GDC

The Art to Key Art

How Great Key Art Can Lead to Doubling Marketing Numbers

Alex Van Lepp
Marketing Director, Graffiti Games

Introduction

- Who am I
  - 10+ years in video games
  - Marketing Director at video game publisher Graffiti Games
  - Partner at VIM Global, an award-winning PR, marketing and consulting group

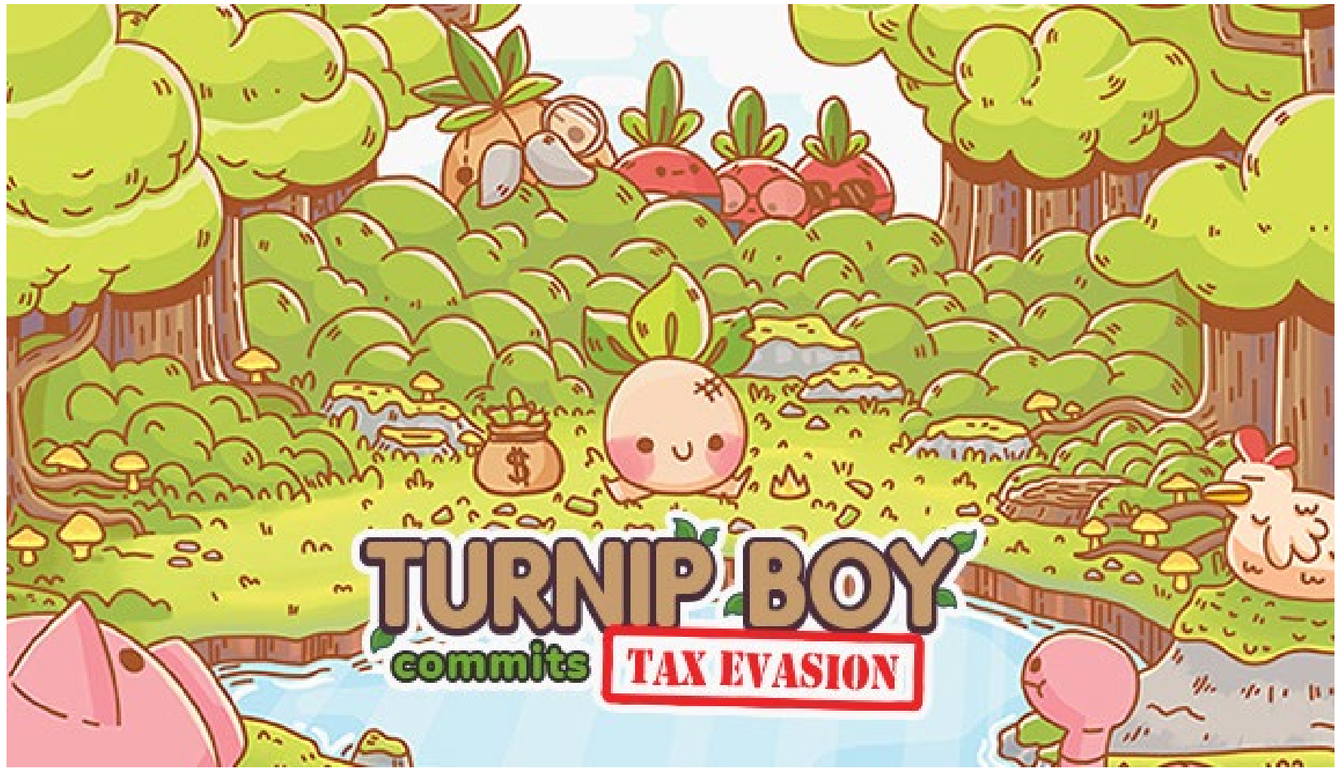
- About This Talk
  - The importance of key art
  - How Graffiti doubled its Steam numbers through key art
    - Takeaways
      - Understand the importance of investing in proper key art
      - Best practices for producing successful images

Key Art Basics

- What is key art?
  - Virtual representation of your game
- Why is it important?
  - Billboard for your game

