

# Wolfire's Indie PR

Making noise from day 1.



# What Is PR?

**Public relations (PR)** is the practice of managing the flow of information between an organization and its publics.

--[http://en.wikipedia.org/wiki/Public\\_relations](http://en.wikipedia.org/wiki/Public_relations)

# Some PR Tips!

- Only show off finished assets.
- Never mention the competition.
- Avoid direct interaction with fans.
- Don't generate buzz too early.
- Let the game speak for itself.

# Lame PR Tips!

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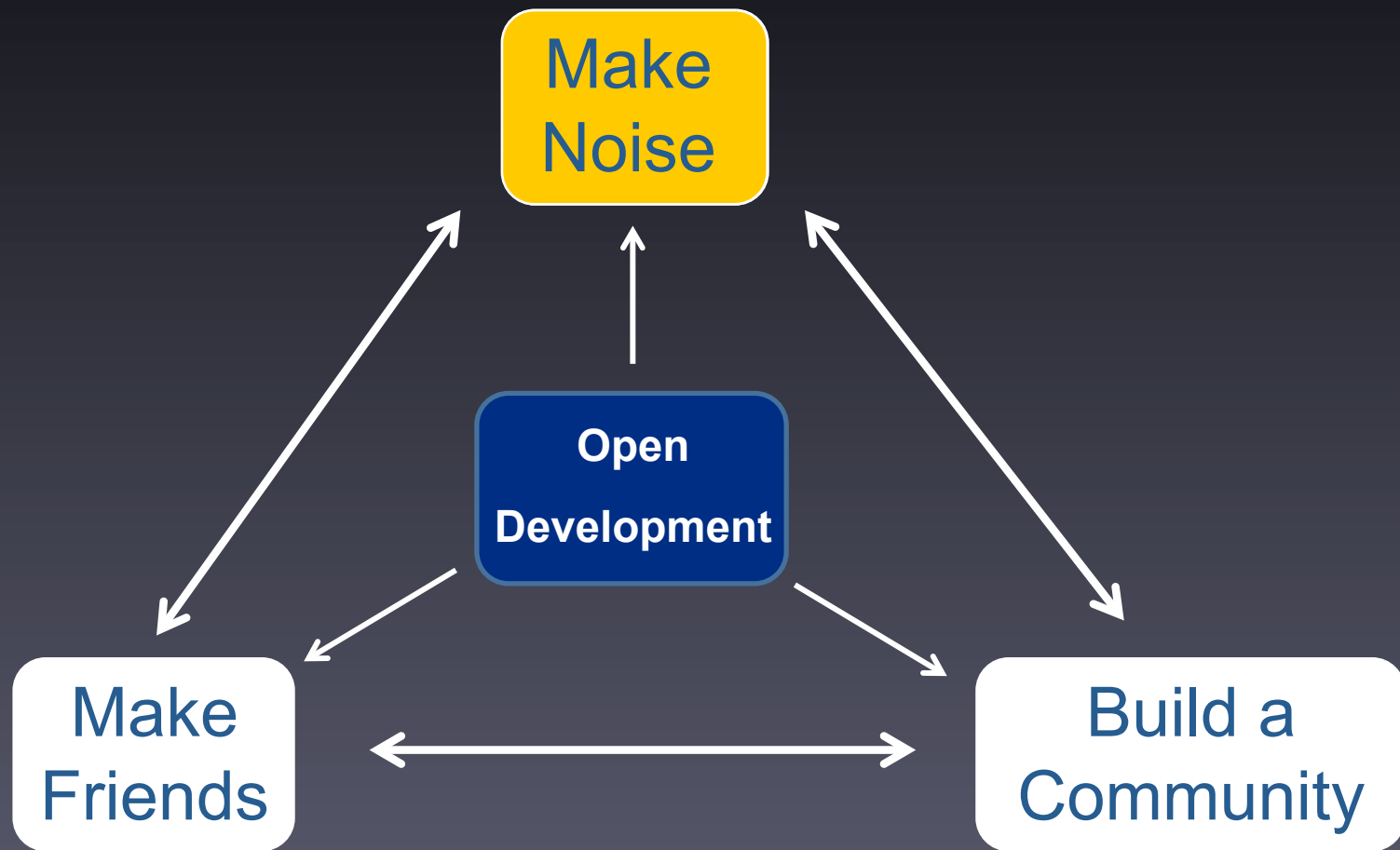
Internets



You



# Wolfire's PR

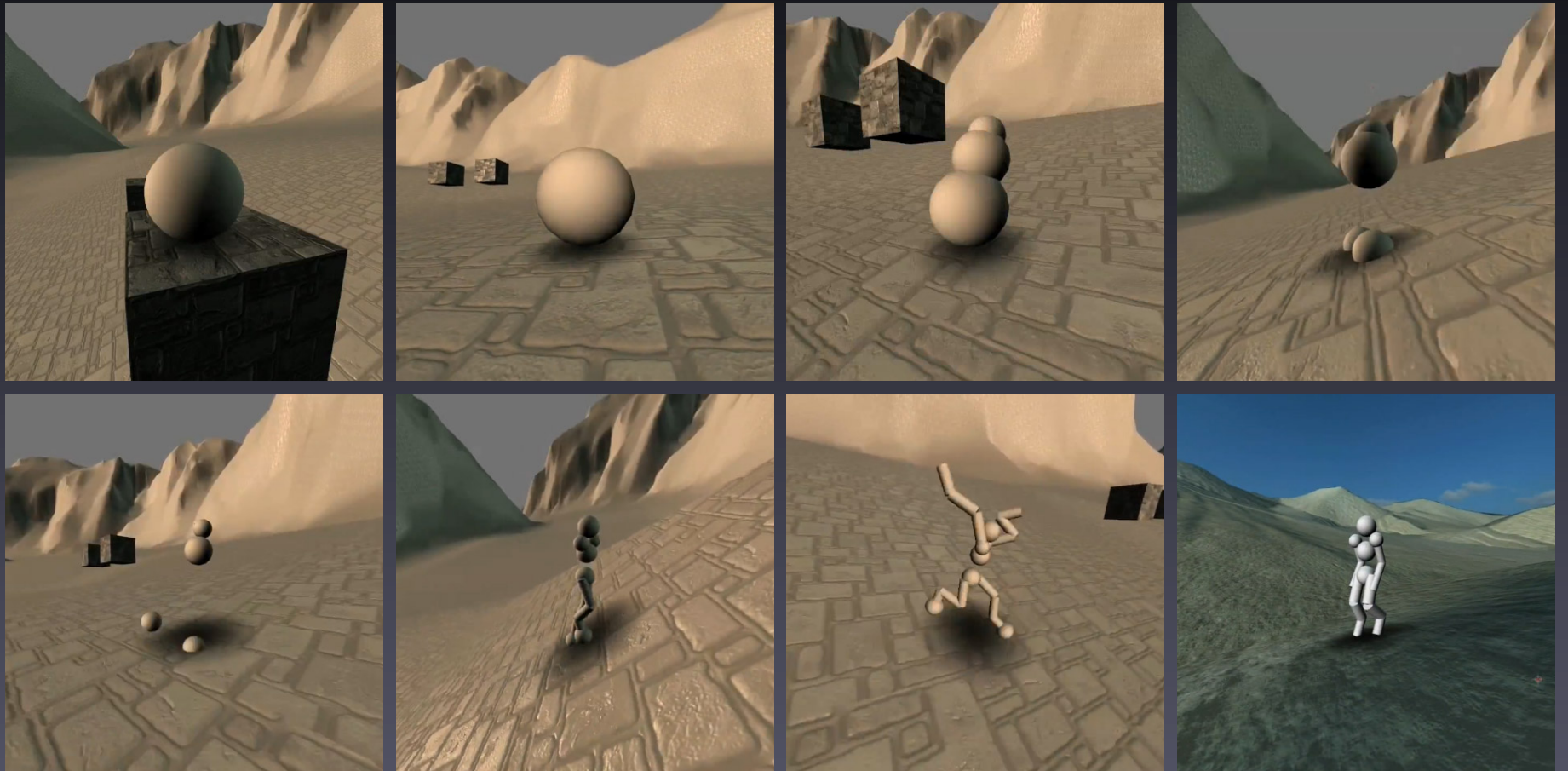


# Making Noise

- Be Open
- Be Real
- Be Noisy



# Tech Posts



[http://youtube.com/watch?v=SAtwQa8t\\_3g&hd=1](http://youtube.com/watch?v=SAtwQa8t_3g&hd=1)



