



FANDOM-READY: CREATING FICTION IN THE AGE OF FAN CONSUMPTION

ABOUT ME



JULIAN QUIJANO

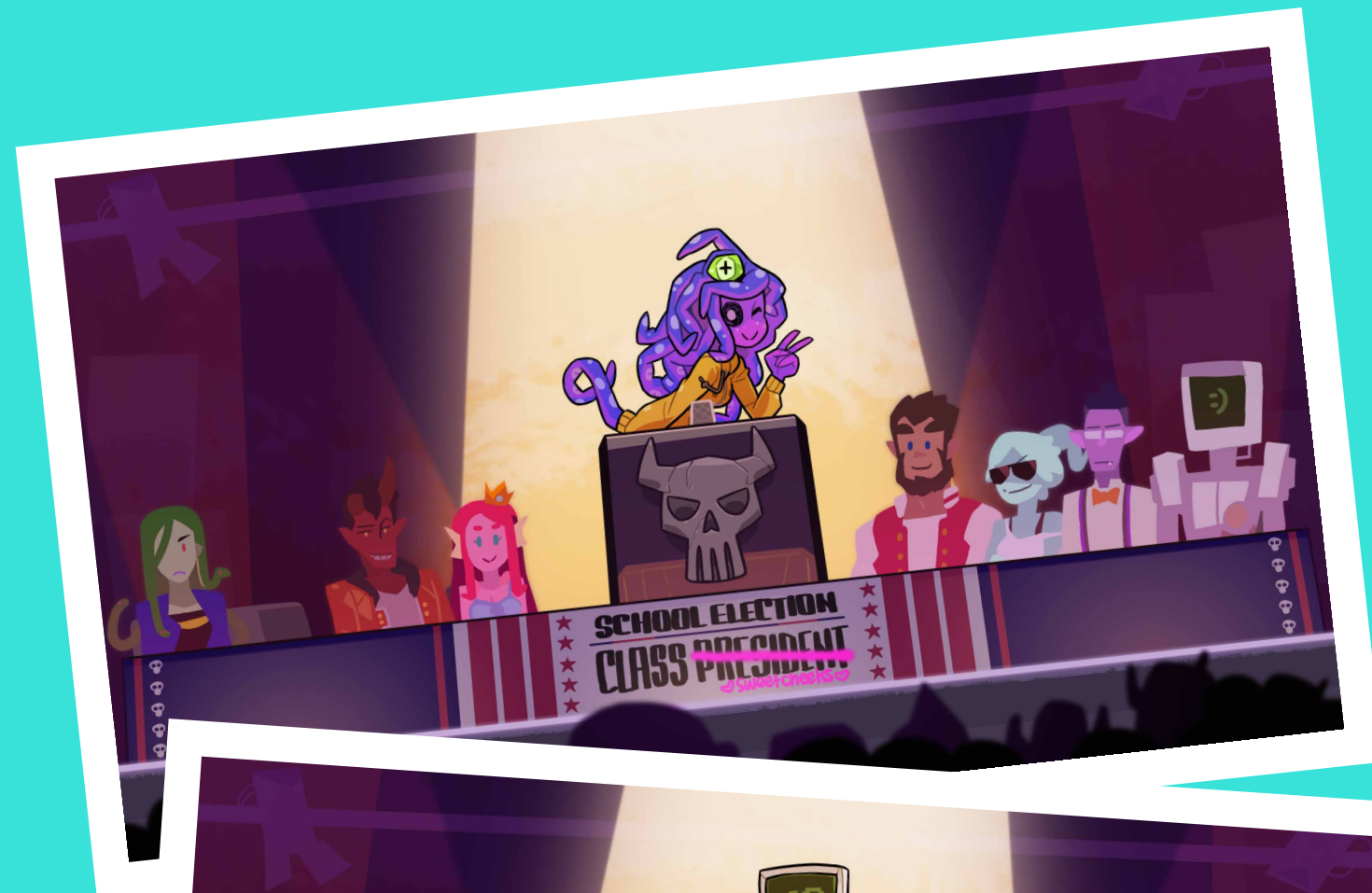
**CREATIVE DIRECTOR
AND PROJECT MANAGER**

