GDC®

THIS WAR OF MINE

marketing campaign post mortem

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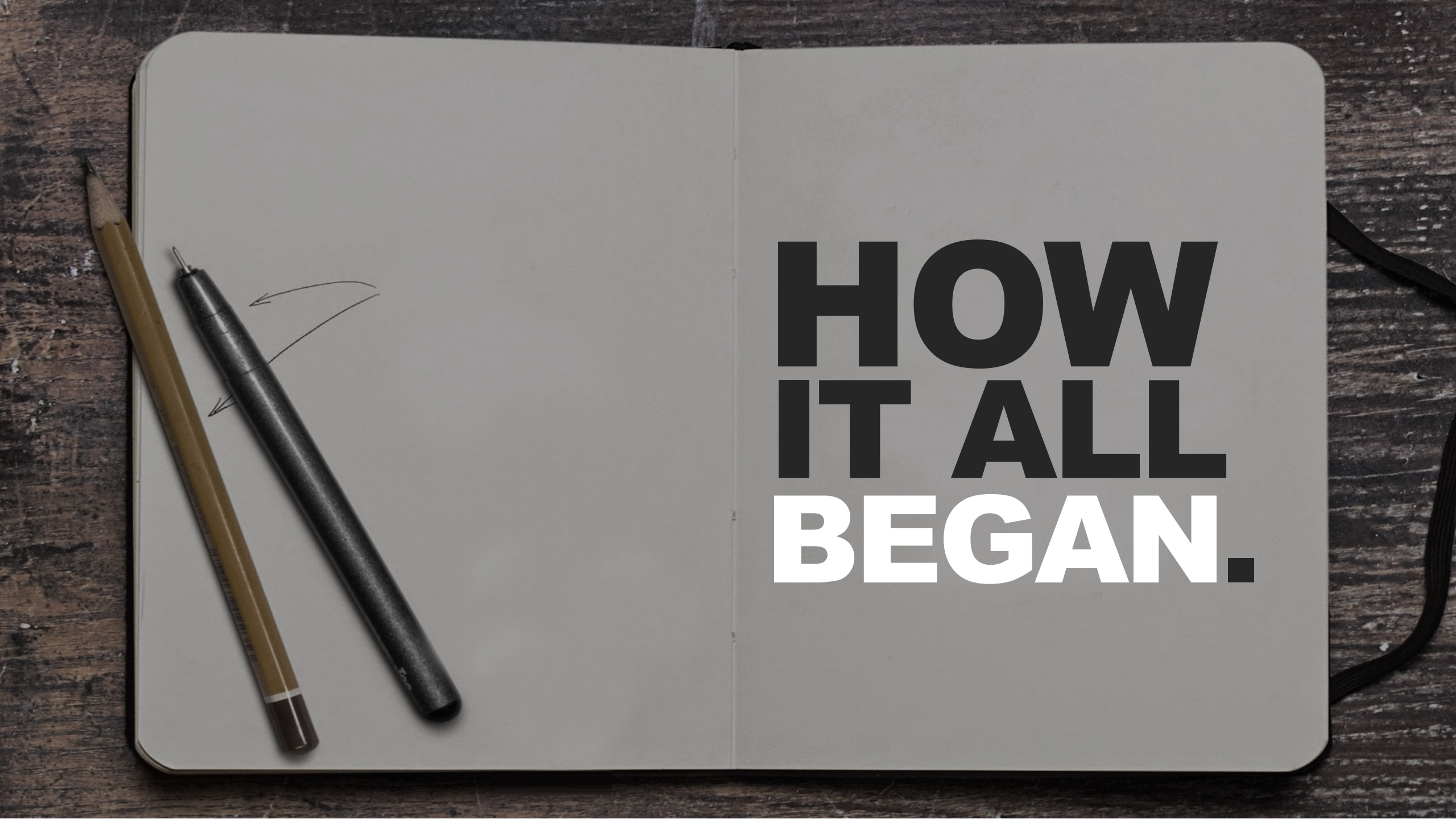
head of marketing @ 11 bit studios

UBM

THIS WAR OF MINE

IN WAR, NOT EVERYONE IS A SOLDIER

FROM SUBCULTURE TO POPCULTURE


HOW
IT ALL
BEGAN.

VISUALLY COOL
EMOTIONALLY, MEH

ONE YEAR IN HELL.