# Concept Art



# Game Design

## WOLFIRE BLOG



Welcome to the Wolfire Blog! This is where we keep everyone up to date on our progress on [Overgrowth](#) and other new stuff. Be sure to [subscribe](#) to get the latest news! Also, be sure to check out the [forums](#) for even more up to date news - or get on [IRC](#) for up to the second updates.

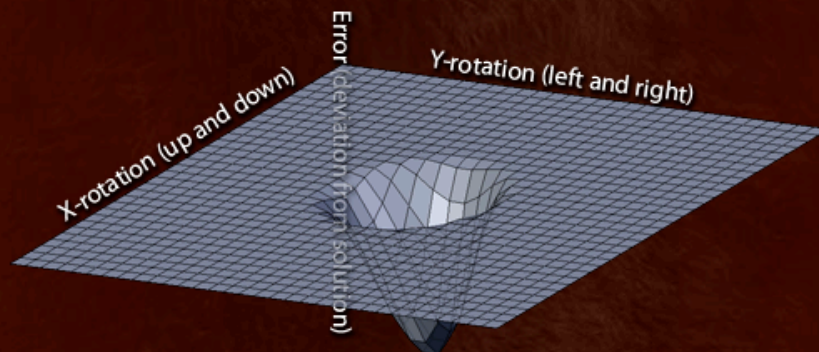
« [Overgrowth Alpha 10](#) [A few thoughts about interactive music](#) »

### Designing the solution space

By David on January 21st, 2009

[30 comments](#)

In the [machine learning](#) community, problems are often described by the topography of their solution space (the set of all possible solutions and their corresponding success). For example, if the problem is to determine the correct motor output to make a camera look towards a light, the solution space might look like this:



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BY FEEDBURNER

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# Personal Experiences

## Inspiration from nature

By Jeff on June 15th, 2009

37 Comments

Sometimes we spend so much time programming and playing video games (and [Magic cards](#)), that we forget what the real world looks like. Luckily, this weekend, we took a trip to [Sierra City](#), and had a chance to reconnect with nature.



Sierra City, CA

Today, we set off on a hike for [Haskell Peak](#). We had some old hand-written directions, but I thought it would be easier to just punch the coordinates into my trusty GPS. Unfortunately, I plugged in the coordinates for the actual summit of the peak rather than the trailhead. We started driving up, but before we knew it, the road had changed into a rough, dirt trail — which we later realized was probably intended for walking. We had actually driven up a

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BY PEEBURNER

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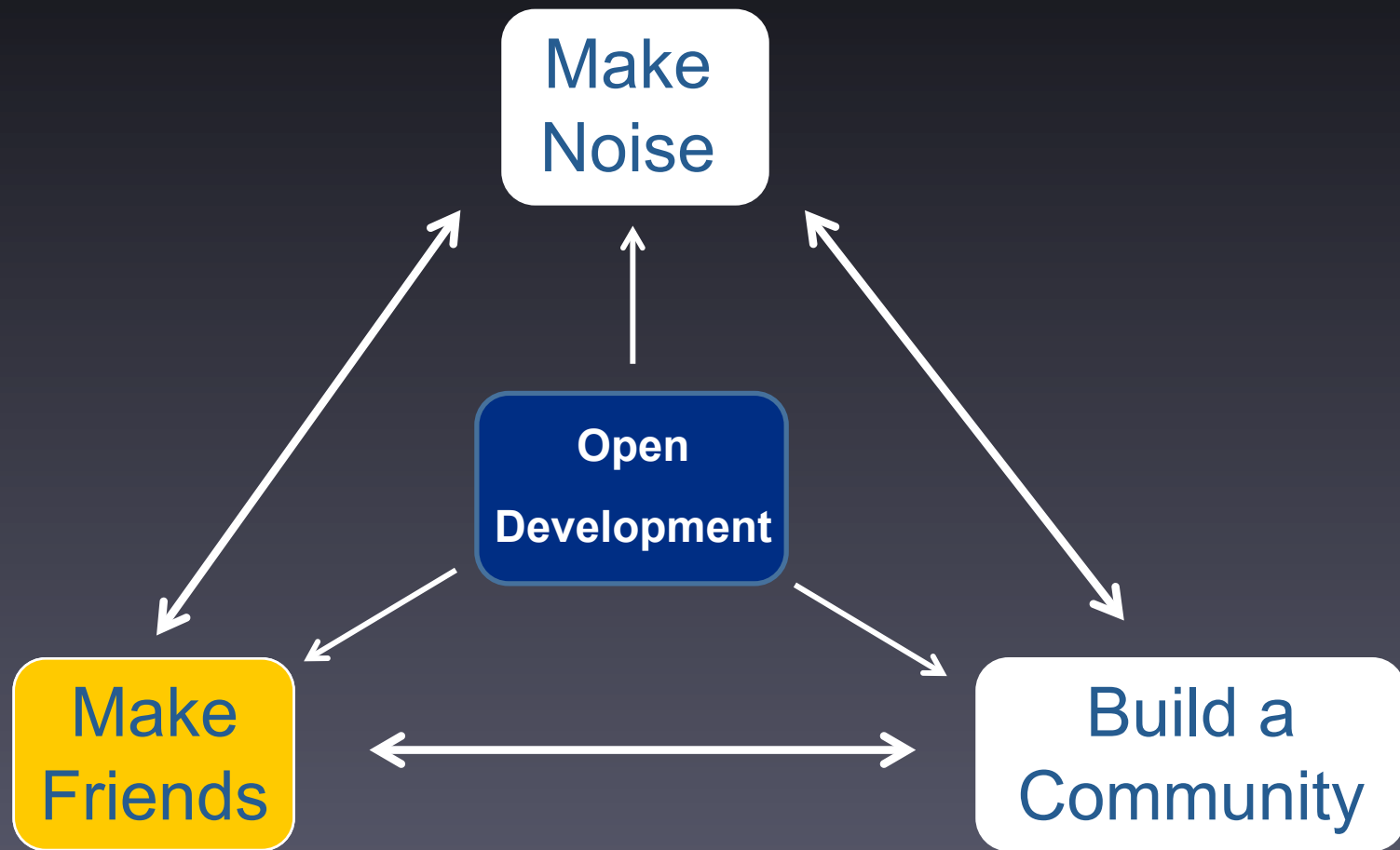


