

The Art to Key Art

How Great Key Art Can Lead to Doubling
Marketing Numbers

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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



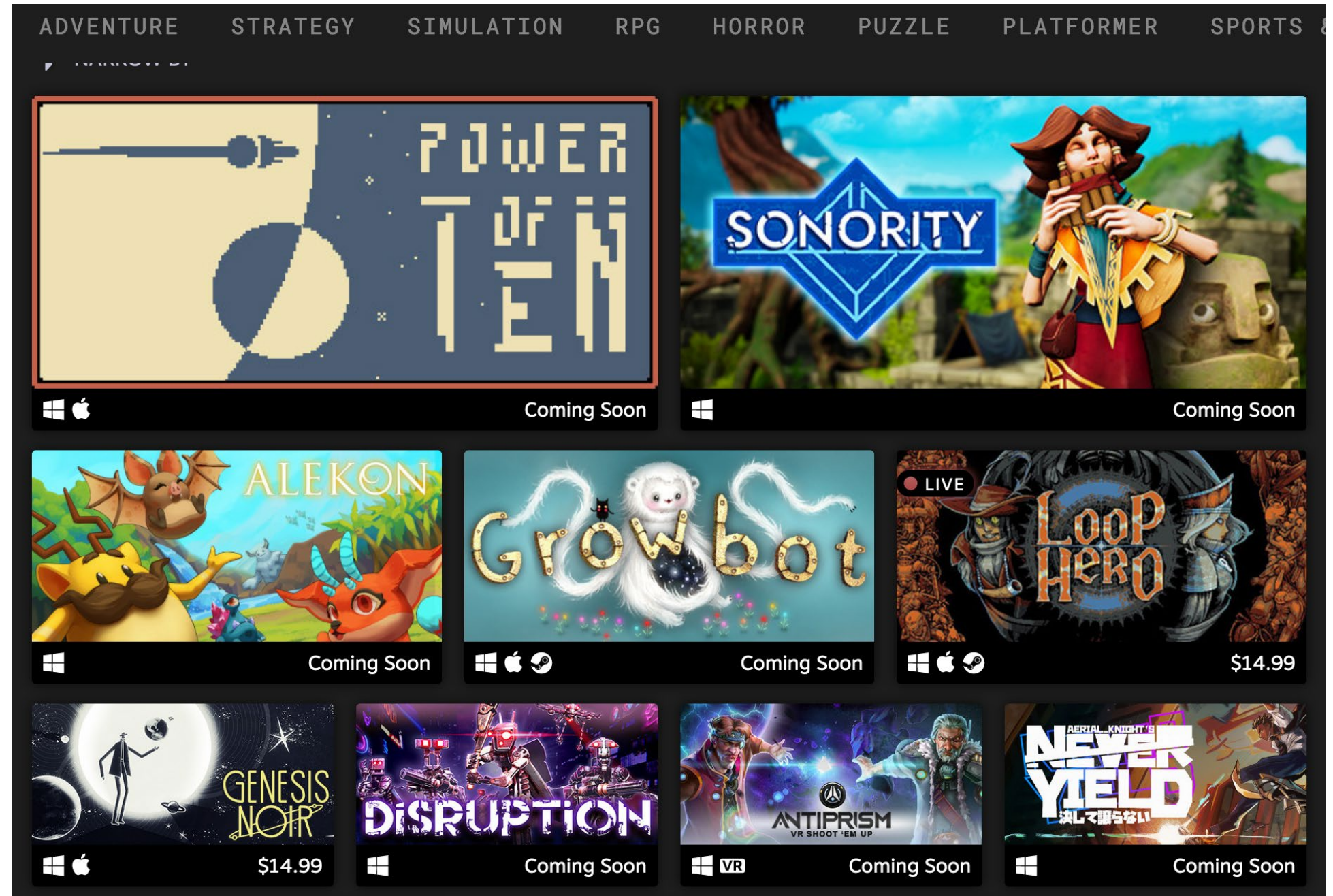
Key Art Basics

- 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


YouTube

Search



BLUE FIRE

0:00 / 1:31



Graffiti Games
@Graffiti_Games

Official Twitter account for Graffiti Games
Follow for the latest announcements on our upcoming games!

Tweets 3,006 Following 1,315 Followers 5,578 Likes 3,557

Tweets Tweets & replies Media

Graffiti Games @Graffiti_Games · 11 Dec 2020
2020 was a banner year for indie games! But...with so much happening it's easy to miss all the amazing titles that released. We're teaming up with @akunaranames to launch #MissedThisIndie. Tweet your name and add the

New to Twitter?
Sign up now to get your own personalized timeline!

