

GDC

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Play With Your Audience: Enhancing Your Social Strategy Through Theater

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#GDC23

Howdy! I'm Catherine!

- Community manager with 5 years experience
- Currently **Communications Manager at Armor Games Studios**, publisher for games like *Bear and Breakfast* and *In Stars and Time*
- Previously worked for Tilting Point, Paradox Interactive, and others



Talk Overview

- What a brand voice is and how it relates to theater
- Acting basics
- Breaking down what makes a character
- Examples of these principles in practice, including a brief retrospective on how we approached this on Bear and Breakfast

I regret to inform you I am a theater kid.



brand voice

a vehicle for promotion
of a brand or person on
social media

**engaging
personality with
the potential to
connect with an
audience**

**character performed
by an actor in a
piece of media**

a vehicle used to tell a
story in a work of fiction

Who does this approach work best for?

- Character-driven stories
- Games with obvious mascot characters
- Accounts focused on one specific game or franchise

Think things with big personalities!

**But Catherine, I'm
not an actor! What
makes you think I
can do this too?**



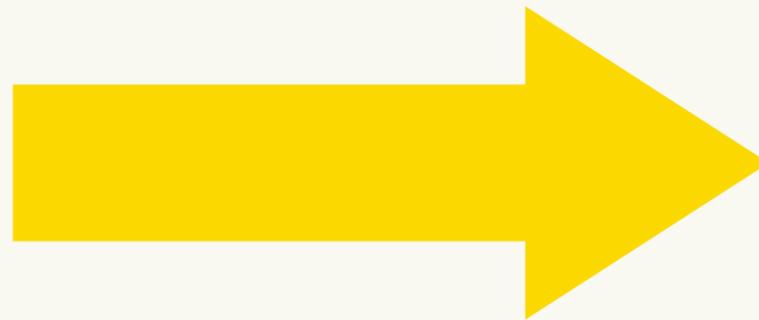
**“Everyone has
1000 characters
inside of them!”**

Michael Burns, Mopco Improv Theater

Breaking Down a Character

1. What are the core pillars of their personality?
2. How do they present themselves to others?
3. What kind of audience is this character speaking to?