# SMALL TANK





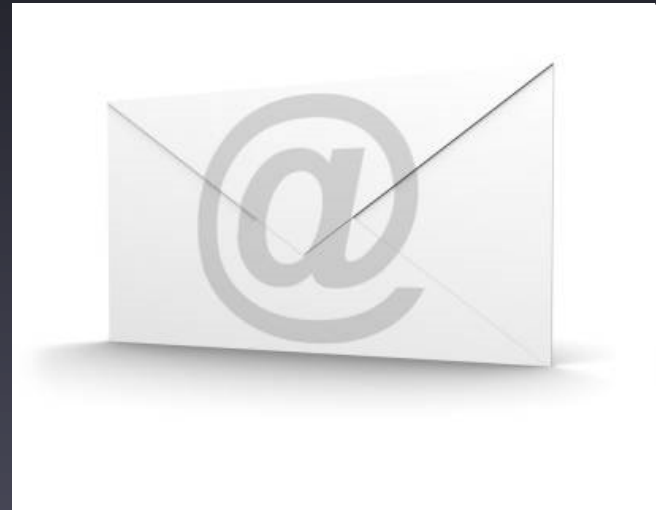
# PR Chart



# Making Friends Online

- Cold Emails
- Talk about other indies that inspire you
- Cross-Promotion Opportunities

# Cold Emails



# David's Design Tours



<http://youtube.com/watch?v=XAoW9fjKmo4&hd=1>

# Making Friends Offline

- Parties
- Meetups
- Conventions
- Contests and Gamejams

Result: Warmer Emails

# Go Meet Your Local Indies



# Conference != Vacation





# One thing leads to another...





# Meet The Press




# Warmer Emails

"... and their main marketing dude at industry events wears a kilt and a lumberjack beard."


-Reverend Anthony Burch,  
Destructoid

Newest Originals Reviews Previews Videos Condense Stories

Home > Indie updates >

 **The Overgrowth webcomic provides ultraviolence, indie cred**

5:20 PM on 06.11.2009, Anthony Burch 8 comments



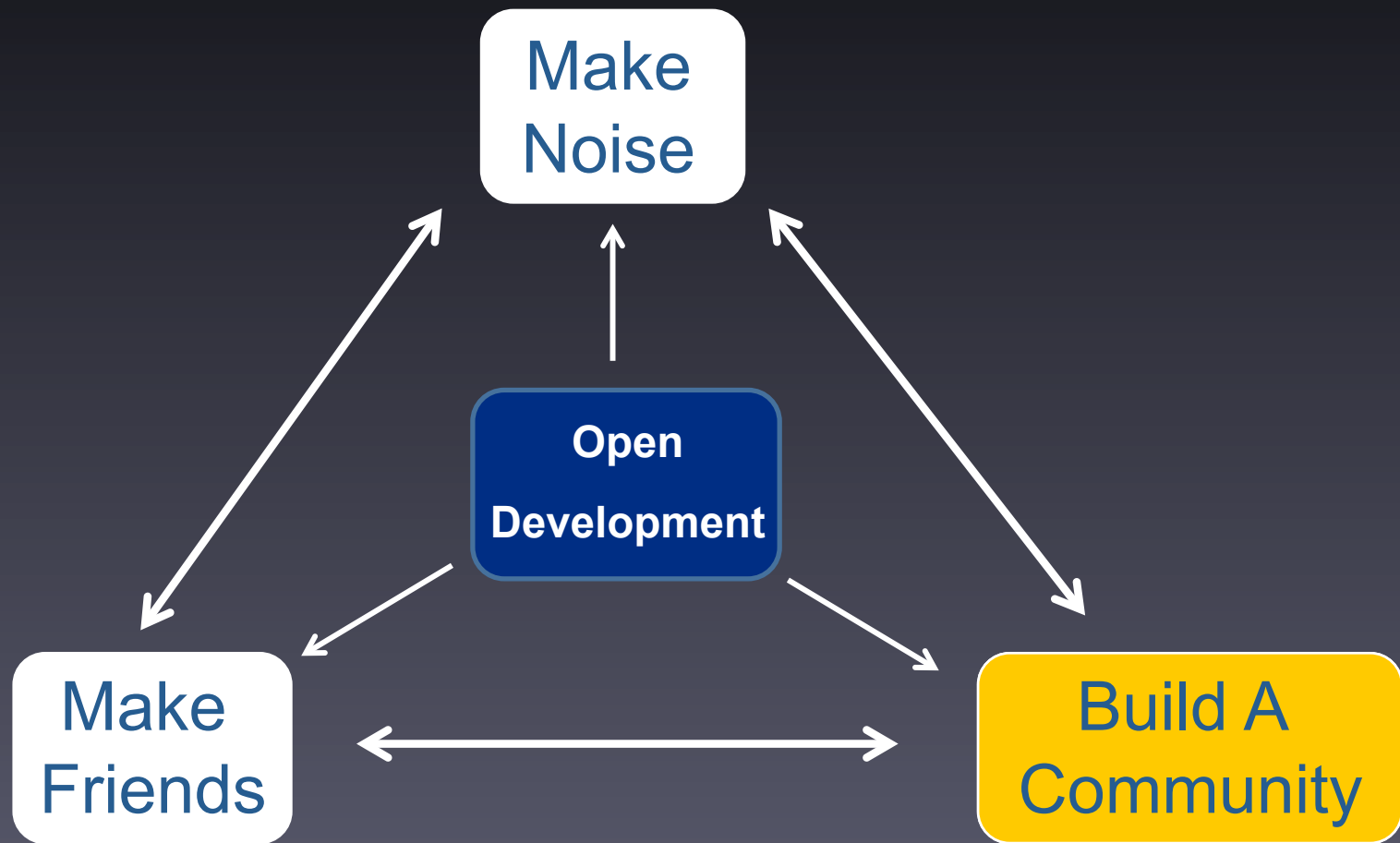
INDIE

*Lugaru*, the greatest rabbit-themed martial arts [game](#) ever made, is getting a sequel called *Overgrowth*. The guys at Wolfire Games have done some of the coolest [viral marketing](#) I've ever seen from the indie crowd. They've given constant game updates on their blog, filmed remarkably insightful [design tours](#) of other indie [games](#), and their main marketing dude at industry events wears a kilt and a lumberjack beard.

Perhaps their most interesting attempt at promoting *Overgrowth*, however, comes in the form of their newly-released *Overgrowth webcomic*. Don't let the anthropomorphic character designs or the format trick you, though; this is not a cutesy, unfunny weekly strip full of likeable characters and wacky reflections on gamer culture. This is a fluidly illustrated, often frighteningly violent glimpse into the world of *Overgrowth* and the characters who live in it. Think *Watership Down* mixed with *Conan the Barbarian*.

This should tide me over until the next update on the game's progress, but a man can only wait so long -- I *need* some rabbit-based kung fu, and *Overgrowth* is still without a release date. Still, this brutal look into *Overgrowth*'s universe is a pretty damn cool way to promote the eventual release.

# PR Chart



# Building A Community

- Reach Out To People
- Facilitate Communication
- Be “Sticky”
- Start Now

Wolfire Blog – Why you should support Mac OS X and Linux

http://blog.wolfire.com/2008/12/why-you-should-support-mac-os-x-and-linux/ RSS why you should support mac os

« Overgrowth in Igromania

Overgrowth is #1! »

## Why you should support Mac OS X and Linux

By Jeff on December 28th, 2008 68 comments

Last I checked, Mac OS X had around a 5% market share, and Linux had much less than that (among consumers). I can feel that many PHBs look at this small number and think "5%? Why should I support a whole new platform when I could just blow some more money on brand advertising?"

Obviously supporting Mac OS X and Linux means you tap into another platform and expand your potential market base. That much is clear. But surely adding an extra 5% is negligible, right? Wrong. Not all five percents are created equal. I'm not an economist, just a humble engineer, but let me take a stab at an explanation.