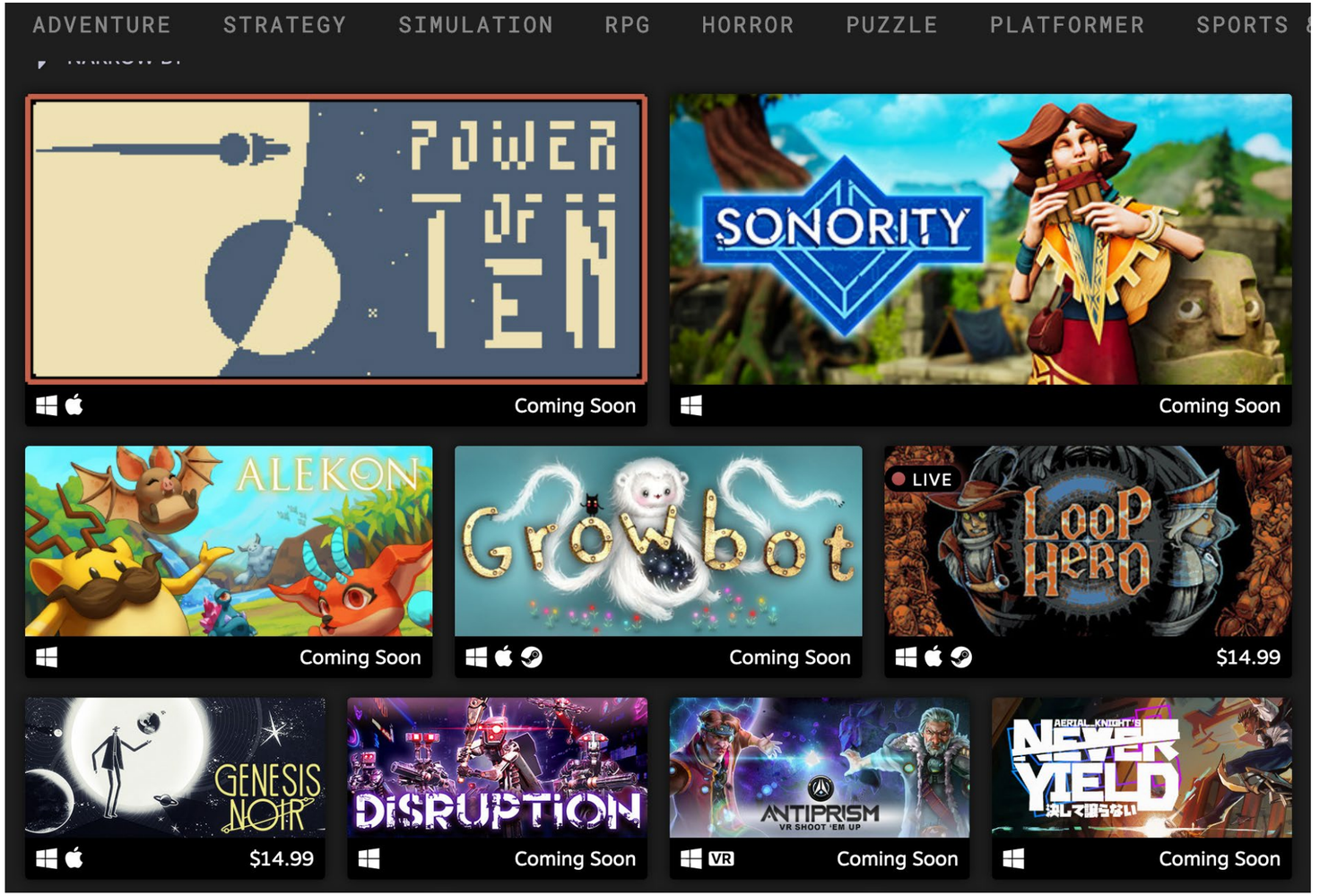
Key Art Basics

- What makes great key art?
  - High-quality
  - Easily readable logo
  - Explains the game

