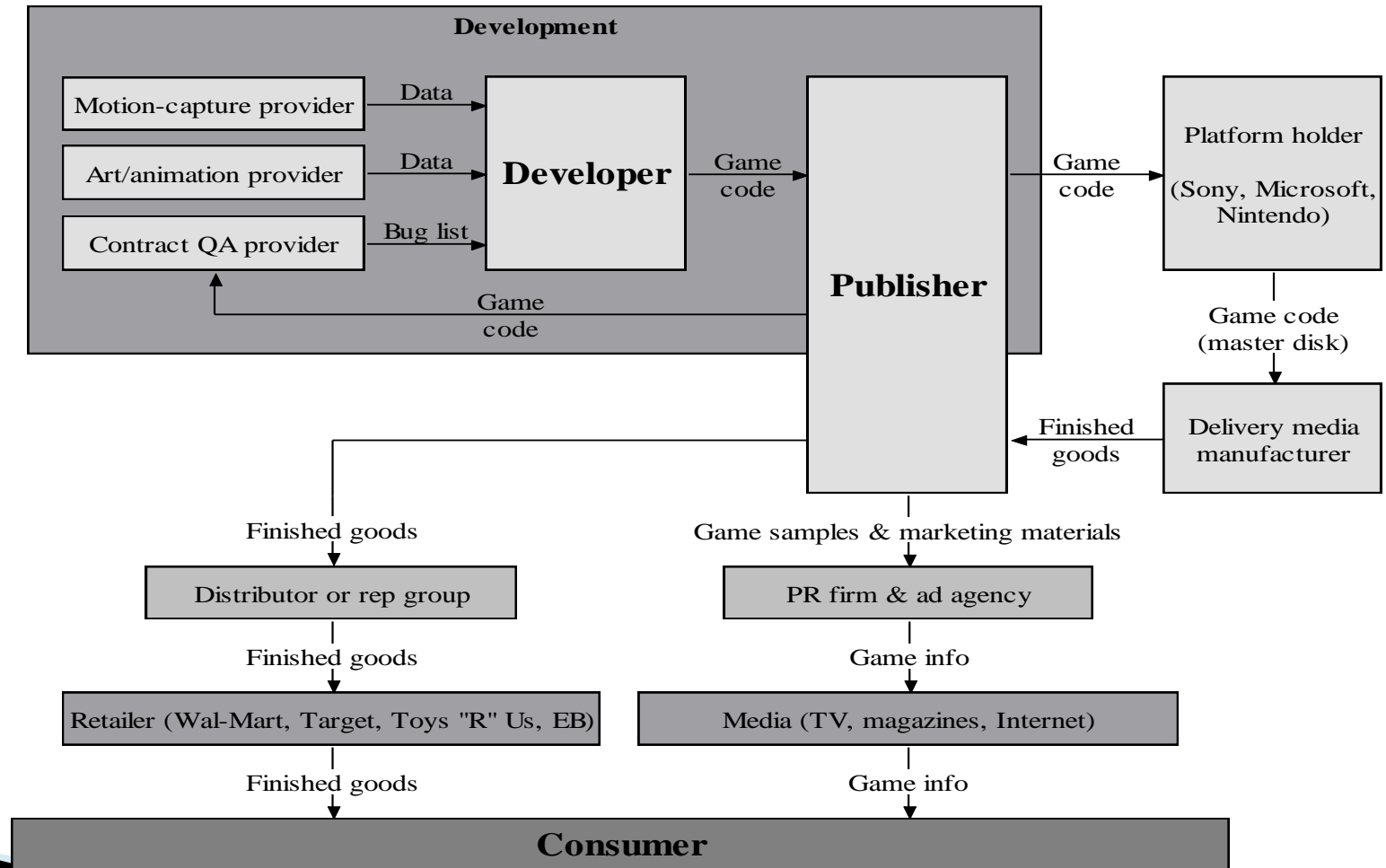


Review

- ▶ Following slides from
 - 7.2 Industry Roles
 - 7.3 Publisher Developer

Video Game Industry Value Chain



Development Milestones: Milestone Definitions

- ▶ An example milestone schedule for a 20-month development cycle:

Milestone Phase	Month 1-3	Month 4-6	Month 7-9	Month 10-12	Month 13-15	Month 16-18	Month 19-21
Pre-Production - Core Concept Doc Full Concept Proposal Project Scheduling and Cost	■						
Proof of Concept		■					
Alpha Stage		■	■	■			
Beta Stage					■	■	
QA Testing				■	■	■	
Gold Master							■
Production and Duplication Platform Specific Testing							■

