



Everyone can do PR

The 5 Pillars & pitfalls of indie games PR

Thomas Reisenegger

PR Executive & Consultant
ICO Partners



@Olima



~3050 games
in 2015

8 GAMES A DAY

steamspy



~164,000 games
submitted in 2015

AROUND 450 GAMES A DAY

PocketGamer.biz

How to still make it?



2

**VERY GOOD
GAME**

+



Indie games PR

1 5 things you need to get right

2 5 common pitfalls

3 5 future trends

Thomas Reisenegger

- **Currently - German PR Executive**

ICO Partners, Brighton UK

League of Legends, SMITE, Endless Legend, 2Dark, Armello, Dungeon of the Endless, Fragments of Him

- **consol.AT / consolPlus**

7 years as a freelance video game journalist

- **Austrian Award „PR Panther“** in Youngster Category

Launch PR campaign for iOS/Android game Diskobolos



ICO
PARTNERS



Have your basics covered first



WEBSITE



PRESSKIT



SOCIAL MEDIA



PRESS RELEASE



MAILING LIST

For more details on those basics:



@olima



GDC EU 2015 Vault

Indie games PR



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One message
One art work



1.POSITIONING

You can't score without a goal

Sell a **story**, not a game



Hey, listen & adapt





SUPERHOT

AN FPS GAME WHERE TIME MOVES
ONLY WHEN YOU MOVE

2. NEWS BEATS

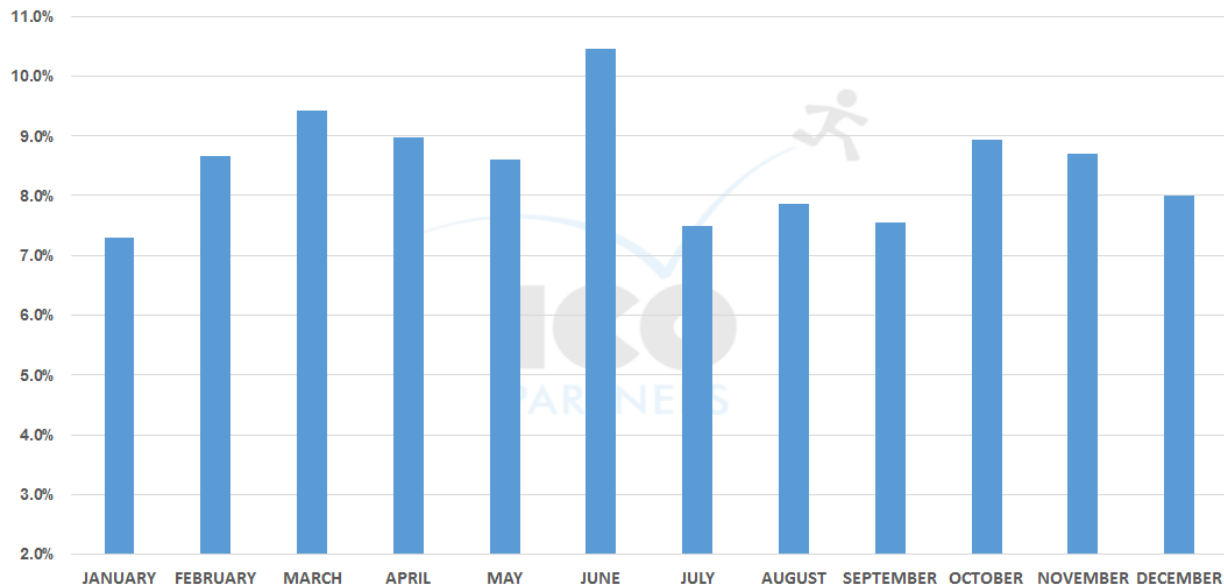
Manage your PR ammunition wisely

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)