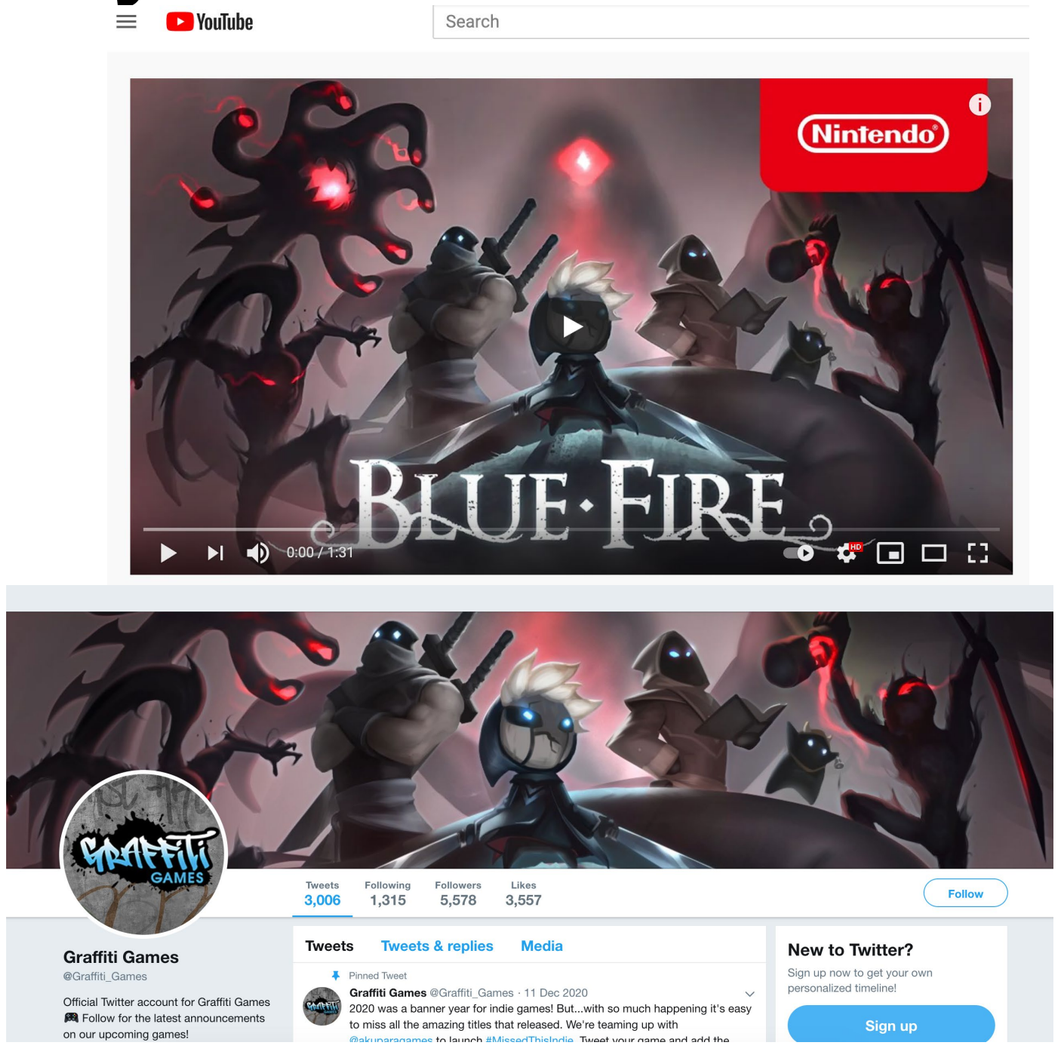


Why You Should Invest in Key Art

- Increase store visibility
  - Stand out among other titles
- Increase visitors
  - Convert banner impressions into clicks
- Increase Wishlists
  - Convert visitors into Wishlists
- Increase Sales
  - Convert visitors into sales

