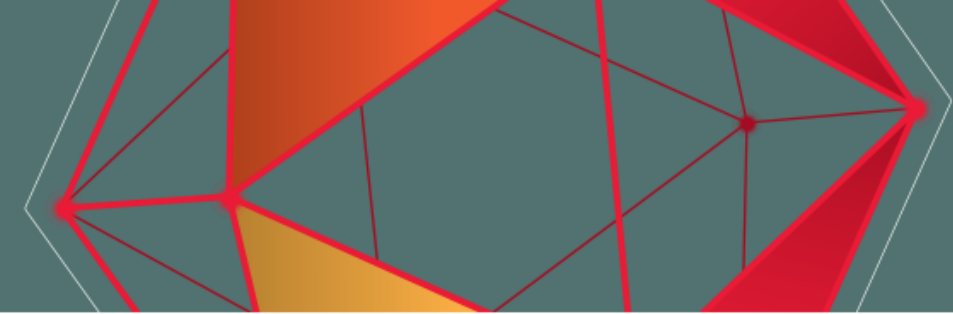




*Indistinguishable from Magic:  
Lessons Learned from Creating  
Merchandise for Alto's Adventure*

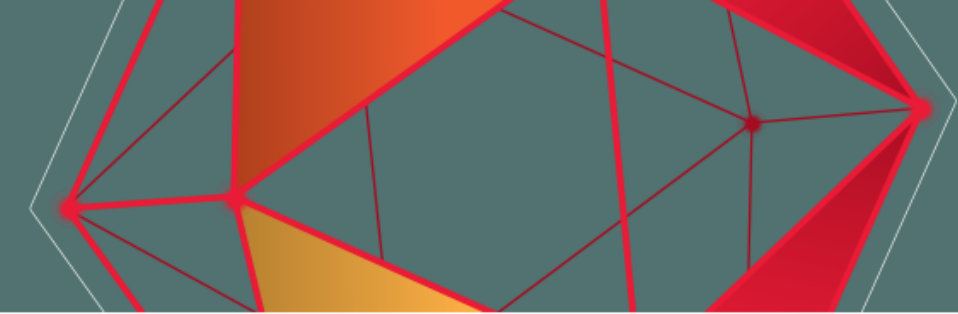
**Eli Cymet**  
Lead Producer  
Snowman



A small studio at the centre  
of artful experiences







**ALTO'S**  
ADVENTURE

**ALTO'S**  
ODYSSEY

WHERE CARDS FALL

**SKATE CITY**

D I S T A N T





# Designed to capture a feeling

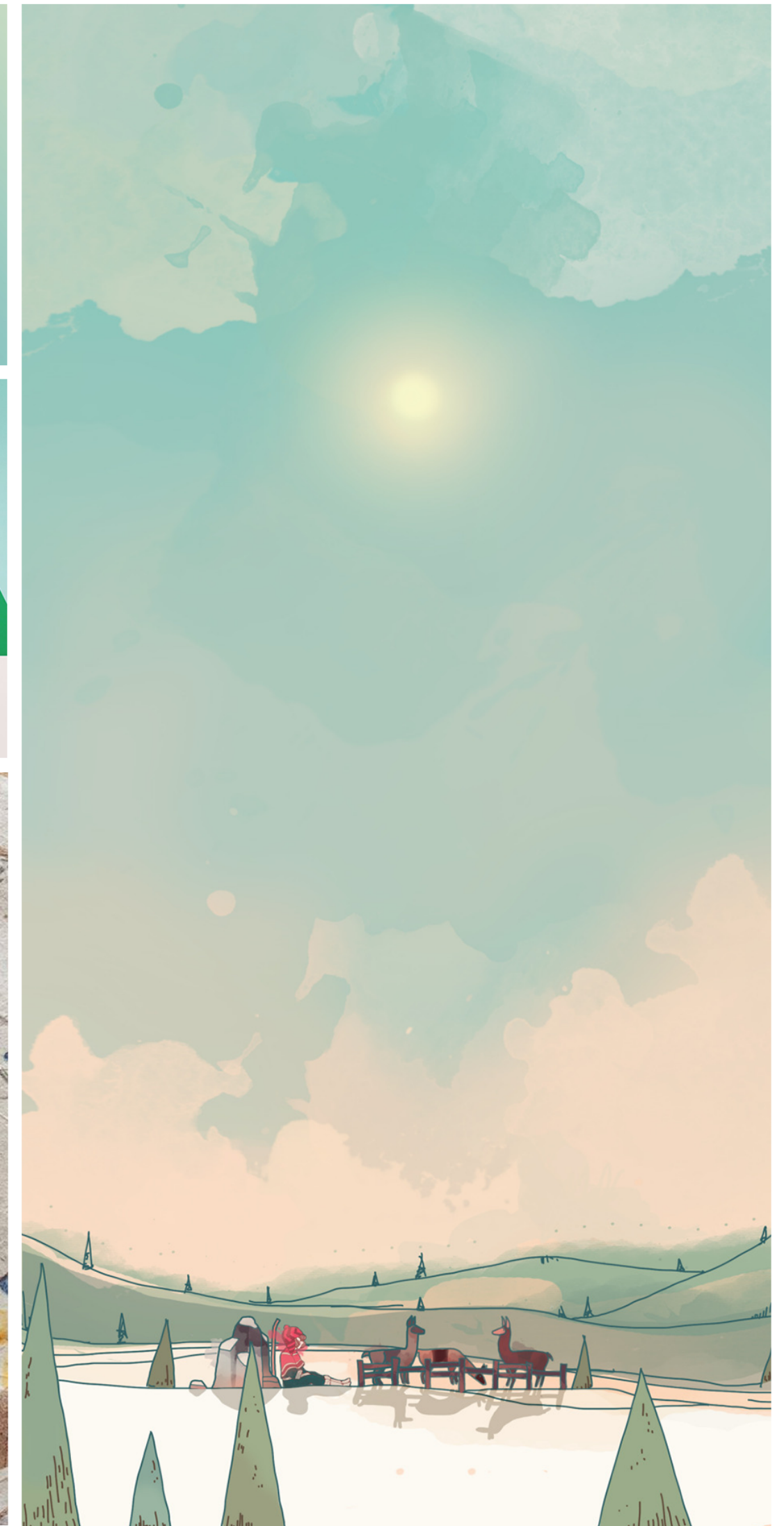
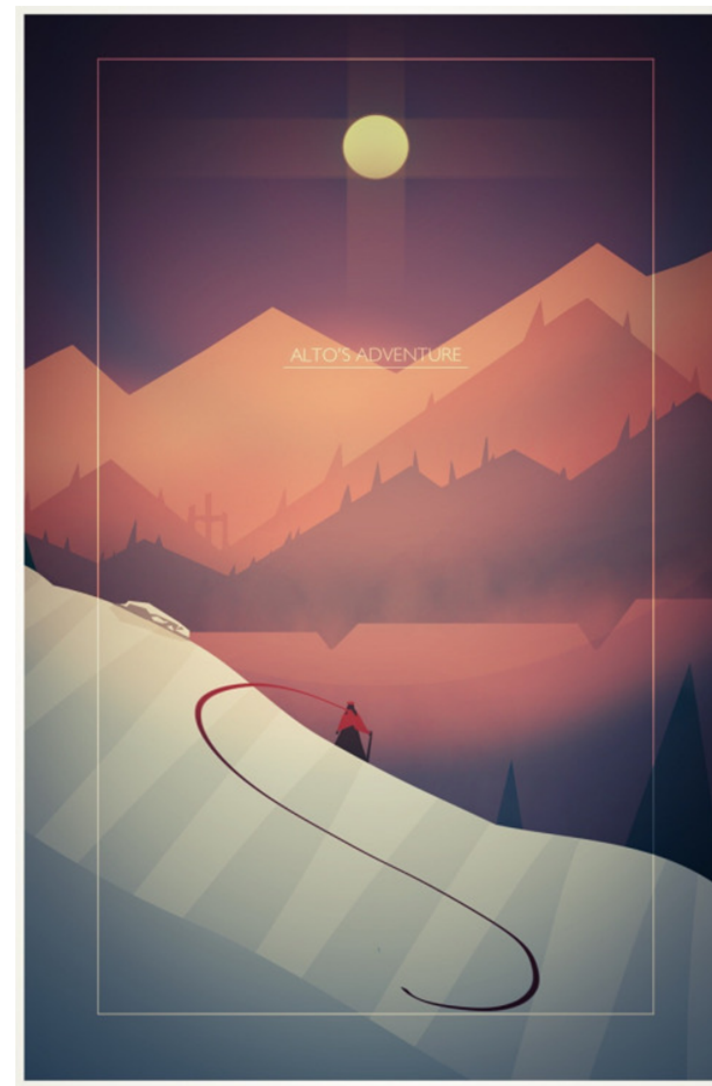