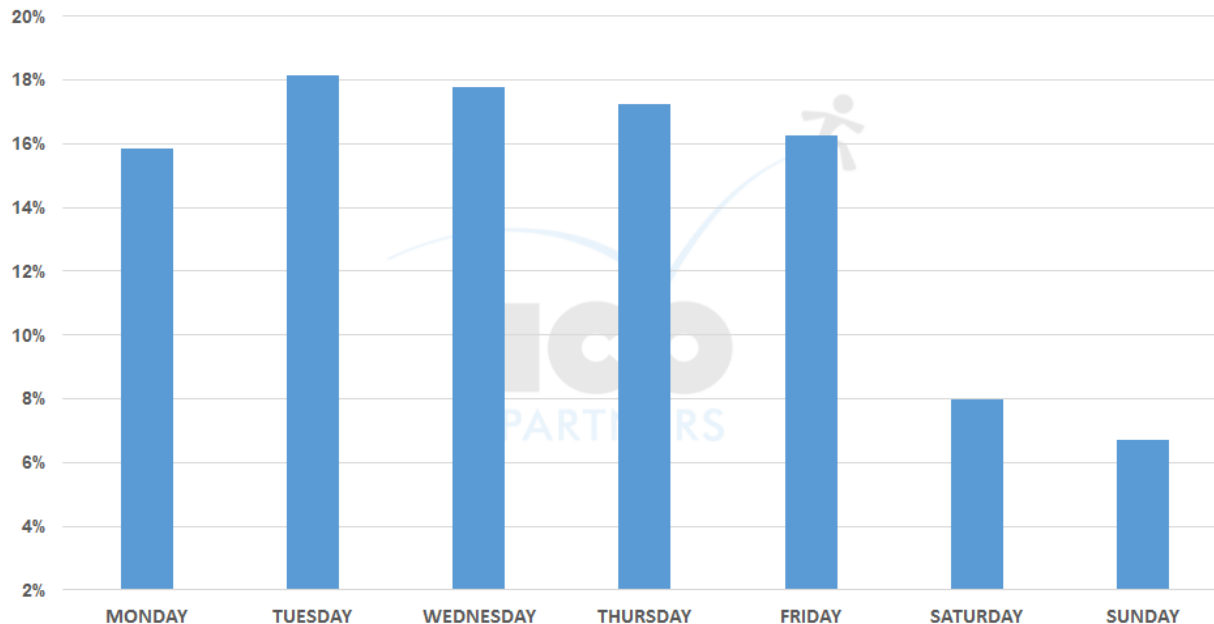
What **month** to communicate news beats?



GAMES MEDIA ARTICLES PER MONTH

SOURCE : ICO PARTNERS 

What **day** to communicate news beats?



GAMES MEDIA ARTICLES PER DAY

SOURCE : ICO PARTNERS



What **time** to communicate news beats?

- During business hours (09:00 – 16:00)
- Keep time zones in mind (to cover US and EU media around 06:00 PST / 14:00 GMT is a good time)
- Keep local bank holidays in mind



Youtubers & Streamers

- Your story isn't so important, just give them your game
- Many Youtubers/streamers will cover “classic” games only once
- Try recording your own game
- Mobile games aren't so big with YouTubers
- Watch out for scam





Most important PR Beat

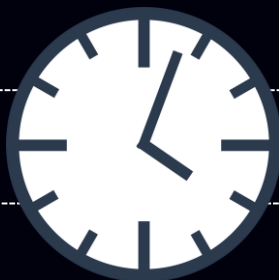


Credibility

3. Trailer

Make your minute in the spotlight count

Make first 15 sec count



Short and sweet (1:30 min max)

This War of Mine: How to sell atmosphere



Super Hot: How to buy credibility



4. Guerrilla marketing

Low-cost unconventional marketing tactics

Burnout 2 – speeding tickets



Why care about Guerrilla Marketing?

- Extra PR beat
- Reach different target groups
- Possibly small budget
- Untapped field



