

Unconventional Wisdom on Creating a Passionate Community

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DM MC

Introduction



No, really, PR is great.





Gabe's history...





How it all began...





YouTube Q&As



Key success factors:

- Concrete demonstration of presence
- Sempai noticed me!

User-generated content and ACB





Fan Appreciation Friday





UGC YouTube Videos...





Cosplay





















So proud of this...

Assassin's Creed Hi Evelyn, although you might not agree with her cosplay taste, we believe everyone has the freedom to choose how they cosplay all Asssassin's Creed characters. Lets not make assumptions, Jessica knows the franchise better then you might think. We'll take your \$10 in form of a cheque, please send to Ubisoft c/o Assassin's Creed. Unlike - \$\infty 9 - about an hour ago - Edited

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Assassins/Templars WELCOME!



Conclusion

- 1. Be present and responsive.
- 2. Support creativity by exposing it.
- 3. Defend your community.