GAME DEVELOPERS CONFERENCE<sup>®</sup> | MARCH 19-23, 2018 | EXPO: MARCH 21-23, 2018 #GDC18







Zinn





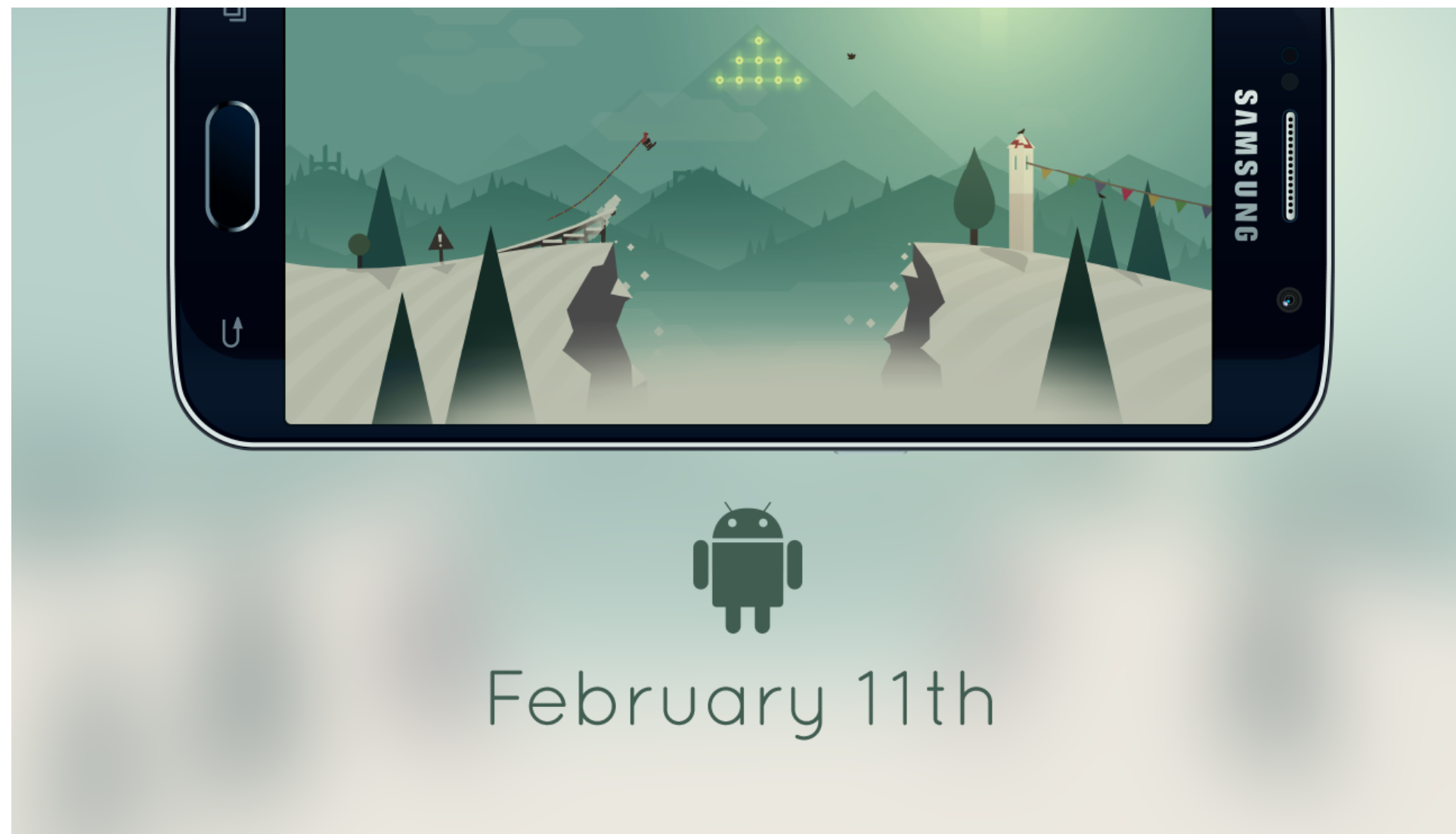


# The Road to Merchandise





# Your game has to come first



Android



Zen Mode





# Do it mostly yourself

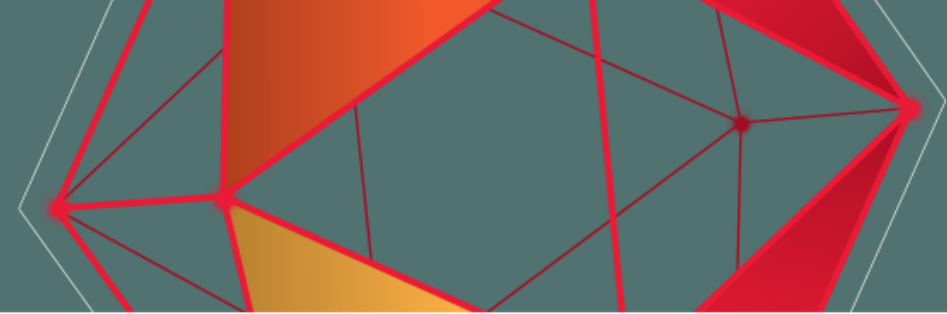


***shopify***



**SQUARESPACE**





# Do it mostly with help

iam8bit

*we love fine*  
FOR FANS BY FANS

  
fangamer







Remember: there is no “one size fits all” solution

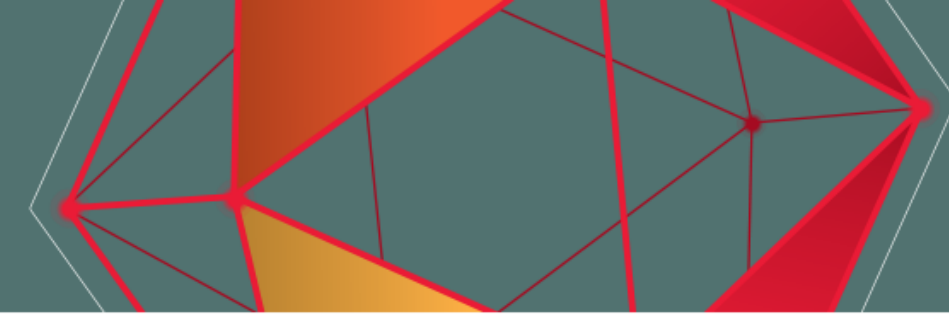




# The Alto Collection

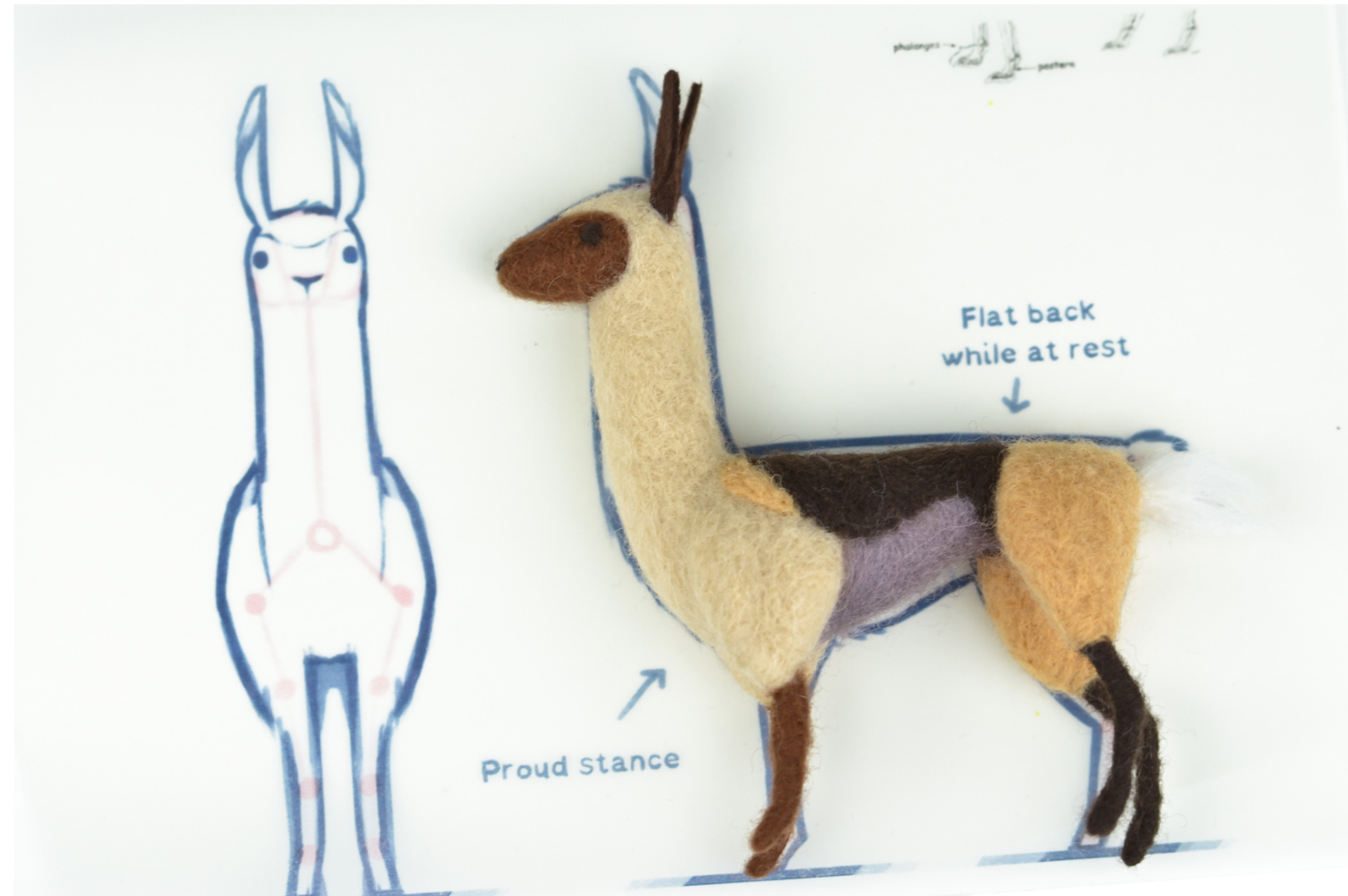
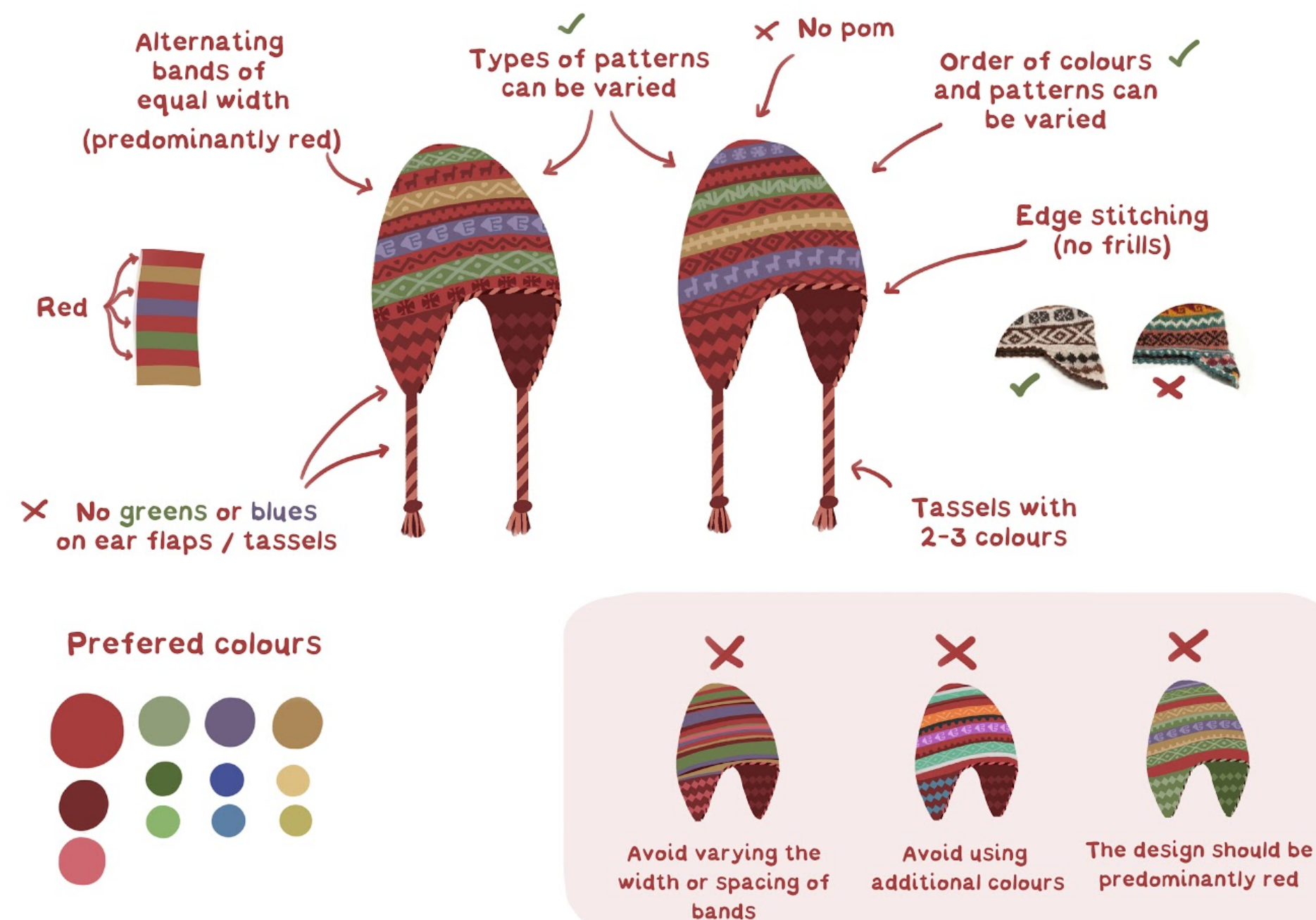






# Artisan Products

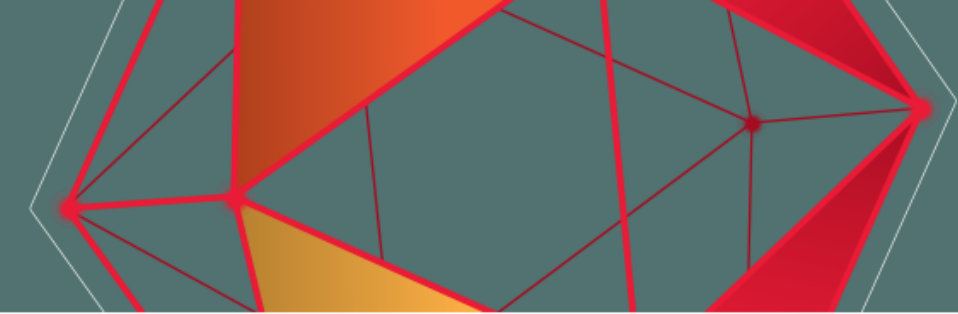
## Alto's Adventure Toque (2/2)











