



# SUBWAY SURFERS

**GIVE YOUR PLAYERS A VOICE**  
**– THEY'LL GIVE YOU A GAME**







**HEJ!**

**CELIA ZIMMERMANN**

SoMe Community Manager

**SYBO**



@hejcelia

# SYBO



***FOUNDED IN***  
**2010**

**154**  
***EMPLOYEES***

**45+**  
***NATIONALITIES***



# 4,000,000,000

## DOWNLOADS WORLDWIDE



**THE MOST  
DOWNLOADED  
MOBILE GAME  
OF THE DECADE**



**MORE THAN  
25,000,000+  
DAILY PLAYERS**



**AVAILABLE IN  
170+ COUNTRIES**



**RUNNING FOR  
10 YEARS**



# COMMUNICATION







**6.9M**

**33.3 BILLION VIEWS**  
ON HASHTAG #SUBWAYSURFERS

**NUMBER OF FOLLOWERS**



**7.3M**



**3.6M**



**140K**



**1.7M**



**400K**



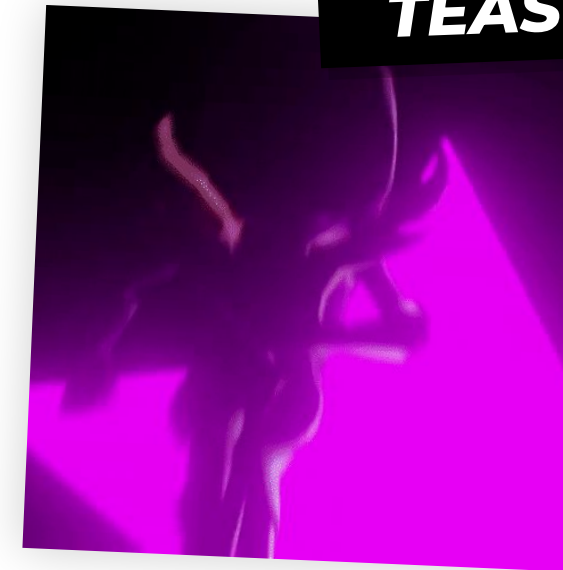
**1.4M**



# OPTIMIZING



**FEATURE SPOTLIGHT**



**TEASER**

**TRAILER**



**SHOP UPDATE**



**FAN-ART**

**RELEASE NOTES**





# INNOVATING





# COMMUNITY INTERESTS

“

*“There is no way you get that”*

*“I'm so gonna die in subway squid games.”*

*“you might as well give up if that is the one you get”*



**315K**



**41K**



**496**

**'SQUID GAME' MEME**





# COMMUNITY VALUES

*The Lesbian Pride Flag has some warm sunset colors representing:*

- Gender Nonconformity
- Independence
- Community
- Relationships to Womanhood
- Peace
- Love
- Femininity



