



Collaboration, not competition

Growing your community through studio partnerships

Alex Hayter

Senior Brand Manager,
Torn Banner Studios

GDC 2016



GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16





CHIVALRY
Medieval Warfare

NATURAL SELECTION

TWO INDIE HITS **-66% ON** STEAM



LET'S GET MEDI-EVIL

CHIVALRY
Medieval Warfare

KILLING FLOOR 2

OWNERS OF CHIVALRY WILL RECEIVE A KNIGHT CHARACTER & A SWORD WEAPON IN KILLING FLOOR 2

OWNERS OF KILLING FLOOR 2 WILL RECEIVE KF2 THEMED ITEMS IN CHIVALRY

CHIVALRY 2
COSE CHIVALRY PACK

PAYDAY 2

CHIVALRY vs DEPTH

Who am I?

Alex Hayter

Marketing guy at Torn Banner Studios

@alexhayter



Problem:

- Majority of people you're talking to already bought your game.
- 90% of your time is spent crafting marketing content for already-converted customers.

Solution:

- Piggy-back a ride on other games' communities
 - ... and offer a ride in return
- Giddy up!
 - Customers buy a LOT of games per device!
 - PC the second highest platform for attachment
(Source: CEA *The Future of Gaming* / 2014)



TORN BANNER
STUDIOS

CHIVALRY
Medieval Warfare



How to find partners





Finding partners: common themes

- Chivalry = violent
multiplayer
medieval
funny
melee
- Also useful for determining easiest assets to create



Finding partners: common audience

- Platform
 - e.g. Steam
- Community background
 - e.g. Mod fans
 - e.g. Hardcore multiplayer
- Demographic
 - e.g. Male 18-35





Finding partners: Steamspy

SteamSpy “Related” feature

46% of Chivalry players own Terraria

Chivalry: Medieval Warfare

#	GAME	SHARE
7	Terraria	46%

23% of Terraria players own Chivalry

Terraria

#	GAME	SHARE
27	Chivalry: Medieval Warfare	23%





Finding partners: Steamspy

SteamSpy “Related” feature

12% of Chivalry players own Banished

29% of Banished players own Chivalry

Chivalry: Medieval Warfare Watch



Store | Hub | SteamDB | Site

Developer: Tom Banner Studios Publisher: Tom Banner Studios

Genre: Action, Indie

Language: English, German, French, Italian, Spanish, Russian, Polish, Simplified Chinese, Traditional Chinese

Tags: Medieval (1046), Action (722), Multiplayer (722), Gore (561), First-Person (581)

OWNERS CHANGES AUDIENCE (2 WEEKS)

TWITCH (HOURLY) YOUTUBE REVIEWS

PLAYTIME (2 WEEKS)

Owners of this game also own:

Search: banished

#	GAME	SHARE
169	 Banished	12%

Banished Watch



Store | Hub | SteamDB | Site

Developer: Shining Rock Software LLC Publisher: Shining Rock Software LLC

Genre: Indie, Simulation, Strategy

Language: English

Tags: City Builder (108), Strategy (139), Simulation (187), Survival (133), Indie (177), Singleplayer (107), Sandbox (104), Medieval (87), Following (74), Resource

OWNERS CHANGES AUDIENCE (2 WEEKS) AUDIENCE TOTAL

TWITCH (HOURLY) YOUTUBE REVIEWS MORE LIKE THIS

PLAYTIME (2 WEEKS)

Owners of this game also own:

Search: Chivalry

#	GAME	SHARE
30	 Chivalry: Medieval Warfare	29%





Finding partners: Ask your community

- What do they want? What are their other favourite games?
- Your game community is the litmus test for new customers



A “weighted” approach to cross-promos





Weighted approach to x-promos

- Light

- Social media, light marketing materials, fan art / screenshot contests





Light x-promo examples

DrinkBox Studios @DrinkBoxStudios · May 1
 LRT: Hot damn! We have 5 @ChivalryGame Steam codes to give away. Fav this and follow them for a chance to win one!
steamcommunity.com/games/219640/a...