Sign up

STEAM


239 results match your search. 2 titles have been excluded based on your preferences. However, none of these titles would appear on the first page of results.

	Blue Fire	Feb 4, 2021		-35%	\$19.99 \$12.99
	Arma 3 Creator DLC: S.O.G. Prairie Fire	May 6, 2021			\$22.99
	Yu-Gi-Oh! Duel Links	Nov 16, 2017			Free to Play
	Blue Fire - Original Soundtrack	Mar 25, 2021			Free
	Blue Fire Demo	Oct 7, 2020			Free Demo

Post-Launch


- Sales
- Promotions
- DLC
- Events
- Updates

SPECIAL OFFERS [BROWSE MORE](#)




LudoNarraCon
a digital festival celebrating narrative games | **APRIL 23-26**
presented by Fellow Traveller

WEEKEND DEAL
Offer ends May 1 @ 10:00am.
Up to -80%



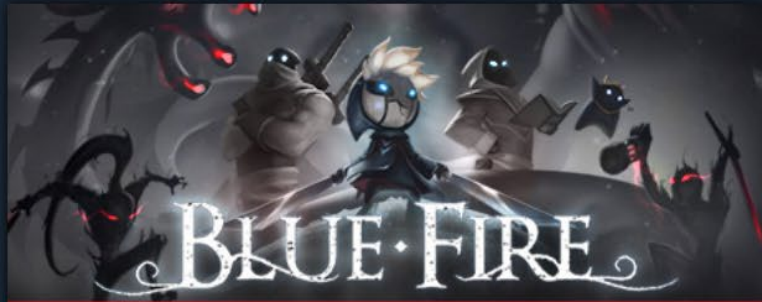
jackbox games®

WEEKEND DEAL
Offer ends Apr 26 @ 10:00am.
-35 ~ 60%



LABYRINTHINE

Today's deal!