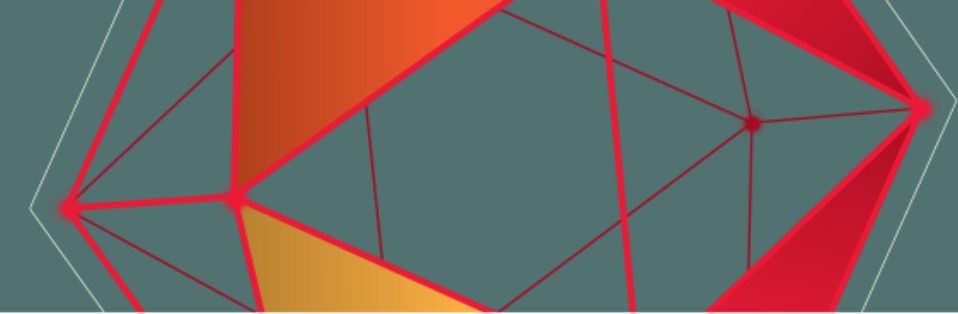




# Bespoke Designs







# Standard Fare





# Cost Breakdown

Toques × 50 = \$2,184

Llamas × 100 = \$1,855

Socks × 240 = \$2,148

Prints × 100 = \$6,000

Tees × 500 = \$3,756

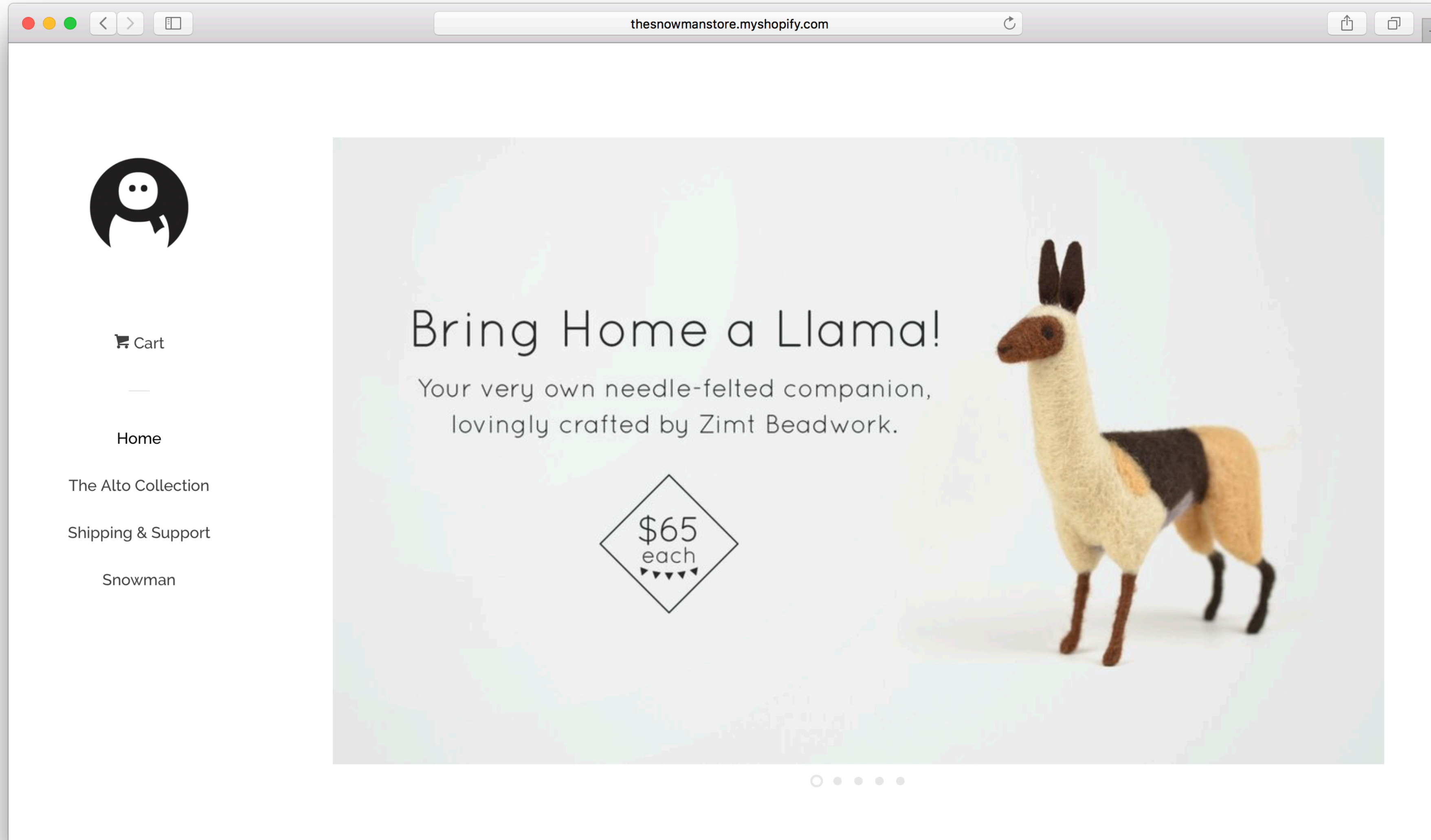
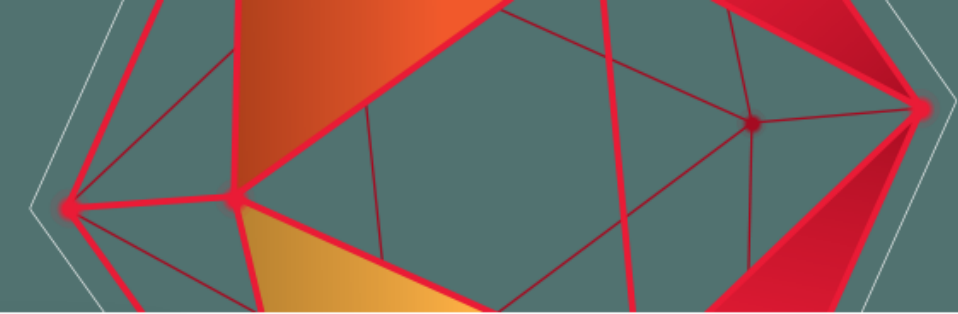
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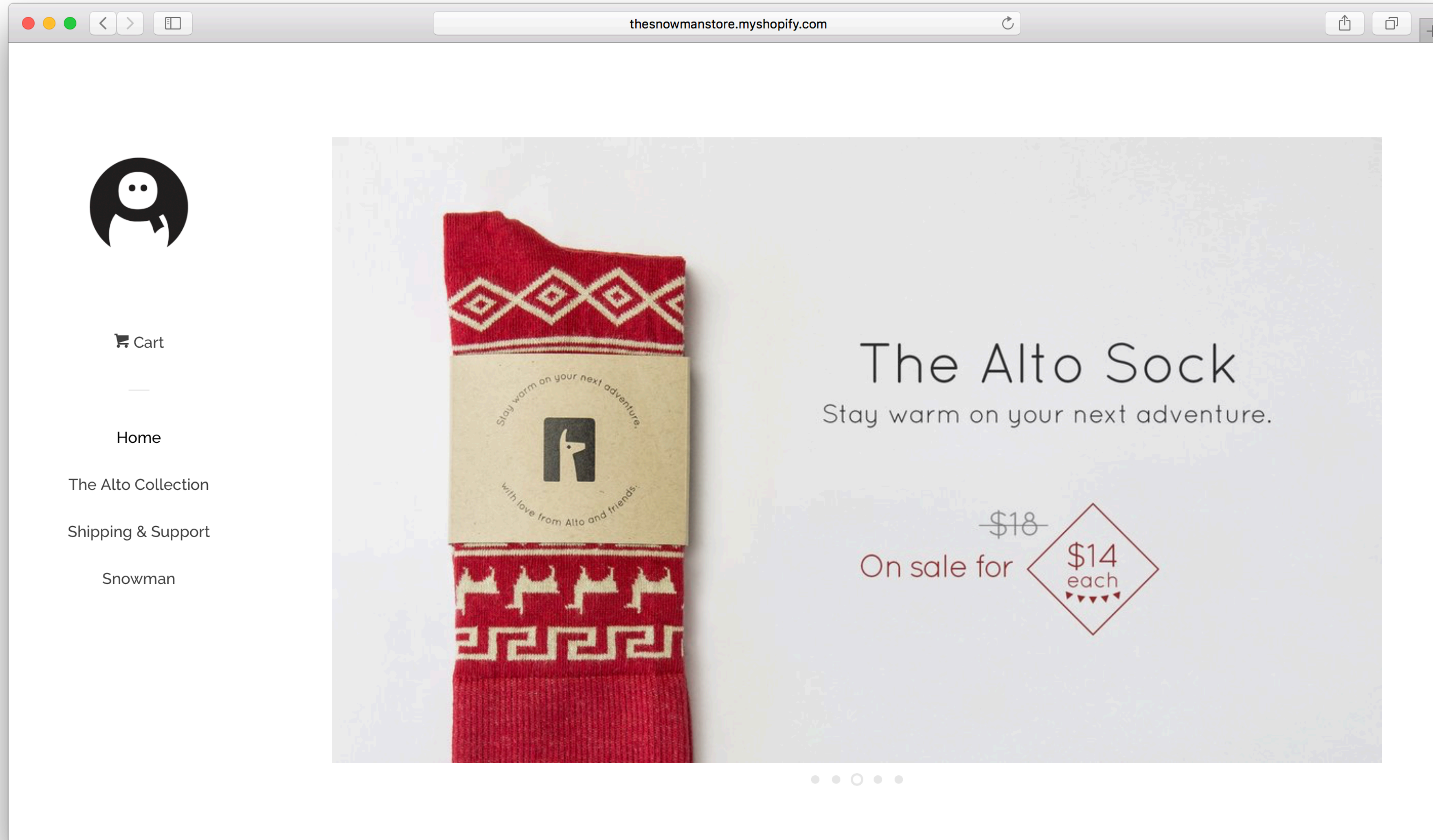
<b>Total Cost</b>	<b>\$15,944</b>
<b>Profit Potential</b>	<b>\$35,000</b>