BEAUTIFUL GLITCH

@BTFLGLITCH

GLITCH
Beautiful

MONSTER PROM



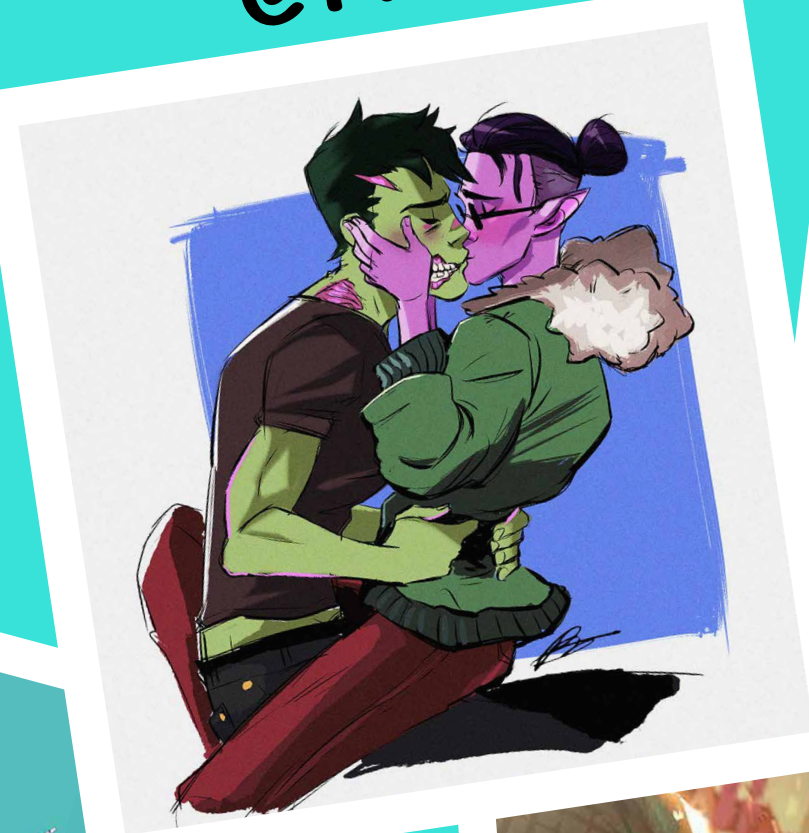
MONSTER PROM FANDOM



@ARICELIUSCOS



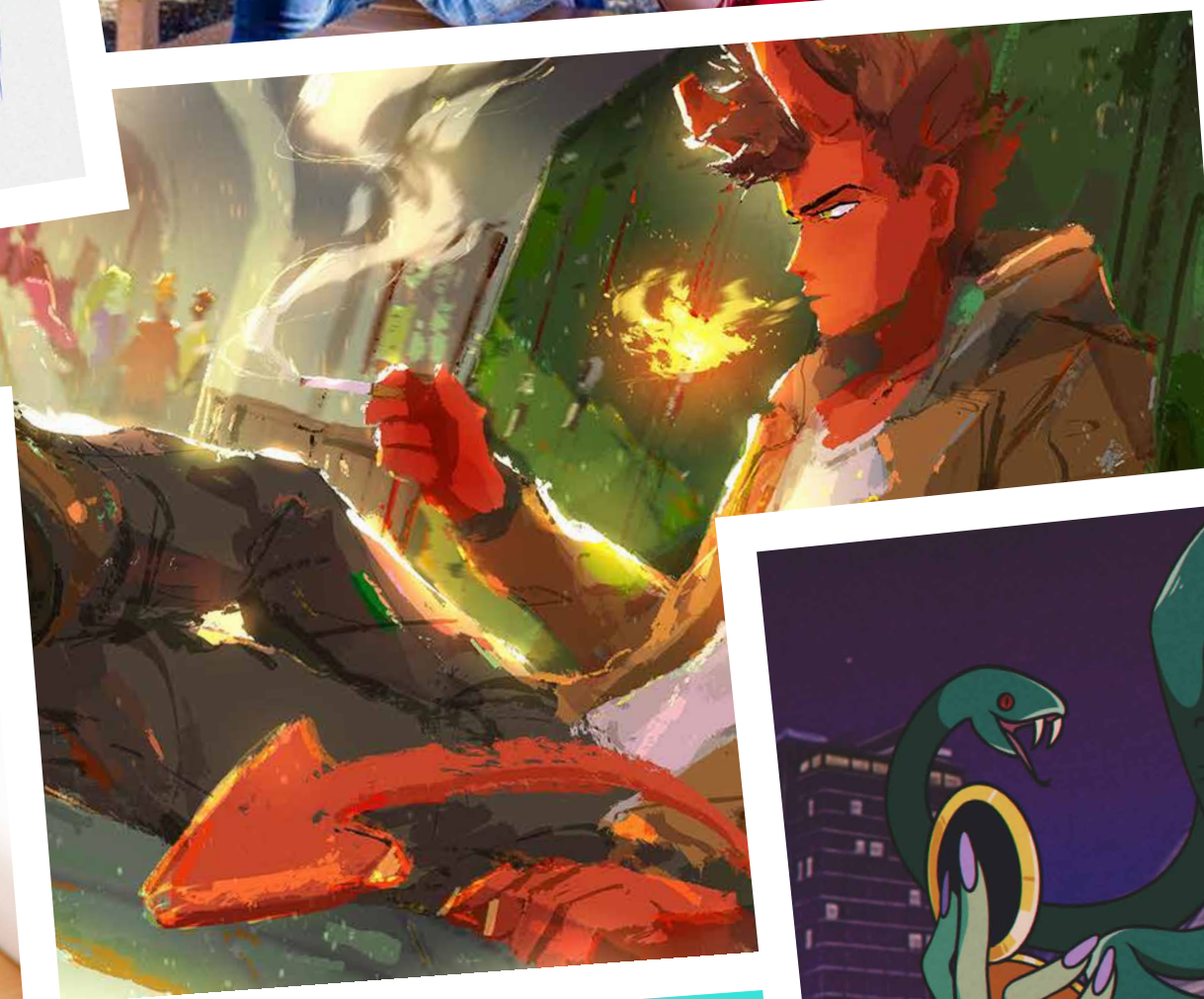
@ROSIEMONOMI



@PAYCHIRI



@V6PLUSHIES



@HASEFOXART



@SOYLENTCOSPLAY



@TETRATHERIPPER

MONSTER PROM FANDOM



@BONDIBEE

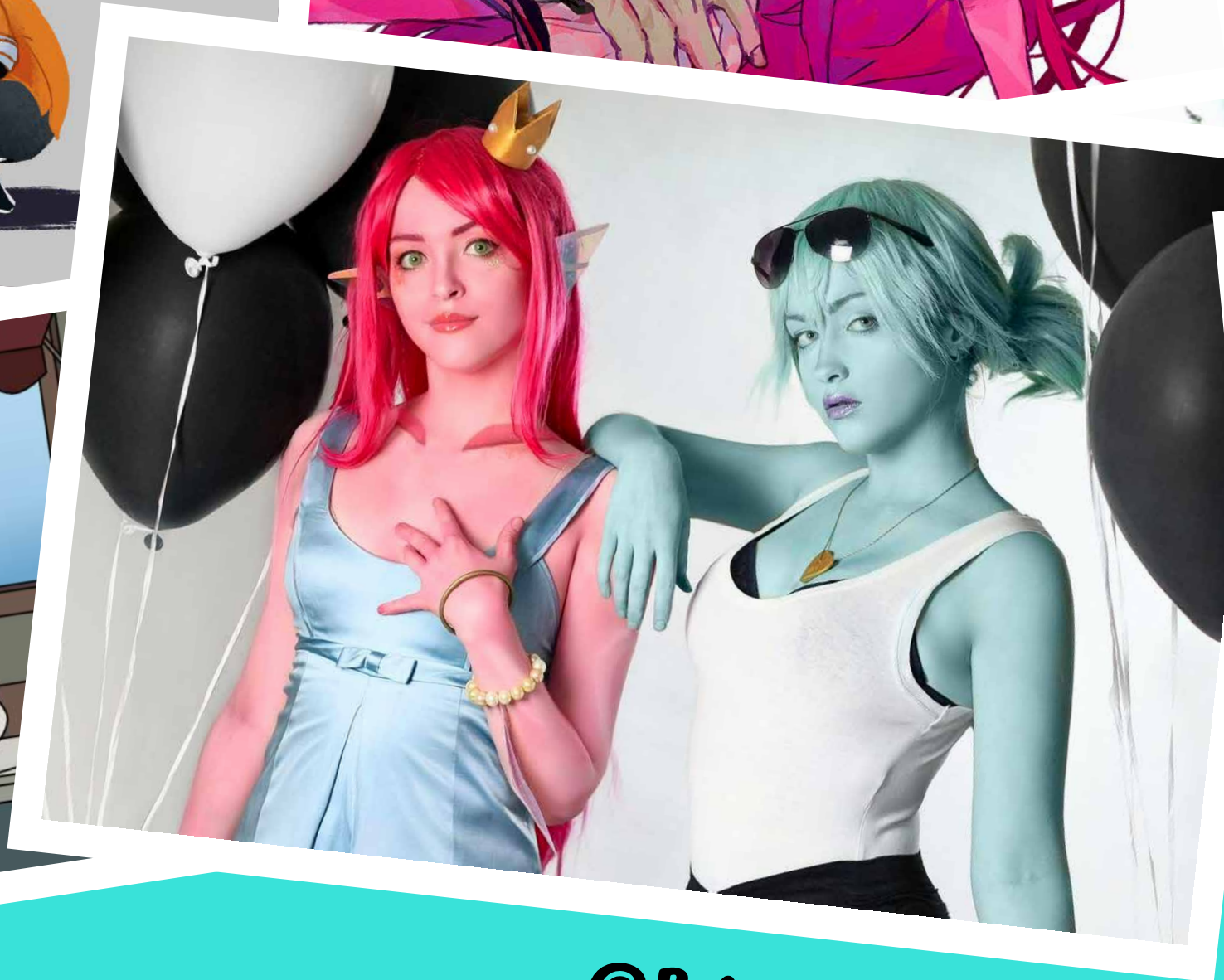
@WISPYWHAT



@KANNAWATAAME



@BOOKSKETEER



@BADTWINSLUB



@RDLIFEWRIter

MONSTER PROM SEQUELS



DLC

+250,000 SALES
+50% CONVERSION

**KICKSTARTER
CAMPAIGN**



+\$600,000 PLEDGED
AVERAGE \$60 PER BACKER

(X5 TIMES GAME'S PRICE)

X6 BACKERS AT +\$3000

X1 BACKER AT +\$9000

MONSTER PROM ENGAGEMENT

 52K

Pinned Tweet

 **Monster Camp is OUT NOW!** 🎃
@monsterprom

MONSTER CAMP is OUT NOW!

It's time to smooch some monsters 🧛🧛🧛
[store.steampowered.com/app/1140270/Mo...](https://store.steampowered.com/app/1140270/Monster_Camp/)

GET READY FOR SOME WEIRD WONDERFUL WACKINESS!

Join the conversation in our Discord server:
discord.gg/monsterprom


0:00 256.7K views

7:03 PM · Oct 23, 2020 · Twitter Web App

2,407 Retweets 438 Quote Tweets 10.9K Likes

 **Iruse**
@IlseHarting

The amazingly kind people of @monsterprom asked me if I would like to draw one of their characters and I am super stoked I could draw Polly!!