Ship Date

Chapter 7.4

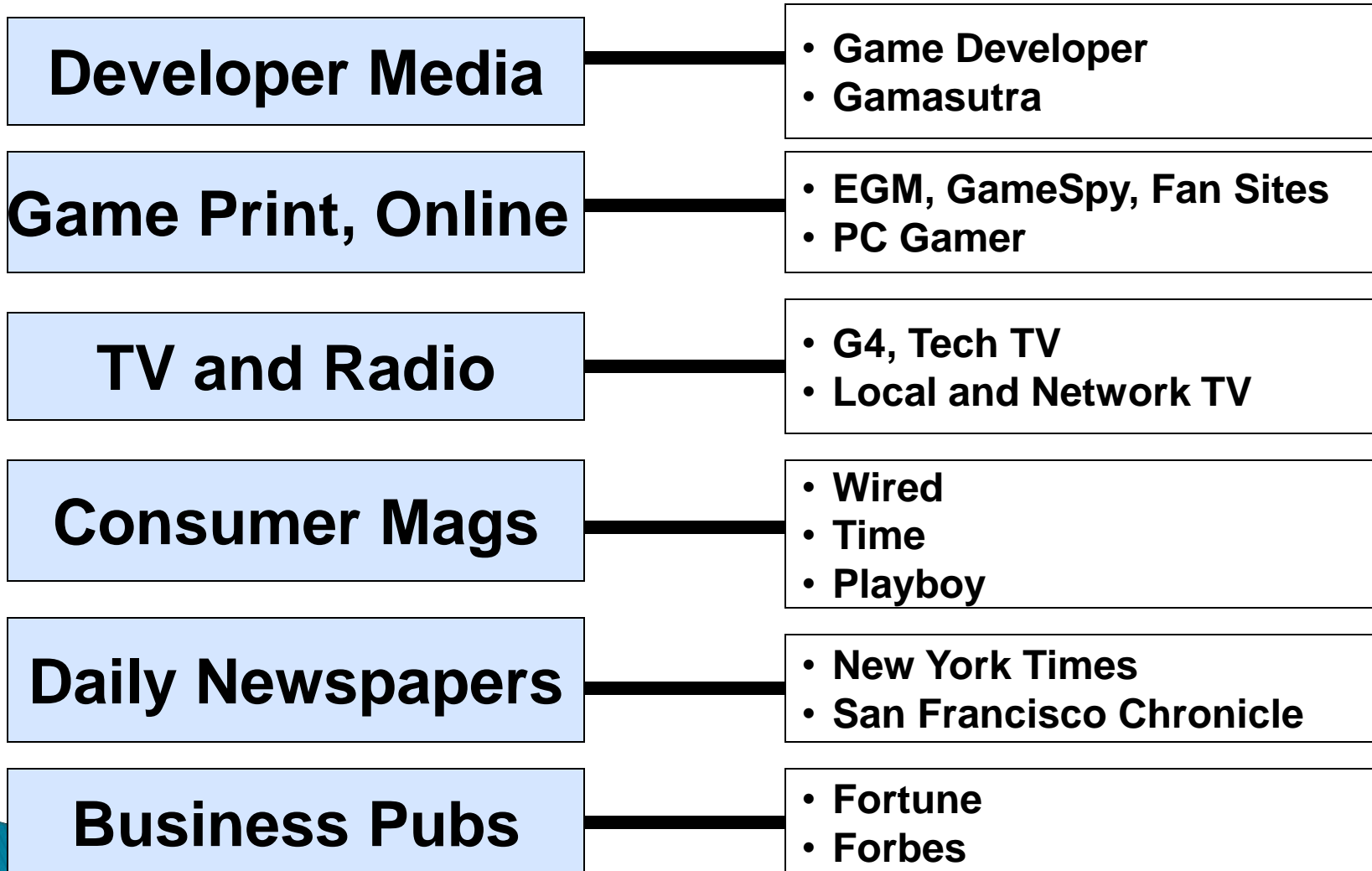
Marketing 101

Overview

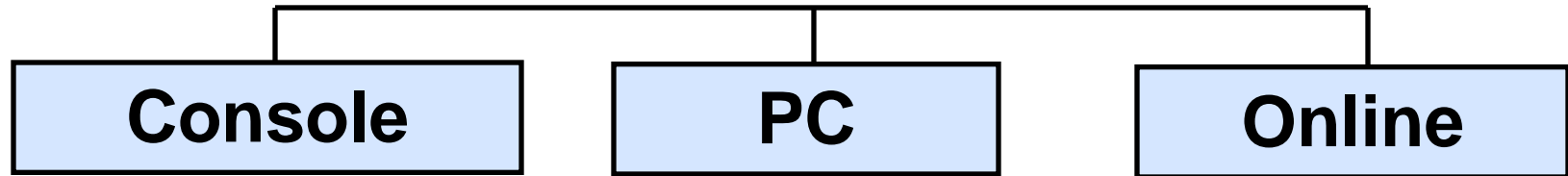
Two big questions in marketing:

1. How can a developer build a brand for a specific company (developer, publisher, platform holder, specialty firm)?
2. How do you maximize the coverage for an individual game title?
 - What media categories can you get to?
 - What techniques do you use?
 - How do you involve fans?