RETWEETS 4 FAVORITES 31



Nathan Vella
 @Capy_Nathan

Following

Woah, our pals at @TornBanner are running a Chivalry free weekend! Go go go go! More info: tornbanner.com/community-fest/

Tripwire Interactive @TripwireInt · May 28
 Thursday 'shout out' to our friends over at @TornBanner - They just launched an awesome @ChivalryGame promo!

ChivalryGame @ChivalryGame
 Chivalry Community Fest has begun! Free weekend, sale, new maps, weapons, armor + more! tornbanner.com/community-fest/

RETWEETS 2 FAVORITES 8



4:34 PM - 28 May 2015 - Details





Weighted approach to x-promos

- Medium

- Social media, light in-game textures
- Joint sale promotions



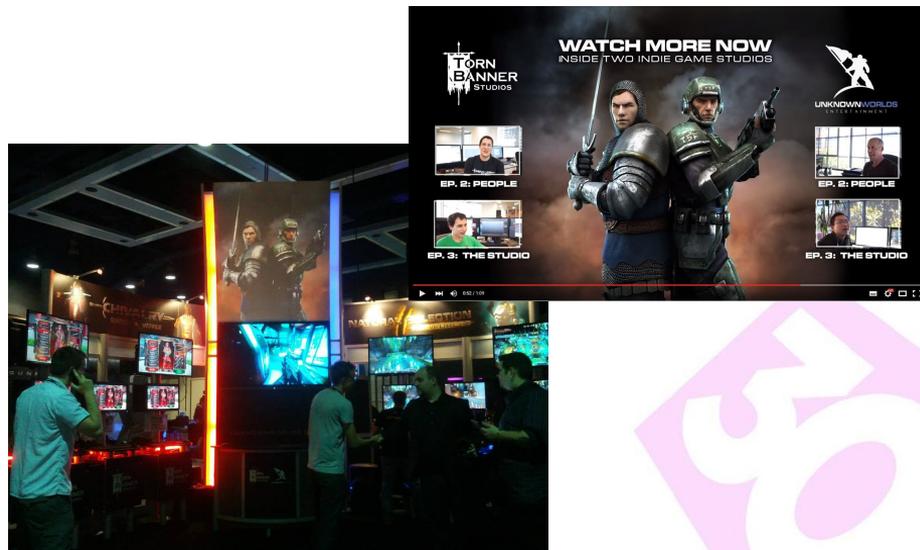


Medium x-promo - Rocket League





Medium x-promo - NS 2





Medium x-promo - Warframe





Weighted approach to x-promos

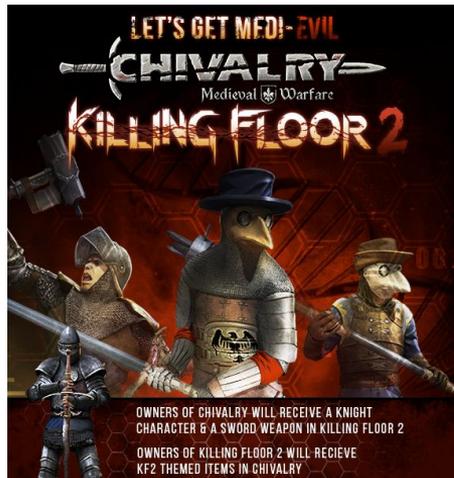
- Heavy

- In-game art assets
- Joint sale promotions
- Plus previous weights marketing + social media





Heavy x-promo - Killing Floor 2





Heavy x-promo - PAYDAY 2



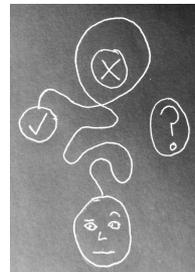


Heavy x-promo - Depth



Managing workflow + comms

- Skype vs. email
- Be explicit about what you offer
- Coordinate your message formats
- Use each other's strengths
 - and the strengths of your communities'



Measuring success



Measuring success



- Chivalry sales before + after crossovers

Depth



Rocket League, KF2 +
PAYDAY2





Steam Community



Cross promotions with KF2
+ PAYDAY2





Community responses



GajKnight · 5 months ago
 The Gorefast Longsword looks pretty handy.
 9 ^ | v · Reply · Share >



Dany Desmeules All my fav games are getting crossovers with each other 😊
 Like · Reply · Message · September 8, 2015 at 10:03pm