7:03 PM · Dec 30, 2020 · Twitter Web App

1,203 Retweets 3 Quote Tweets 8,940 Likes

MONSTER PROM ENGAGEMENT

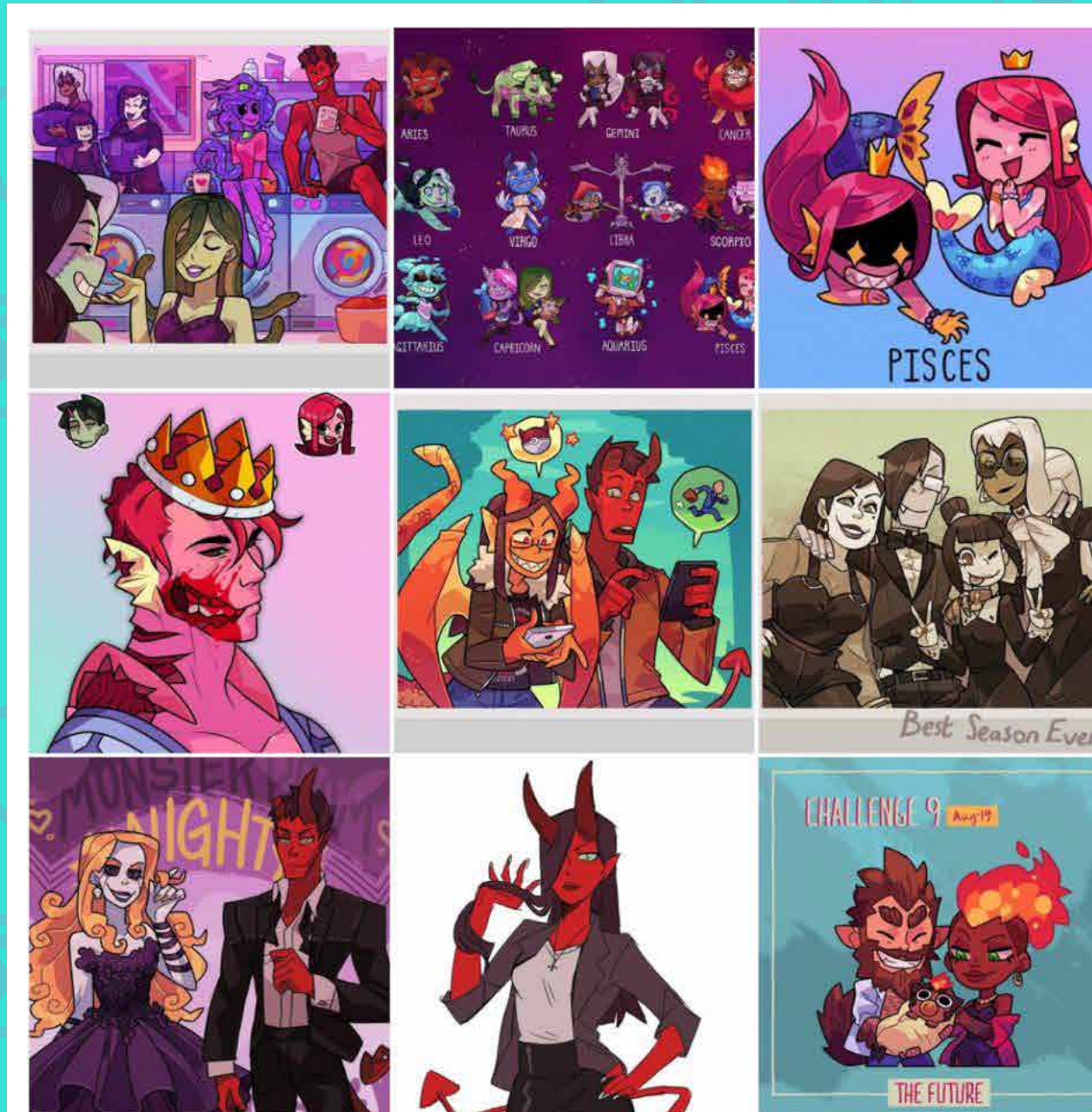
 54K

1.4MM LIKES in 2019

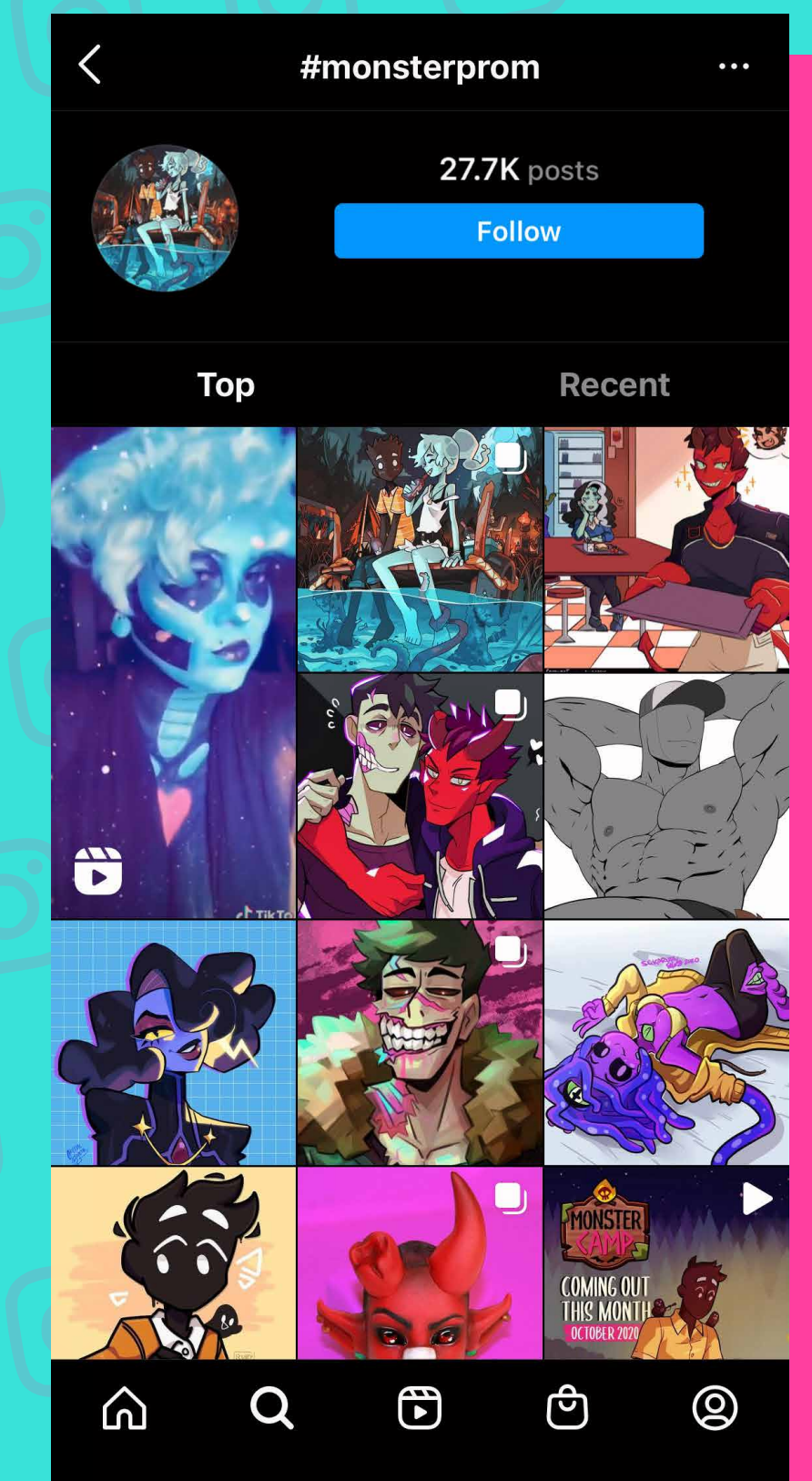
#MONSTERPROM

HAS 27.7K RESULTS

TOP 9 POSTS



btflglitch received 1.4m likes in 2019 🍷



MULTILAYERED CONSUMPTION:

WHAT IS IT?



**DEGREES OF
CONSUMPTION**

**WAYS OF
INTERACTING
WITH A FANDOM**



MULTILAYERED CONSUMPTION

AS A CREATOR

AN ENTICING
FIRST BITE



A SMOOTH TRANSITION
FROM BITE TO BINGE

BINGING FROM
THE HEART

GET THAT FIRST BITE



**THEME
TRENDS**



**A FIRST
BIG CHOICE**



**A HIGH
PITCH**

A FIRST BIG CHOICE



**THROW PEOPLE DIRECTLY
INTO MAKING A FIRST CHOICE**

GET THEM INTRIGUED

A FIRST BIG CHOICE
POWER UP: SEXY THEMES

A faint, purple-outlined circular zodiac wheel is centered in the background. It is divided into twelve segments, each containing a small cluster of white stars.

ZODIAC
THIRST

Several bright teal starburst and sparkles are scattered around the central text, adding a magical or celestial feel to the design.