personality



how they talk

Bear & Breakfast



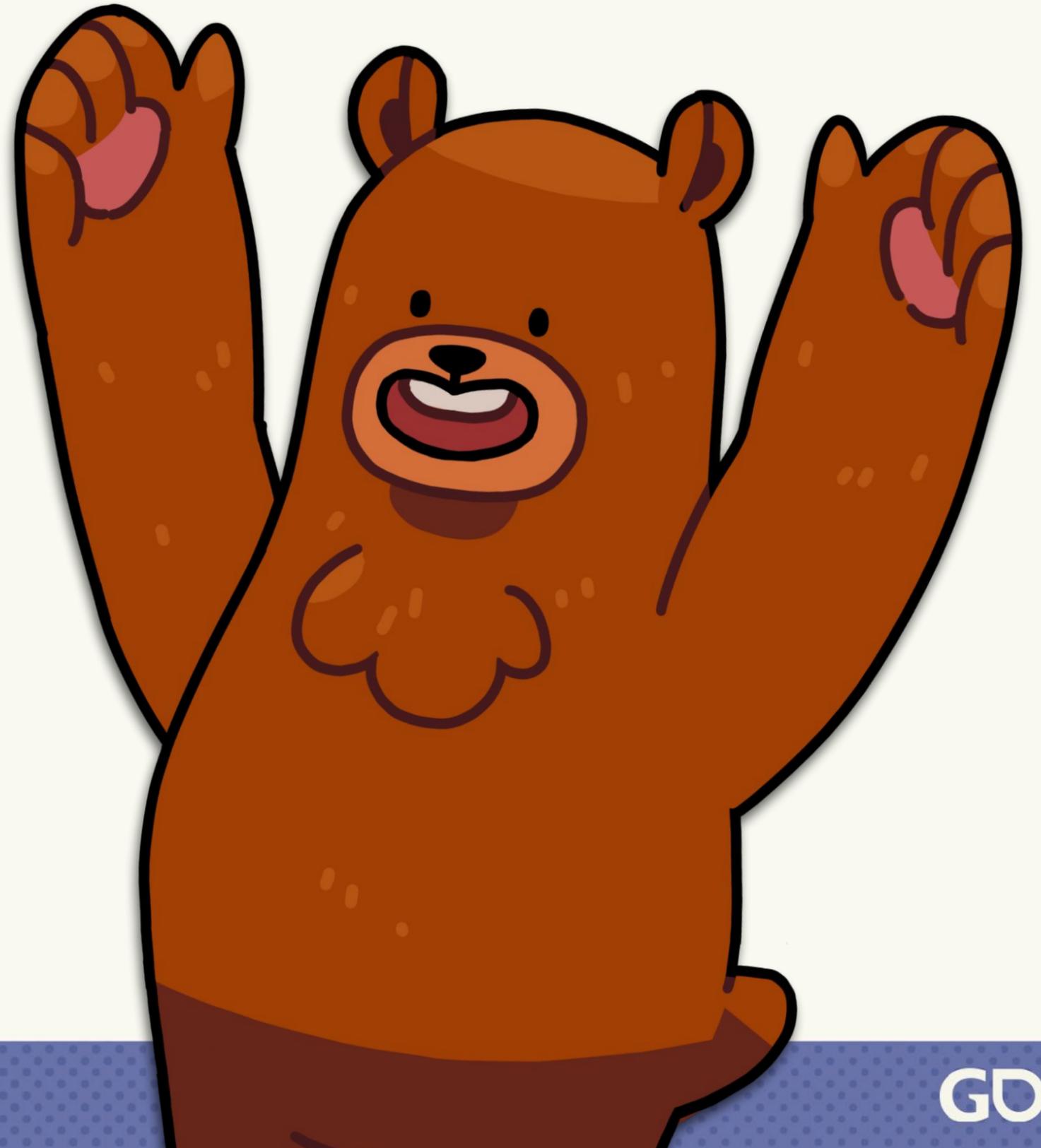
Meet Hank!

- **His personality**

- Easygoing
- Lovable
- Goofy
- Sometimes mildly unhinged

- **His voice**

- mostly lowercase
- excitable but not overbearing
- proper punctuation? Optional. (he is a bear)



Acting Basics

There are two rules you really need to know:

1. Commit to the bit.

and

2. Yes, and...?



Bear and Breakfast 🐻 @BearBreakfast · Dec 22, 2021
 hi, it's me, hank—you know, the bear? got a lil bit to chat before the next guests check in. ask me anything.



ALT

38 19 444

Guax @Guaxraccoon · Dec 22, 2021
 Replying to @BearBreakfast
 Opinion on raccoons stealing your trash 🐾

1 2 5

Bear and Breakfast 🐻 @BearBreakfast · Dec 22, 2021
 Replying to @Guaxraccoon
 one bear's trash is another raccoon's treasure

2 13

Lilly Sapphire @lilysapphire55 · Dec 22, 2021
 Replying to @BearBreakfast
 Do you have any other bear friends?

1 1

Bear and Breakfast 🐻 @BearBreakfast · Dec 22, 2021
 Replying to @lilysapphire55
 does my mom count as a bear friend? my mom is the best

1 14

Friendly Non-Binary Dungeon M... @FNDungeonM... · Dec 22, 2021
 Replying to @BearBreakfast
 What is your favorite go to breakfast if you have the time to make it?

1 1 1

Bear and Breakfast 🐻 @BearBreakfast · Dec 22, 2021
 Replying to @FNDungeonMom
 love me a good eggs florentine

6

Fomortiis || Fruity Demon King @DemonKingJr · Dec 22, 2021
 Replying to @BearBreakfast
 Why are you that fluffy?

1 2

Bear and Breakfast 🐻 @BearBreakfast · Dec 22, 2021
 Replying to @DemonKingJr
 need to be fluffy so i can give my friends better hugs

11

Kat(e)lyn @KatiTheExplorer · Dec 22, 2021
 Replying to @BearBreakfast
 Where will you advertise the b&b? Do you get wifi that far into the woods for online reservations?