Excluding recurring &  
time investment costs

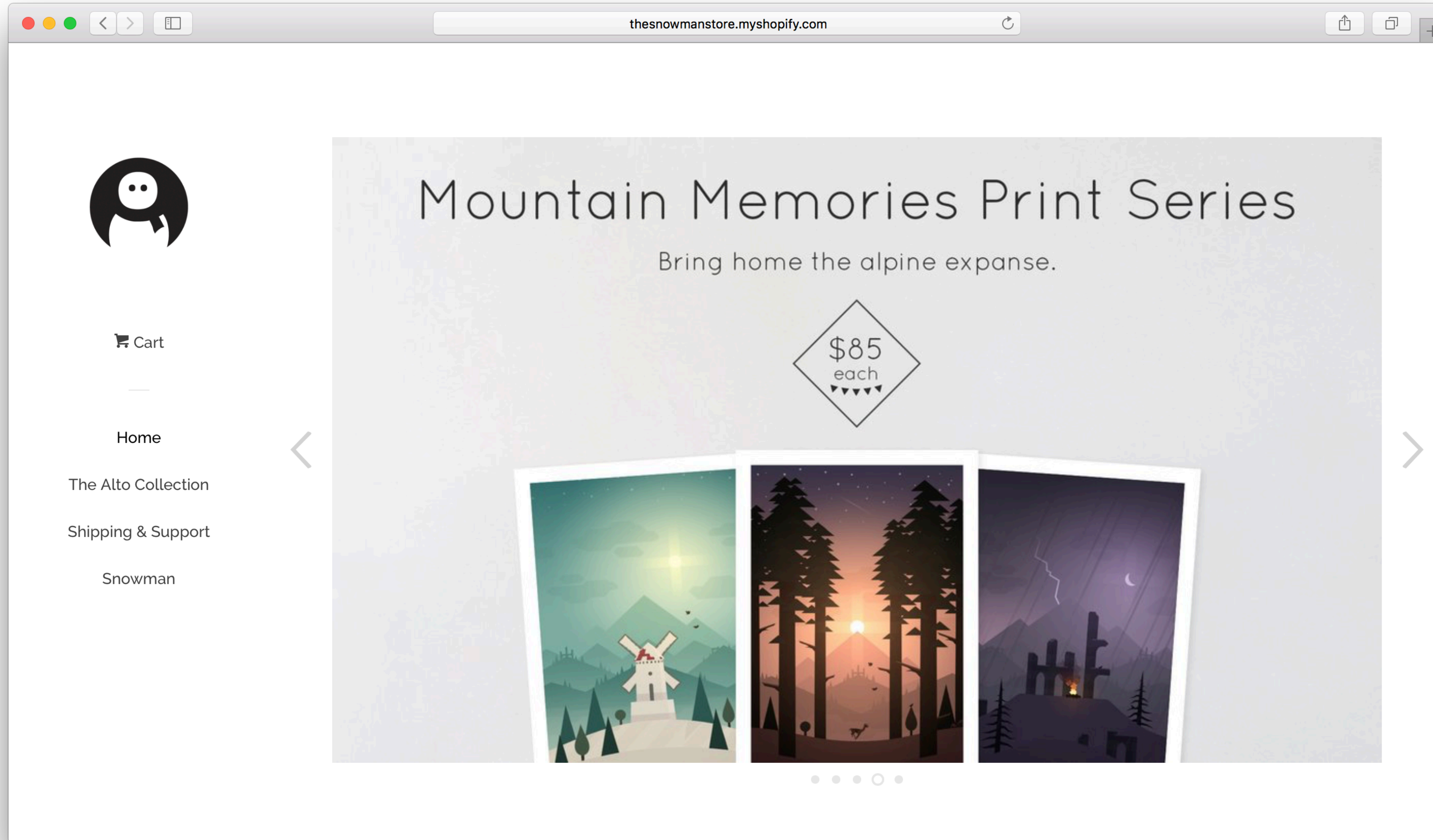
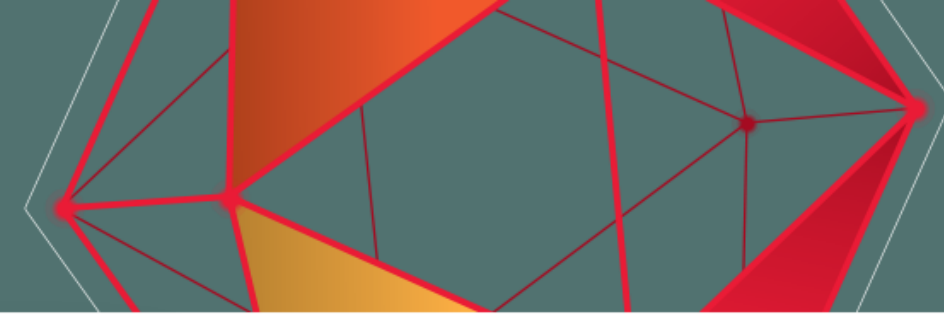


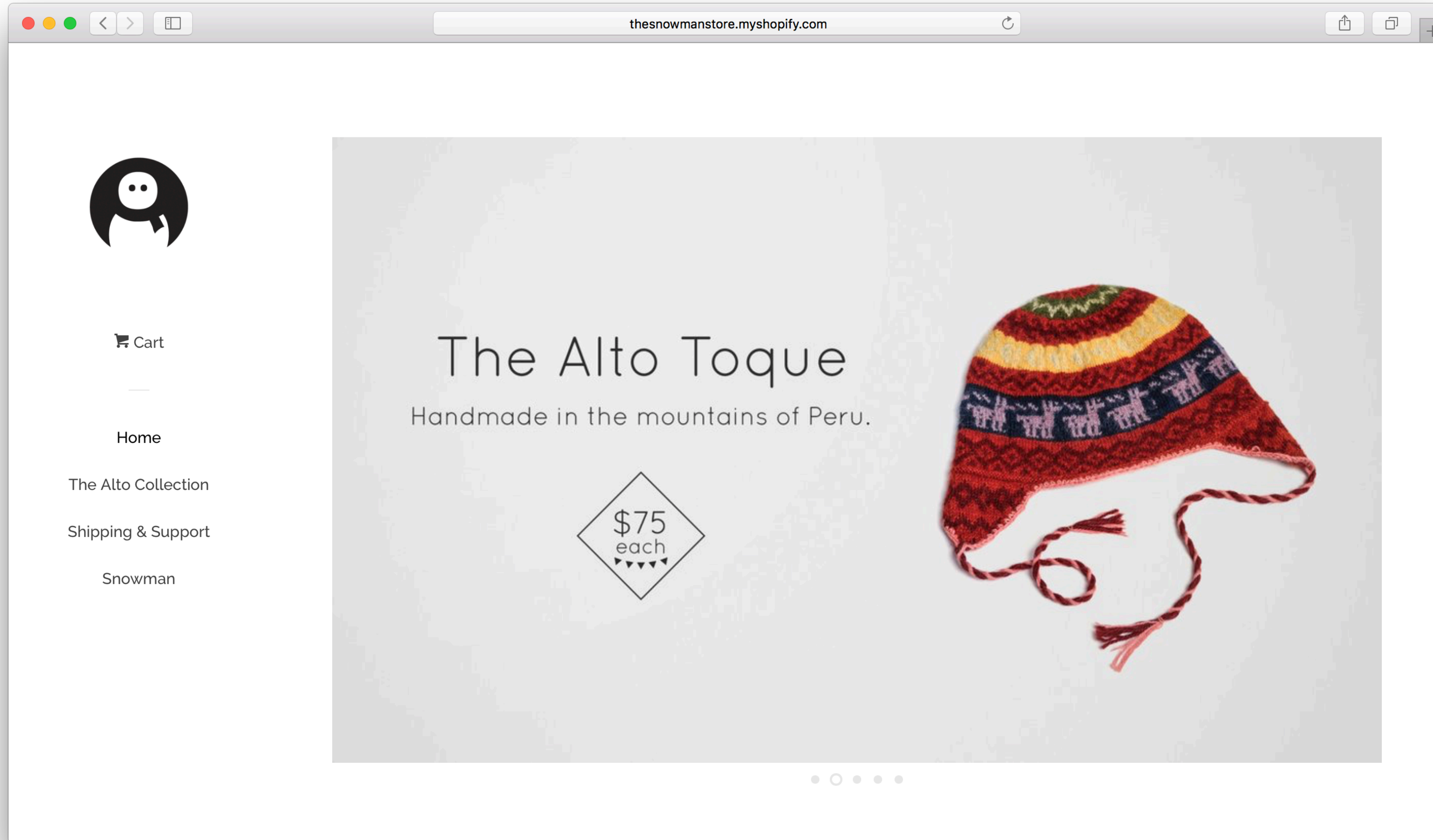
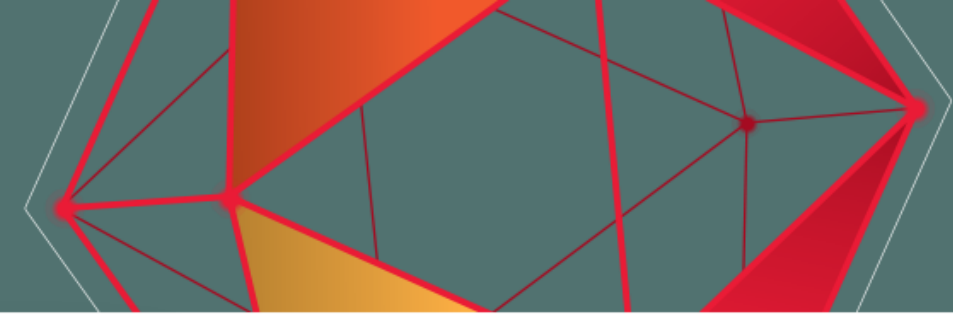












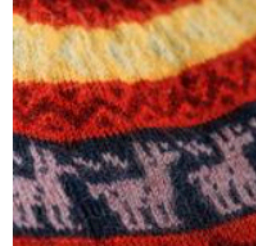










  
[Cart](#)  
[Home](#)  
[The Alto Collection](#)  
[Shipping & Support](#)  
[Snowman](#)

Quantity

-	1	+
---	---	---

[Add to Cart](#)

When we started talking about making Alto's toque a real item people might wear, we all agreed on one thing: the end result had to be completely authentic. With this character being so dear to us, it was important that his signature winter headwear feel just right. What we ended up with has surpassed our wildest expectations.

In partnership with **Threads of Peru**, we worked with local artisans from the weaving community of Pitukiska to bring to life an Alto-themed textile design from the game's artist and programmer, Harry Nesbitt. The look and fit of The Alto Toque is a fashionable, contemporary take on Andean *chullos* (pronounced chul-yoh).

This style has been passed from artisan to artisan for thousands of years, and originated out of necessity: temperatures in the high Andes often fall below freezing, with biting winds that sting your ears! Hence a pair of flaps to give them special protection.

Each and every piece is made from 100% hand-dyed, hand-woven, baby Alpaca fur for an almost indescribably soft feel that you really have to wear to believe. Perhaps even more exciting are the design nuances. While every red toque sports the same signature blue, green and yellow lines you see in the game, the order of colours and patterns vary. We can confidently say that **no two toques will look**