INSPIRATIONS

our history | word of mouth | news

FULFILLING EXPERIENCE
HARD TO MARKET
NEW IP = NO TRACKRECORD

WAR IS COMMODITY

WAR 173 | MILITARY 129 | WORLD WAR II 174

(chosen steam tags)

STRONG PROTAGONIST
SINGLEMINDED POV
LACK OF EMPATHY

STRATEGY

THERE ARE TWO SIDES TO EVERY STORY

MARKET OVERVIEW:

War-themed games as well established yet single-minded trend.

INSIGHT:

Every conflict happens at someones doorstep.

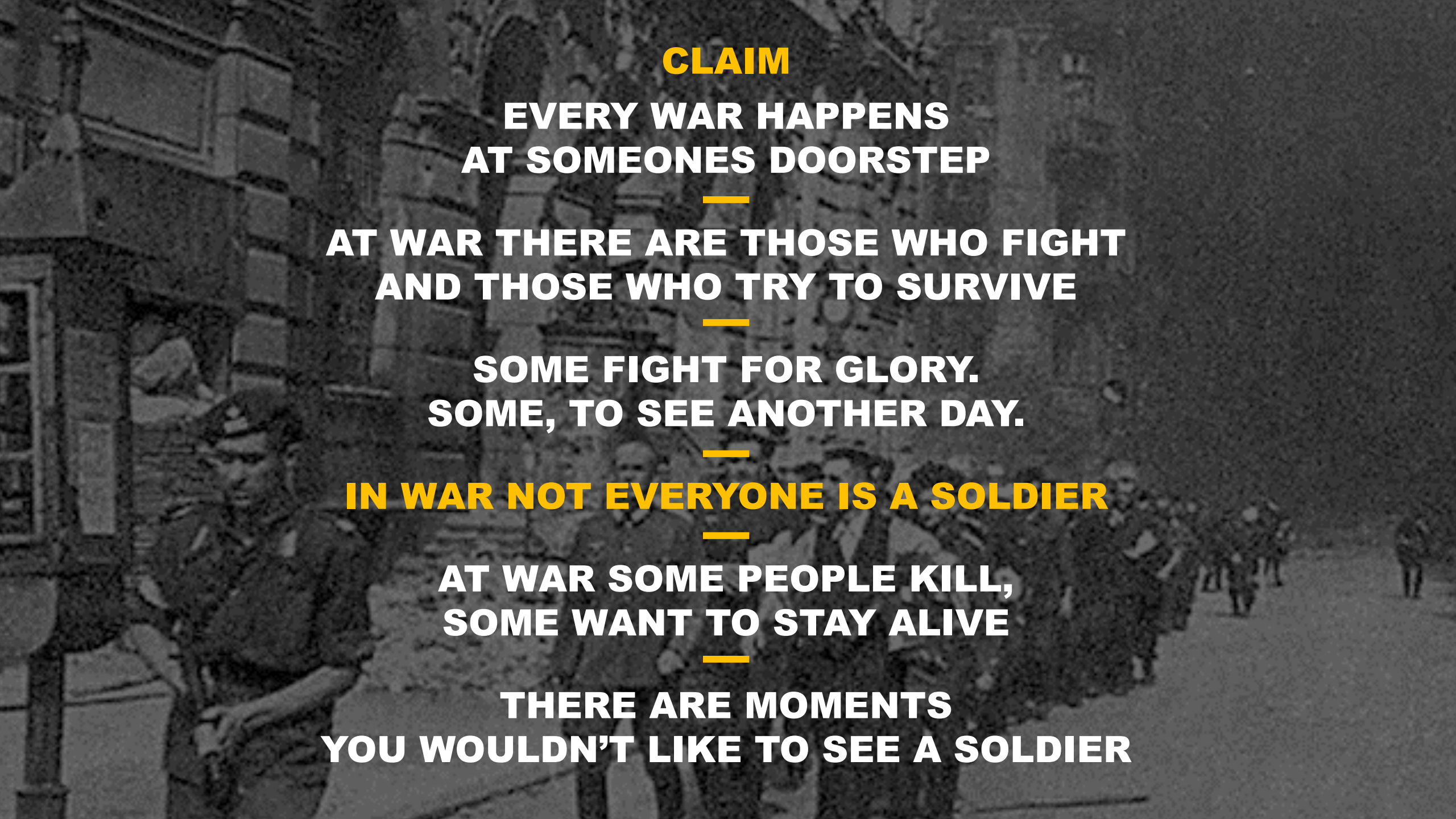
USP:

One of a kind perspective on war.