1 1 1

Bear and Breakfast 🐻 @BearBreakfast · Dec 22, 2021
 Replying to @KatiTheExplorer
 i am tweeting this from the woods right now so i think we have wifi

1 10



Rares tweet



Catherine tweet



Bear and Breakfast 🐻 @BearBreakfast · Mar 17

hey there bear enthusiasts. gus wanted me to remind you all to watch out for scammers!

if you get an email about bear and breakfast, make sure it's from an official armorgames.com email—not a gmail address or something



Is my voice working?

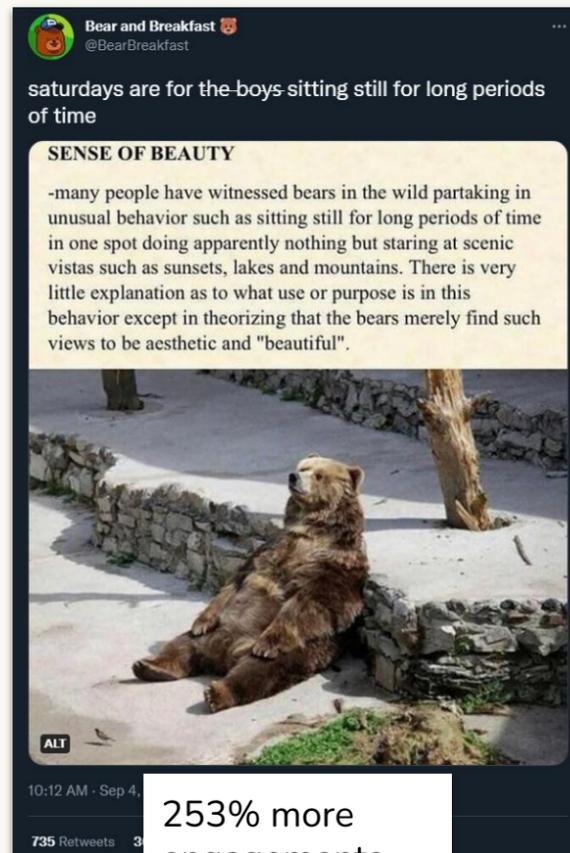
- 1. Are you seeing an increase in your average engagement rate across posts?**
- 2. Are you seeing an increase in followers?**
- 3. Is your growth consistent?**

Try testing this approach on your account for a month or two and compare the new results to your old data!