Zoltán Sághy Crossovers! Moar! I love em! 😊
 Like · Reply · Message · September 9, 2015 at 2:32pm



DJ Baxendale @Vesplord 46d
 @TornBanner @almiristo @ChivalryGame I might have to buy this now.
 View ↩ ↻ ⭐ ⋮



Garu McFly @Esgarucho115 46d
 @almiristo @TornBanner @ChivalryGame DEAM!!! Dallas, Wolf, Chains & Hoxton Looks Awesome holy Shit
 View



Marcelo Oliveira Whoa. A Gorefast sword?
 Like · Reply · Message · 4 · August 20, 2015 at 4:57pm

Olystool replied on 2015-08-27 at 03:02 AM #3



How odd that 2 of my favorite games at the moment are in cahoots. If Chivalry is my cocaine, then Rocket League is my Meth...

Oy replied on 2015-08-20 at 04:28 PM #3



I have a feeling I prompted this with my thread in general. Anyway, FUCK YES THIS IS THE COOLEST THING TO EVER HAPPEN IN CHIV. HOLY FUCK MAULVERISER.

Marquis · Status: Offline · Posts: 2,502 · Join Date: Dec 2012 · Location: Moderation

Edit Post Reply Reply With Quote

Zak Brown I own payday 2 already. YESSSSSS
 Like · Reply · Message · September 10 at 8:54pm

David Allaire-Martin came for the heist, stayed for the swag
 Like · Reply · Message · 1 · September 10 at 3:00pm

⬆ [-] **Chuckdatass** Lg | Chuckdatass 8 points 1 month ago
 ⬆ Two of my favorite games in one. Swag
 permalink save parent report give gold reply



Youtuber + press responses



Depth - Part 7: Chivalry VS Depth!
 by BestInSlot
 4 months ago · 50,014 views
 Another new map and some shiny new weapon skins (Chivalry got a load of great armour pieces and a couple new weapons).
 HD



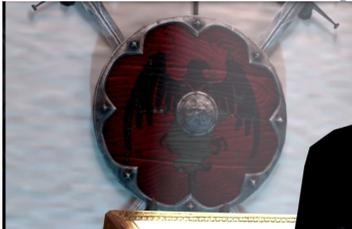
[Payday 2] Light Crossbow
 by GeneralMcBadass
 1 month ago · 64,621 views
 Light Crossbow Chivalry Pack Build -
<http://pd2skills.com/#/v3/mSOLHijEDa:eeDa:gMhEGCDa:fKeGBC...> Song: ...
 HD



[Payday 2] Javelin
 by GeneralMcBadass
 1 month ago · 62,169 views
 Javelin Throwable Chivalry Pack Build -
<http://pd2skills.com/#/v3/mSOLHijEDa:eeDa:gMhEGCDa:fKeGBC...> Song: ...
 HD



[Payday 2] Heavy Crossbow
 by GeneralMcBadass
 1 month ago · 59,949 views
 Heavy Crossbow Chivalry Pack Build -
<http://pd2skills.com/#/v3/mSOLHijEDa:eeDa:gMhEGCDa:fKeGBC...> Song: ...
 HD



Payday 2 and Chivalry: Medieval Warfare each get crossover content this weekend

10 September 2015 10:08 am

Written by Dave Maza

Payday 2 is about to get some Chivalry and vice-versa with each game getting new content from the other.

Rocket League's Next Patch Outlined, DLC Announcement Coming Soon

on 1 of ranked play set to begin in the next few weeks.

September 3, 2015

20 Comments

Follow Rocket League | Subscribe for the latest gaming news

Psyonix has outlined some of the changes and additions coming in the next patch for its hit soccer-with-cars game, **Rocket League**.

These details were shared over a series of tweets sent out by the official Rocket League **Twitter account**. Patch 1.05 appears to primarily deal with resolving nagging issues, but it also offers some new features, such as adding (at least) two new flags, the **Chivalry: Medieval Warfare**-themed ones pictured below. (Chivalry is also getting some Rocket League-themed stuff of its own.)