First, here's a breakdown of Lugaru sales by platform:

Mac OS

Windows

Linux

50%

45%

5%

From a short sighted, graph reading viewpoint, supporting Mac OS X and Linux directly increased sales by around 122%. However, this seemingly unbelievable number is actually understated. Here's my attempt at an explanation in five points:

### 1. It's good to be a big fish in a small pond

As a pretty niche independent game, Lugaru was never covered by PC Gamer, IGN, and other behemoth media publications. However, it was just large enough to get covered in a variety of Mac journals. One website, Inside Mac Games fell in love with it and posted about it all the time.

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Blog Roll

» 2D Boy

» DanLabGames

» Edmund McMillen

» Fun Motion

» icculus.org

» IndieGames Blog

» Infinite Ammo

» Nimblebit

» Offworld



# Mod Support

Foothold by Hale



<http://youtube.com/watch?v=5R45xrFWerA&HD=1>

# OVERT OPS

- Translations in 20+ languages
- International news sites







# Communication: A Two Way Street

The screenshot shows a web browser window displaying a blog post titled "Wolfire Answers Community Questions" by John, dated July 3rd, 2009. The post has 42 comments. The main text explains that the blog is hosting a Q and A session using fan questions. A specific question from Zacqary is highlighted, asking for an interpretive dance. The author's response is a video of a man in a kilt performing a dance. The right sidebar contains social media links, a search bar, a category list, and a blog roll.

Wolfire Answers Community Questions – Wolfire Games Blog

http://blog.wolfire.com/2009/07/wolfire-answers-community-questions/ RSS Google

Ninja Rabbit David Blog FB YTube Preorder Mac Key PC Key Apple Yahoo! Google Maps YouTube Wikipedia News (314) Popular >>

## Wolfire Answers Community Questions

By John on July 3rd, 2009 42 comments

Everyone already knows that if they want to ask us questions, they can find us in the [Public Wolfire IRC channel](#) or on our [live chat widget](#). However, a couple of weeks ago we announced that we would host a Q and A using fan questions on the blog. Unfortunately people asked us so many good questions that we can't possibly fit them all into one post. But as promised, here are the answers to the top 10 most liked questions as well as a few bonus questions that grabbed our attention.

### Question 1 (14 Likes)

**Zacqary** asks *"How is Overgrowth different from other games out there today? Please answer in the form of interpretive dance."* **Jo-Shadow** adds that *"the interpretive dance must be performed by john... in his kilt."*

You guys will be sorry you asked for this. Here it is: [Watch it in HD at your own risk.](#)

#### Wolfire Answers Community Questions

★★★★★

0:00 / 2:15

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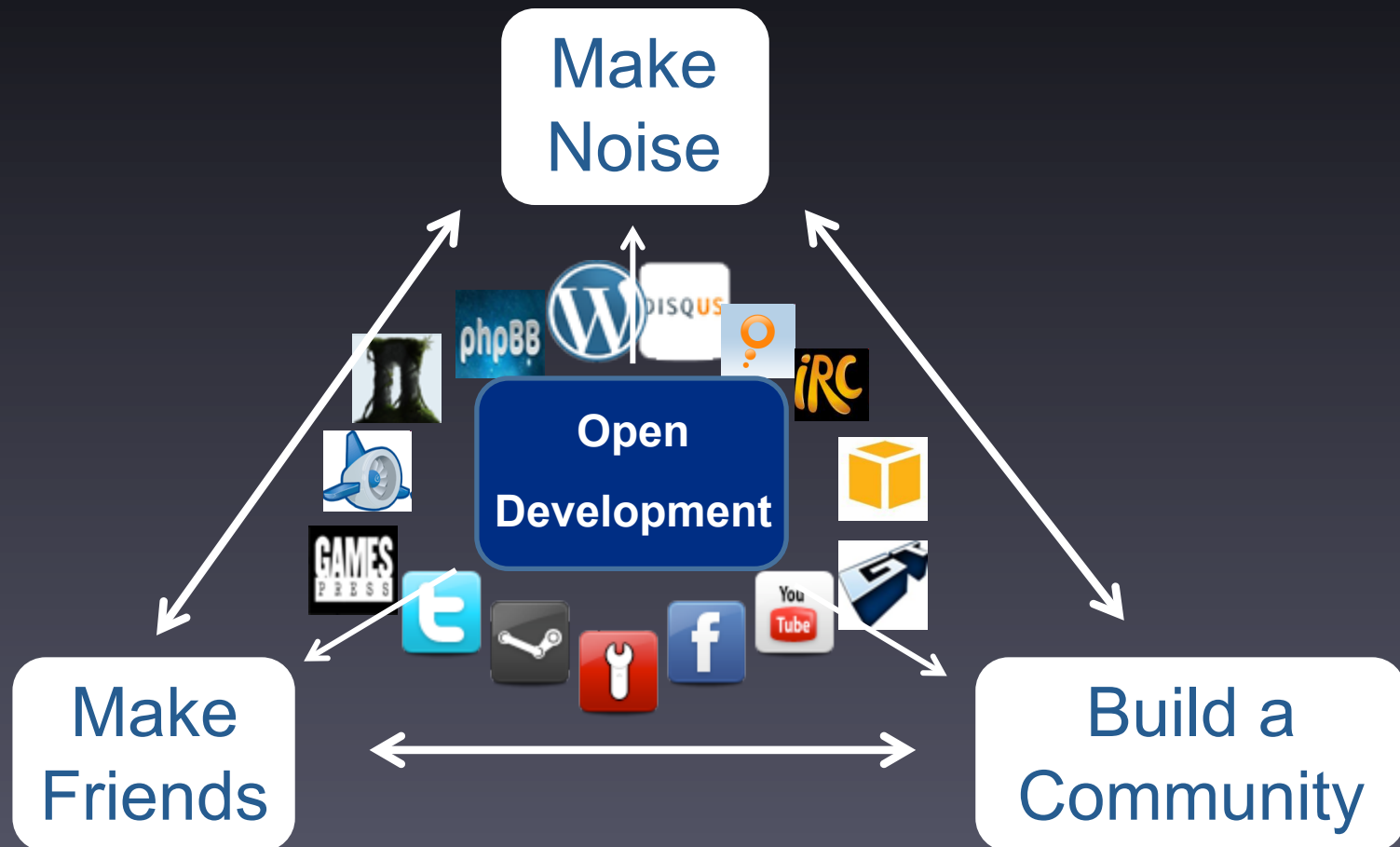
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# Wolfire's Bag o' PR Tools