47:22:21 **-20%** \$9.99 \$7.99



BLUE FIRE
35 % OFF FOR 48 HOURS

Today's deal!
47:22:21 **-35%** \$19.99 \$12.99

Key Art Do's and Don'ts



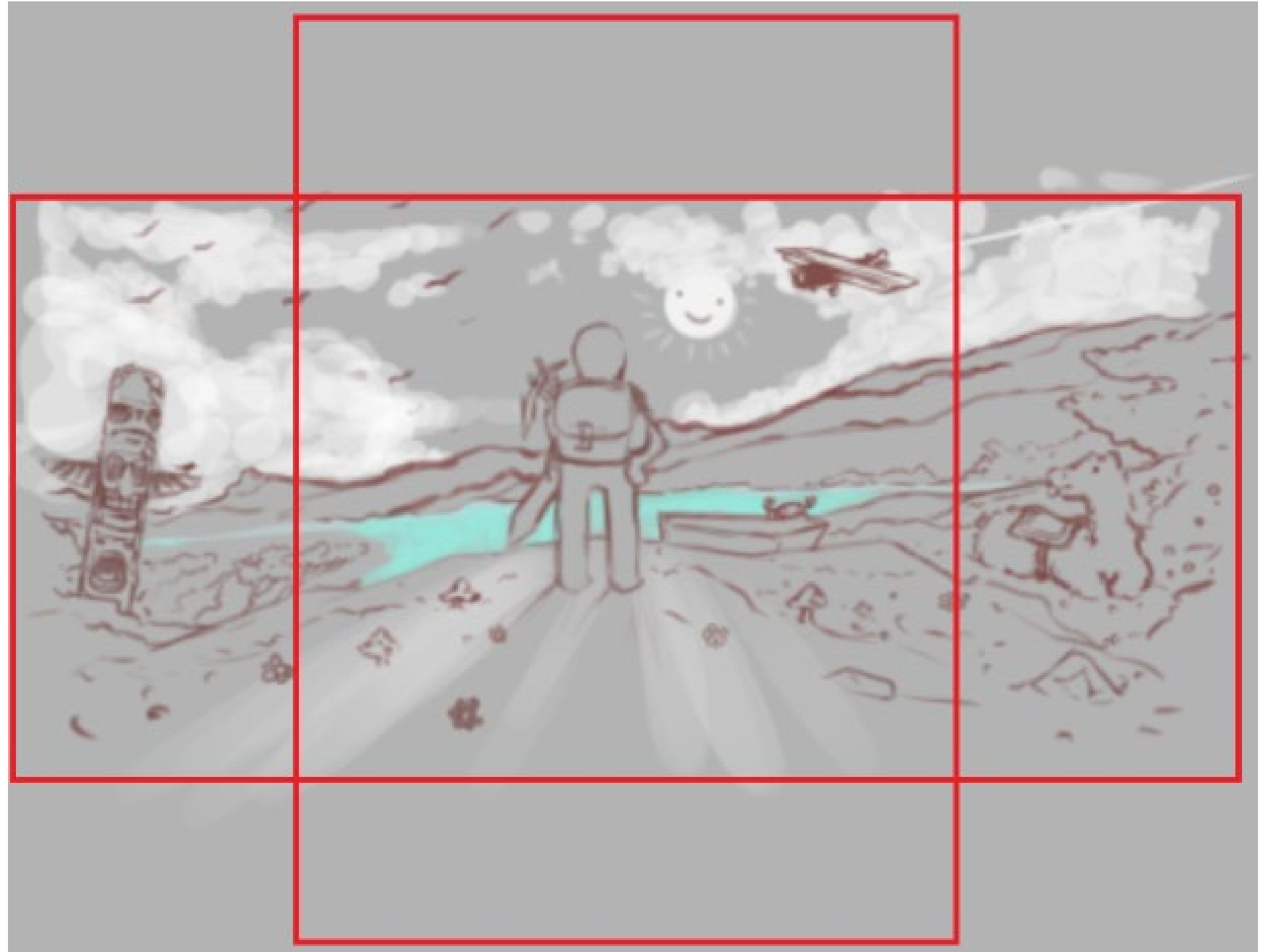
Key Art Do's

- 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

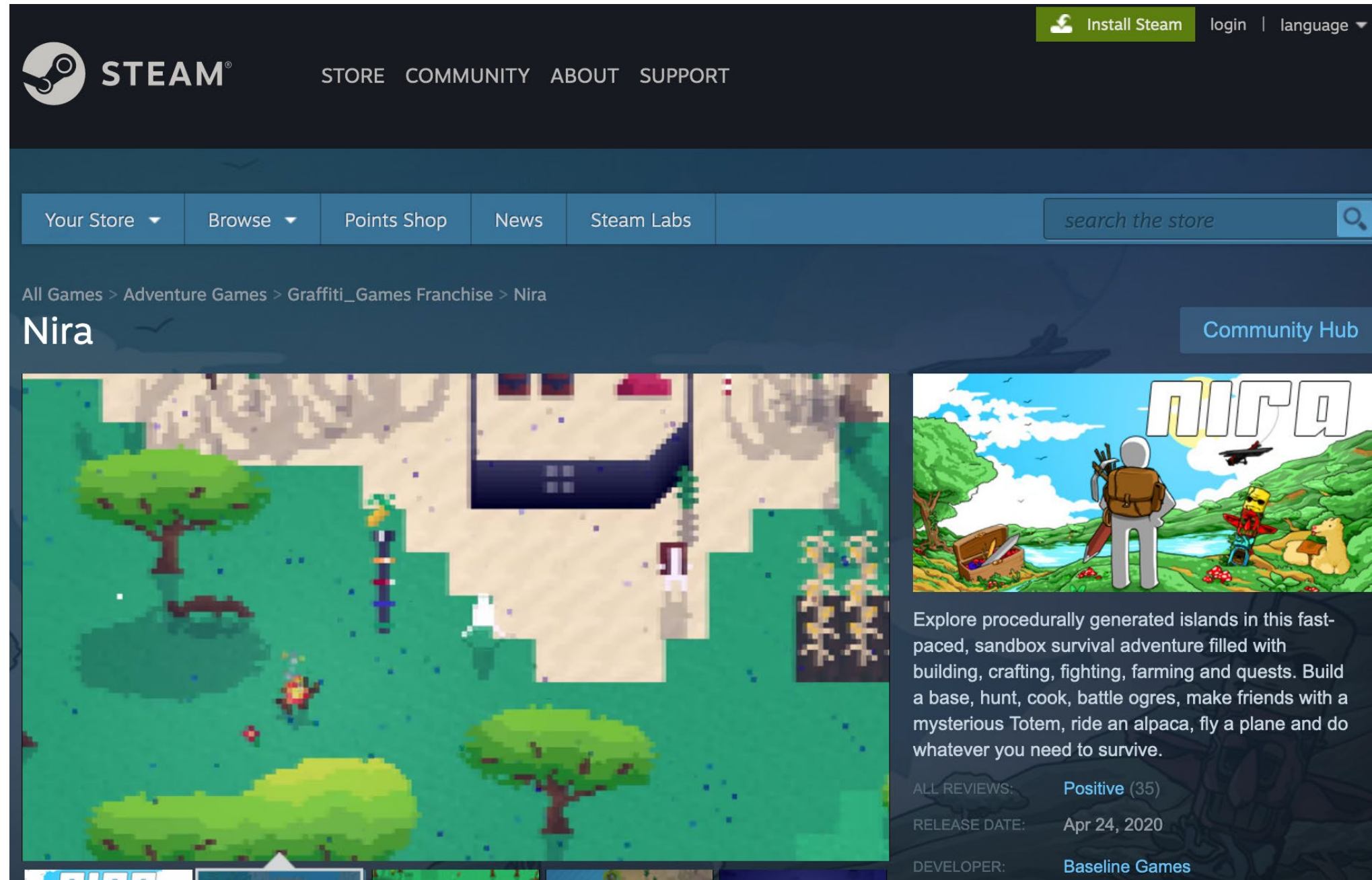


Key Art Do's

- Store banner sizes
 - Horizontal
 - Vertical



Key Art Do's



Key Art Do's

The screenshot shows the Steam website interface. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ABOUT, SUPPORT) are visible. Below this is a secondary navigation bar with links like 'Your Store', 'Browse', 'Points Shop', 'News', and 'Steam Labs'. A search bar on the right contains the text 'nira'. Below the navigation bar, a 'FEATURED & RECOMMENDED' section displays a card for the game 'Nira' with a price of \$8.99. The main content area shows the 