**370K**



**32K**



**408**

## '22 PRIDE CAMPAIGN





# COMMUNITY REQUESTS

“

*“I would play this tbh”*

*“PLEASE DONT”*

*“the no coin player’s nightmare”*

*“it’s gonna be harder lol”*



**24M**



**3.9M**



**25.9K**

**APRIL FOOL'S**

TikTok  
@subwaysurfersofficial



*“when are you guys gonna update your game?”*





# COLLABORATION





# MILESTONES



## COLLABORATION



**WORLD  
TOUR BRIEF**



**SEASONAL  
REPORT**



**FEEDBACK  
SYNC**



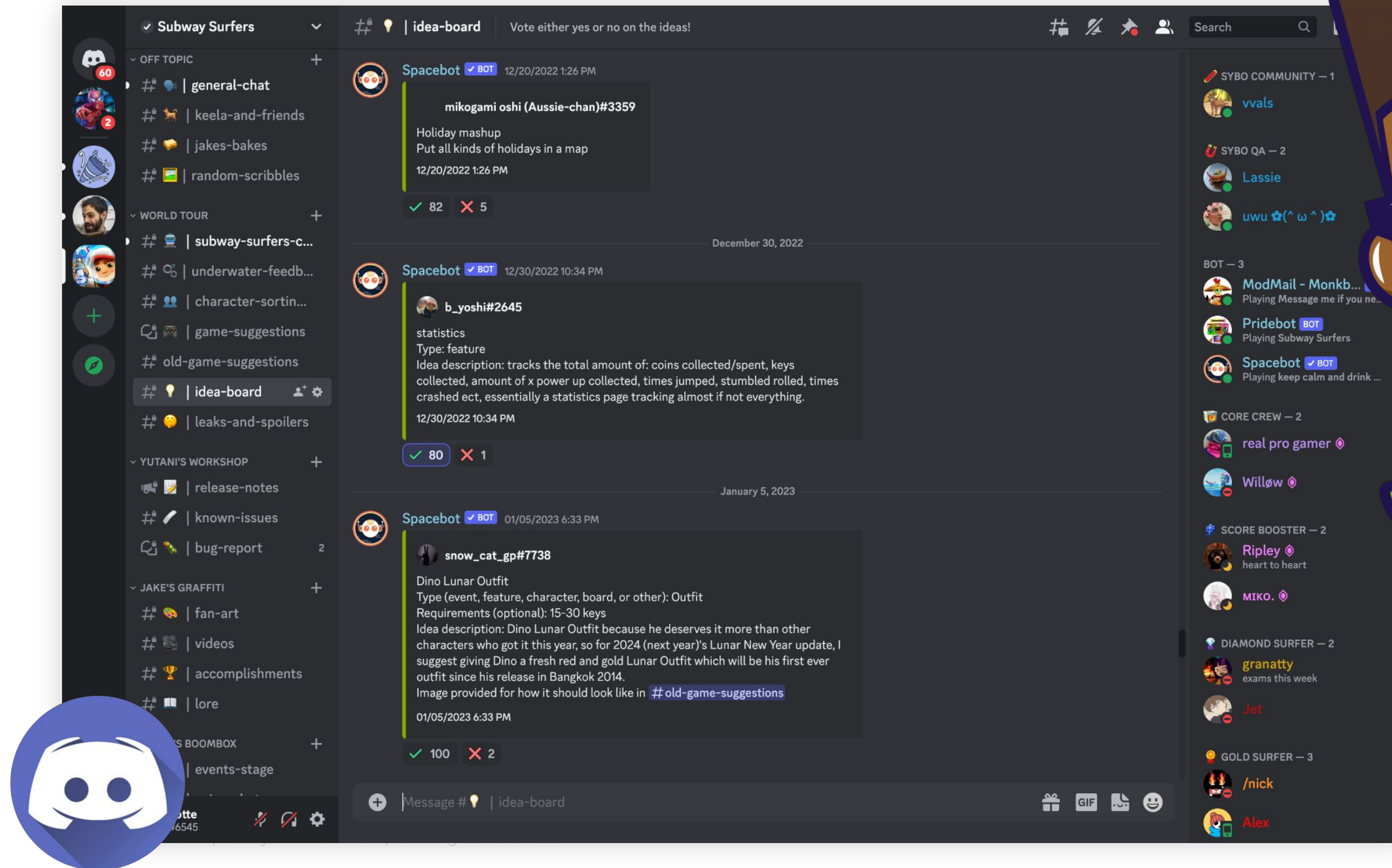
**DEBRIEF**



**RELEASE  
DEMO**



# EMPOWERMENT



The screenshot displays a Discord server for 'Subway Surfers'. The main channel is 'idea-board', where users can vote on ideas. The interface is divided into three main sections: a sidebar on the left with channel categories, a central chat area with idea posts, and a right-hand sidebar with a list of community members.

**Sidebar (Left):**

- Subway Surfers (selected)
- OFF TOPIC
  - # general-chat
  - # keela-and-friends
  - # jakes-bakes
  - # random-scribbles
- WORLD TOUR
  - # subway-surfers-c...
  - # underwater-feedb...
  - # character-sortin...
  - # game-suggestions
  - # old-game-suggestions
  - # idea-board (selected)
  - # leaks-and-spoilers
- YUTANI'S WORKSHOP
  - # release-notes
  - # known-issues
  - # bug-report
- JAKE'S GRAFFITI
  - # fan-art
  - # videos
  - # accomplishments
  - # lore
- S BOOMBOX
  - # events-stage

**Main Chat Area (Center):**

Vote either yes or no on the ideas!

**Idea 1:**

**Spacebot** ✓ BOT 12/20/2022 1:26 PM

**mikogami oshi (Aussie-chan)#3359**

Holiday mashup  
Put all kinds of holidays in a map  
12/20/2022 1:26 PM

✓ 82 ✗ 5

December 30, 2022

**Idea 2:**

**Spacebot** ✓ BOT 12/30/2022 10:34 PM

**b\_yoshi#2645**

statistics  
Type: feature  
Idea description: tracks the total amount of: coins collected/spent, keys collected, amount of x power up collected, times jumped, stumbled rolled, times crashed ect, essentially a statistics page tracking almost if not everything.  
12/30/2022 10:34 PM

✓ 80 ✗ 1

January 5, 2023

**Idea 3:**

**Spacebot** ✓ BOT 01/05/2023 6:33 PM

**snow\_cat\_gp#7738**

Dino Lunar Outfit  
Type (event, feature, character, board, or other): Outfit  
Requirements (optional): 15-30 keys  
Idea description: Dino Lunar Outfit because he deserves it more than other characters who got it this year, so for 2024 (next year)'s Lunar New Year update, I suggest giving Dino a fresh red and gold Lunar Outfit which will be his first ever outfit since his release in Bangkok 2014.  
Image provided for how it should look like in [#old-game-suggestions](#)  
01/05/2023 6:33 PM