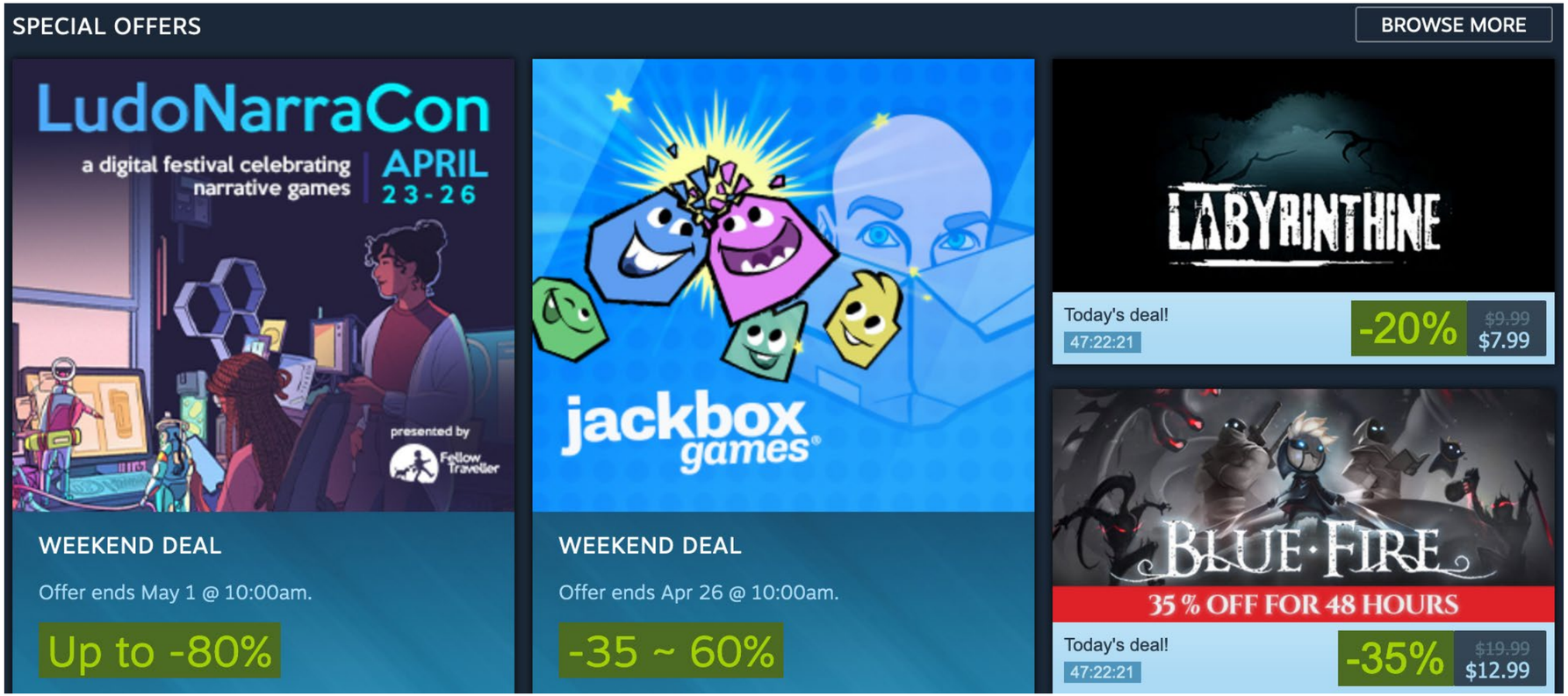


Key Art in the Wild



Post-Launch

- Sales
- Promotions
- DLC
- Events
- Updates



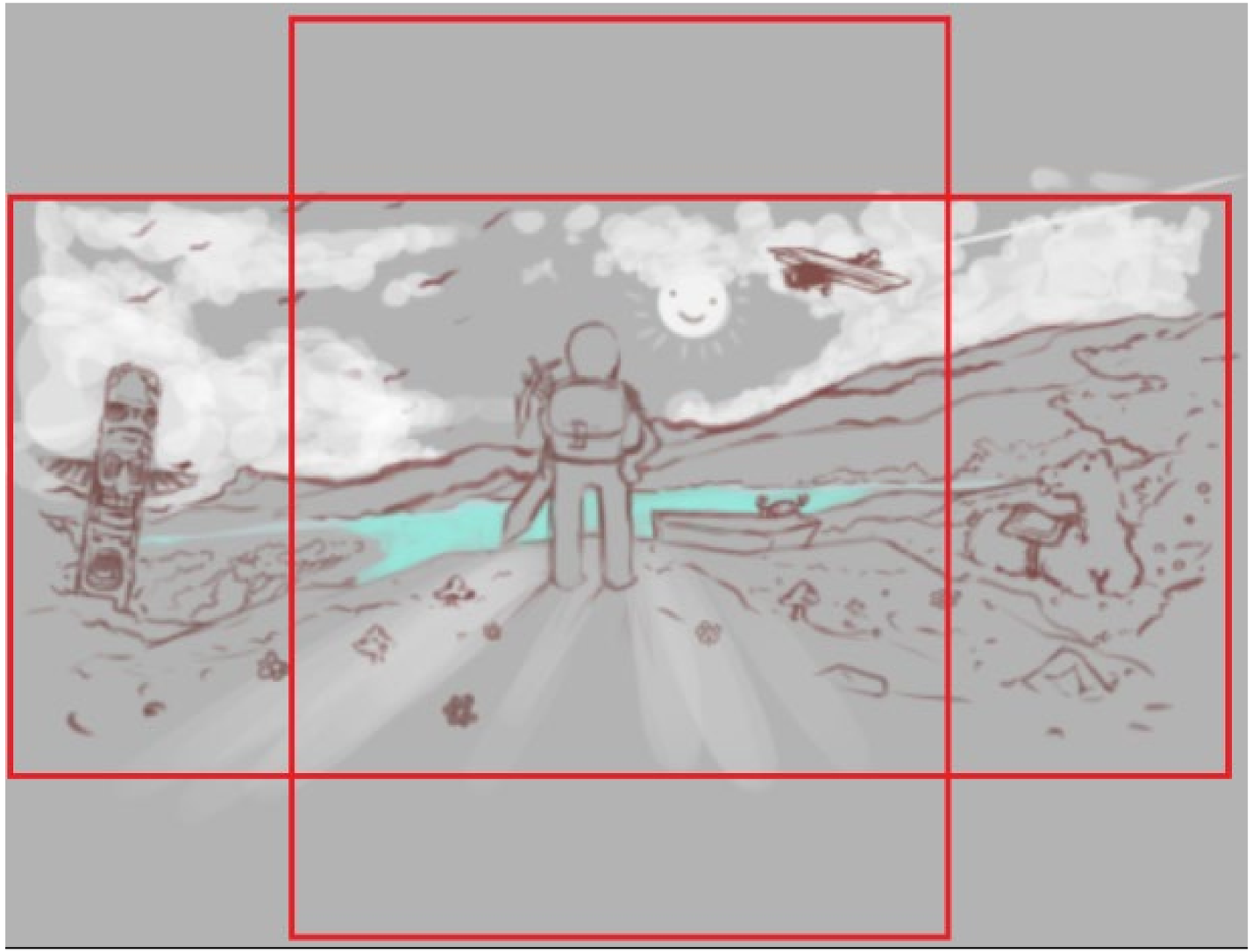
Key Art Do’s and Don’ts

Key Art Do’s

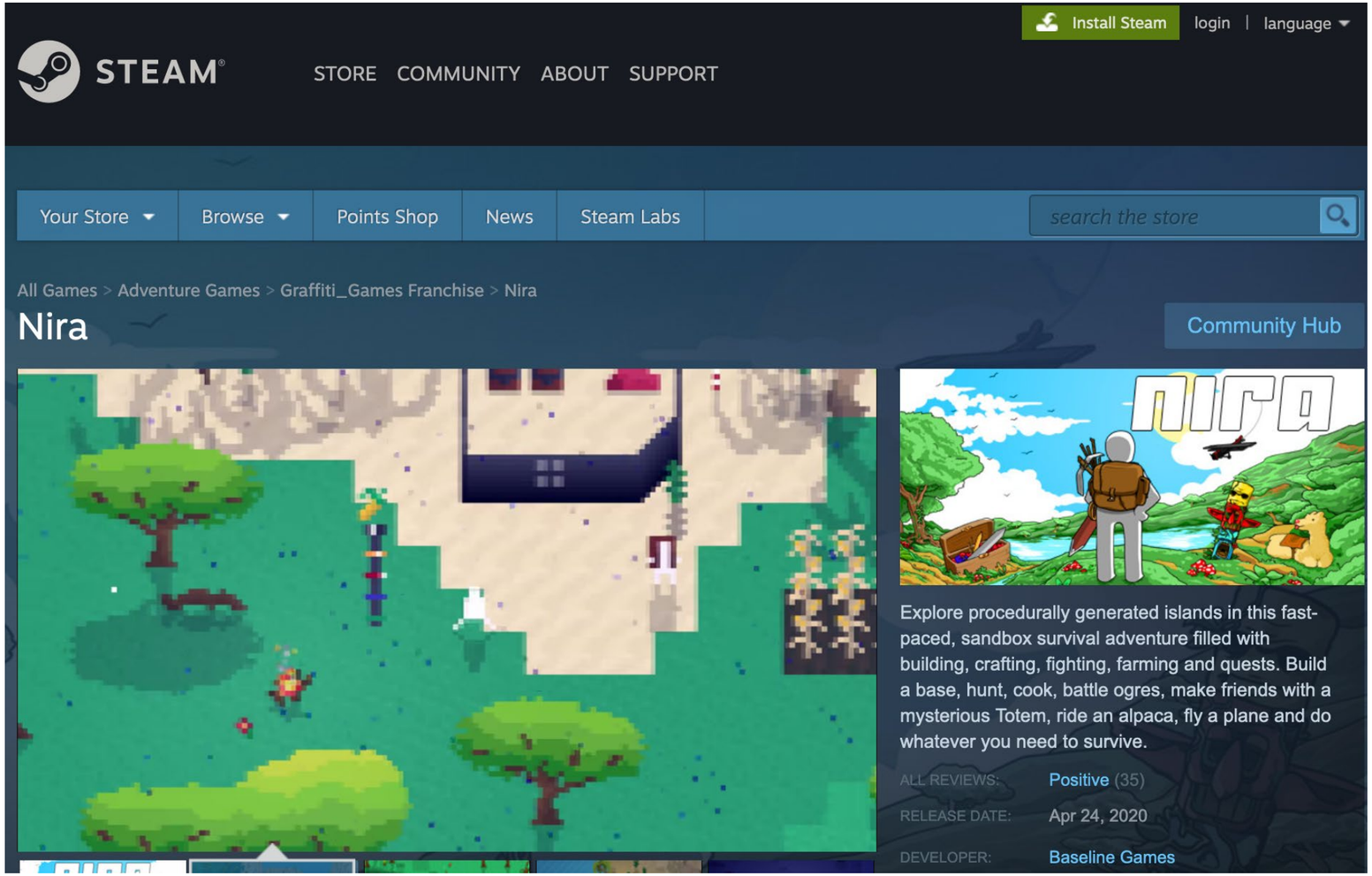
- Find a focal point
- Invest in key art