Media Bases



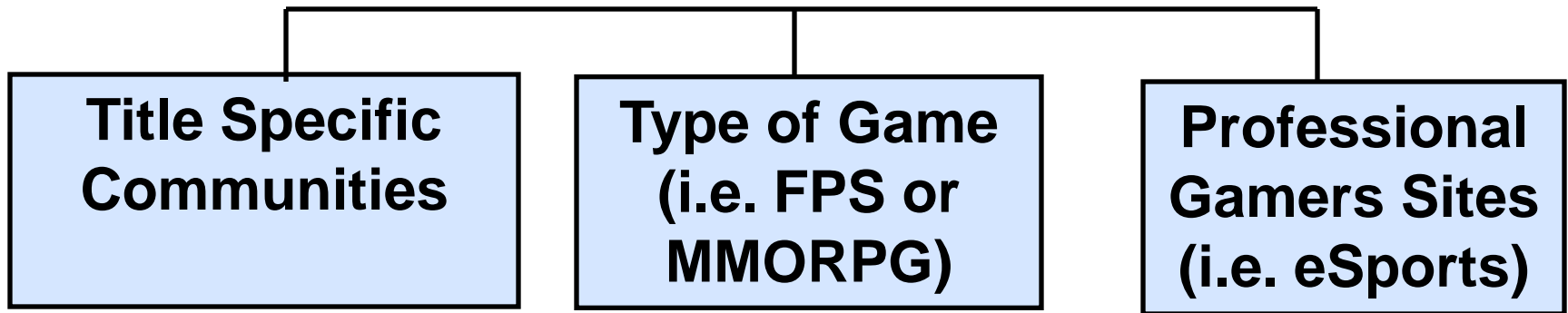
ENTHUSIAST MEDIA



▶ Value

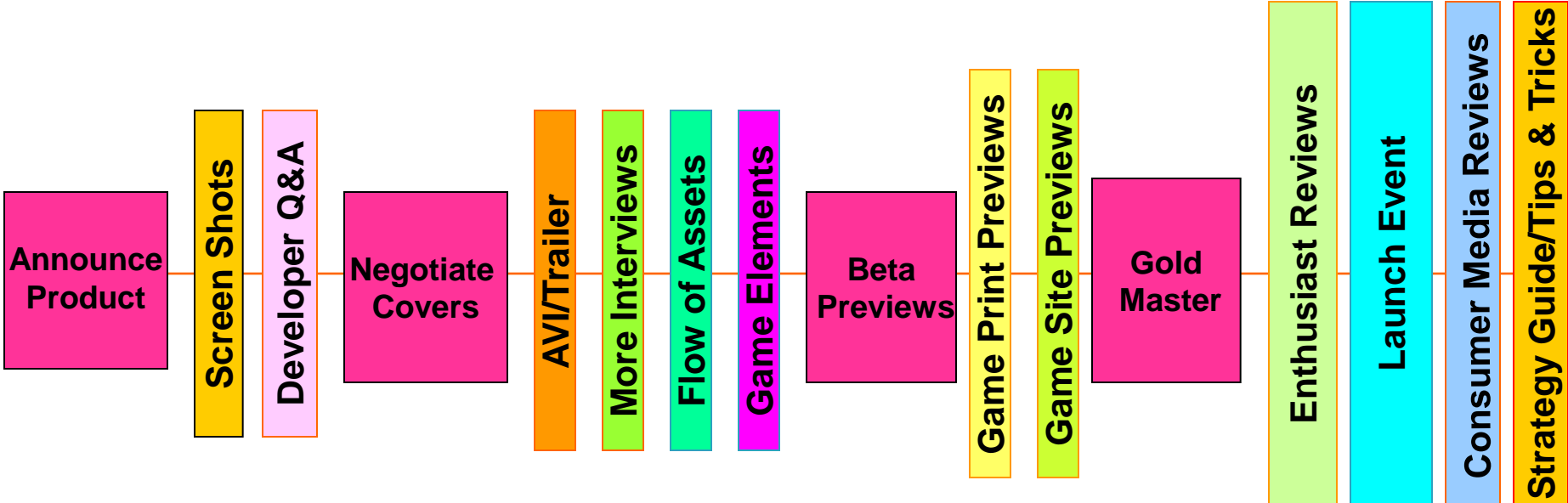
- Perhaps the best exposure for your game in creating **early** sales
- Builds a following with game fans
- Done right can generate FREE advertising (youtube, twitter, etc.)