THINK > WRITE > REPEAT

TITLE:
WAR OF MINE
(?)

TITLE:
THIS WAR OF MINE
[We are not native speakers
And it doesn’t make our work easier.]



CLAIM

EVERY WAR HAPPENS
AT SOMEONES DOORSTEP

—

AT WAR THERE ARE THOSE WHO FIGHT
AND THOSE WHO TRY TO SURVIVE

—

SOME FIGHT FOR GLORY.
SOME, TO SEE ANOTHER DAY.

—

IN WAR NOT EVERYONE IS A SOLDIER

—

AT WAR SOME PEOPLE KILL,
SOME WANT TO STAY ALIVE

—

THERE ARE MOMENTS
YOU WOULDN’T LIKE TO SEE A SOLDIER

TONALITY:

SERIOUS | NON-MILITARY | APOLITICAL

INSIGHTFUL | HUMAN-CENTRIC

INSPIRATION
VS RECREATION
POLITICS ARE SUBJECTIVE
HUMAN CONSEQUENCES ARE UNIVERSAL

COHERENCY
PAYS OFF

THIS WAR OF MINE

The Little Ones

IN WAR
KIDS ARE STILL KIDS.

ZOMBIES?
THANKS BUT NO, THANKS

MEANWHILE
IN THE STUDIO

NIGHT 1
07:30pm
0
BACKPACK
RUN TO EXIT
SCAVENGE
Knife
Marko
Skilled scavenger
HIGH
Bio

WHAT ABOUT
THE FUN FACTOR?

KOTAKU | THE BESTS STEAMED COSPLAY TMI SNACKTAKU HIGHLIGHT REEL PODCAST REVIEW

The Making Of A Very Different Kind of War Video Game

Stephen Totilo
4/08/14 10:00am · Filed to: THIS WAR OF MINE

44.9K 66 14

"The pattern is always the same," video game designer Pawel Miechowski told me recently. "People struggle for food, soap and medicine. They trade liquor or any alcohol for bullets or any weapons. That's what happened in Sarajevo." That's what happens in cities wracked by war. That's what will happen in Pawel Miechowski's most unusual war video game.

„I wondered if Miechowski worried about **whether the game is fun**.

"No," he said. **"Absolutely not.**
It doesn't really matter.
It's an experience. (...)
The game should **engage players (...)**
If the message is important
and the gameplay is shallow,
it would be **absolutely devastating"**

IMPLEMENTATION

POSTERS
DIGITAL ART
PROMO ASSETS

KV

ORGANIC FB/TWITTER
NO PAID ACTIVITIES

SOCIAL

VIDEO

TRAILERS
GAMEPLAY
PROMO ASSETS

INTERNAL DOs/DONTs
REGULAR COMMS

PR

EVENTS

BOOTH
PRINTS & FLYERS
MERCH

FOLLOWUP
INITIATIVES

USER-GENERATED CONTENT
BOARD GAME

WRITING & PRODUCING
TRAILERS

SHARP MESSAGING & PUNCHLINE
CLEAR STORYTELLING STRUCTURE
OVERARCHING NARRATIVE

LONG TERM
MARKETING

32000 ACTIVE FANS
creating living community
not a ‚consumer base'

30-60% COVER BY ORGANIC REACH

STEADY GROWTH
no paid aquisition
at any given moment

IMAGE BUILDING
& CUSTOMER SUPPORT

"THANK YOU FOR MAKING A BEAUTIFUL, HUMAN GAME!"

"(...) It's not often **a game can touch me as deeply as yours did**, especially one with such sparse direct narrative. And I think that was **part of the beauty**: during those forty-some days of gameplay time, I was creating my own narrative (...). Each character, and their actions, was a small part of me manifesting within the game.

(...) This War of Mine has let me imagine, for the first time, if even only to a slight and non-threatening degree, **what the price of war is from the civilian perspective**. The struggles of a war-torn country aren't simply black-and-white from a food-and-shelter point of view. **It's not just numbers and logistics**. Interpersonal bonds become tighter as social bonds can break, and all the while morals loosen - all in the name of survival.

