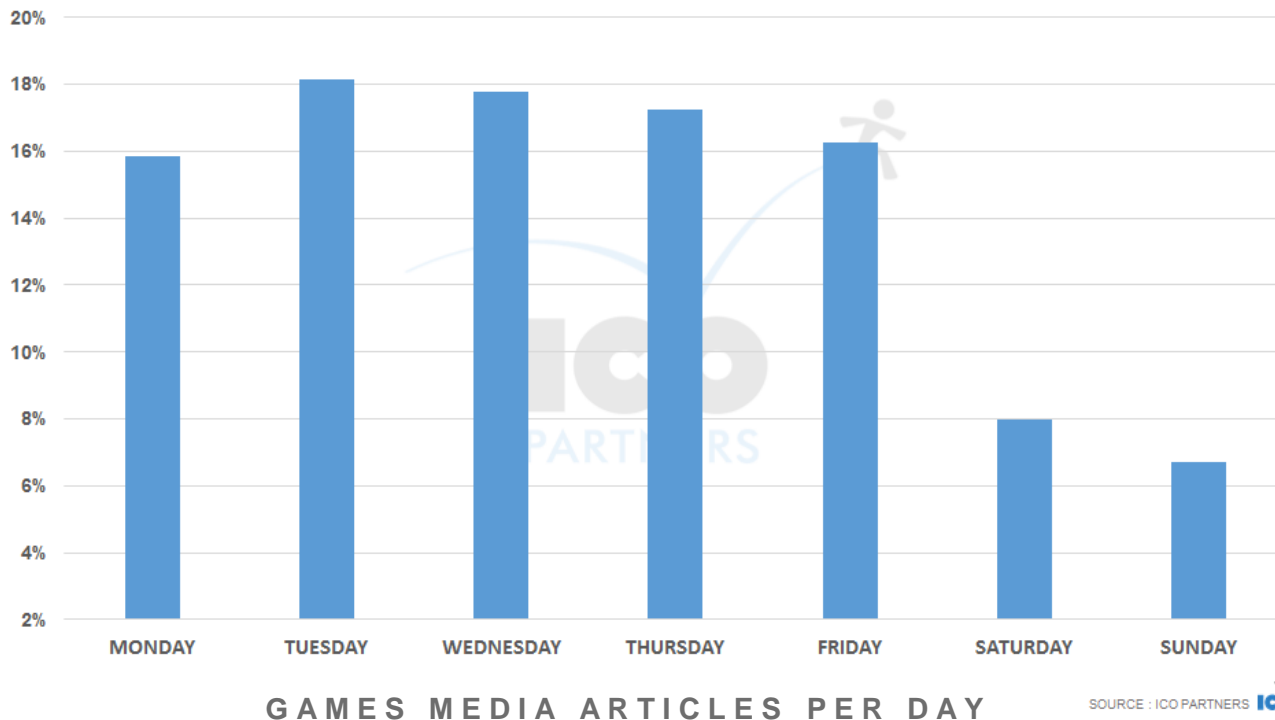


GAMES MEDIA ARTICLES PER MONTH

SOURCE : ICO PARTNERS



# When to communicate to press? 2/3





# When to communicate to press? 3/3

- During business hours (09:00 – 16:00)
- Keep time zones in mind (to cover EU and US media around 14:00 GMT / 15:00 CET is a good time)
- Have an eye on local bank holidays








# Review management

- Make a list of journalists you want to contact
- Follow up on reviews politely
- Always keep Metacritic in mind





# Metacritic in Google search



[Web](#) [Videos](#) [News](#) [Images](#) [Shopping](#) [More ▾](#) [Search tools](#)

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About 116,000,000 results (0.28 seconds)

[This War Of Mine - 11 Bit Studios](#)  
[www.11bitstudios.com/games/16/this-war-of-mine](http://www.11bitstudios.com/games/16/this-war-of-mine) ▾  
This War Of Mine provides an experience of war seen from an entirely new angle. For the very first time you do not play as an elite soldier, rather a group of ...

[This War of Mine on Steam](#)  
[store.steampowered.com](http://store.steampowered.com) ▾ All Games ▾ Indie Games ▾ This War of Mine ▾  
★★★★★ Rating: 10/10 - 6,303 reviews - US\$19.99  
14 Nov 2014 - In **This War Of Mine** you do not play as an elite soldier, rather a group of civilians trying to survive in a besieged city; struggling with lack of food, ...

[Official This War Of Mine Wiki](#)  
[thiswarofmine.gamepedia.com/](http://thiswarofmine.gamepedia.com/) ▾  
17 Nov 2014 - In **This War Of Mine** you do not play as an elite soldier but rather a group of civilians trying to survive in a besieged city; struggling with lack of ...