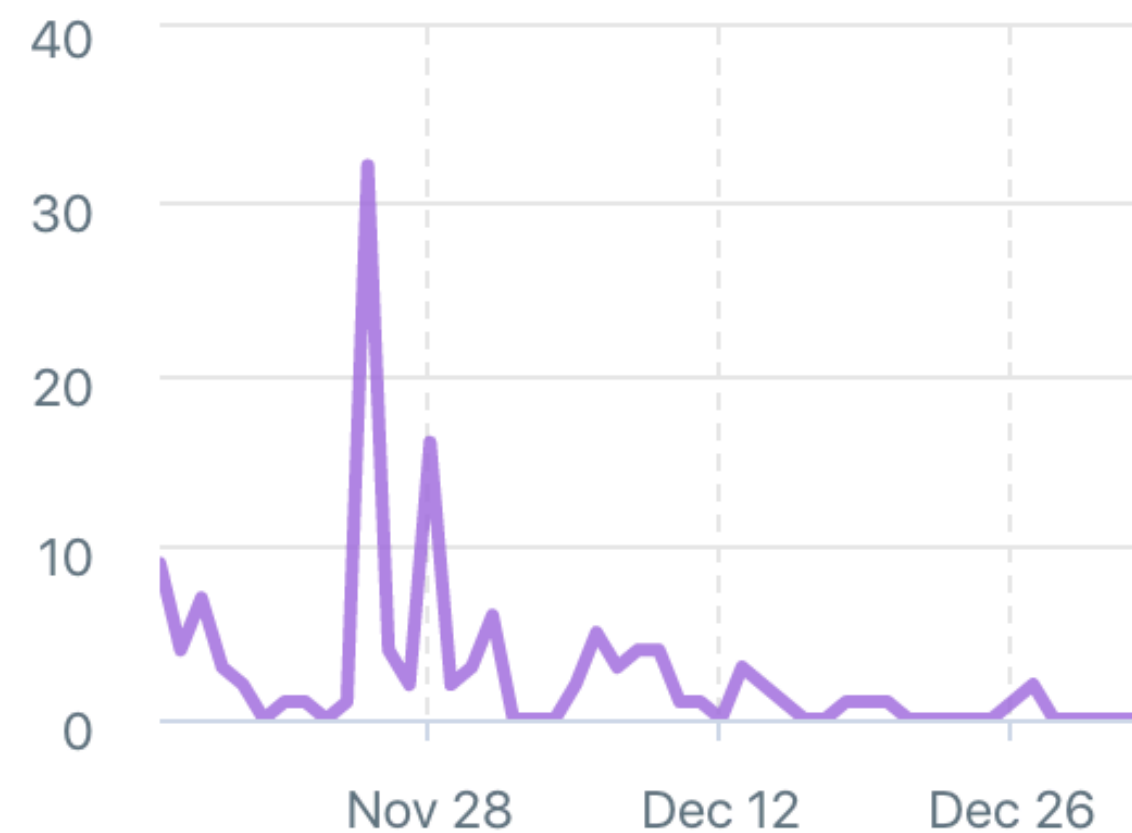
# Launch Months



Total orders

125

ORDERS OVER TIME



Total sales

\$6,249.16

Online Store

\$6,145.16

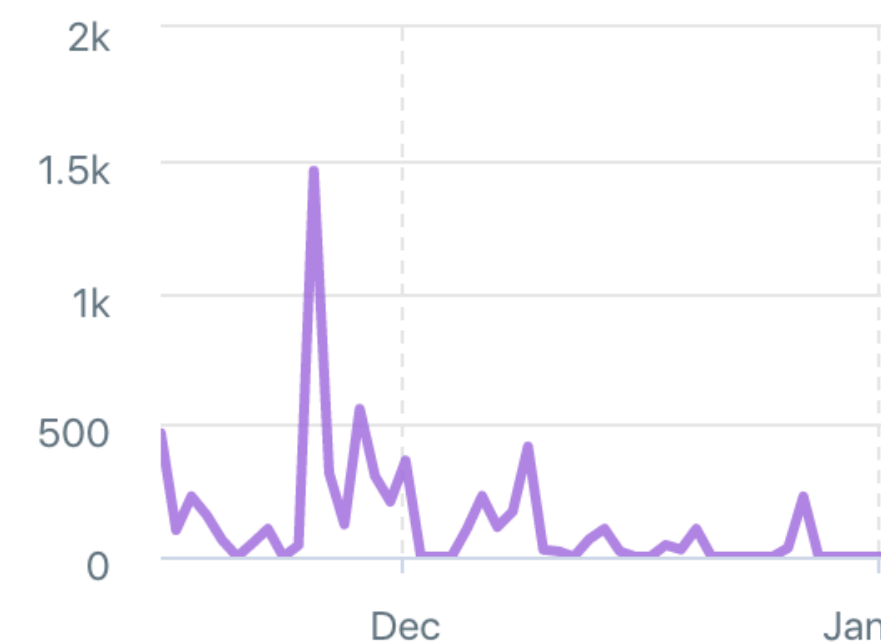
Draft Orders

\$52.00

Facebook

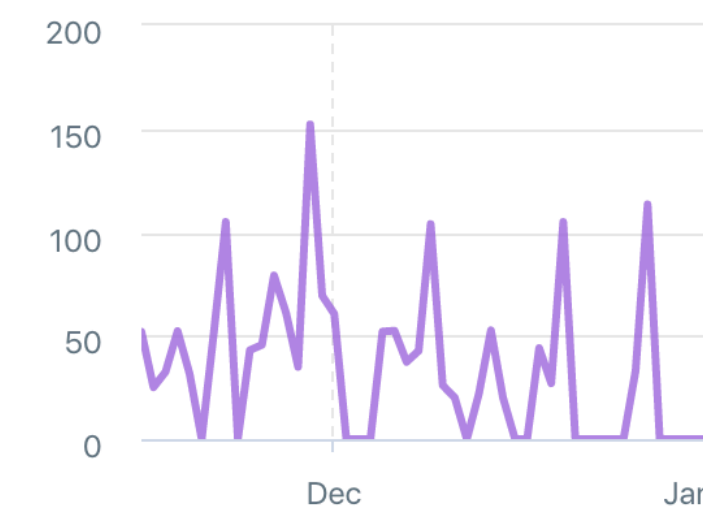
\$52.00

SALES OVER TIME



Average order value

\$50.25



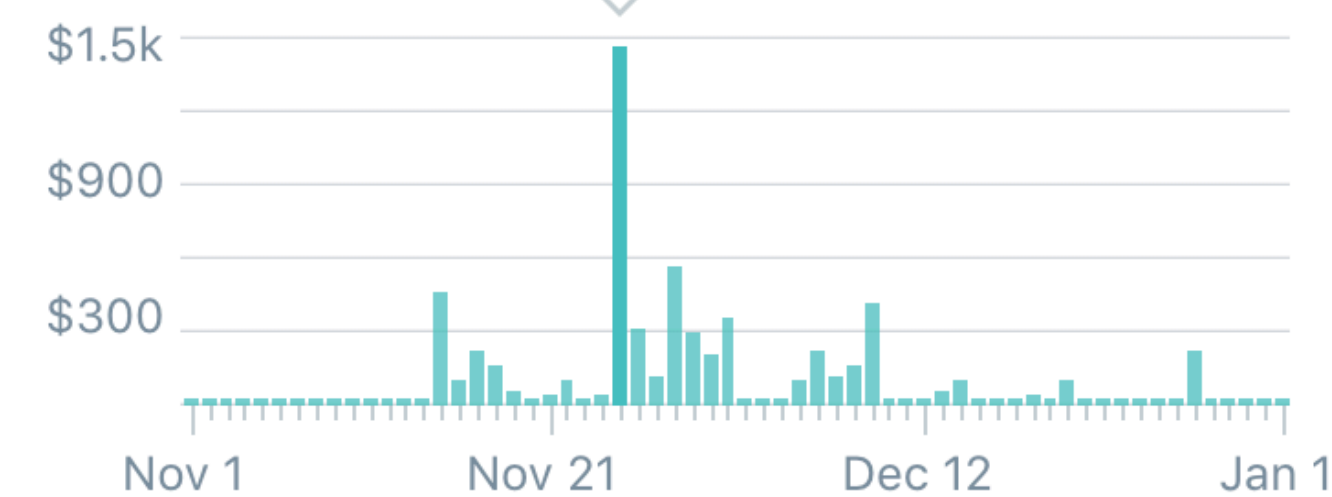
TOTAL SALES

\$6,249.1

November 25, 2016  
\$1,458.20

Nov 1-Jan 1

125 orders



Top Products

Socks	67
Tees	52
Llamas	36
Prints	13
Toques	7





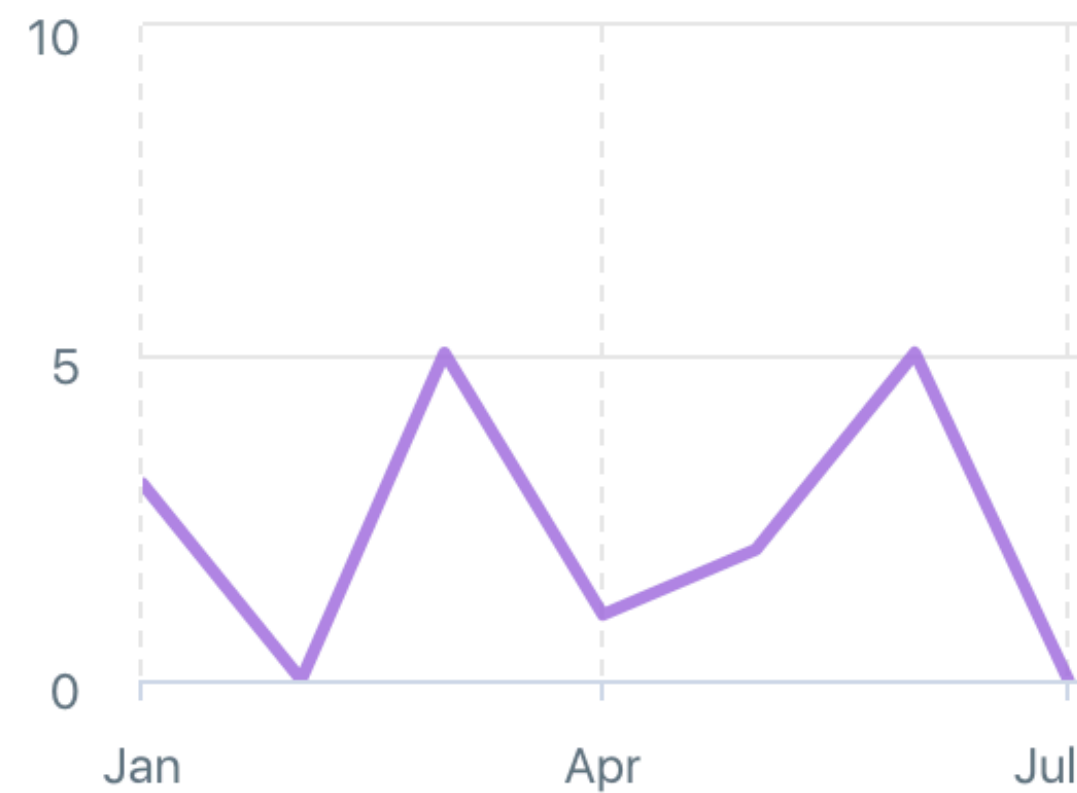


# Post-Launch 🥲

Total orders

16

ORDERS OVER TIME



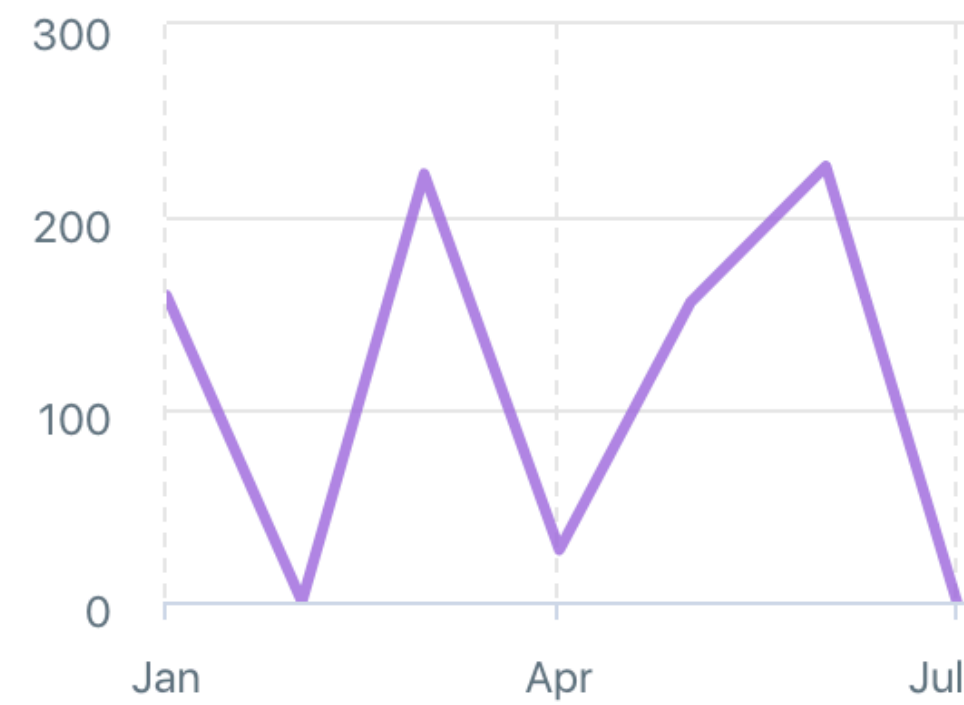
Total sales

\$790.02

Online Store

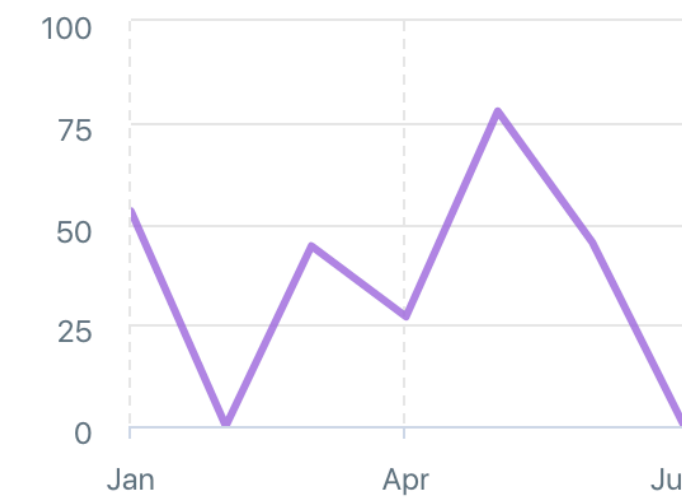
\$790.02

SALES OVER TIME



Average order value