♊
PISCES



TAURUS



♈
ARIES



A FIRST BIG CHOICE

POWER UP: SEXY THEMES



UNIVERSAL AND RECOGNIZABLE

SENSE OF IDENTITY. NEED TO
DEFINE ONESELF

A WHOLE DIVE

ALL ABOUT iMMERsion



TWISTED
TROPES



PERCEIVED
DEPTH



LITTLE
MEANINGFUL
DETAILS



THE POWER
OF THE
RELATABLE

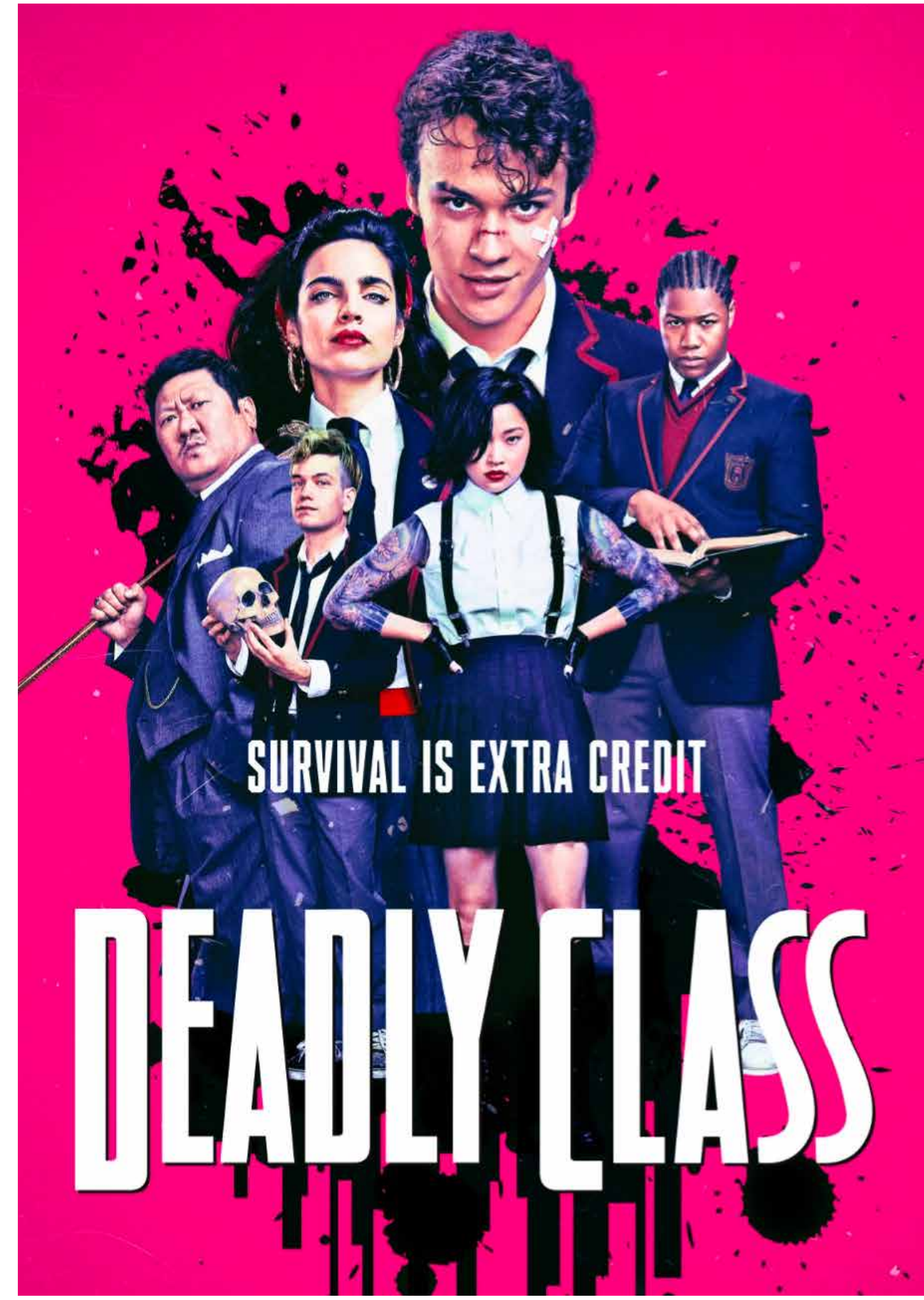
