



Guerrilla Marketing

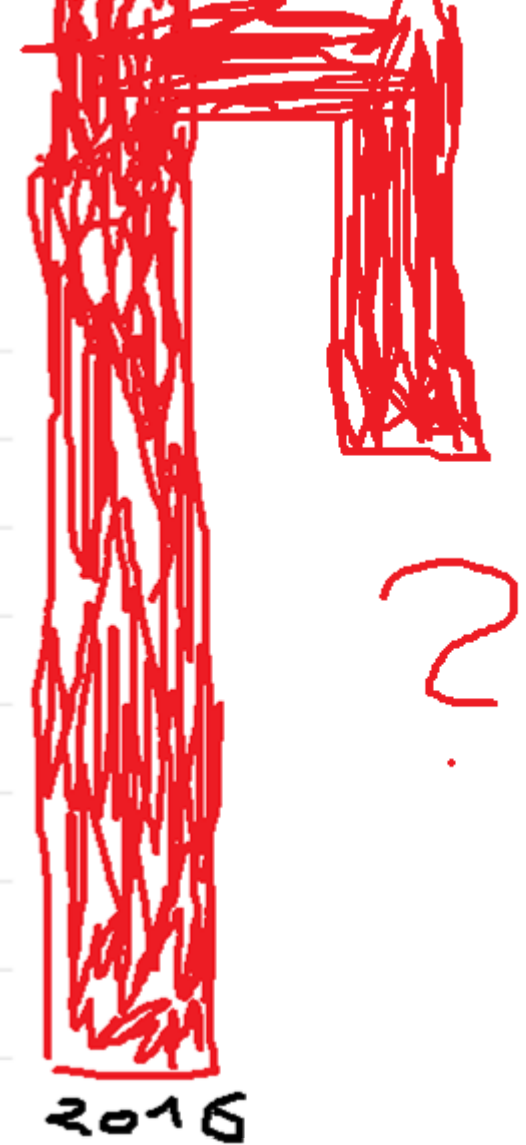
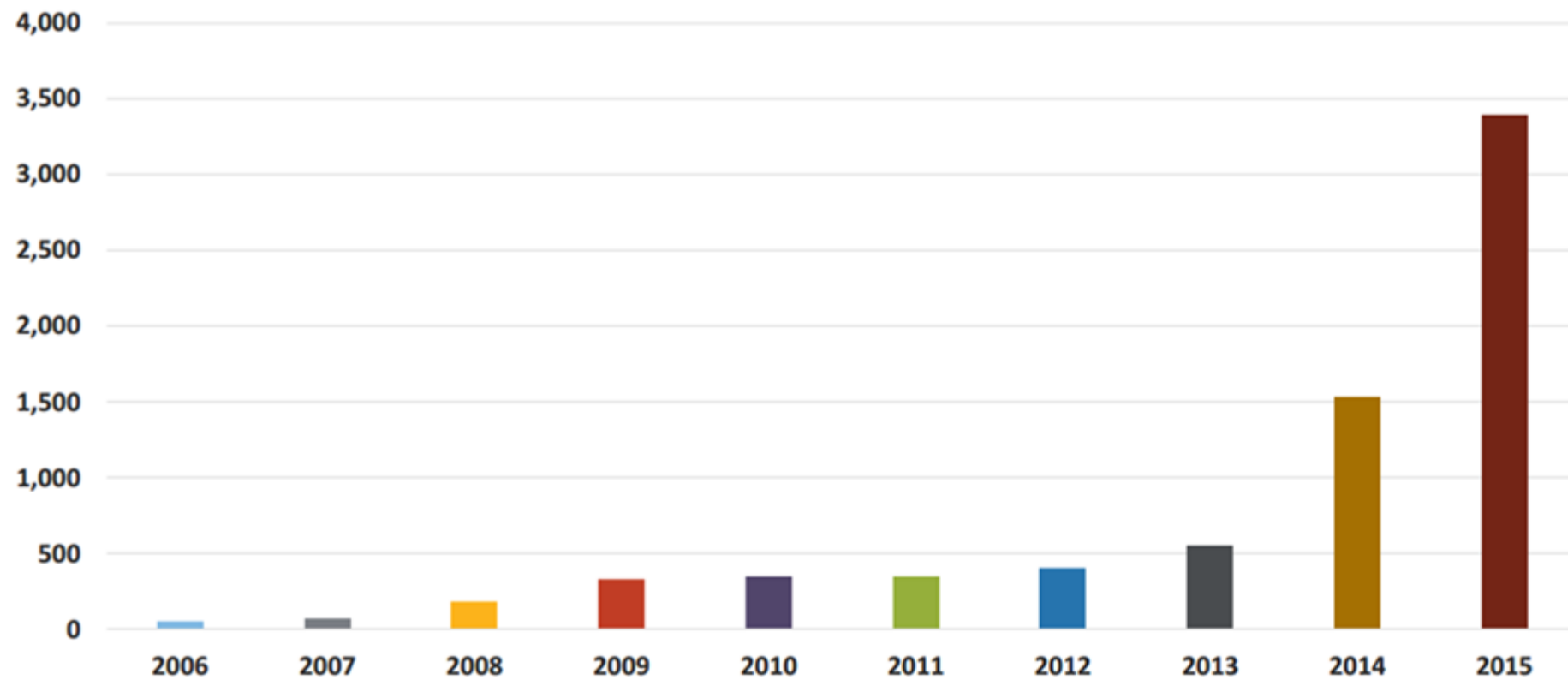
Promote your game with little money,
much insanity and maximum impact