\$49.37



Top Products

Tees	7
Llamas	6
Socks	3
Prints	2
Toques	0

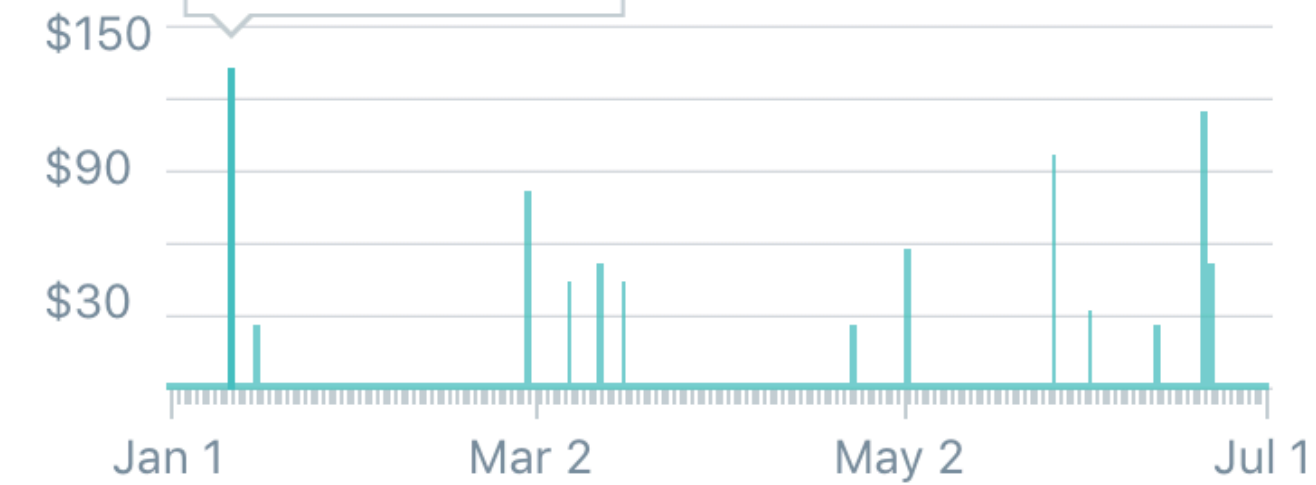
TOTAL SALES

\$790.02

January 11, 2017  
\$132.00

Jan 1-Jul 1

16 orders

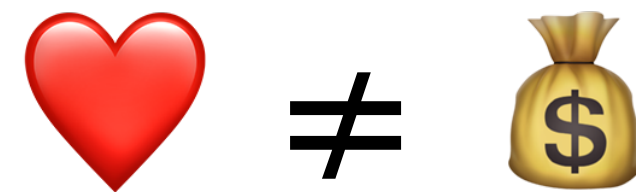






# Hard Lessons

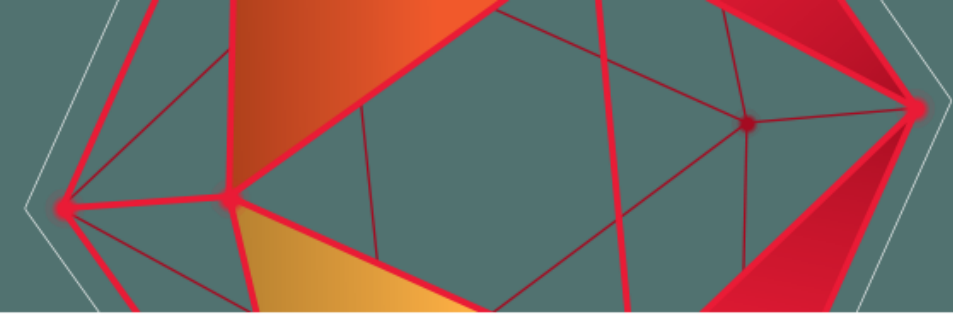
Never operate on “anecdota”



Time & distance trump craft & quality







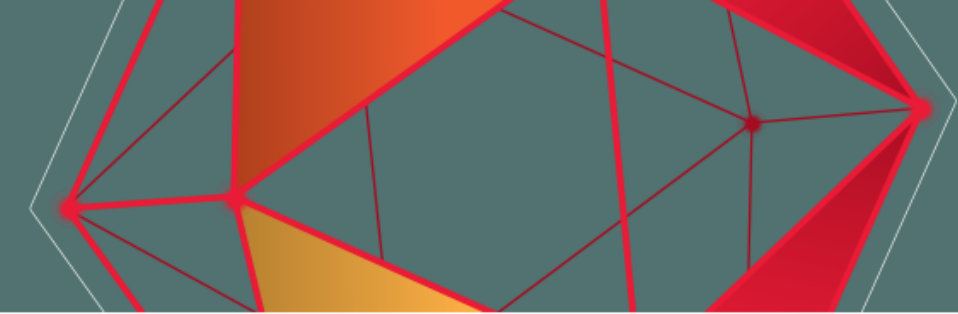
# The Alto Gift Shop











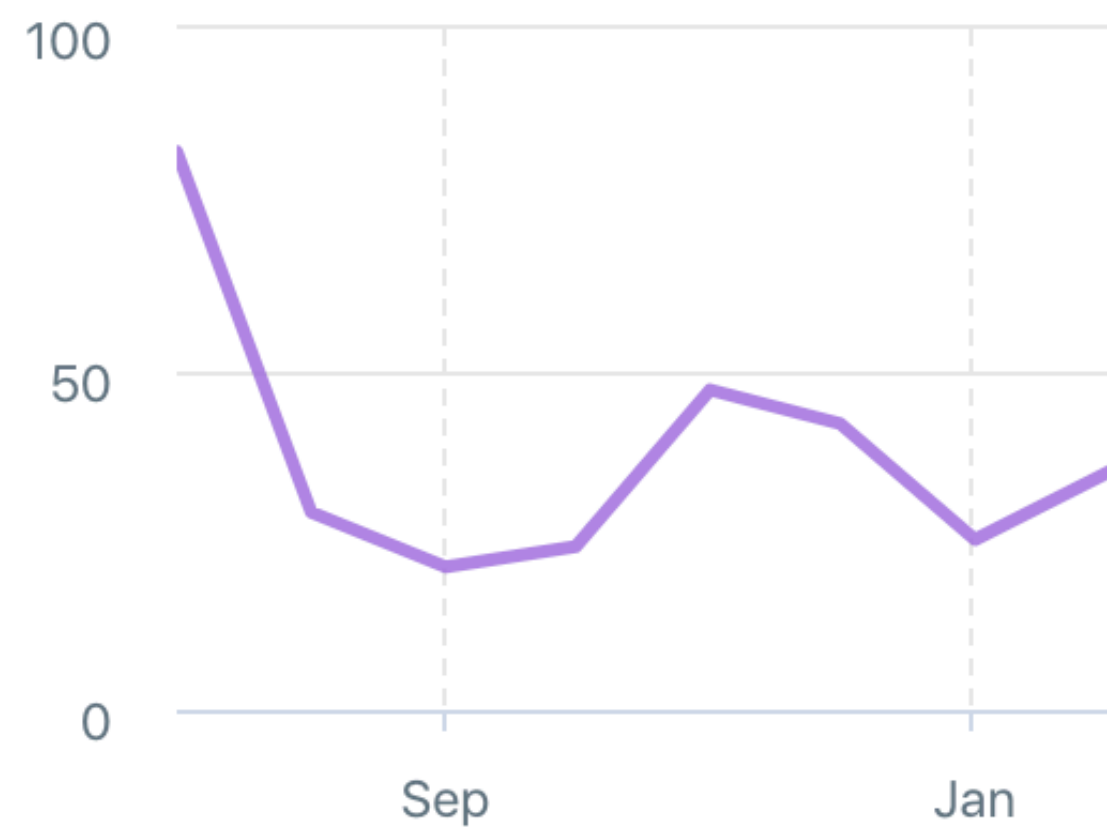
# Hitting our stride



## Total orders

305

### ORDERS OVER TIME

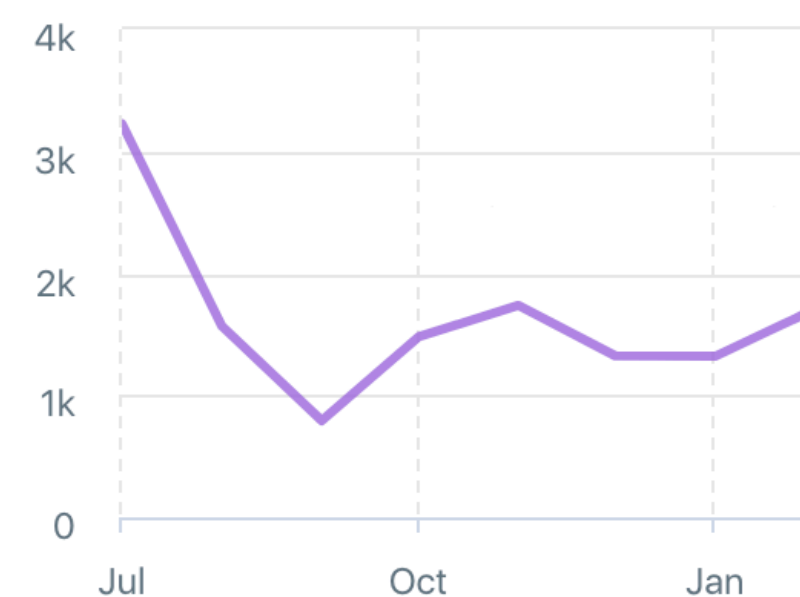


## Total sales

\$13,151.21

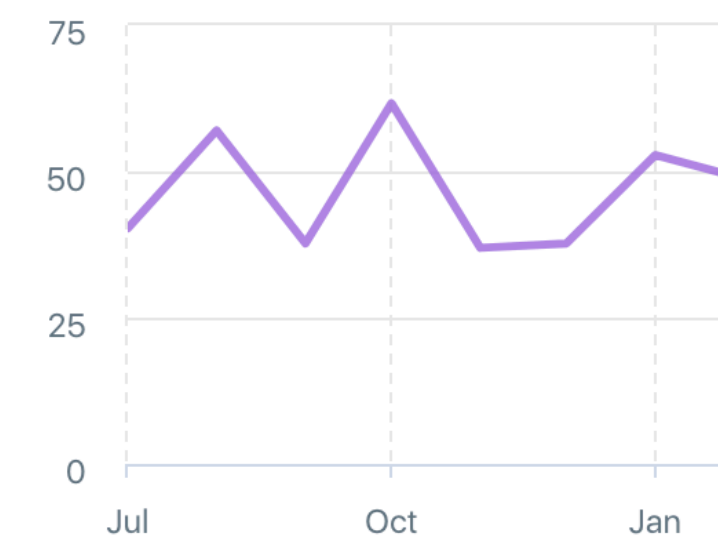
altos-adventure	\$6,161.92
Online Store	\$5,464.82
altos-adventure-android	\$1,394.57
Facebook	\$129.90