'Nira' game page, which includes a search bar, a 'Log In' button, and a list of recommended channels on the left. The game's title 'Nira' is prominently displayed, followed by '2 Followers' and genre tags: 'Adventure Game', 'RPG', 'Indie Game', and 'Action'. A description of the game is provided, along with a 'Follow' button. Below the game card, there are tabs for 'Live Channels', 'Videos', and 'Clips'.

STEAM® STORE COMMUNITY ABOUT SUPPORT

Your Store ▾ Browse ▾ Points Shop News Steam Labs

nira

FEATURED & RECOMMENDED

Nira
\$8.99

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,...

Follow

Live Channels Videos Clips



GDC

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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

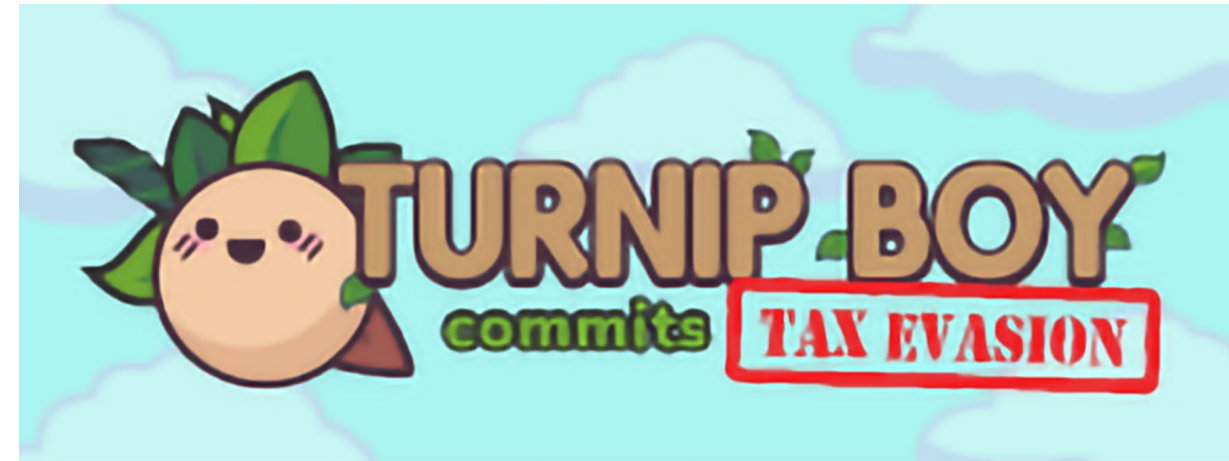
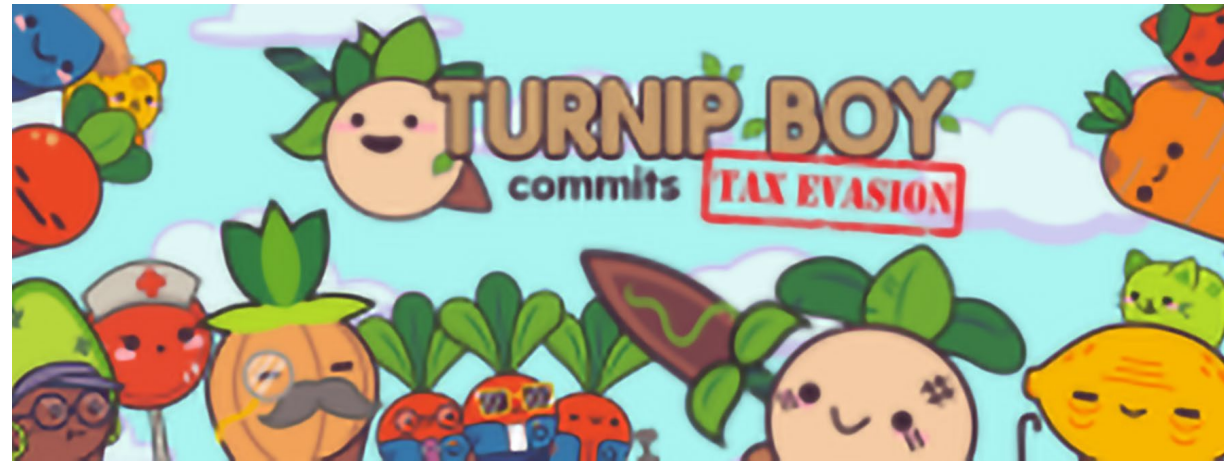
Small Capsules