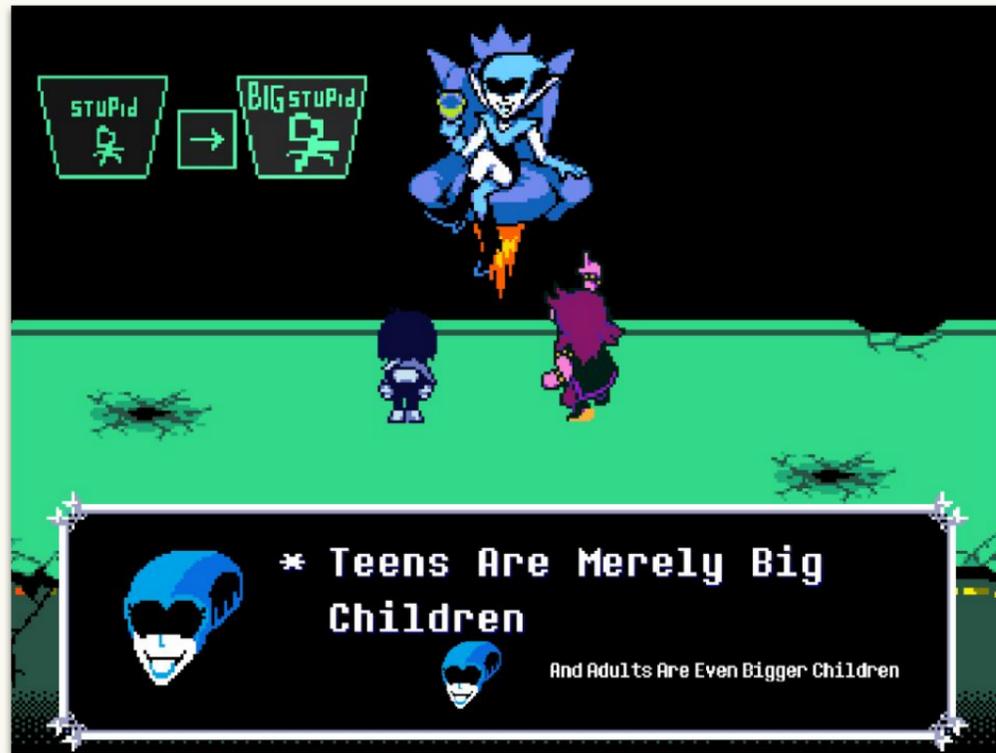
Some Cool Bear Stats™™™™

August 2021 - July 2022