  - Research
  - Hire an artist
    - Hold an exploration call
- Update key art
  - Sales, events, etc.
- Think about various banner sizes
  - Create original art for the small capsule

Key Art Do’s

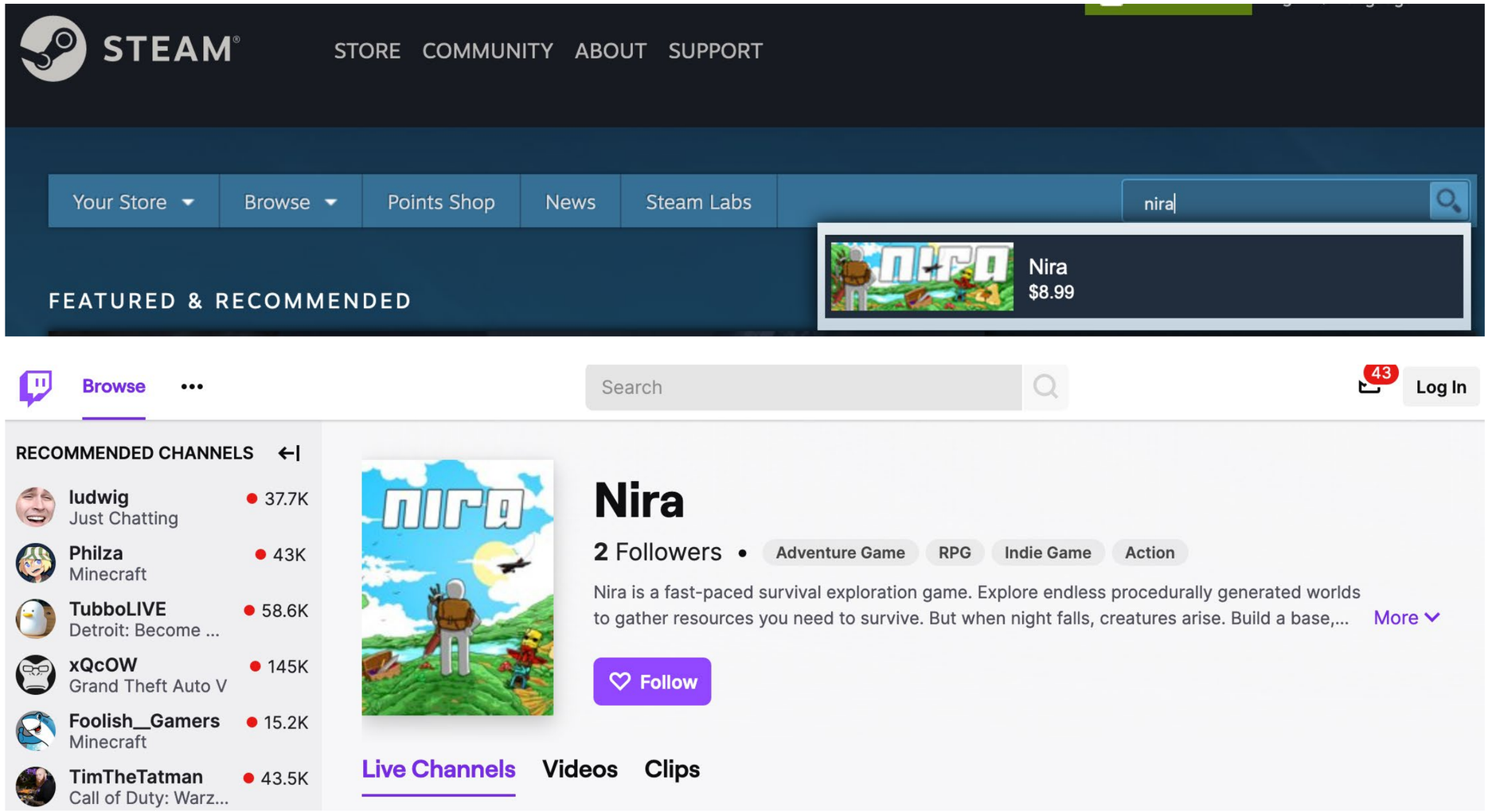
- Store banner sizes
  - Horizontal
  - Vertical