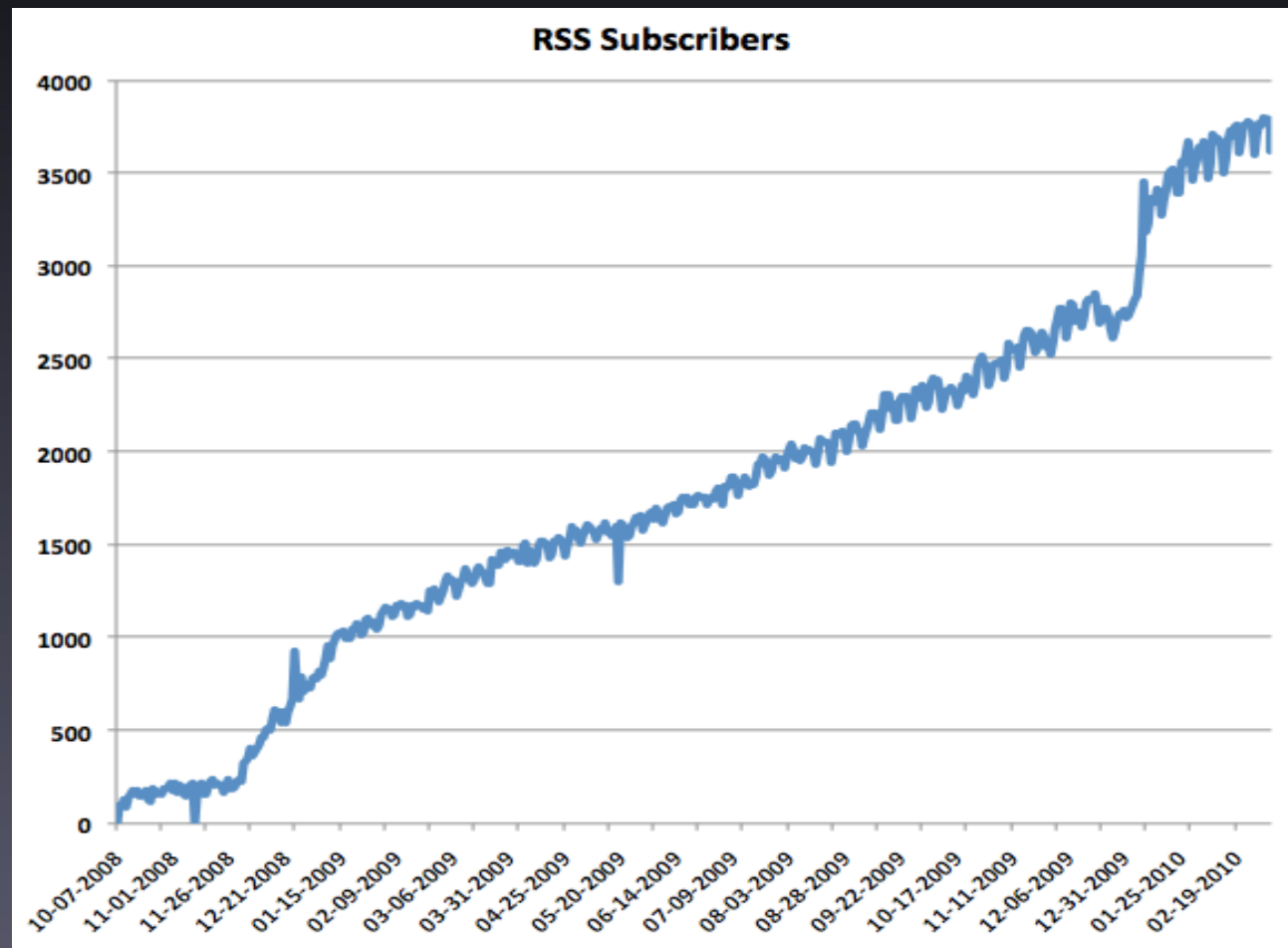


# Blog

- Blog often
- Pick relevant topics
- Use pretty pictures and videos
- Encourage feedback
- Make it sticky!



# Blog Subscribership Trends



# Wolfire's Noisiest Post

Why you should use OpenGL and not DirectX – Wolfire Games Blog

http://blog.wolfire.com/2010/01/Why-you-should-use-OpenGL-and-not-DirectX RSS Google

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## Why you should use OpenGL and not DirectX

By David on January 8th, 2010 416 comments

Often, when we meet other game developers and say that we use **OpenGL** for our game **Overgrowth**, we're met with stares of disbelief -- why would anyone use OpenGL? **DirectX** is the future. When we tell graphics card representatives that we use OpenGL, the temperature of the room drops by ten degrees.

This baffles us. It's common geek wisdom that standards-based websites, for instance, trounce Silverlight, Flash, or ActiveX. Cross-platform development is **laudable and smart**. No self-respecting geek enjoys dealing with closed-standard Word documents or Exchange servers. What kind of bizarro world is this where engineers are not only going crazy over Microsoft's latest proprietary API, but actively denouncing its open-standard competitor?

Before we dive into the story of why we support OpenGL, let's start with a bit of history:

### What is OpenGL?



In 1982, Silicon Graphics started selling high-performance graphics terminals using a proprietary API called **Iris GL** (GL is short for "graphics library"). Over the years, Iris GL grew bloated and hard to maintain, until Silicon Graphics took a radical new step: they **completely refactored Iris GL and made it an open**

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- » IndieGames Blog
- » Infinite Ammo

# Google App Engine & Amazon Cloud Front



amazon.com

# Other Useful On-Site Devices

- Forums
- Public IRC
- Live Chat Widget



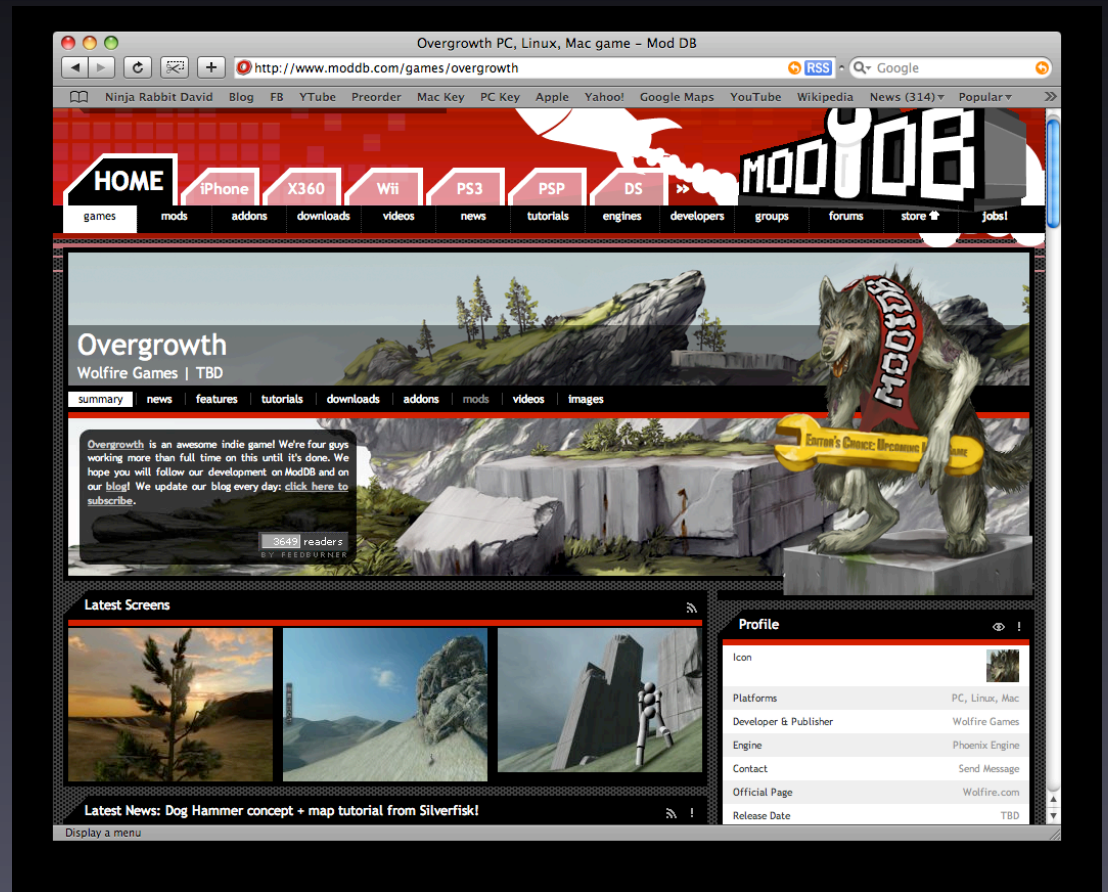
# Social Media





# ModDB Page

- Indie Friendly
- Community is hardcore gamers and modders
- News sent to front page