✓ 100 ✗ 2

Message # | idea-board

**Right Sidebar:**

- SYBO COMMUNITY — 1
  - vvals
- SYBO QA — 2
  - Lassie
  - uwu ☆(^ ω ^)☆
- BOT — 3
  - ModMail - Monkb...  
Playing Message me if you ne...
  - Pridebot BOT  
Playing Subway Surfers
  - Spacebot ✓ BOT  
Playing keep calm and drink ...
- CORE CREW — 2
  - real pro gamer
  - Willow
- SCORE BOOSTER — 2
  - Ripley  
heart to heart
  - MIKO.
- DIAMOND SURFER — 2
  - granatty  
exams this week
  - Jet
- GOLD SURFER — 3
  - /nick
  - Alex



# CO-DESIGN



**SUPER RUNNER FERNANDO**



**BOB THE BLOB**



**TANKBOT**

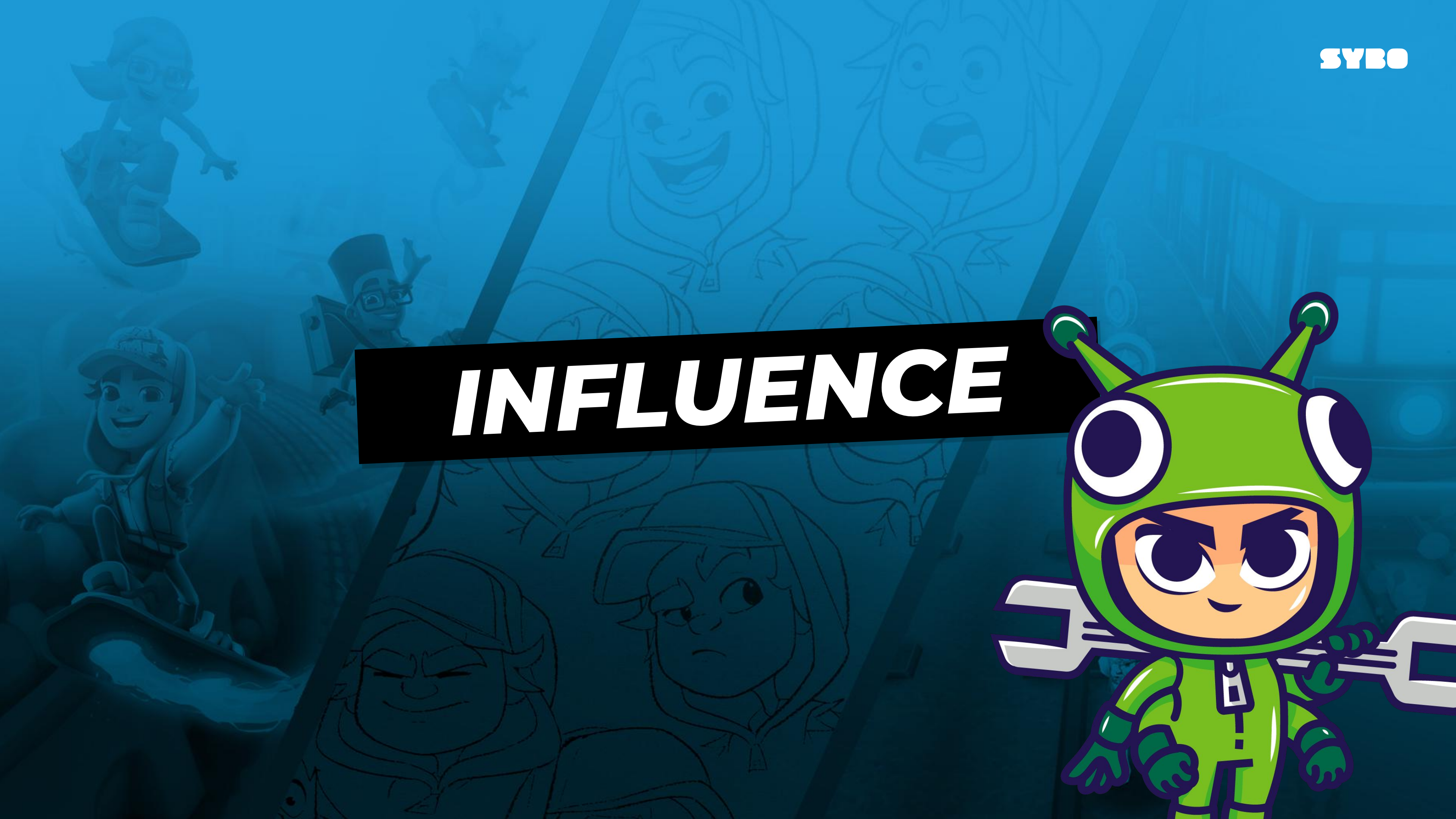


# DOING GOOD





# ***INFLUENCE***







**BIRTHDAY BONANZA BUNDLE**



**K-POP X SUBWAY SURFERS**



**FAVORITE CHARACTER SURVEY**



## COLLABORATION



FEEDBACK  
SYNC



DEBRIEF



RELEASE  
DEMO





**COMMUNICATION**

**COLLABORATION**

**INFLUENCE**

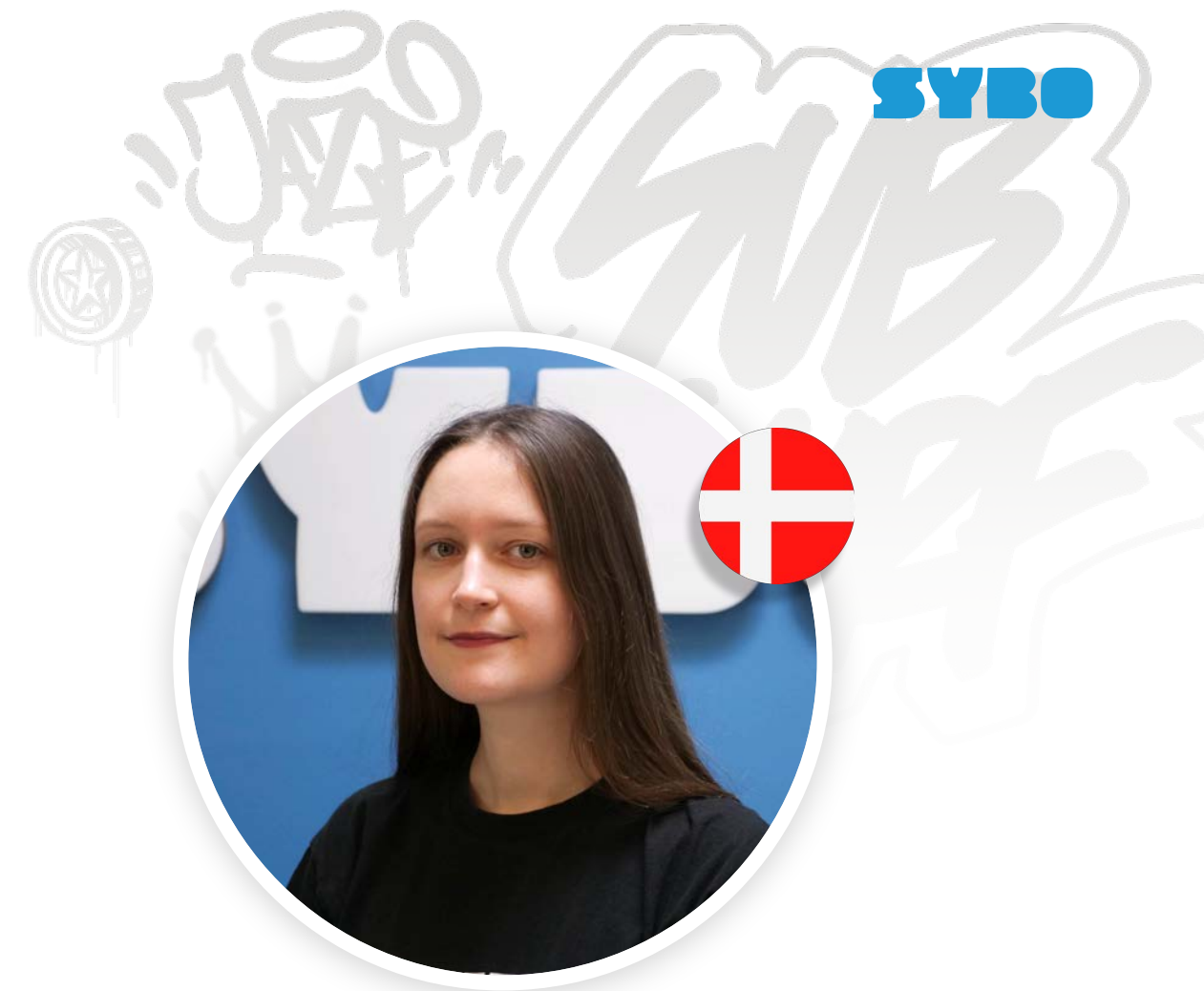






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**QUESTIONS?**