[This War of Mine - Wikipedia. the free encyclopedia](#)



**This War of Mine**  
Video game

★★★★★ 10/10 - [Steam](#)

★★★★☆ 4/5 - [Metacritic](#)

This War of Mine is a war survival video game developed by 11 bit studios. The game, which was inspired by the 1992–96 Siege of Sarajevo during the Bosnian War, differs from most war-themed video games ...  
[Wikipedia](#)

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What is PR and what can it do?

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Must have PR tools

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Guerilla Marketing – The awesome to have PR tool 





# Guerrilla marketing

*Guerrilla marketing involves unusual approaches to advertising, such as targeted promotional-driven encounters **in public places, street giveaways of products, PR stunts, flash-mob presentations, or any unconventional marketing intended** to get results and create a memorable brand experience.*

*Jay Conrad Levinson, Jeannie Levinson, Amy Levinson*



# Why care about Guerrilla Marketing?

- Obscurity is a greater threat than piracy
- If done right small budget, big PR result
- Relatively untapped field





# Risks of Guerilla Marketing

- Often breaks taboos
- Not always 100% legal
- Not always results in good PR  
(is „bad“ PR „good“ PR?)
- Budget varies greatly



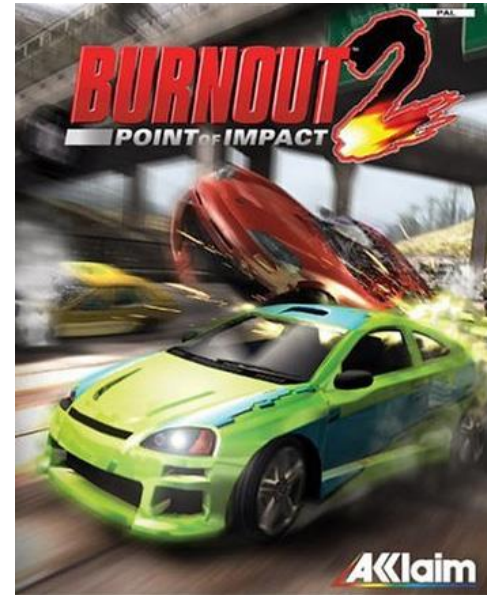
# Guerilla Marketing Examples: **BIG GAMES**





# Burnout 2

- Acclaim announced to pay all speed tickets on launch day
- Police obviously prevented campaign from happening
- Acclaim planned that from the beginning – free PR, no risk





# Lost Planet 2

- Preview copies in ice blocks
- Ice theme fits the game
- Over 1000 copies around the US