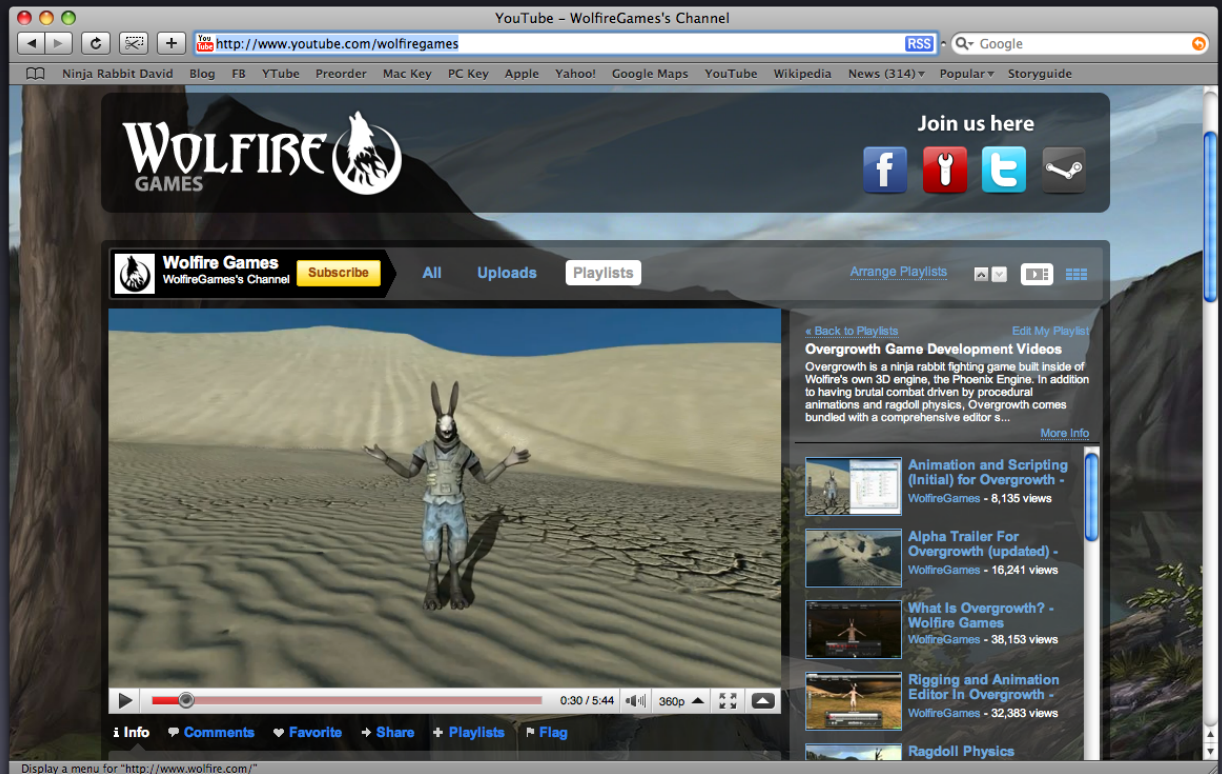


# Facebook & Twitter

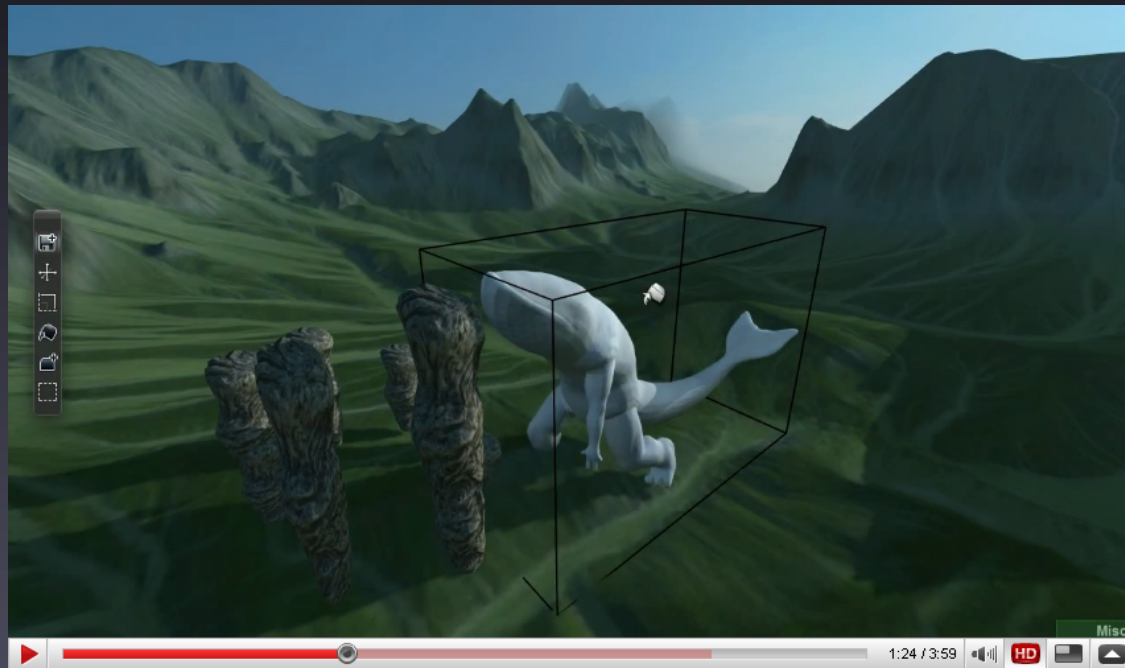


# YouTube Channel

- Not just a video hosting site
- YouTube has a lot of viewers
- Organic traffic

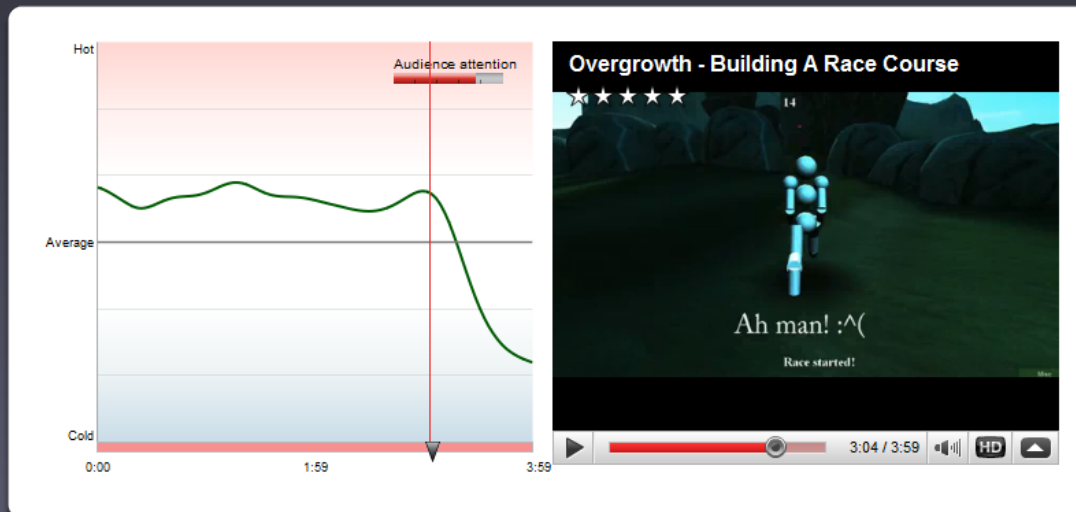
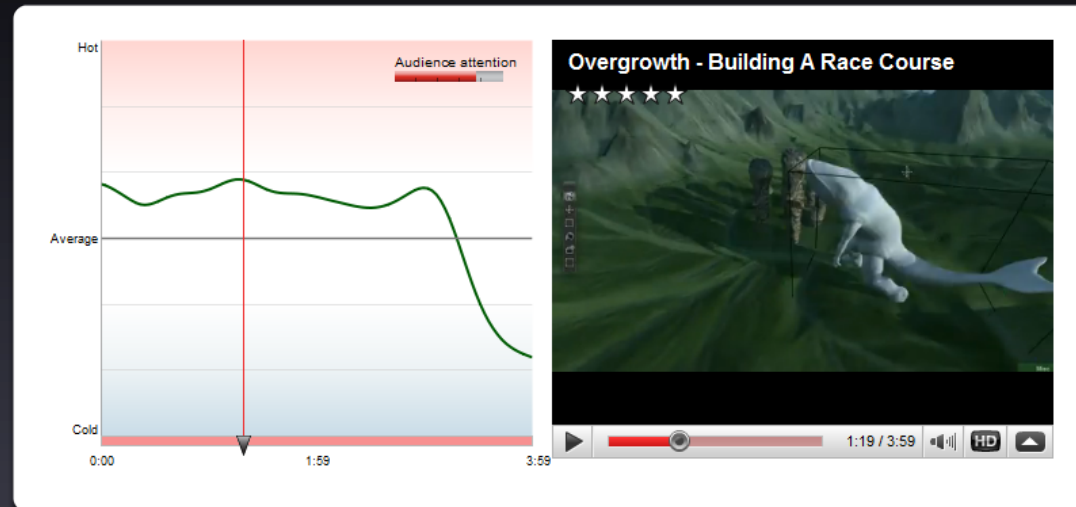


# The 3 Pronged Attack



<http://youtube.com/watch?v=cc5L9sBF7D0&hd=1>

# Insights





# GameTrailers

Overgrowth Video Game | Reviews, Trailers & Interviews | GameTrailers.com

http://www.gametrailers.com/game/overgrowth/10539

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## Overgrowth

 **Release Date:** TBA  
**Platforms:** ~~PC~~ ~~MAC~~ ~~LINUX~~  
**Publisher:** Wolfire Software  
**Developer:** Wolfire Software  
**Gamesite:** [Click here](#)  
**Genres:** 3-D, Action, Adventure  
**ESRB:** NA

Overgrowth takes place in the savage world of Lugaru where rabbits, wolves and other animals are forced to use paws, claws and medieval weaponry to engage each other in battle.

USER SCORE  
**9.5**  
YOUR RATING

### Game Stats

Total Media Views: 266,392

New Game

Tracking Users: [Tracking Now!](#) 125

### Related Games

 **ScrewAttack**  
Platforms: na