Key Art Do’s


Install Steam
login | language
STEAM
STORE COMMUNITY ABOUT SUPPORT
Your Store
Browse
Points Shop
News
Steam Labs
search the store
All Games > Adventure Games > Graffiti_Games Franchise > Nira
Nira
Community Hub
nira
Explore procedurally generated islands in this fast-paced, sandbox survival adventure filled with building, crafting, fighting, farming and quests. Build a base, hunt, cook, battle ogres, make friends with a mysterious Totem, ride an alpaca, fly a plane and do whatever you need to survive.
ALL REVIEWS: Positive (35)
RELEASE DATE: Apr 24, 2020
DEVELOPER: Baseline Games

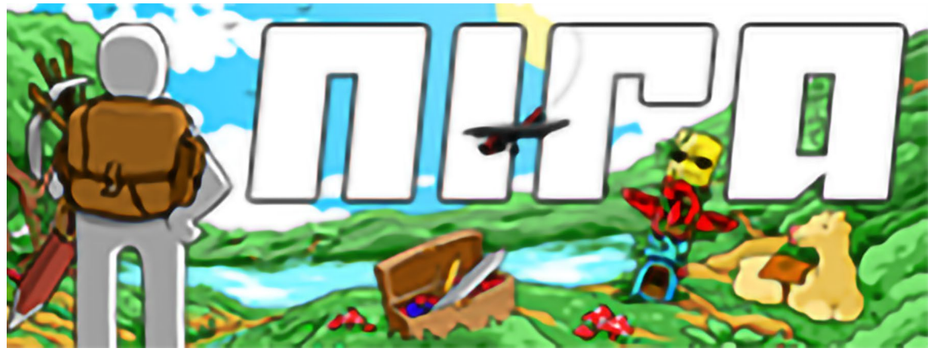
Key Art Do’s


STEAM
STORE COMMUNITY ABOUT SUPPORT
Your Store
Browse
Points Shop
News
Steam Labs
nira
Nira
$8.99
FEATURED & RECOMMENDED
Browse
Search
43
Log In
RECOMMENDED CHANNELS
ludwig
Just Chatting
37.7K
Philza
Minecraft
43K
TubboLIVE
Detroit: Become ...
58.6K
xQcOW
Grand Theft Auto V
145K
Foolish__Gamers
Minecraft
15.2K
TimTheTatman
Call of Duty: Warz...
43.5K
Nira
2 Followers
Adventure Game
RPG
Indie Game
Action
Nira is a fast-paced survival exploration game. Explore endless procedurally generated worlds to gather resources you need to survive. But when night falls, creatures arise. Build a base,...
More
Follow
Live Channels
Videos
Clips

Key Art Don’ts

- Include text that is illegible
  - Too small
  - Blurry
- Use low-res art
- Have too many visual elements
- Limit your logo to ONLY one place
  - Increases issues with sizing for store banners/capsules
    - Requires more work to make get proper sizes
    - Often looks bad