### SALES OVER TIME



## Average order value

\$44.50



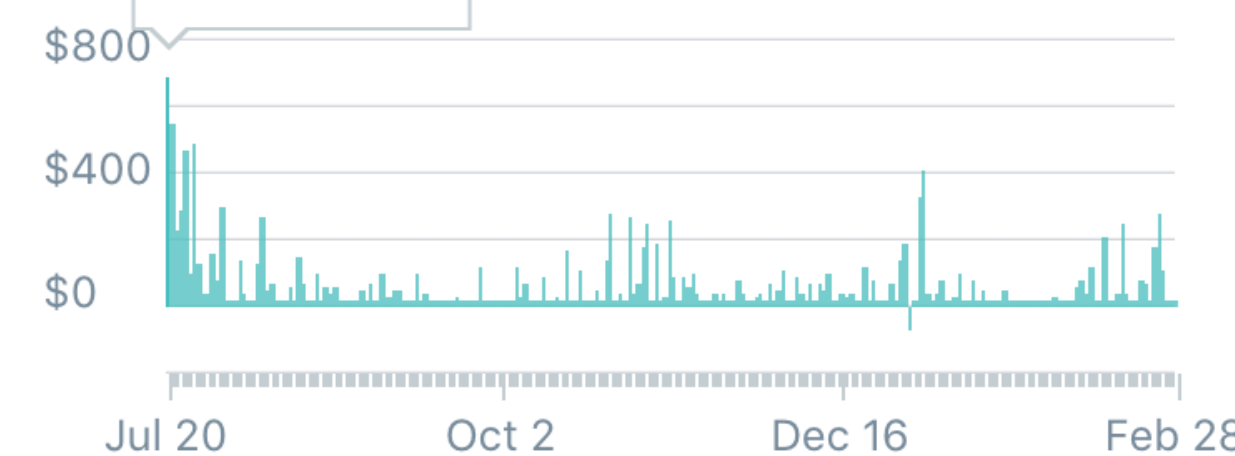
### TOTAL SALES

\$1

July 20, 2017  
\$680.90

Jul 20–Feb 28

305 orders



## Top Products

Tees	159
Socks	104
Llamas	53
Prints	39
Toques	22







# Since launching the Gift Shop...

- 57% of all merch sales come through the game
- 82% iOS, 18% Android
- Among iOS orders, over 90% of customers use Apple Pay
- Among Gift Shop customers, average order is \$40+



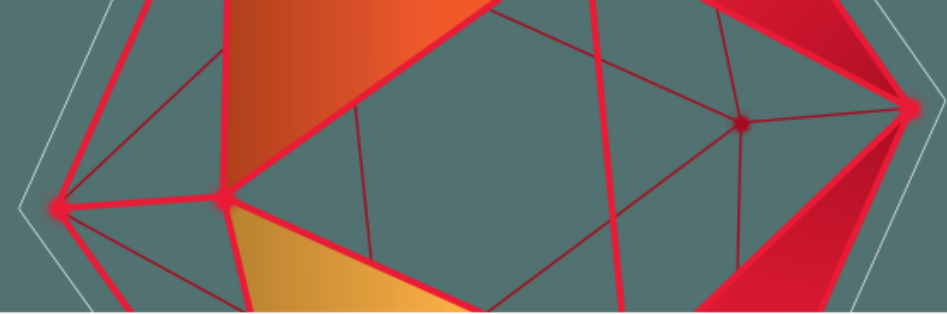




# Broader Takeaways







“Any sufficiently advanced technology is indistinguishable from magic.” - Arthur C. Clarke