(...) And again, thank you for creating This War of Mine. In spite of it being difficult to bring myself to play again, **it's now one of my favorite games I've ever played**".

RAIMIE H.
OREGON, USA

This War Of Mine (Default)
Published by Karol Rufus Kubica [?]
Page Liked · 21 September ·

We receive A LOT of positive feedback from you, guys - and we are always thankful for that. But every now and then you send us something truly special. Something that we want to share with the whole community.

Thanks, Raimie.

Tag photo | Add location | Edit

Like | Comment | Share

201 | Top comments

11 shares | 3 comments

Mhd Hashem Askari Absolutely I am agree Thank you.
Unlike · Reply · Message · 1 · 21 September at 17:42

Pruedsana Jarutasnangkul Love the game, couldnt imagine what syrians have to go through.
Like · Reply · Message · 1 · 22 September at 08:04

Ren Finlayson Julie Finlayson
Like · Reply · Message · 21 September at 22:31

Write a comment...

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Star Wars - Clone Troo...
emp-shop.pl
Star Wars - Clone Trooper Mesh Shirt - T-Shirt - Mężczyźni - czarny...

WE ENSURE BRAND CONSISTENCY

WE DO NOT INTERFERE IN CREATIVE FREEDOM

WE ARE HAPPY WITH THE ACTIVITY OF OUR COMMUNITY AND TRY TO EMPOWER IT.

RESONANCE

I PAID 20 DOLLARS
TO BE DEPRESSED
imgflip.com

COVERAGE

The New York Times
Newsweek
THE VERGE
theguardian
The Washington Post
TIME
WIRED
VICE

AWARDS

INDEPENDENT GAMES FESTIVAL
17th AUDIENCE AWARD WINNER

SXSW MUSIC FILM INTERACTIVE
CULTURAL INNOVATION AWARD WINNER

TIME
BEST GAMES OF 2014

AWARDS
OUTSTANDING ACHIEVEMENT IN STORY NOMINEE

GAMES FOR CHANGE
BEST GAMEPLAY

GAMES FOR CHANGE
PEOPLE'S CHOICE AWARD

DEUTSCHER COMPUTERSPIELPREIS
BEST FOREIGN GAME

DEUTSCHER COMPUTERSPIELPREIS
BEST NEW IP

ZLATNI DABAR 2014
FROM HCL.HR

12TH INTERNATIONAL MOBILE GAMING AWARDS
BEST MEANINGFUL PLAY
WINNER

SALES

BREAK EVEN IN FIRST TWO DAYS ON THE MARKET

SUPRISINGLY HIGH INITIAL NUMBERS

(HIGH AWARENESS & CONSIDERATION BEFORE THE LAUNCH OF THE GAME)

Strong marketing

1,384,887 COPIES @ STEAMSPY

STRONG & STEADY LONG-TAIL SALES

(PREMIUM PRICING, STRONG CUSTOMER SUPPORT, POST-RELEASE DEV)

Strong product

WE LEARNED A LOT.