THE POWER OF THE RELATABLE



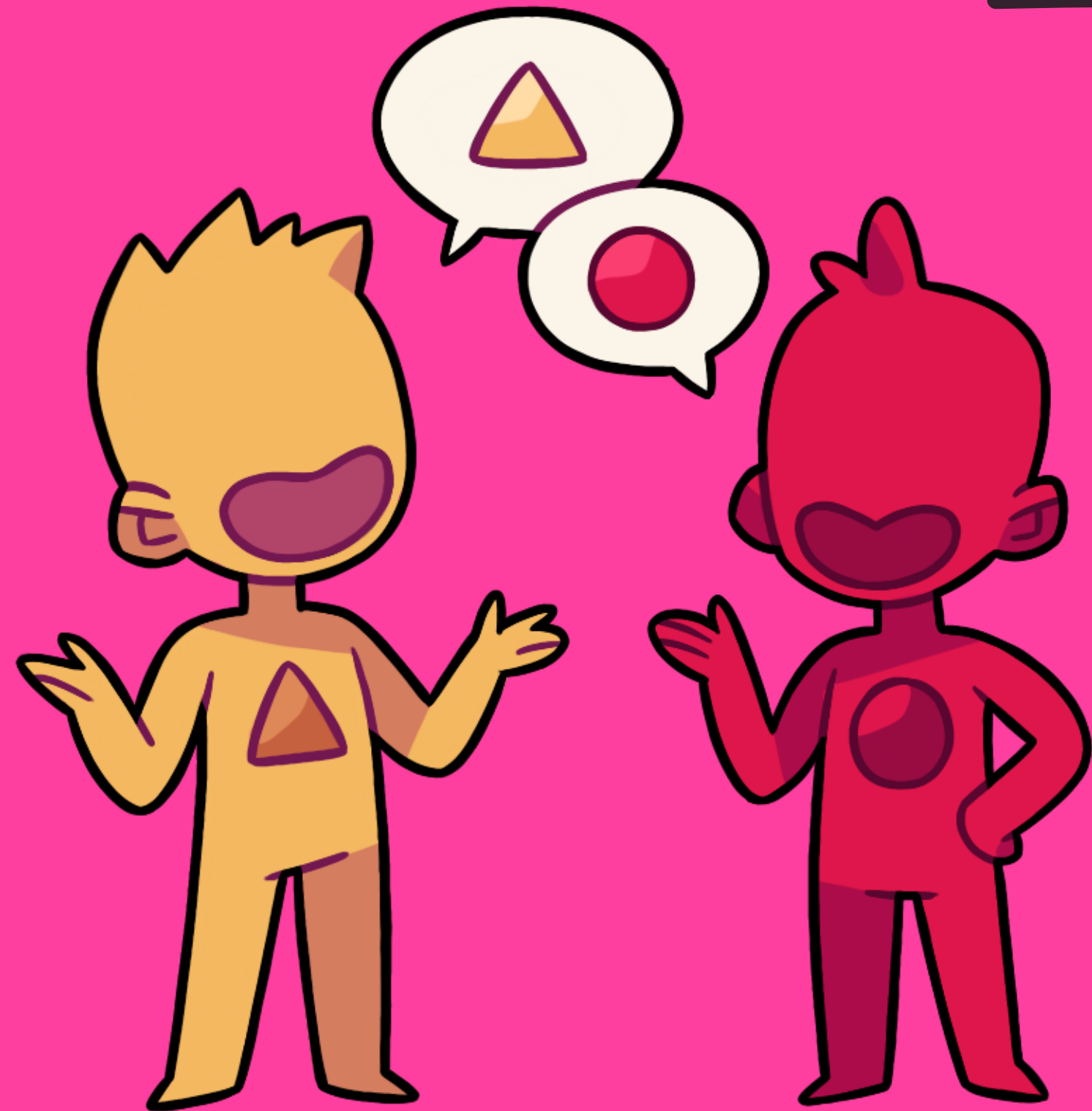
**ASK QUESTIONS TO
YOUR FICTION**

CARE ABOUT CONNECTION

**VALUE THE MUNDANE WITHIN
THE FANTASTIC**



TRUE DEPTHS

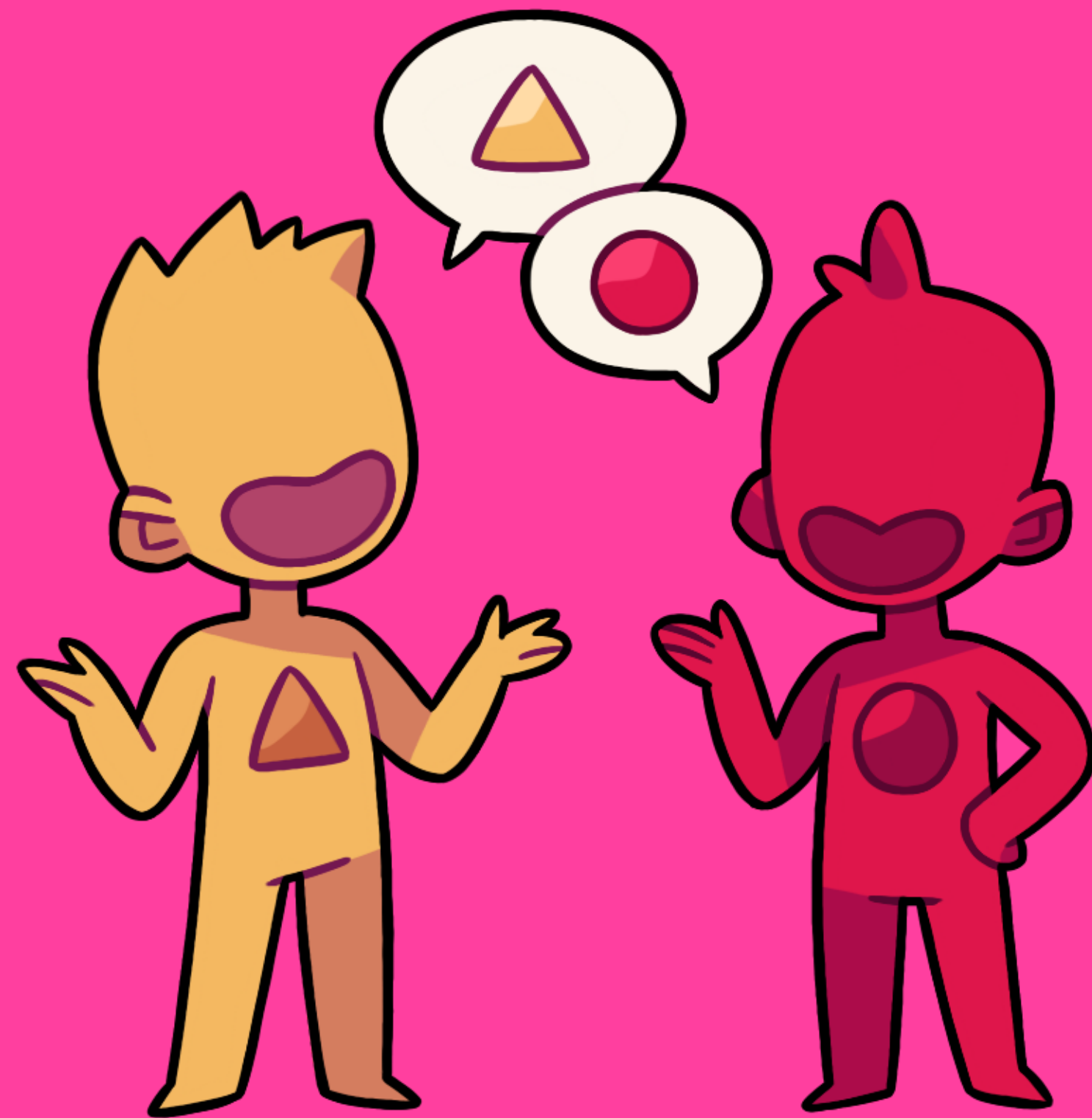


VOICE
AND VALUES



SHIP DYNAMICS
MATTER

VOICE AND VALUES



FLESH YOUR CHARACTERS OUT!