Risks of Guerrilla Marketing

- Often breaks taboos
- Not always 100% legal
- Not always results in good PR



Crawl

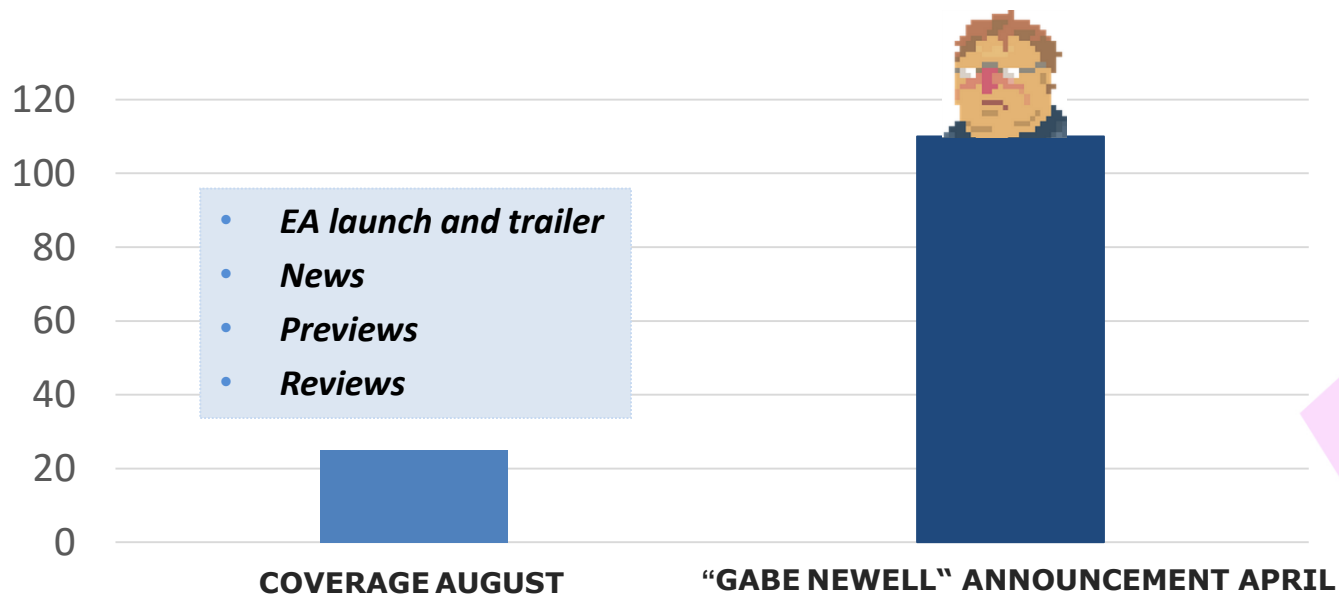


Crawl Gabe Newell



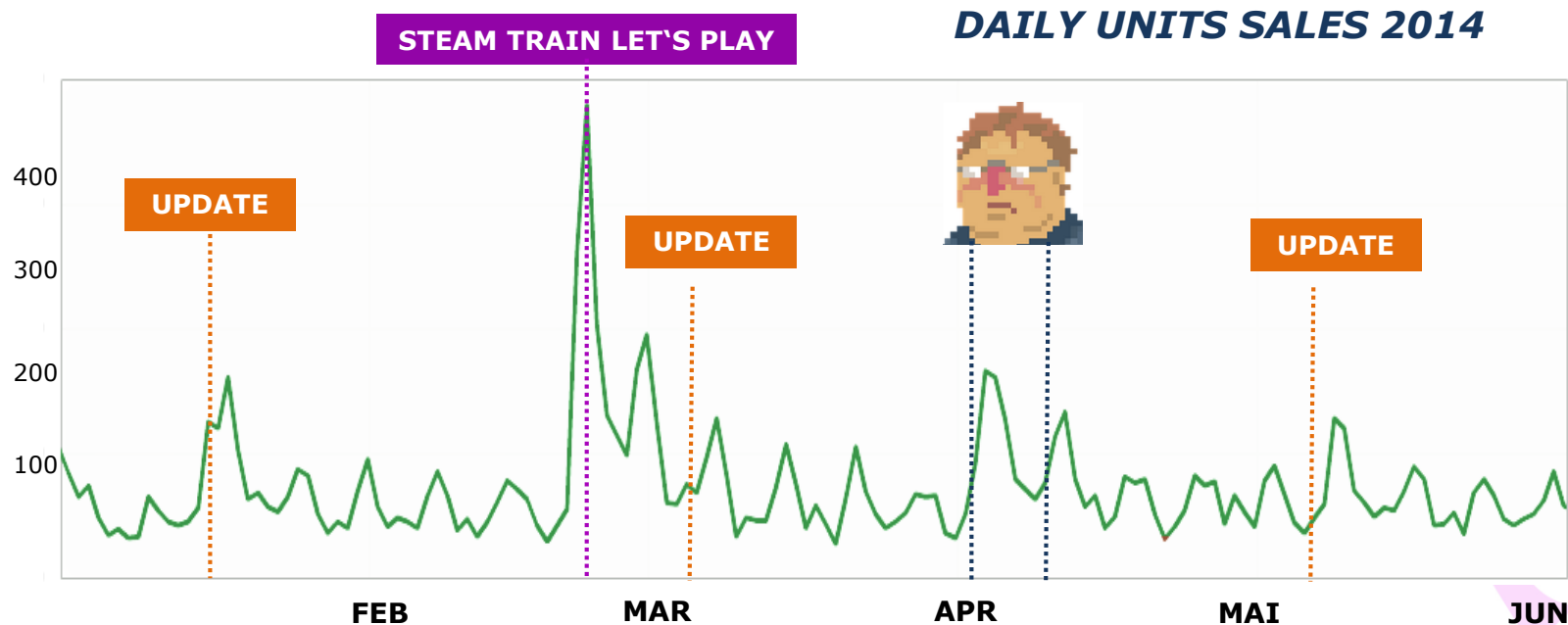
Crawl Gabe Newell

NUMBER OF ARTICLES IN EUROPEAN MEDIA 2014



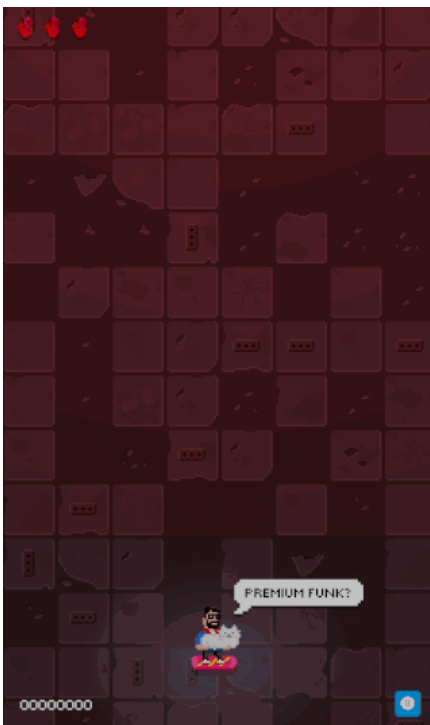
Source: ICO Partners

Crawl Gabe Newell



Source: Powerhoof