Small Capsules

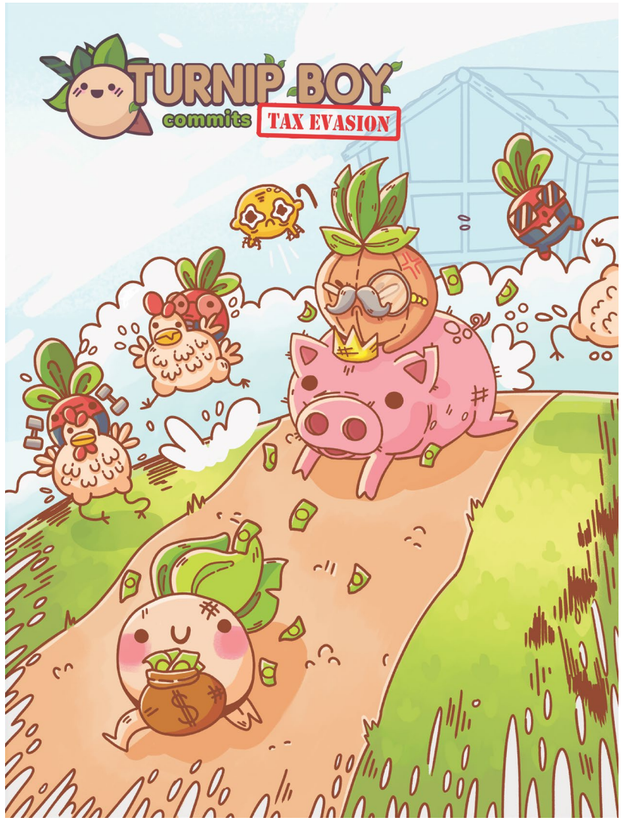


Small Capsules

- Do
  - Create original art for the small capsule
  - Have text that is clear and readable
  - Have images that are clear
  - Limit the graphical elements
- Don’t
  - Shrink your 16:9 key art to create your small capsule
  - Don’t use only text for the small capsule

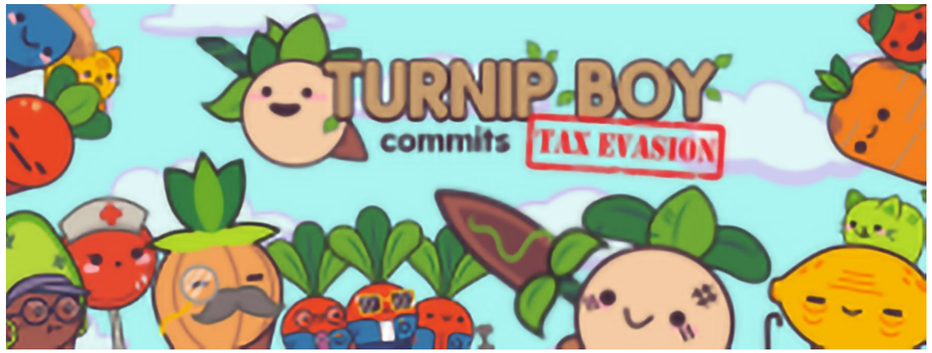
Small Capsules

- Making a small capsule from existing art



Small Capsules

- Evolution of Turnip Boy Commits Tax Evasion



Outsourcing Key Art

- Where to start
  - Determine your budget
  - Ask your network
  - Search ArtStation
  - Check social media
- Tips
  - Start early
  - Have an idea on direction
  - Share examples of other key art
  - Share the needed file sizes
  - Obtain the source file

Case Study – Blue Fire

Case Study – Blue Fire

- Overview
  - Media and consumer buzz, but…
    - Low Steam visitor numbers
    - Low Wishlist numbers
    - Low Steam impression numbers

Case Study – Blue Fire

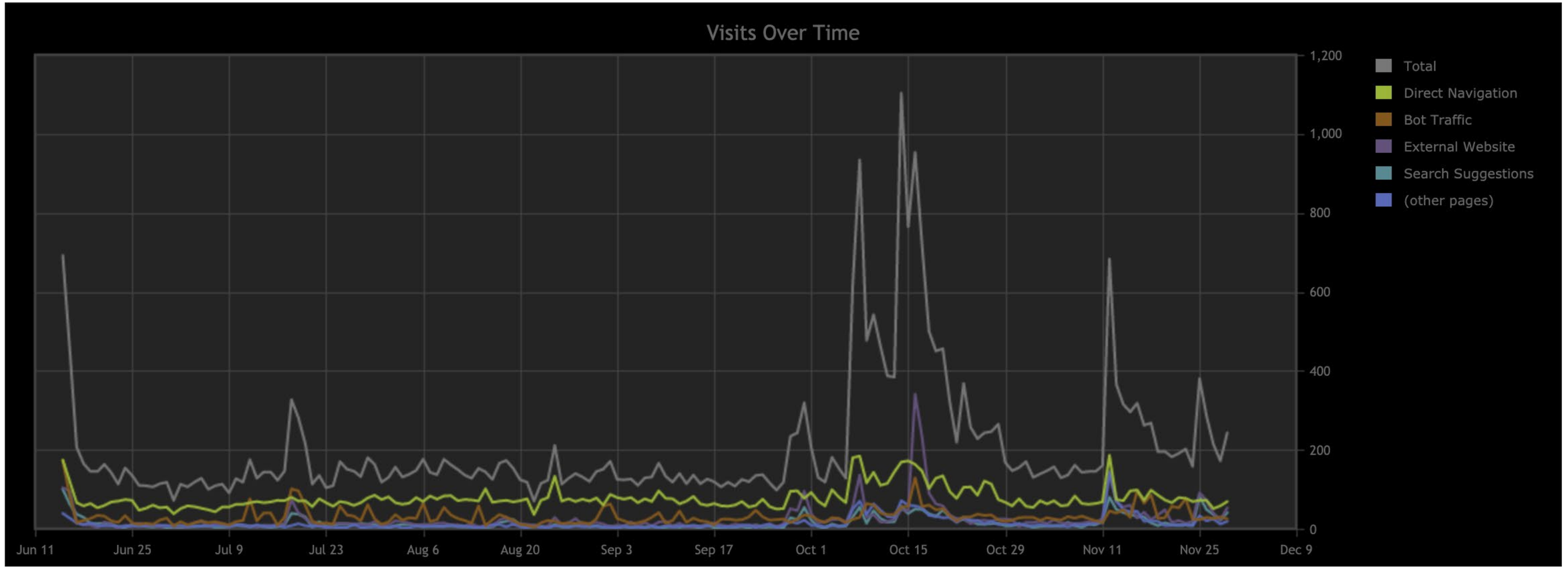
Case Study – Blue Fire

Random Week Comparison

Week of August 1-7, 2020	
Impressions	3,719
Click Thru Rate	27.48%
Visitors	1,022
Visitors Per Day	146
Wishlists	65
Wishlists Per Day	9