FOLLOW ALL THE STEPS

MAKE THEM FEEL REAL

VOICE AND VALUES

TROPES



VOICE AND VALUES

THEMES



DAMIEN



MIRANDA



POLLY



VOICE AND VALUES

DEPTH



VOICE AND VALUES

DETAILS

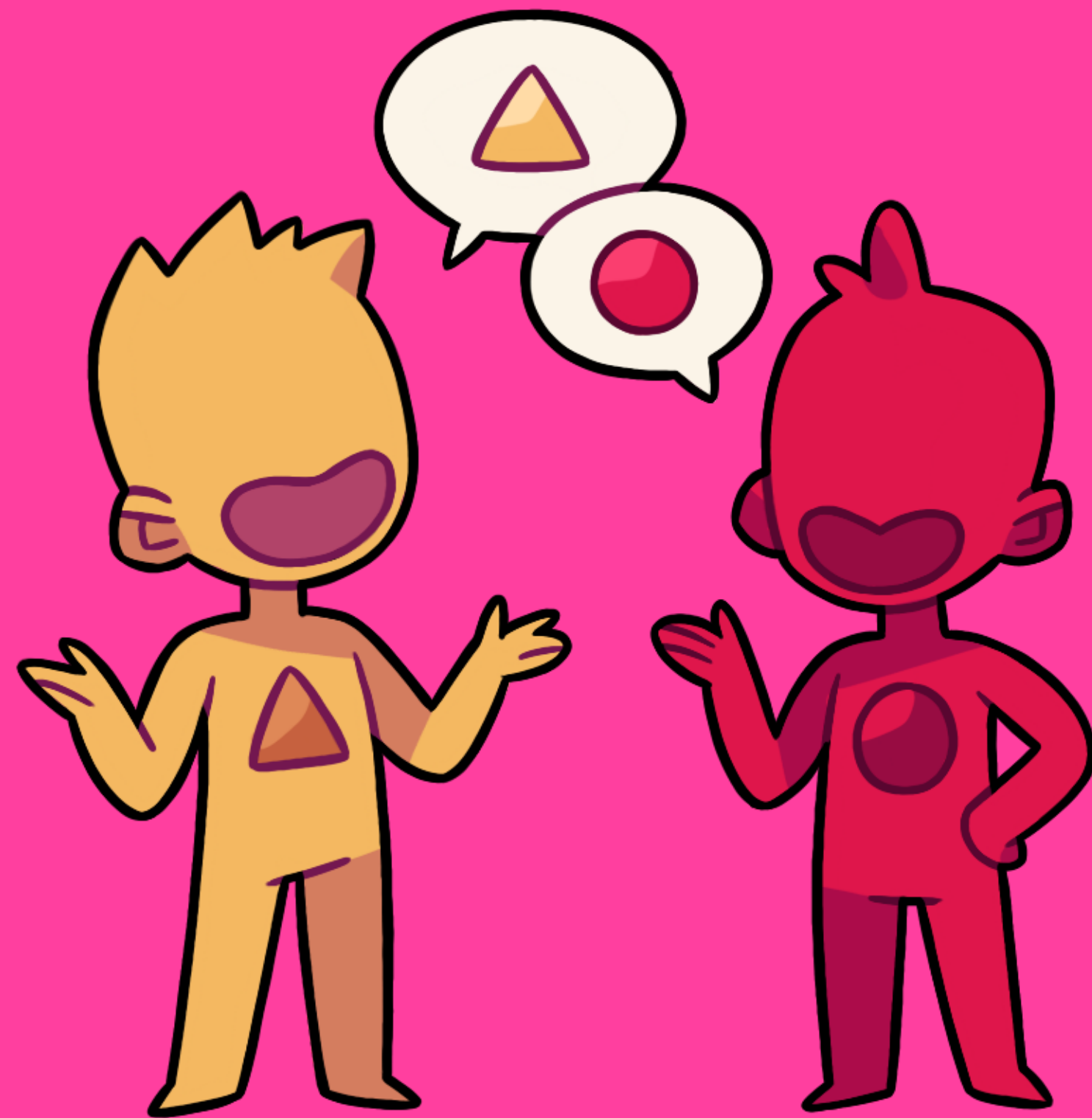


VOICE AND VALUES

VALUES



VOICE AND VALUES



A VARIETY OF VOICES

NO RISK IN DIVERSE STORIES

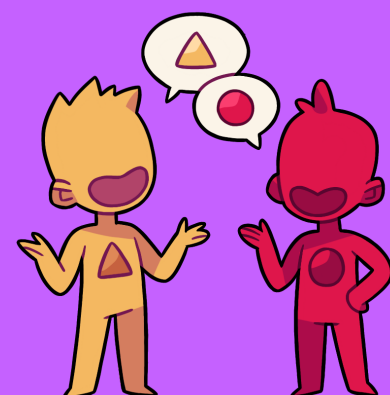
SPECIFIC YET UNIVERSAL



FIRST SPLASH
DRAWS ATTENTION
POWERFULLY



DIVE
INVITES TO
GO DEEPER



TRUE DEPTHS
CONNECTS ON DEEPER
LEVELS OF EMOTIONS,
VALUES, AND IDENTITY





CONCLUSIONS

THE FANDOM WAS THE FRIENDS
WE MADE ALONG THE WAY

~~THE FANDOM WAS THE FRIENDS~~

~~WE MADE ALONG THE WAY~~

THE FANDOM WAS iNSiDE
OF YOU ALL ALONG!

~~THE FANDOM WAS INSIDE~~
~~OF YOU ALL ALONG!~~

**UNDERSTAND THERE'S VALUE iN HAViNG
NOT JUST AN AUDiENCE, BUT A FANDOM.**

UNDERSTAND THERE'S VALUE iN HAViNG
NOT JUST AN AUDiENCE, BUT A FANDOM.
SO, BUILD YOUR CREATiONS WITH THE
CONCEPT OF FAN CONSUMPTiON iN
MiND,

UNDERSTAND THERE'S VALUE iN HAViNG
NOT JUST AN AUDiENCE, BUT A FANDOM.
SO, BUILD YOUR CREATiONS WITH THE
CONCEPT OF FAN CONSUMPTiON iN
MiND, MAKiNG THEM MULTiLAYERED,

UNDERSTAND THERE'S VALUE IN HAVING
NOT JUST AN AUDIENCE, BUT A FANDOM.
SO, BUILD YOUR CREATIONS WITH THE
CONCEPT OF FAN CONSUMPTION IN
MIND, MAKING THEM MULTILAYERED,
AND CARING FOR EVERY LAYER IN IT.

UNDERSTAND THERE'S VALUE IN HAVING
NOT JUST AN AUDIENCE, BUT A FANDOM.
SO, BUILD YOUR CREATIONS WITH THE
CONCEPT OF FAN CONSUMPTION IN
MIND, MAKING THEM MULTILAYERED,
AND CARING FOR EVERY LAYER IN IT.
DRAW PEOPLE'S ATTENTION,

UNDERSTAND THERE'S VALUE IN HAVING
NOT JUST AN AUDIENCE, BUT A FANDOM.
SO, BUILD YOUR CREATIONS WITH THE
CONCEPT OF FAN CONSUMPTION IN
MIND, MAKING THEM MULTILAYERED,
AND CARING FOR EVERY LAYER IN IT.
DRAW PEOPLE'S ATTENTION, HOOK THEM
DEEPER,

UNDERSTAND THERE'S VALUE IN HAVING
NOT JUST AN AUDIENCE, BUT A FANDOM.
SO, BUILD YOUR CREATIONS WITH THE
CONCEPT OF FAN CONSUMPTION IN
MIND, MAKING THEM MULTILAYERED,
AND CARING FOR EVERY LAYER IN IT.
DRAW PEOPLE'S ATTENTION, HOOK THEM
DEEPER, AND KEEP THEM IN LOVE.



(THANKS)

@BTFL6LITCH