Shooting Stars! – Pirate version



Forbes

KOTAKU

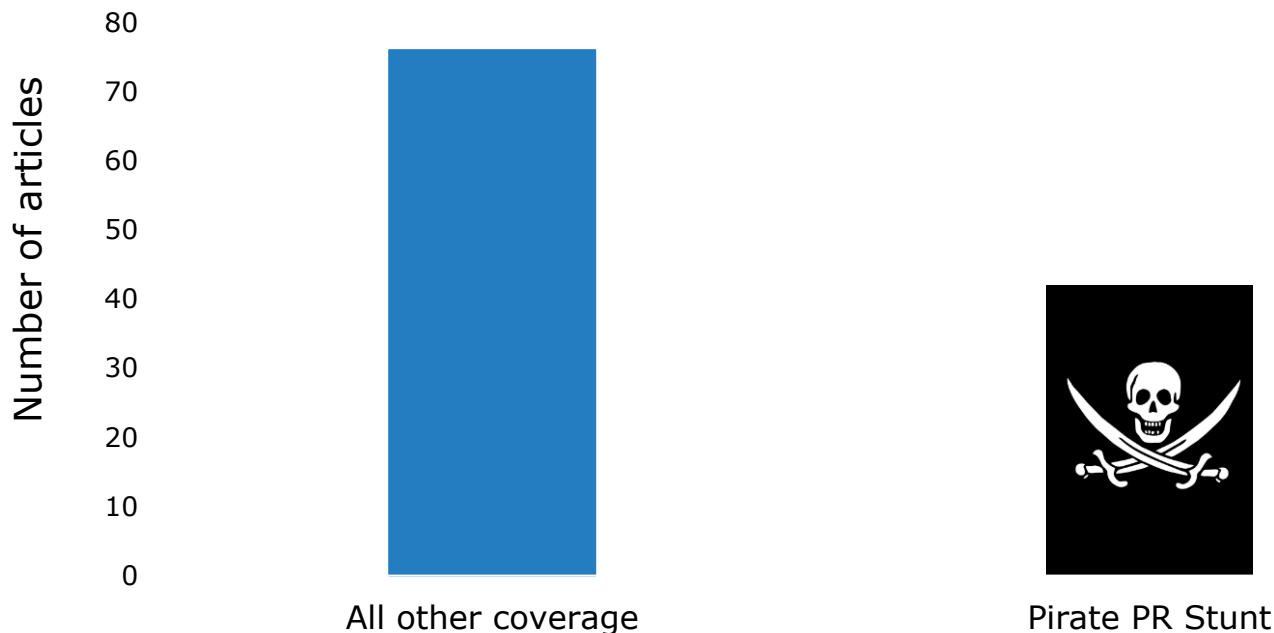


theguardian



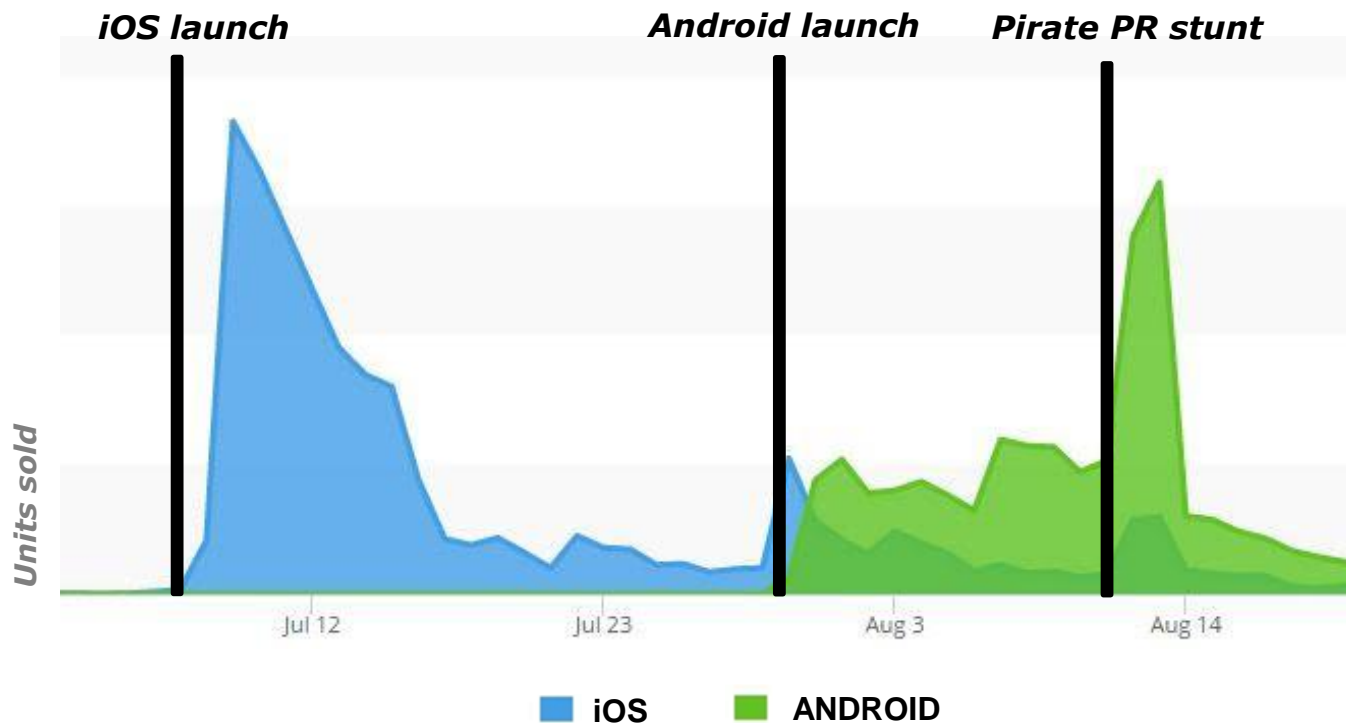
Source: ICO Partners

Shooting Stars! – Pirate version



Source: ICO Partners

Shooting Stars! – Pirate version

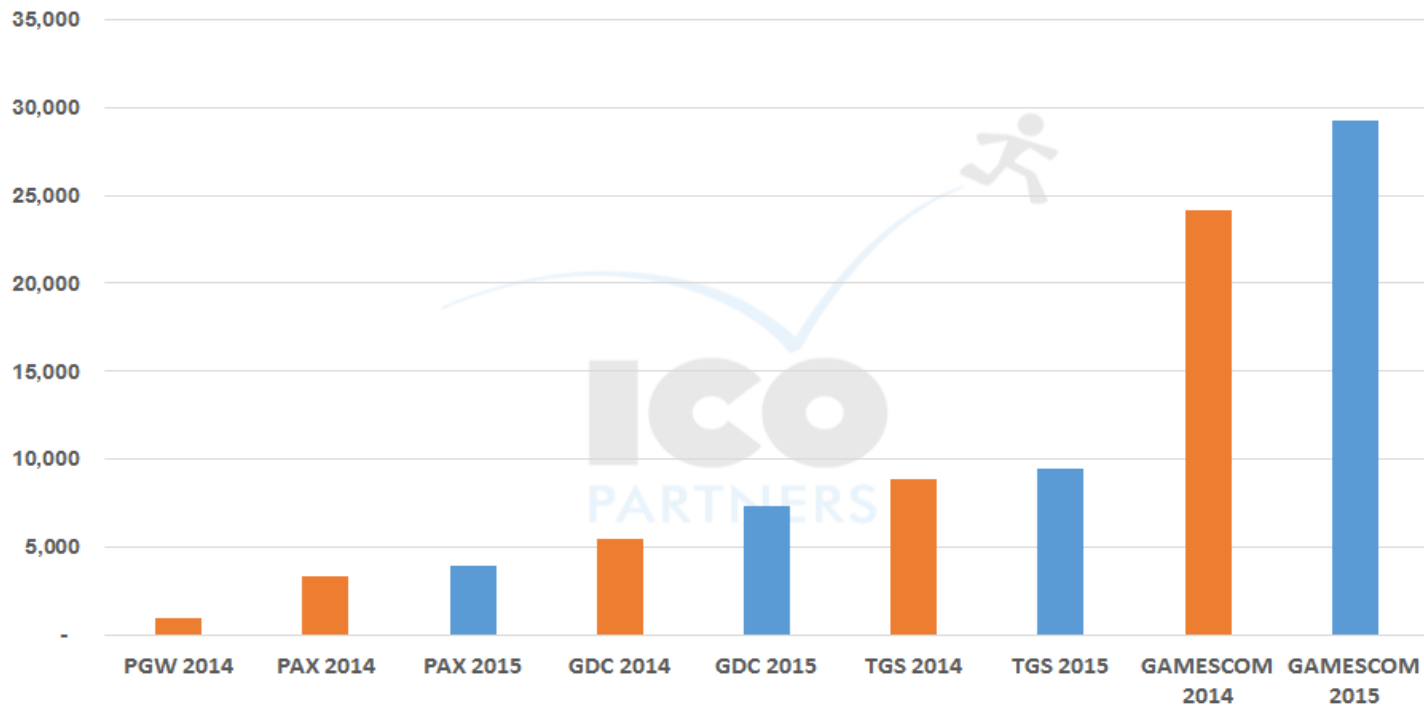


Source: Bloodirony

5. Events

don't dance at every party

VIDEO GAME EVENTS - # OF ARTICLES (OVER KEY 20 DAYS)



SOURCE : ICO PARTNERS



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5 Common pitfalls in indie games PR

- Too little, too late
- Playing the indie card
- Poor, technical trailer
- Don't re-package enough



5 Common pitfalls in indie games PR

REVEAL TEASER



REVEAL TRAILER



=

More than 40,000 extra views and over 60 articles

5 Common pitfalls in indie games PR

- Too little, too late
- Playing the indie card
- Poor, technical trailer
- Don't re-package enough
- Push PR (go for pull PR)



Indie games PR



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5 Future

-
-
-
-
-
-

When I think
"bored", I think
of your tinder.



Alphabear

Thanks for your attention





Bespoke PR for video games

European Online & Indie Games Experts



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