 **Halo 3**  
Release Date: 09/25/2007  
Platforms: Xbox 360

 **MGS4: Guns of the Patriots**  
Release Date: 06/12/2008  
Platforms: PlayStation 3

 **Grand Theft Auto IV**

### All Media

Trailers Features Previews Reviews Interviews Gameplay User Movies

#### Trailers

 **Cat House Timelapse Trailer**  
Jul 2, 2009  
A fast-forward look at creating a vibrant pastel environment.  
File Size: 18.80mb

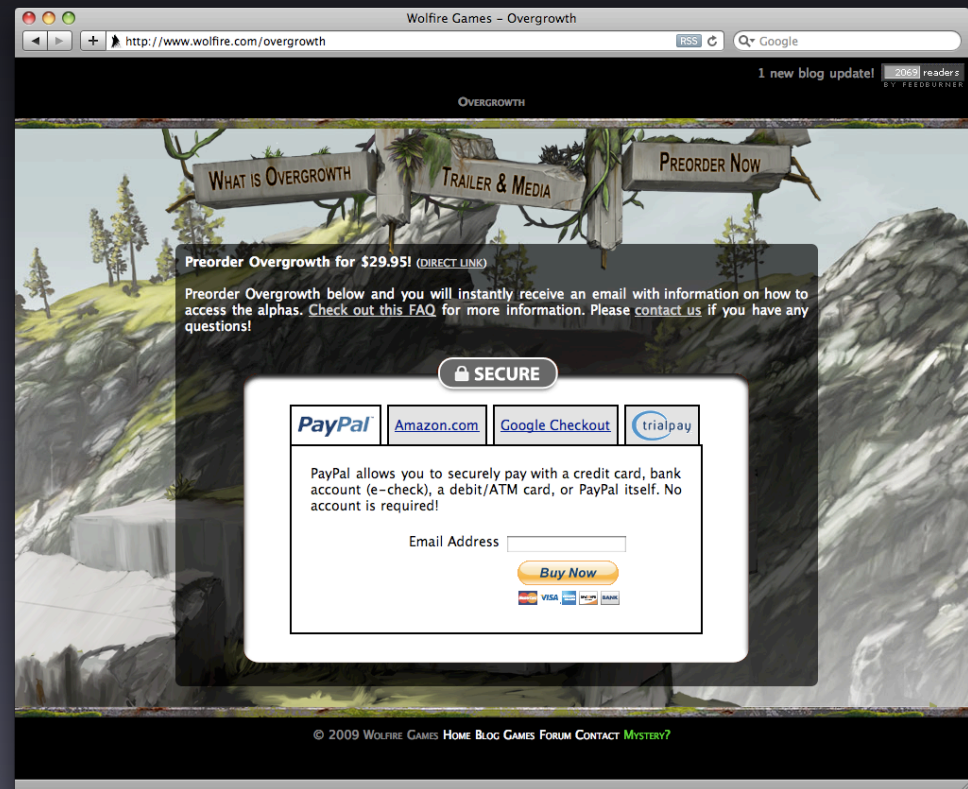
Views: 12,115  
Avg Rating: 8.7  
Total Votes: 198  
Comments: 36

# Worst of GT Quotes

- Boring! What kind of game even is this? Animatsion? Get real
- i can't wait for the nerd to comment an try and correct everyone talking about how cool the textures look an this is revolutionary... too bad its a f\*\*king ROCK....show some f\*\*king character models not a rock changing colors wtf is this crap.
- And if THIS is how they're trying to sell the game... you KNOW the game is going to be really... really bad.

# Early Preorders

- TaleWorlds
- Data Realms
- Wolfire Games
- Unknown Worlds
- Hazardous Software



# The Organic Indie Preorder Pack

A culmination of our work so far.