- 143.2% increase in followers
- 326.9% increase in engagements

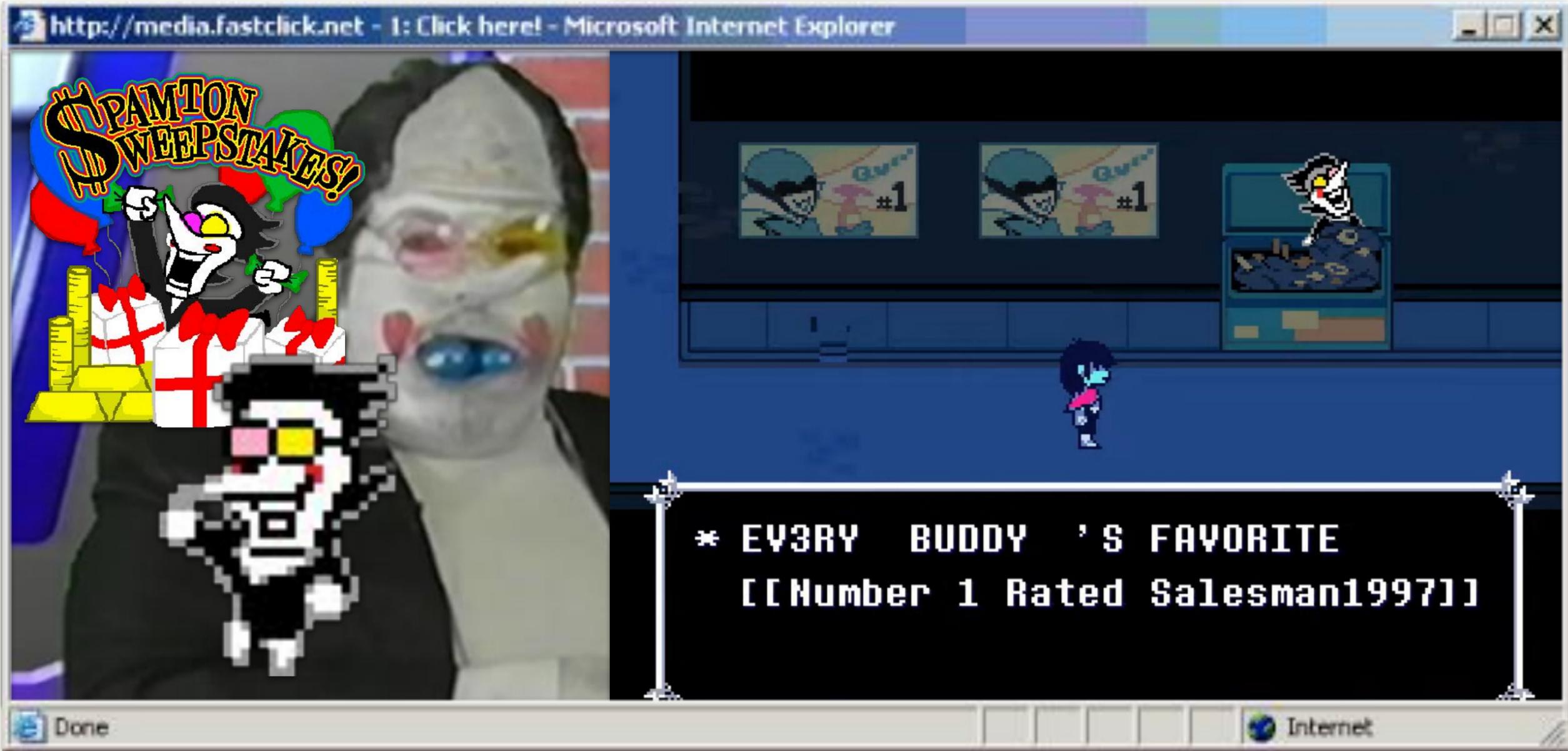