Week of November 13-19, 2020	
Impressions	4,149
Click Thru Rate	60.48%
Visitors	2,507
Visitors Per Day	358
Wishlists	176
Wishlists Per Day	25

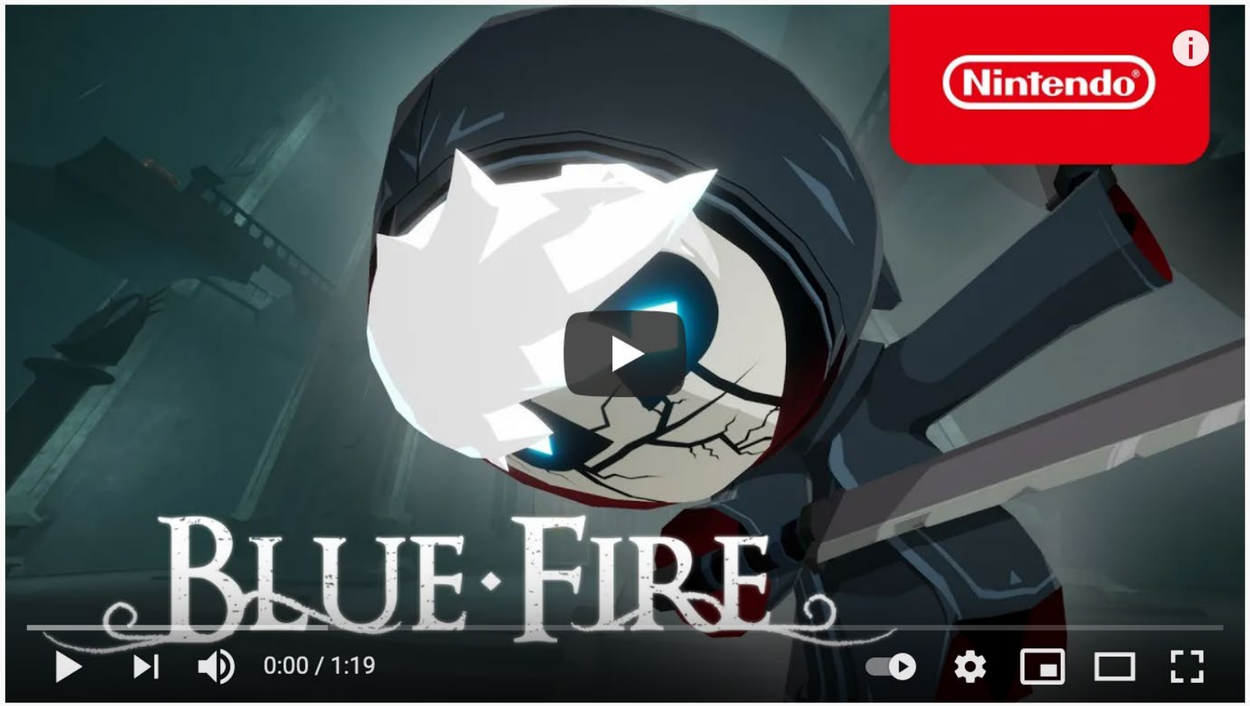
Case Study – Blue Fire



Case Study – Blue Fire

- Steam Results
  - Doubled Steam marketing numbers
    - 150% increase in daily Wishlists
    - 145% increase in daily visitors
    - 11.6% increase in daily impressions
    - 119.9% increase in daily Steam click-thru rate

Casey Study – Blue Fire



#BlueFire #NintendoSwitch

Blue Fire - Launch Trailer - Nintendo Switch

166,613 views • Feb 4, 2021

4.9K 67 SHARE SAVE ...

#BlueFire #NintendoSwitch

Blue Fire - Release Date Announcement - Nintendo Switch

461,386 views • Jan 13, 2021

15K 273 SHARE SAVE ...

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Case Study – Adventures of Chris

Case Study – Adventures of Chris

Case Study – Adventures of Chris

Pre-Key Art Change Numbers

April 1, 2020 – June 30, 2020	
Impressions	214,359
Click Thru Rate	5.29%
Visitors	11,343
Visitors Per Day	124
Wishlists	187
Wishlists Per Day	2

July 1, 2020 – September 21, 2020	
Impressions	700,462
Click Thru Rate	3.55%
Visitors	24,874
Visitors Per Day	299
Wishlists	1,667
Wishlists Per Day	20

Case Study – Adventures of Chris

- Steam Results
  - Increase in Steam marketing numbers
    - 900% increase in daily Wishlists
    - 141% increase in daily visitors
    - 227% increase in impressions

Thank You!

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