DESTRUCTOID
 THE BEST AND MOST HONEST GAME REVIEWS

HOME | REVIEWS | VIDEO | PC | PLAYSTATION | XBOX | NINTENDO | MOBILE

Search

Chivalry: Medieval Warfare

NewsVideos (16) | Editors' Review | Photo Gallery

Sharks and knights clash in new content update for Chivalry and Depth

9:00 PM on 04.30.2015 # Ben Davis @_3can





Player numbers

- Growth during promotions

Killing Floor 2 crosspromo

Month	Avg. Players	Gain	% Gain	Peak Players
Last 30 Days	1,441.7	-354.7	-19.75%	6,107
September 2015	1,796.4	+407.4	+29.33%	4,268
August 2015	1,389.1	-446.6	-24.33%	2,307
July 2015	1,835.6	-1,840.6	-50.07%	3,667
June 2015	3,676.3	+1,870.6	+103.59%	11,952
May 2015	1,805.7	+597.5	+49.45%	13,369
April 2015	1,208.3	-660.5	-35.34%	2,409
March 2015	1,868.7	+320.4	+20.69%	4,605
February 2015	1,548.3	-426.2	-21.59%	4,211
January 2015	1,974.6	-472.8	-19.32%	4,771



PAYDAY 2 crosspromo



Steamspy “related”

- track long-term growth of mutual players

Percentage of owners of Killing Floor 2 who also own Chivalry grew from 36% to 44%

BEFORE

OWNERS CHANGES AUDIENCE (2 WEEKS) AUDIENCE TOTAL CCU (DAILY)

CCU (HOURLY) TWITCH (DAILY) TWITCH (HOURLY) YOUTUBE REVIEWS

MORE LIKE THIS RELATED GEOGRAPHY PLAYTIME

Owners of this game also own:

Search:

#	GAME	SHARE	PLAYTIME (2 WEEKS)	PLAYTIME (TOTAL)	ANALYSIS
17	Chivalry: Medieval Warfare	36%	03:14 (02:57)	23:35 (17:56)	X-Analysis

AFTER

Owners of this game also own:

Search:

#	GAME	SHARE
17	Chivalry: Medieval Warfare	44%

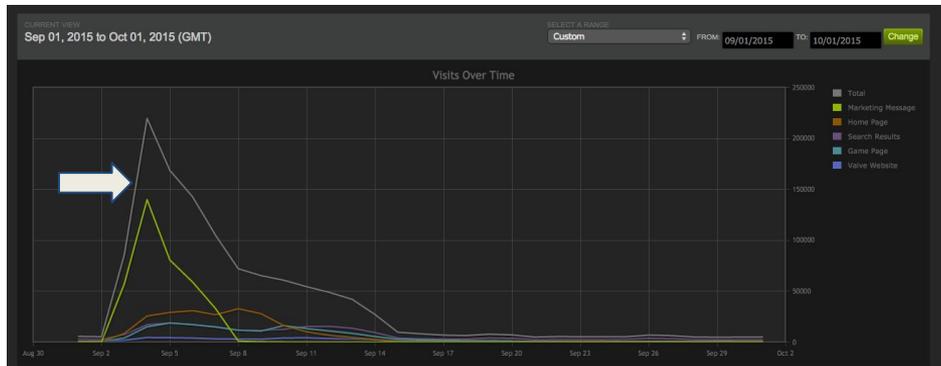


Steam marketing metrics

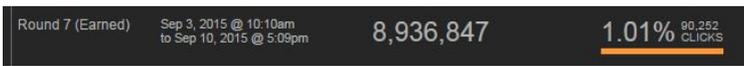
Steam pop-up ad



Huge spike in visits to store page



Update round of 90,000 clicks

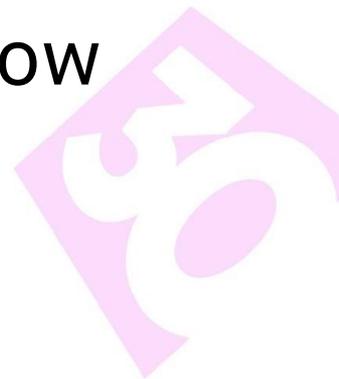




Benefits to your team

Foster important cross-studio relationships

- Mentorship + advice from other staff
- Studios visits
- Learn about other studio cultures, how they work



Torn Banner might be interested in collaborating with YOU!

Hit me up on Twitter @Alexhayter.

Thanks!