# Guerilla Marketing Examples: **INDIE GAMES**





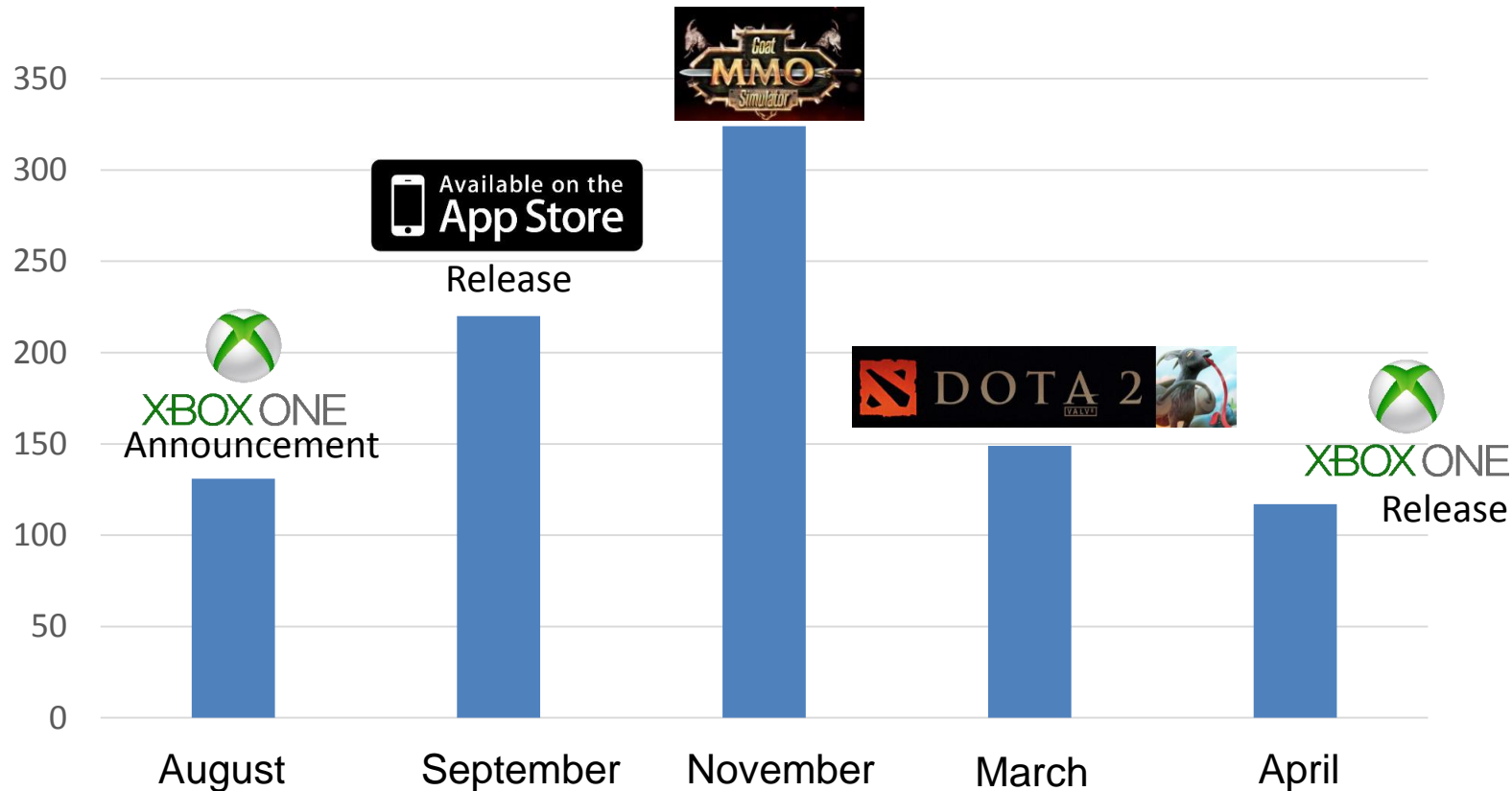
# Goat Simulator







## Goat Simulator - Number of articles in media 2015





# Goat Simulator – DOTA 2

- Model for the DOTA 2 Workshop, community votes fan created content into the game
- Benefited from DOTA's media presence
- Crazy good additional media coverage for the cost of a 3D-model, a short trailer and a good idea