Fan Sites Will = More Coverage



- Millions of fan sites exist
- Targeted research is required

Maximizing Press Coverage for a Game Title



Story Ideas (What to write)

- ▶ Game in development
- ▶ Publisher named
- ▶ Early screens
- ▶ Previews
- ▶ Final review
- ▶ Developer Q and A
- ▶ Tips & tricks

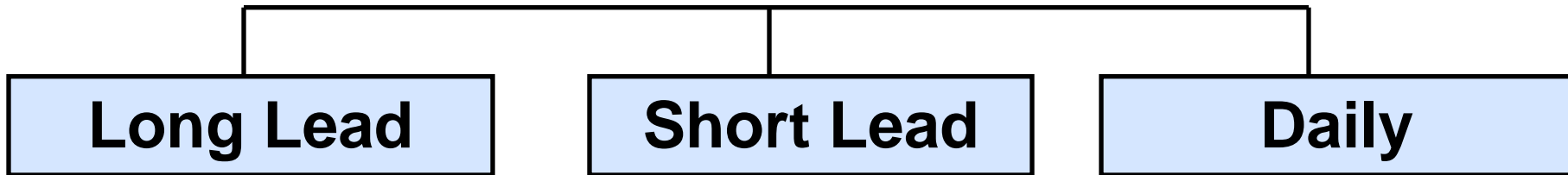
Emphasize what Differentiates Your Title

- ▶ First title to...
- ▶ Unusual story line
- ▶ Great original character
- ▶ New engine/technical breakthroughs
- ▶ Hot franchise
- ▶ Celebrity tie-ins:
 - Author
 - Actor

Contacting the Media

- ▶ Create an editor data base
- ▶ News releases
- ▶ Pitch letters
- ▶ Media tours
- ▶ Reviews
- ▶ Feature stories

Consumer Media



▶ Value:

- Prestigious; implies that your title is important
- Broadens audience seeing information about your title
 - Remember who actually BUYS the games
- This coverage is more visible to retailer partners

Tips on Pitching a Game to Consumer Media

- ▶ Start an editor data base
 - Make notes
 - Know who reviews your type of title
 - Learn the wire reporters and syndicated freelancers, guys that can have their reviews picked up by 10 – 100 other papers
- ▶ Make your pitches personal
 - Reference other reviews the editor has done
- ▶ Keep email pitches short

Tips on Getting TV Exposure

- ▶ Think visual; talking heads are boring; suggest a prop:
 - A peripheral such as a driving wheel
 - A flight jacket representing the military branch in an aviation title
- ▶ Provide high quality running footage of the game

B-Roll Footage: Essential For TV Coverage

- ▶ Offer B-roll of your studio, showing people at work and the game in development
- ▶ Film a few practiced sound bites with the developer
- ▶ Make an articulate spokesperson available for in-studio interviews

Events

- ▶ Events can be pretty expensive; pick and choose the titles you want to promote, carefully
 - An event helped Infogrames win the PC license for Warner Bros. titles
- ▶ Pick a media capital (lots of attendees)
 - Sometimes generating a buzz is more important than press coverage

Making Your Mark at Trade Shows

- ▶ One of the advantages of E3 is that hundreds of editors attend
- ▶ The disadvantage is that participation is costly, so you need to make every dollar spent effective
- ▶ The best way to see a lot of editors is to have a booth – or be part of someone else's

Publisher PR

- ▶ Publishers usually provide a “template” program
 - Designed to generate reviews for titles they contract
- ▶ Doesn't usually get the **developer** much press credit
- ▶ Negotiate what you will get up front
- ▶ Consider hiring your own agency to supplement publisher efforts

Advertising

- ▶ It's expensive
- ▶ Fan sites are a less expensive way to go
- ▶ Try working out a trade

Building a Brand for the Company

- ▶ Do a company positioning up front
- ▶ PR effort must advance company positioning
 - What differentiates your title, your company from every other developer?
 - What are the key messages you want to get across?

Speaking Opps can Build Company Reputation

- ▶ Another way for developers to get visibility is through speaking opportunities
- ▶ Instead of going for a solo placement, suggest a panel, where your spokesperson would be one of the participants
- ▶ A great abstract is the key

Tips on Pitching the Business Press

- ▶ You must offer something different
 - A unique way of funding the company
 - A CEO with an interesting history
- ▶ Expect to give revenue numbers
- ▶ The story **MUST** be offered as an exclusive
 - Magazines are highly competitive

Reputation Management

- ▶ Keeping stories, reviews, complaints and all other negative press buried.
- ▶ Specialist firms exist to do this.
- ▶ Particularly important since the rise of the Internet, WWW and blogosphere.
- ▶ MEA!!! (Monitor, Evaluate, Act)
 - Monitor -> What are people saying.
 - Evaluate -> How is that perceived/impacting a businesses reputation.
 - Act -> Attacking critics, posting positive counterpoints, burying negative information.
- ▶ Crisis Management is service many reputation management firms offer.