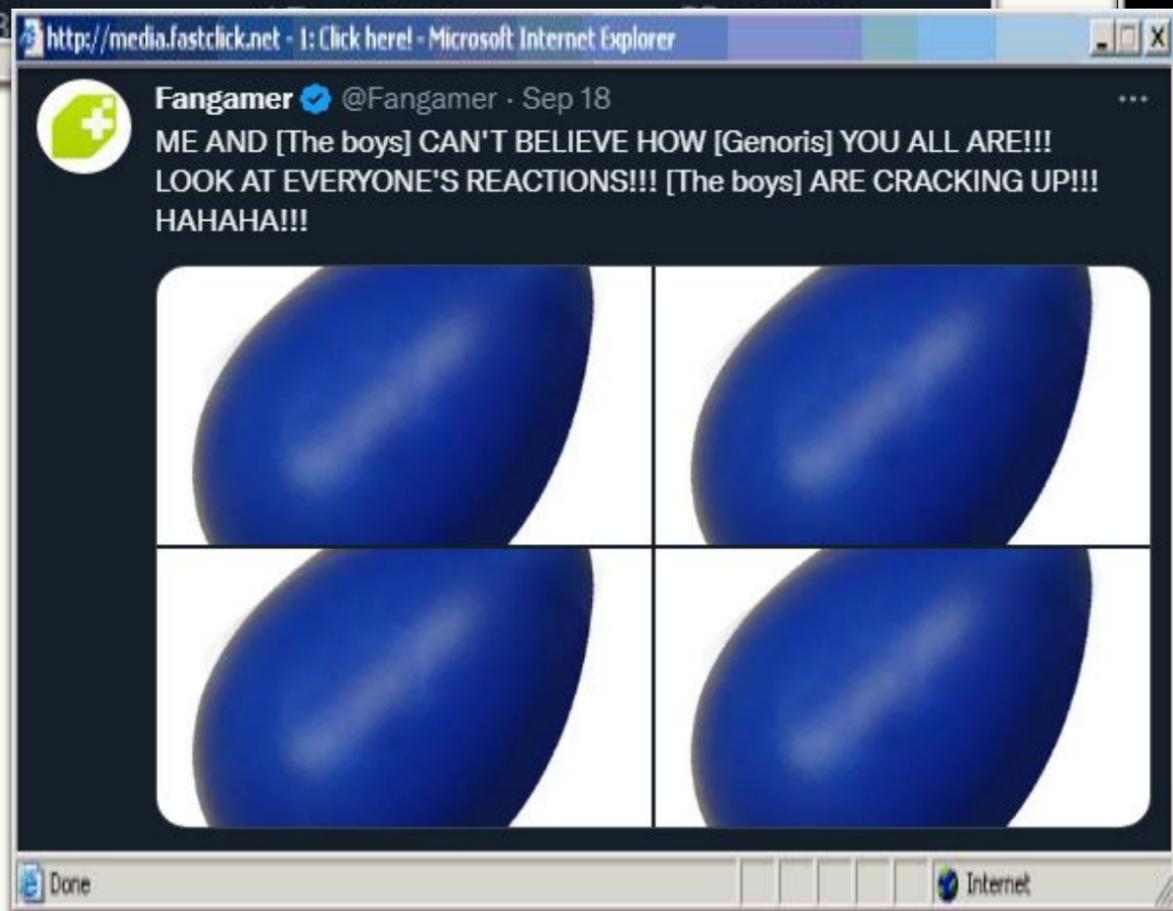
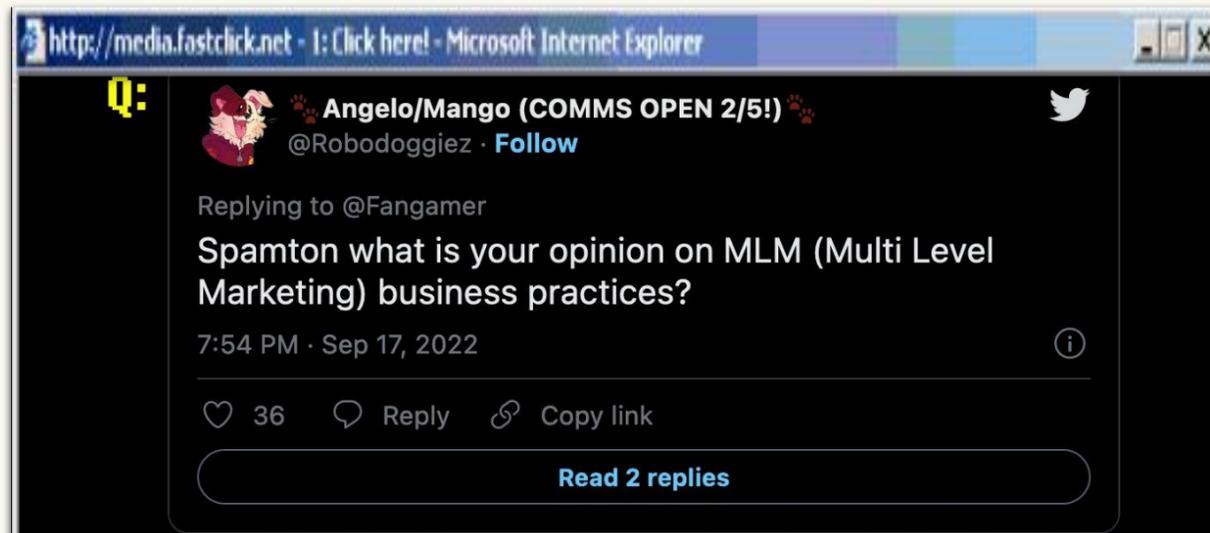
Quick Case Study on Undertale