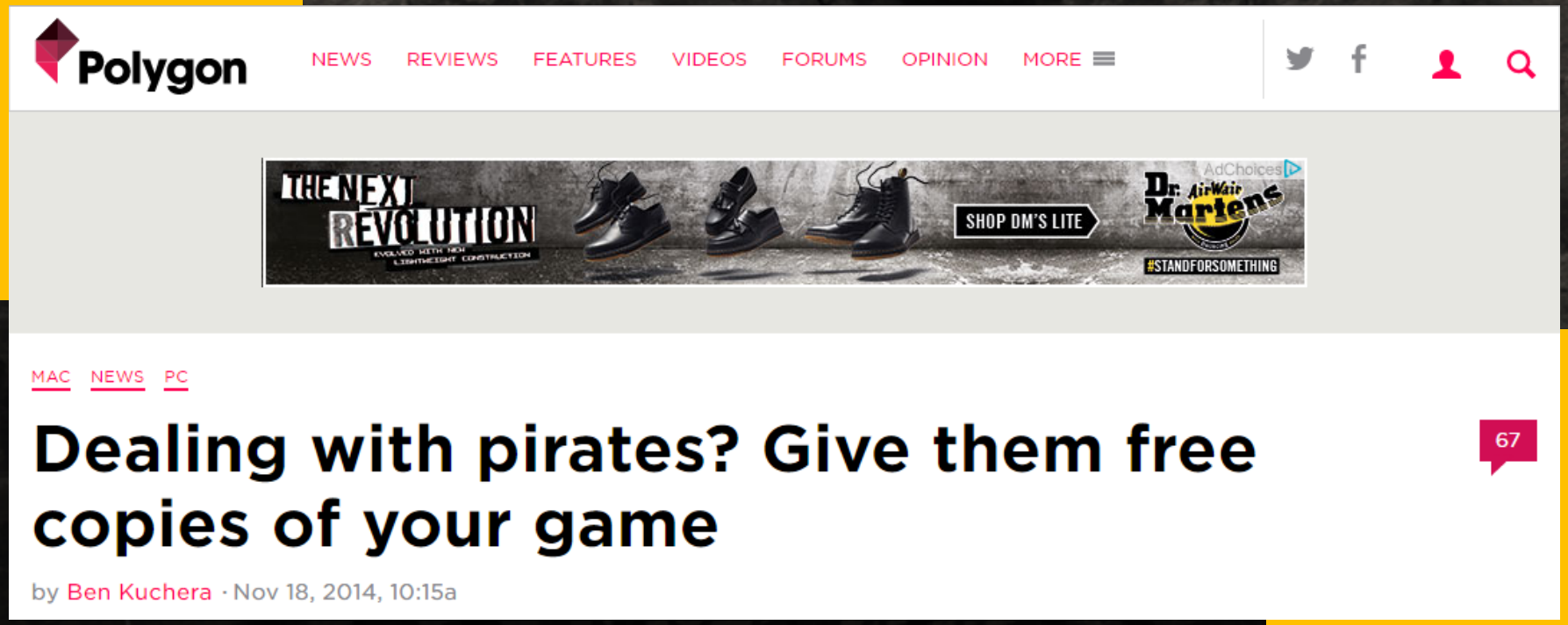
THE SURVIVOR
EMIR REACHED TO US
& SHARED HIS STORY
THAT INSPIRED US TO
CREATE NEW TRAILER

ALWAYS MAINTAIN ART DIRECTION

TRUST IS GOOD / LACK OF CONTROL NOT SO MUCH

TORRENT ISSUES

> It's Karol from 11 bit studios, the developers of *This War of Mine*.
> We are really happy to hear that you like our game.
> They prove, that spending 2 years on it was worth it.
>
> I would like to say thank you to everyone, who decides to buy the game and support us — because of that we'll be able to develop TWoM further and create even better games in the future.
>
> If because of some reasons you can't buy the game, it's ok.
> We know life, and we know, that sometimes it's just not possible.
> Here are some codes for the steam copy of the game,
> so some of you can take a look at it. And if you like the game after spending few hours in, then just spread the word,
> and you'll help us a lot.



„The comment thread has already turned positive, with fans lauding the game and offering to tell others about it. That sense of good will was one of the goals of giving away copies of the game to the pirates."

WAR child

TRY TO AVOID GIMMICKS & FOCUS ON IMPACT.
IF YOU DO NOT HAVE A HUGE IP, YOU'VE GOT 5 MINUTES.
TRANSPARENCY USUALLY PAYS OFF.

THIS WAR OF MINE
The Little Ones

DLC available now

on

STEAM® GAMES REPUBLIC

By this day
gamers helped
to raise over
$137 000
for War Child Charity

$1 from each purchase goes to War Child,
a charity helping children in conflict-affected areas
WarChild.org.uk

ThisWarOfMine.com

11bit studios WAR child

KEY TAKEOUTS

ONCE YOU HAVE PINPOINTED YOUR STRATEGY
STAY STRONG & STICK TO IT.

TREAT MARKETING AS A PART
OF YOUR DEVELOPMENT PROCESS.

MEDIA-WISE PUT ADEQUACY OVER QUANTITY
HIGH NUMBERS ARE SWEET BUT NOT CRUCIAL.

PLAN AHEAD BUT DON'T BE AFRAID
OF SLIGHT CHANGES ALONG THE WAY

GOOD MARKETING IS IMPORTANT
GOOD GAME IS A MUST.

THANKS!

@akawist