The Organic Indie Preorder Pack

**Get them together  
for 40% off**

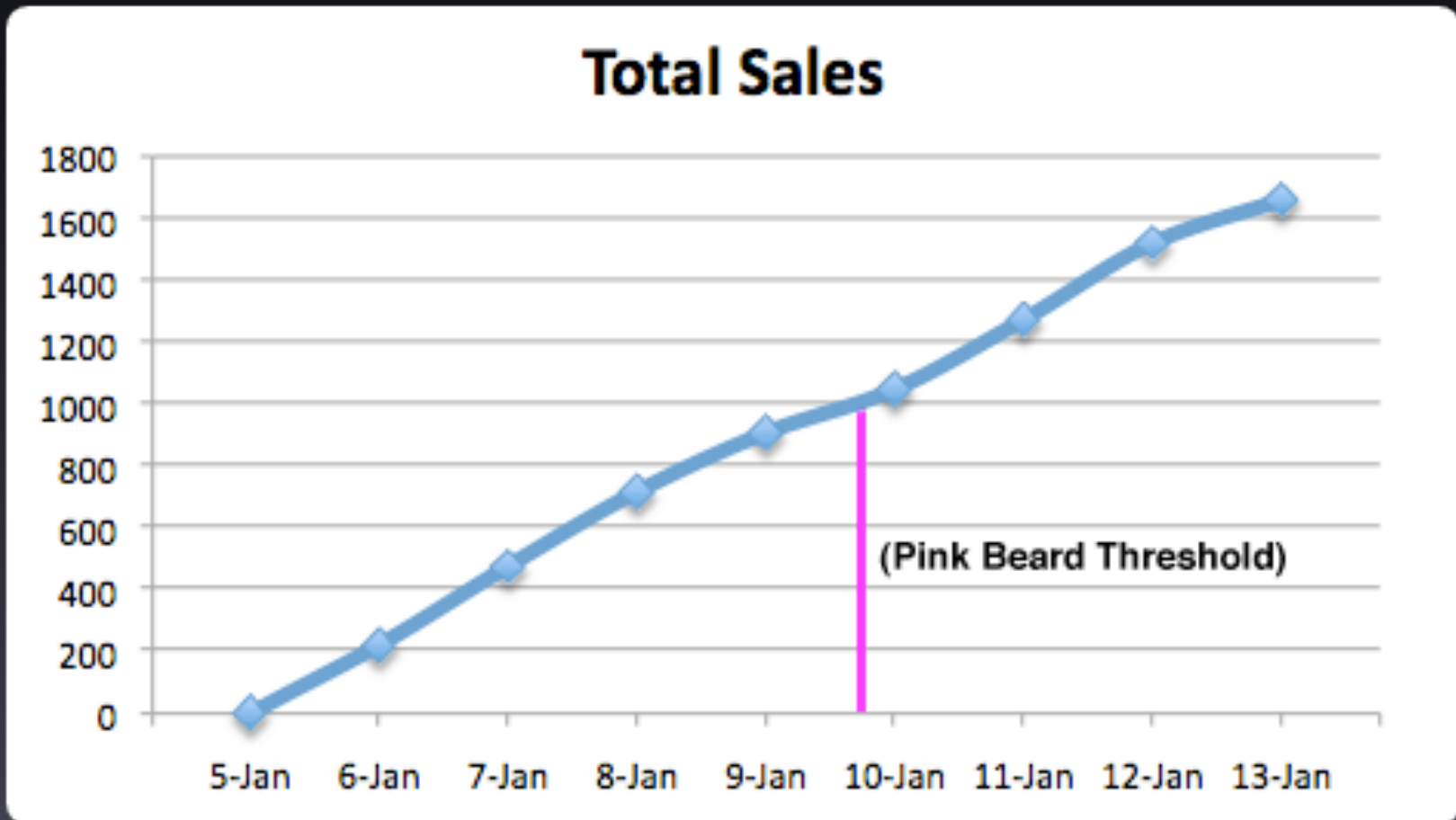


OVERGROWTH

NATURAL SELECTION II



# Pack Results



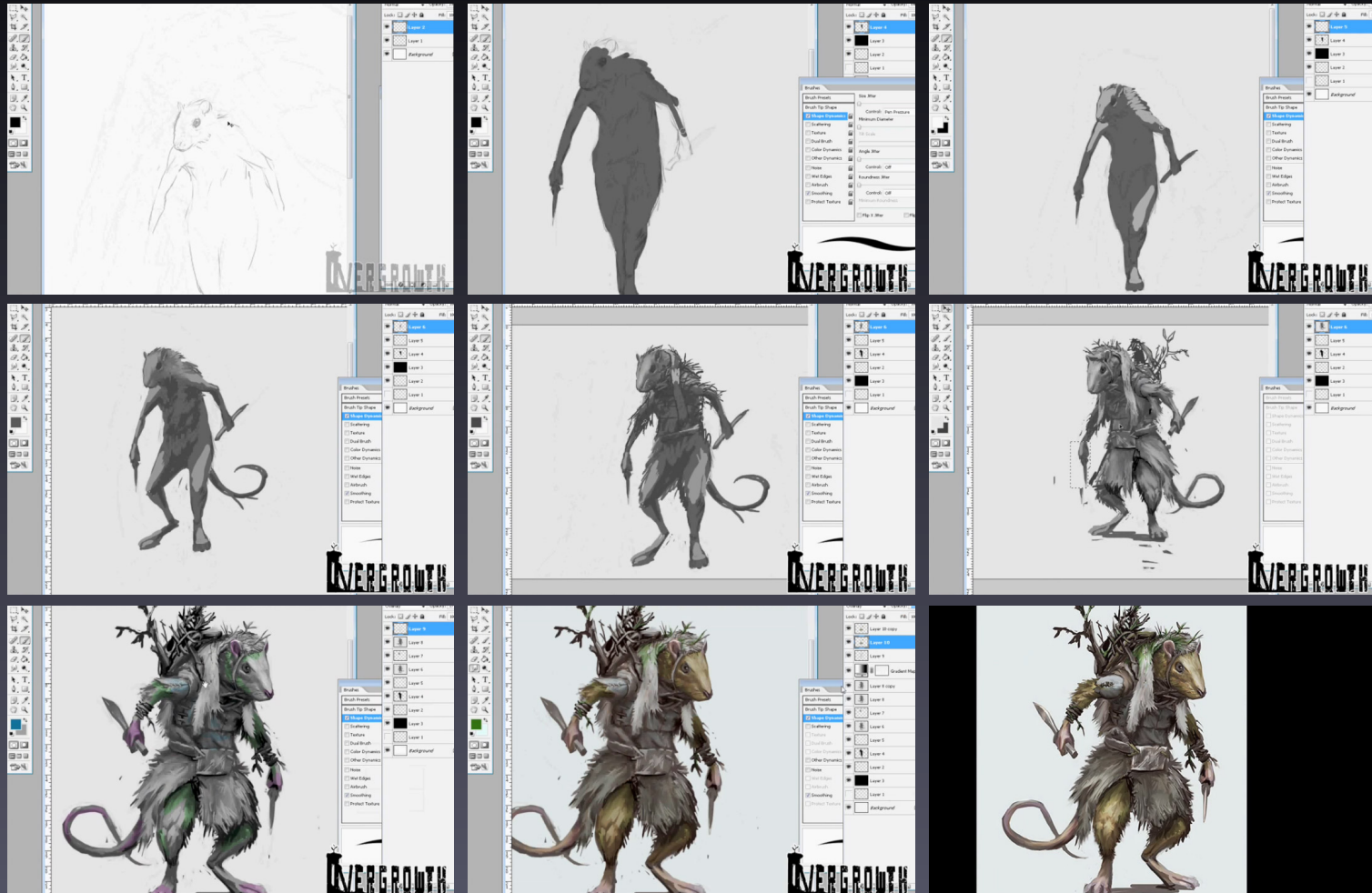




# Conclusion

- Open development
  - Make Noise
  - Make Friends
  - Build a Community
- Start early.
- Stay agile.
- Note: The Wolfire Experiment isn't over yet.

# Question To Ponder



<http://youtube.com/watch?v=yOXrAQhShDk&hd=1>

# Final PR Tip

Leap at every  
opportunity!

If IGS invites you to  
speak, say “yes”!