the part where we talk about the

SPAMTON SWEEPSTAKES





A: A REAL [Business Loving Businessman] HAS NO NEED FOR [Pracitce], HE JUST GOES RIGHT IN THERE AND [Invest! Invest! Invest!] AND IF I GET [Kissed on the mouth] DOING THAT YOU JUST HAVE TO [take it]!



A More Serious Example: Daisy Brown



Daisy Brown
@daisybrownreal

hi im Daisy Brown! I live alone with Alan who is a monster my dad made.
[youtube.com/channel/UCDuzk...](https://www.youtube.com/channel/UCDuzk...) Im looking for friends!

Stevens Point, WI Joined June 2017

140 Following 14.6K Followers

Follow

Daisy Brown @daisybrownreal · Dec 22, 2017
im ha[py about it

2 35

Daisy Brown @daisybrownreal · Dec 22, 2017
hi guys sorryt for not tweeting a lot. alan is growing. im realy excited.

2 2 53

Daisy Brown @daisybrownreal · Dec 27, 2017
no. not besides my neighbors or people on tv. only recently ive had to start going outside for groceries and stupples.

thaddeus morelos @ThaddeusMorelos · Dec 27, 2017
@daisybrownreal have you ever seen anyone else besides your dad

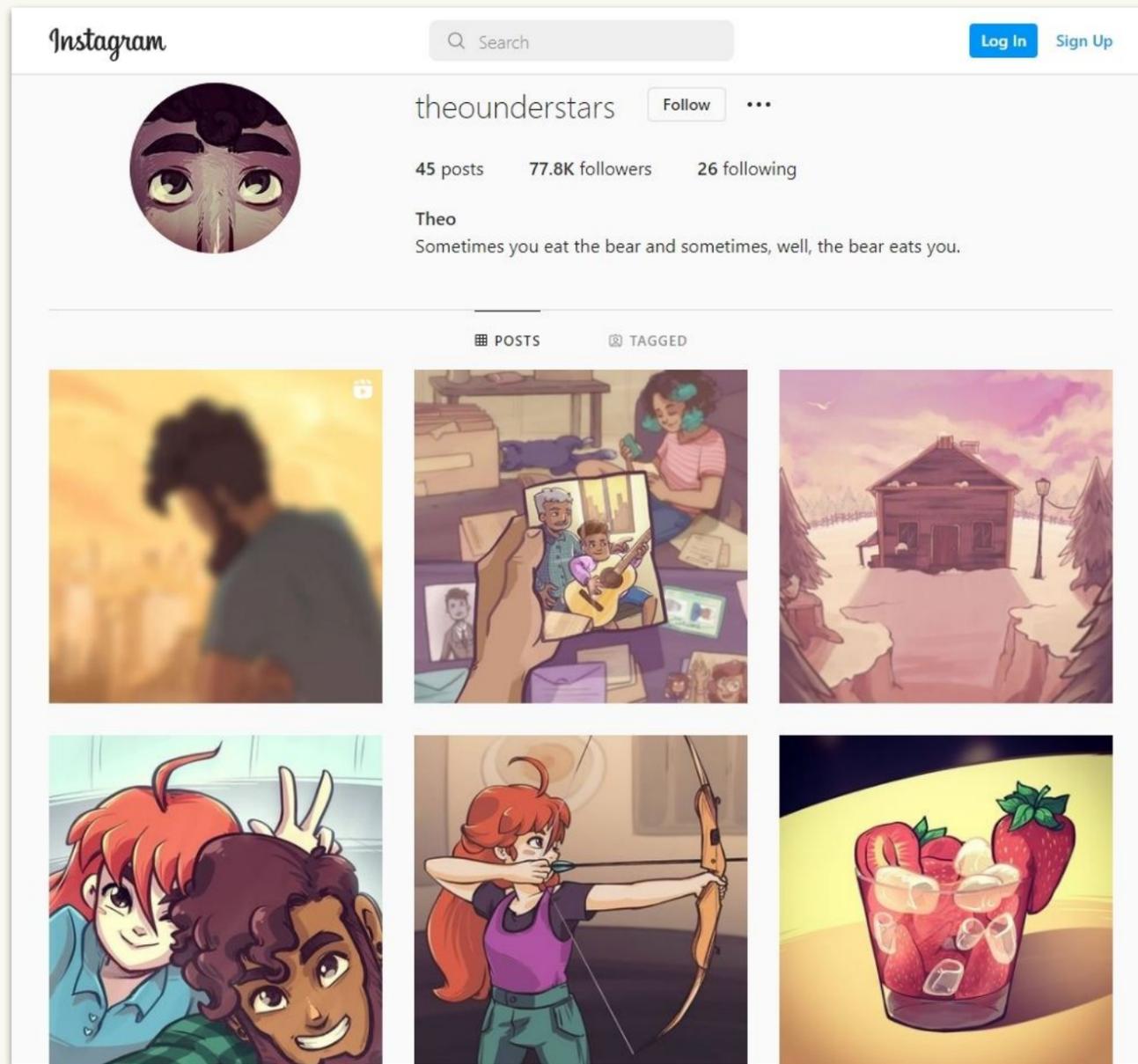
2 2 35

Daisy Brown @daisybrownreal · Nov 15, 2017
i posted it.heres the stupid video

[youtube.com](https://www.youtube.com/watch?v=...)
Alan pulled my hair out
Alan di this and it was VERY VRY MEAN OF HIM. hes in a closet now having a time out. im mad and ...

6 1 37

Applying These Techniques to Other Social Platforms



So, what did we learn today?

1. **Character-driven brand voices can be an effective tool for engaging with your players** in an approachable and fun way.
2. **Acting isn't scary!** We do it all the time in our day-to-day, and you can do it too on your brand accounts!
3. **Understand what breathes life into your character**, and find ways to reflect that in the way you craft your copy.
4. **Commit to the bit!** Whatever you decide for your brand voice, honor it.
5. **“Yes, and”** to create fun opportunities for interacting with your followers.

Thank you!

Any questions?

Feel free to connect with me on Twitter @LitvacArt