- 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



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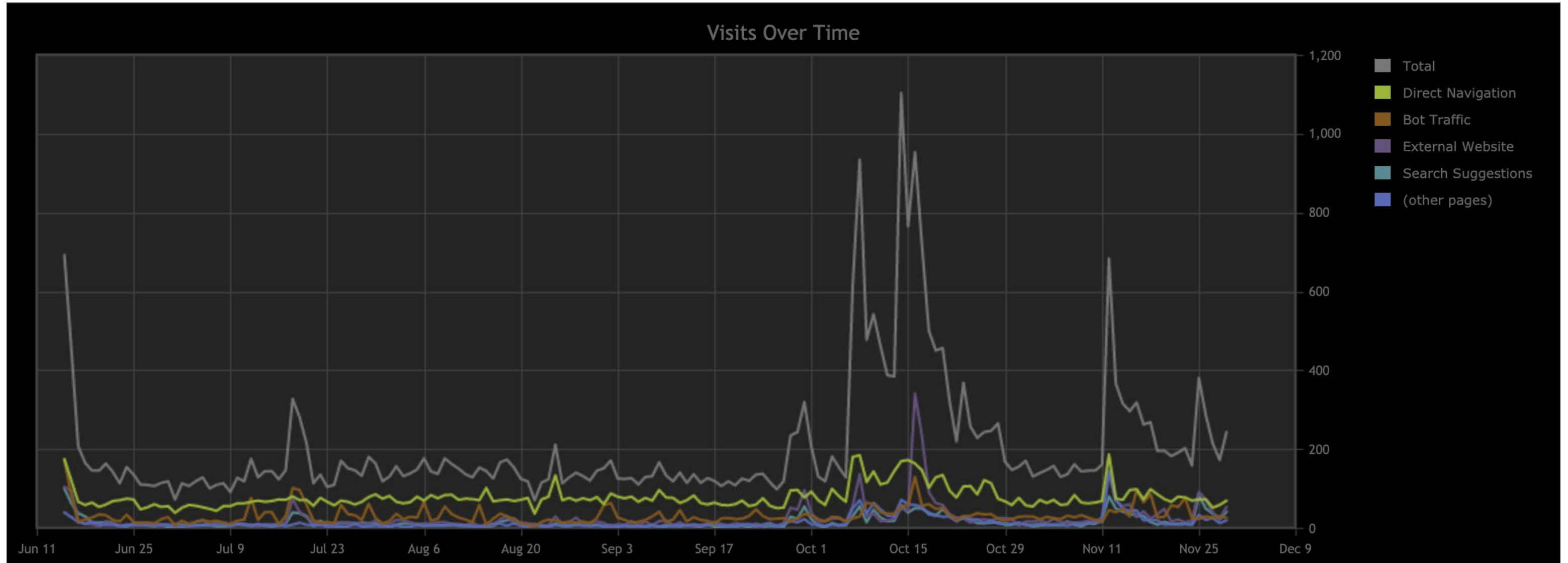
Case Study – Blue Fire

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 ...

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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