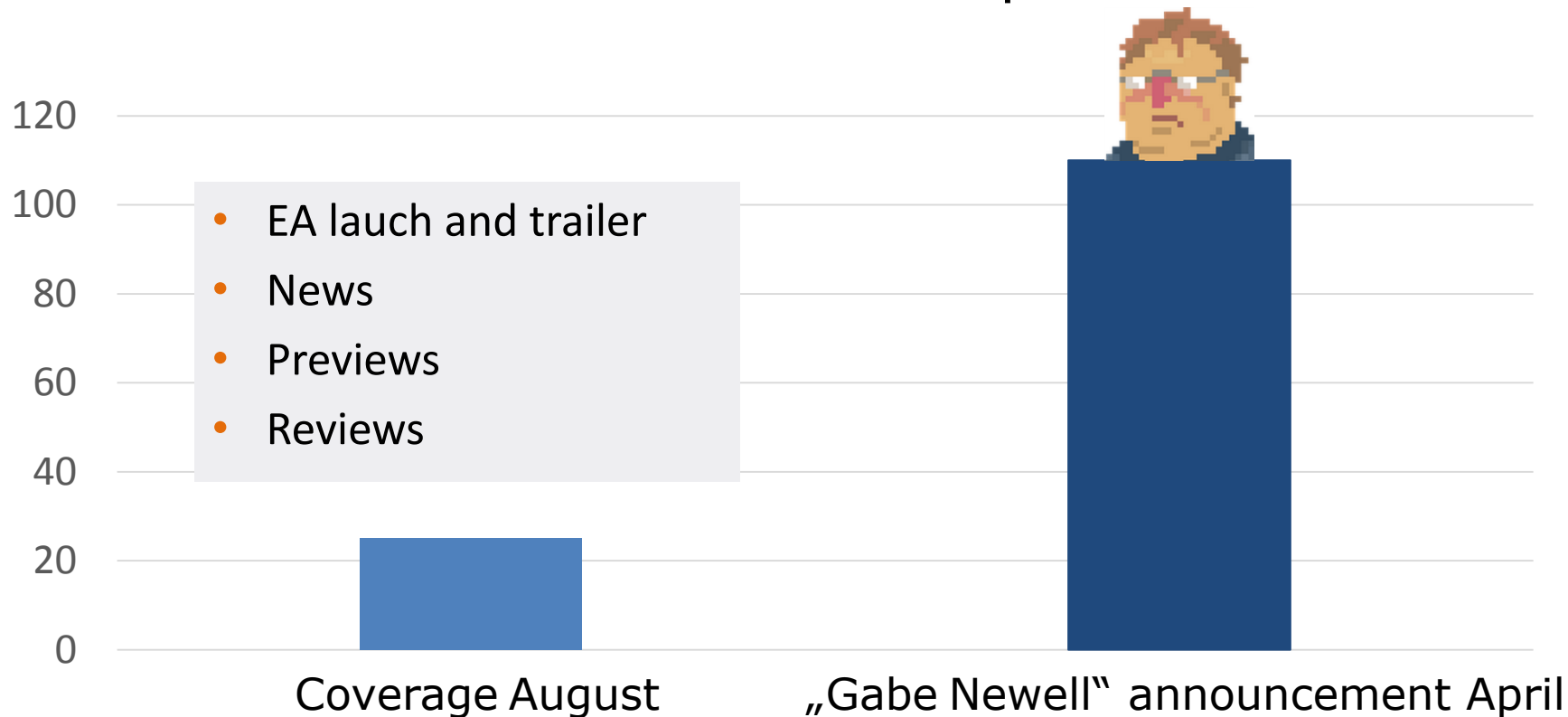


# Crawl





# Crawl - Number of articles in European media





# Crawl – Gabe Newell

- Valve boss Gabe Newell as boss character and got Gabe's blessing on it
- Clever use of gif
- Completely additional coverage
- Media reach outnumbered a regular month for Crawl by far





# Game Dev Tycoon





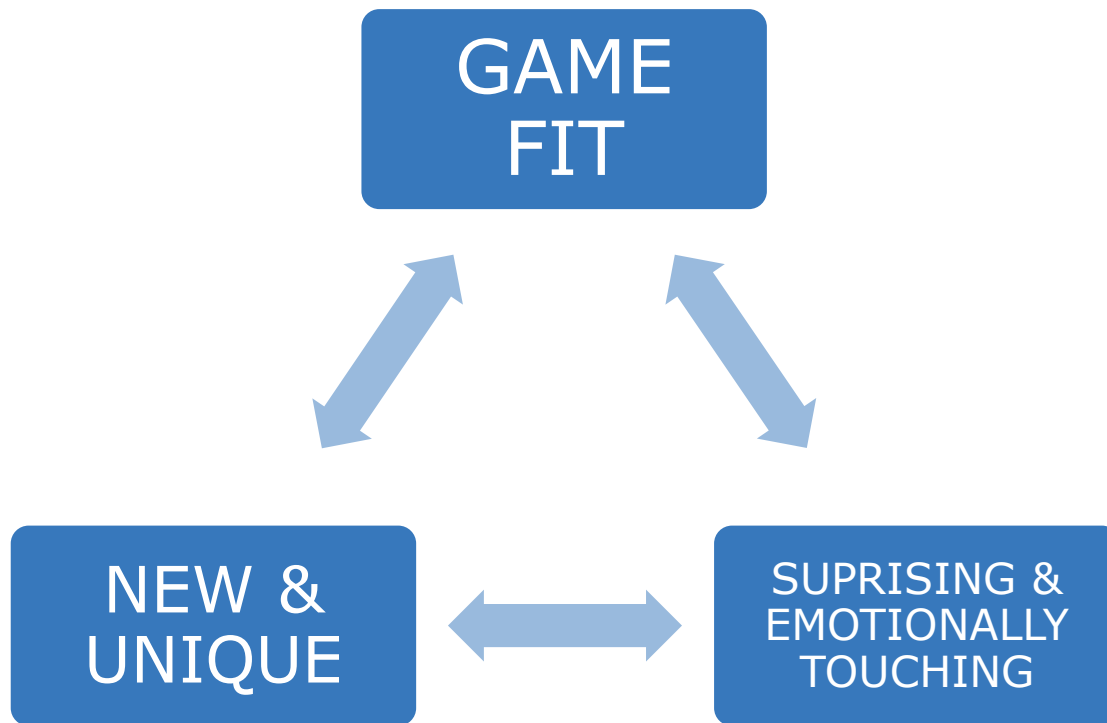
# Game Dev Tycoon

- Own version of the game for download sites
- Players of this version saw their in-game creations pirated, resulting in a massive loss in profit
- Pirates complained about their games in their pirated game being pirated





# Success factors for Guerrilla Marketing





**LAST WORDS**



# Top best bang for the buck

If you have very limited resources we advise focusing on:

1. Local events
2. Trailer
3. Website
4. Guerilla marketing PR stunt
5. Other events





# 3 Take aways



## **KNOW YOUR GAME**

Key message



## **BE CREDIBLE**

Professional appearance & news beats



## **GET ATTENTION**

Guerrilla Marketing

Thanks for your attention





Bespoke PR for video games

*European Online & Indie Games Experts*



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