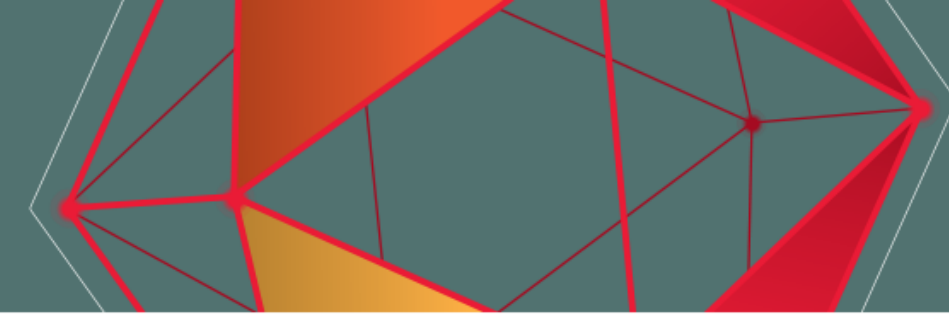




# Merchandise as an extension of the game's universe



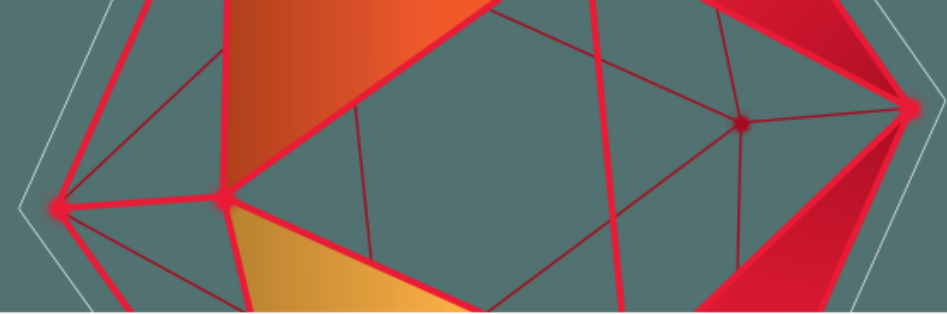




# Consider profit a bonus

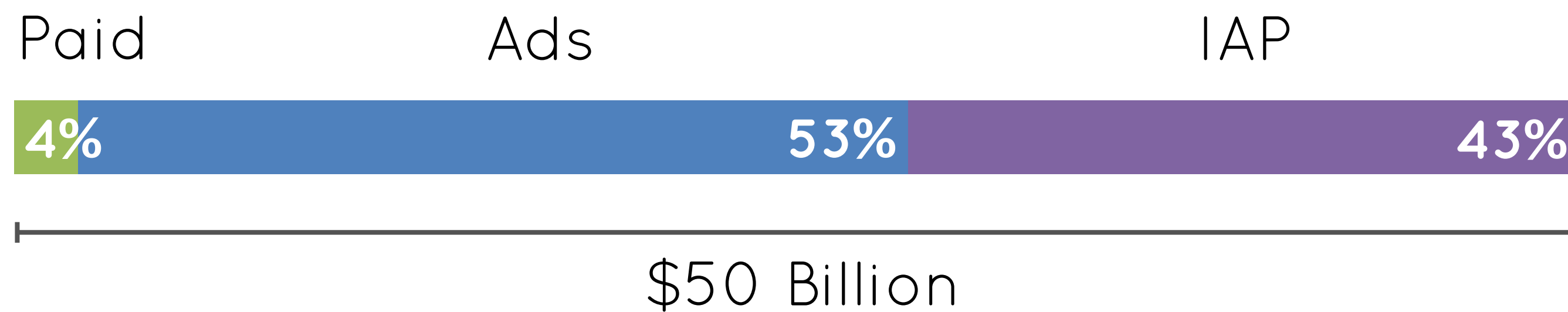






# Physical goods from digital worlds

## Direct



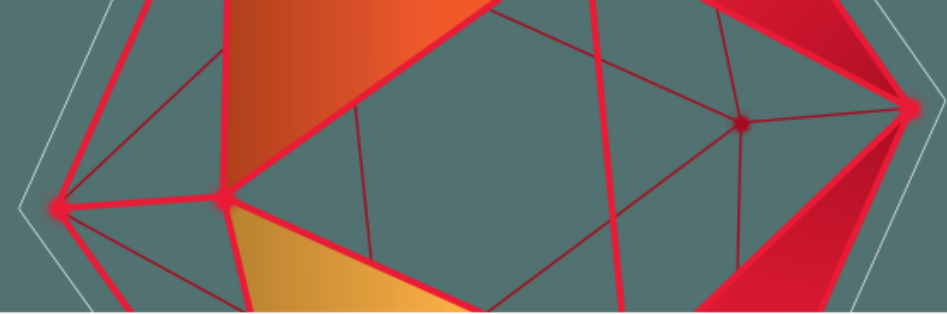
## Indirect



## Players

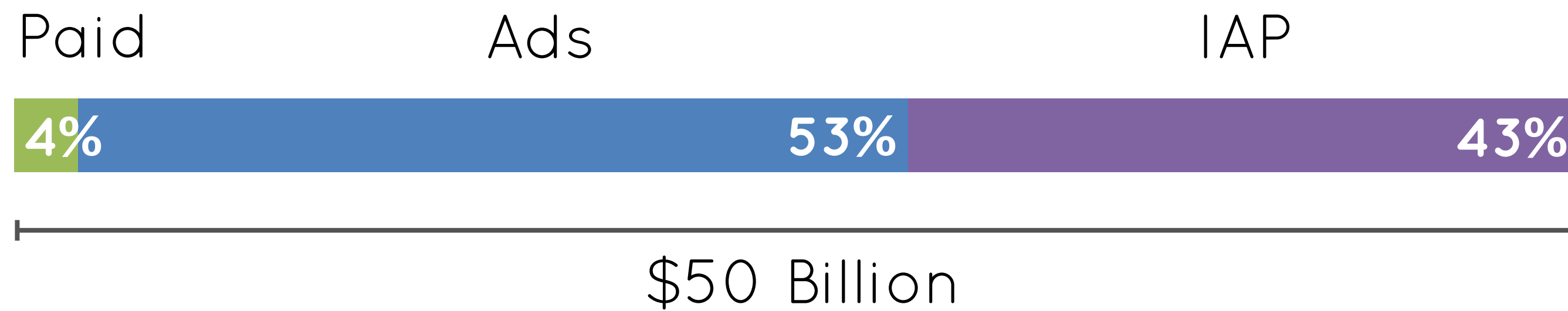




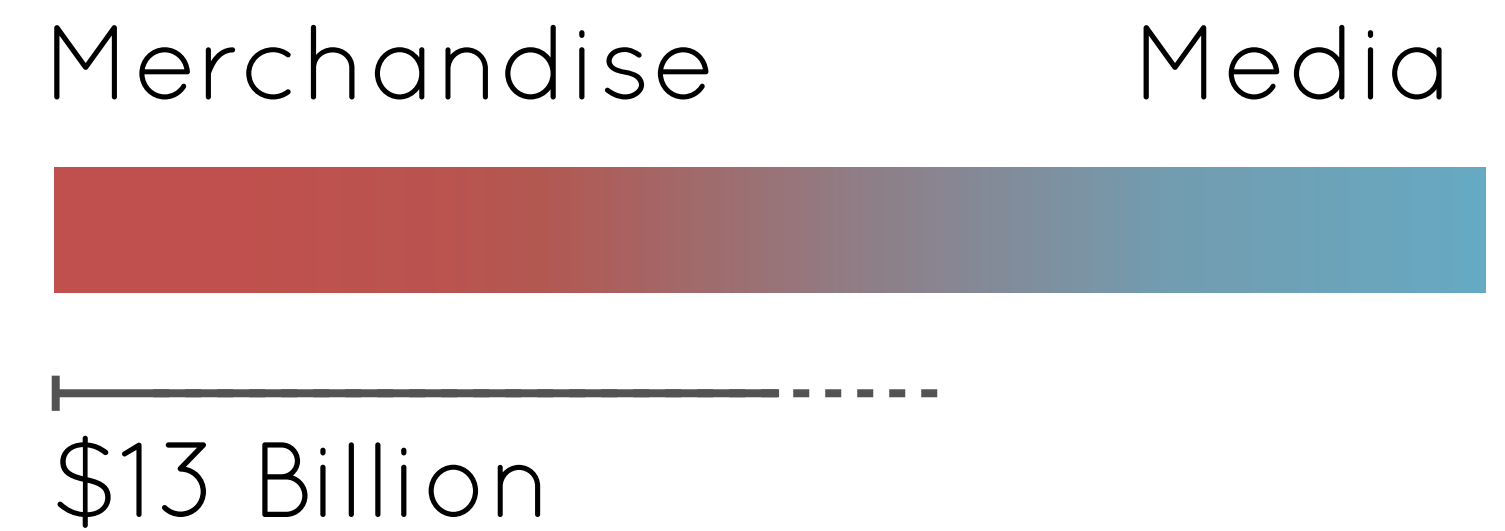


# Physical goods from digital worlds

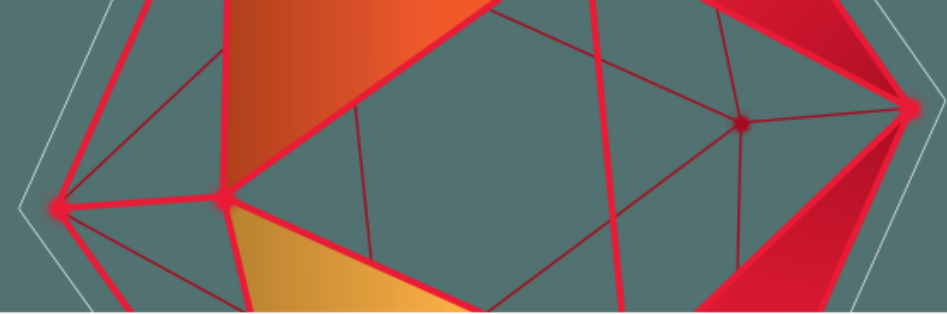
## Direct



## Indirect

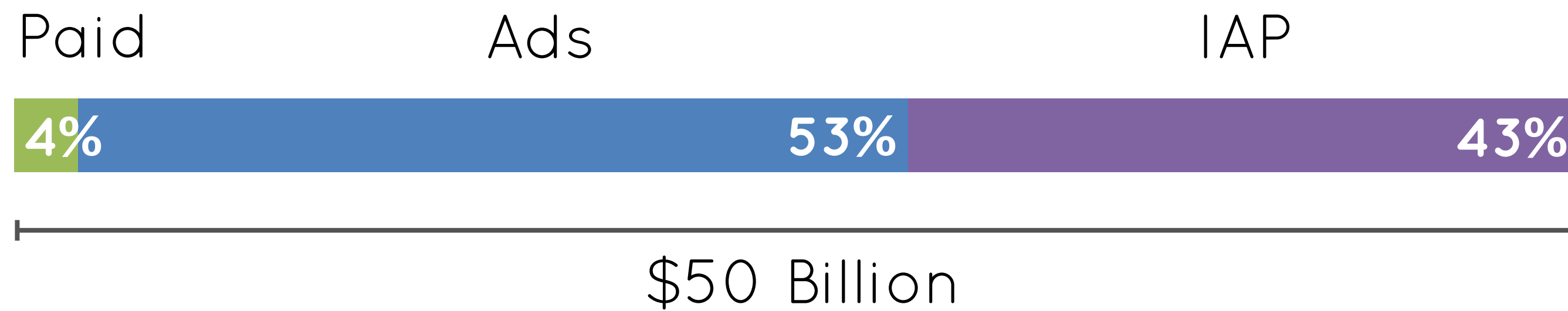




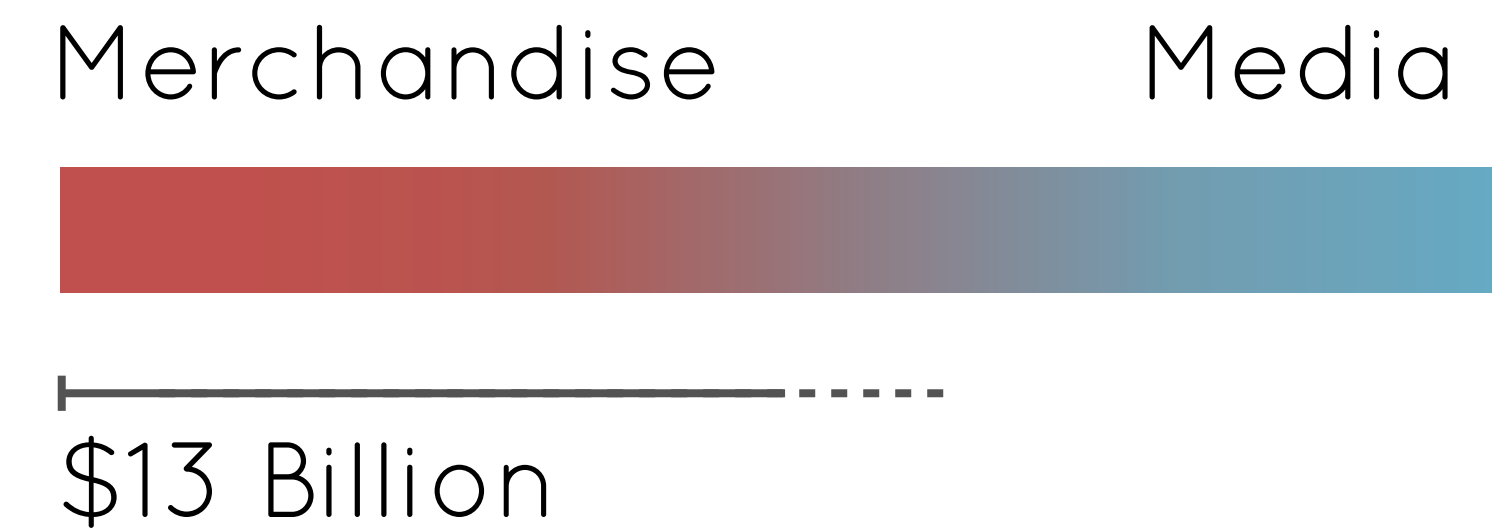


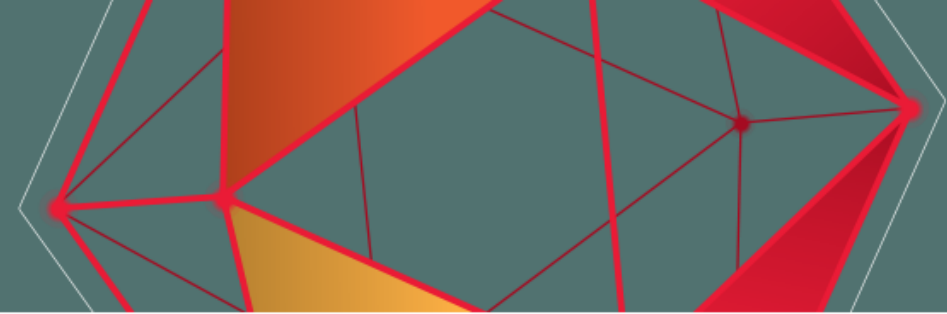
# Physical goods from digital worlds

## Direct



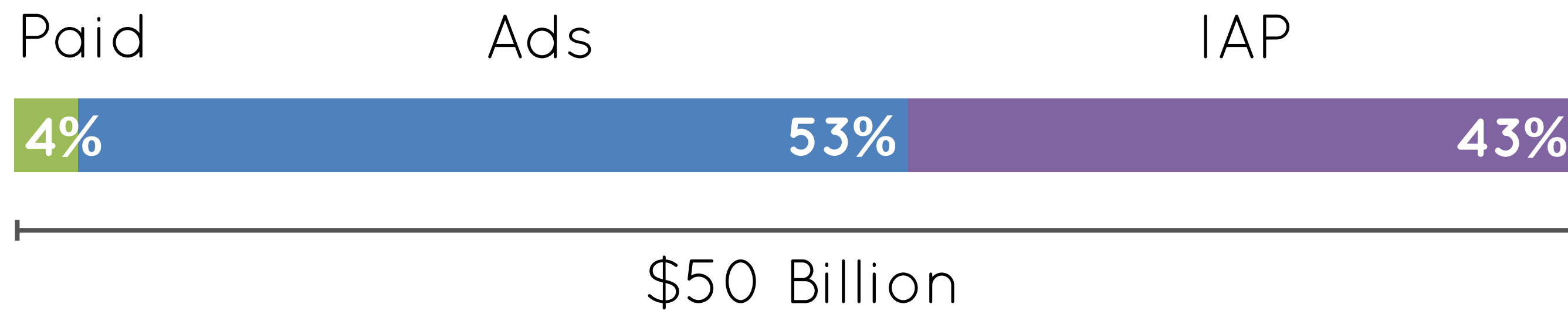
## Indirect



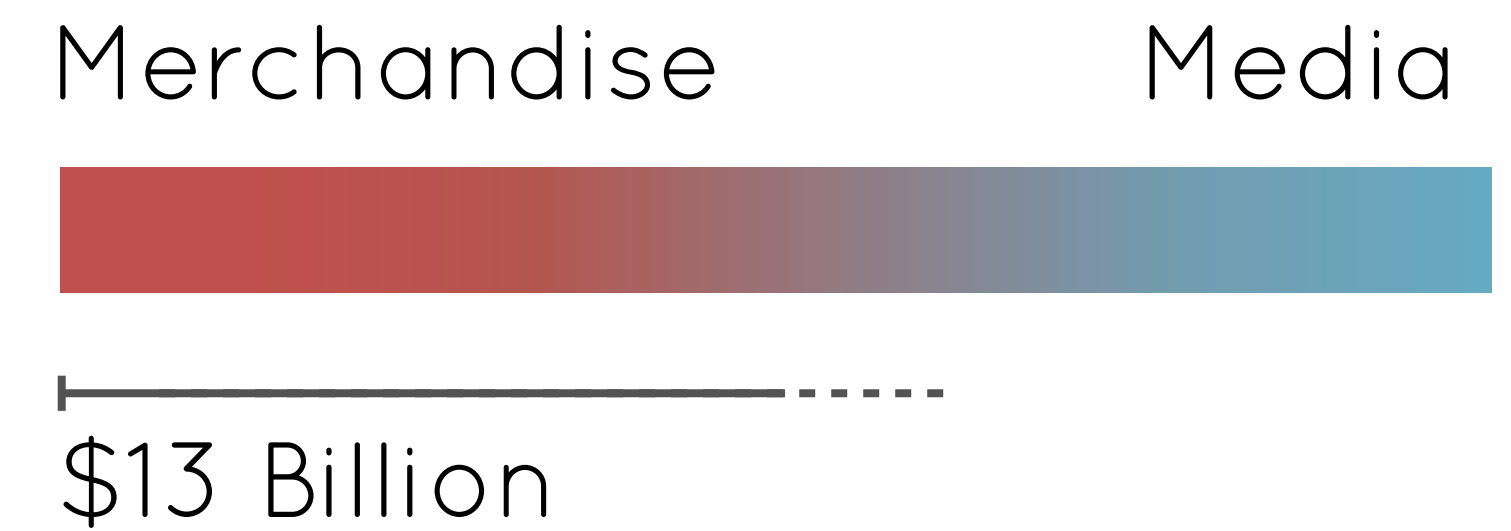


# Physical goods from digital worlds

## Direct



## Indirect







Your game *really* has to come first





Thank you so much for listening.

Happy to answer any questions via  
[eli@builtbysnowman.com](mailto:eli@builtbysnowman.com)!