@Olima

Thomas REISENEGGER

Quantity of Steam Games Released per Year

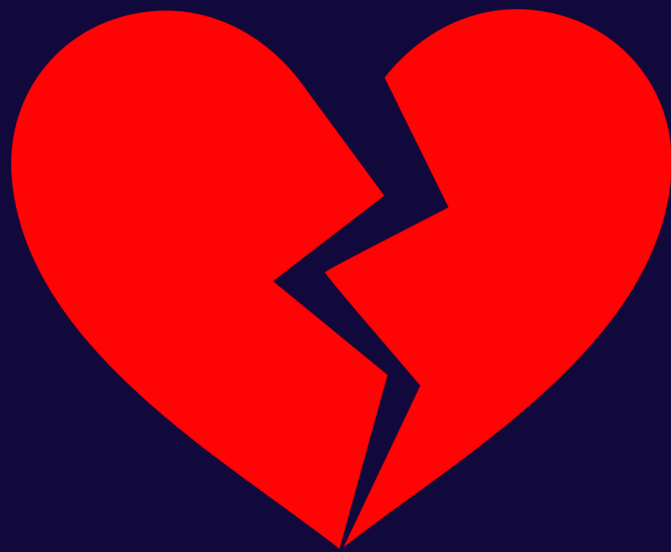


2016

MORE GAMES

but...


... not more websites



Some games get more love than others

EUROGAMER


Popular now



Tech Analysis: No Man's Sky

Full dissection of Hello Games' use of voxels, procedural generation and more.


68



No Man's Sky limited edition has online play icon hidden under sticker

And a different PEGI rating, too.

92




Watch: How big is the grind in No Man's Sky?

Atlas shrugged.

134


Today



No Man's Sky finishers say hang onto Atlas Stones

There's something you'll need them for.


49



No Man's Sky has a game-breaking exploit which is letting users farm rarest items

And speed to the ending.


34



Tech Analysis: No Man's Sky

Full dissection of Hello Games' use of voxels, procedural generation and more.


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92



More original Pokémon get new looks for Sun and Moon

UPDATE: Raichu gets a makeover! New enemies are goths!

41



Telltale Batman has tech issues on consoles too

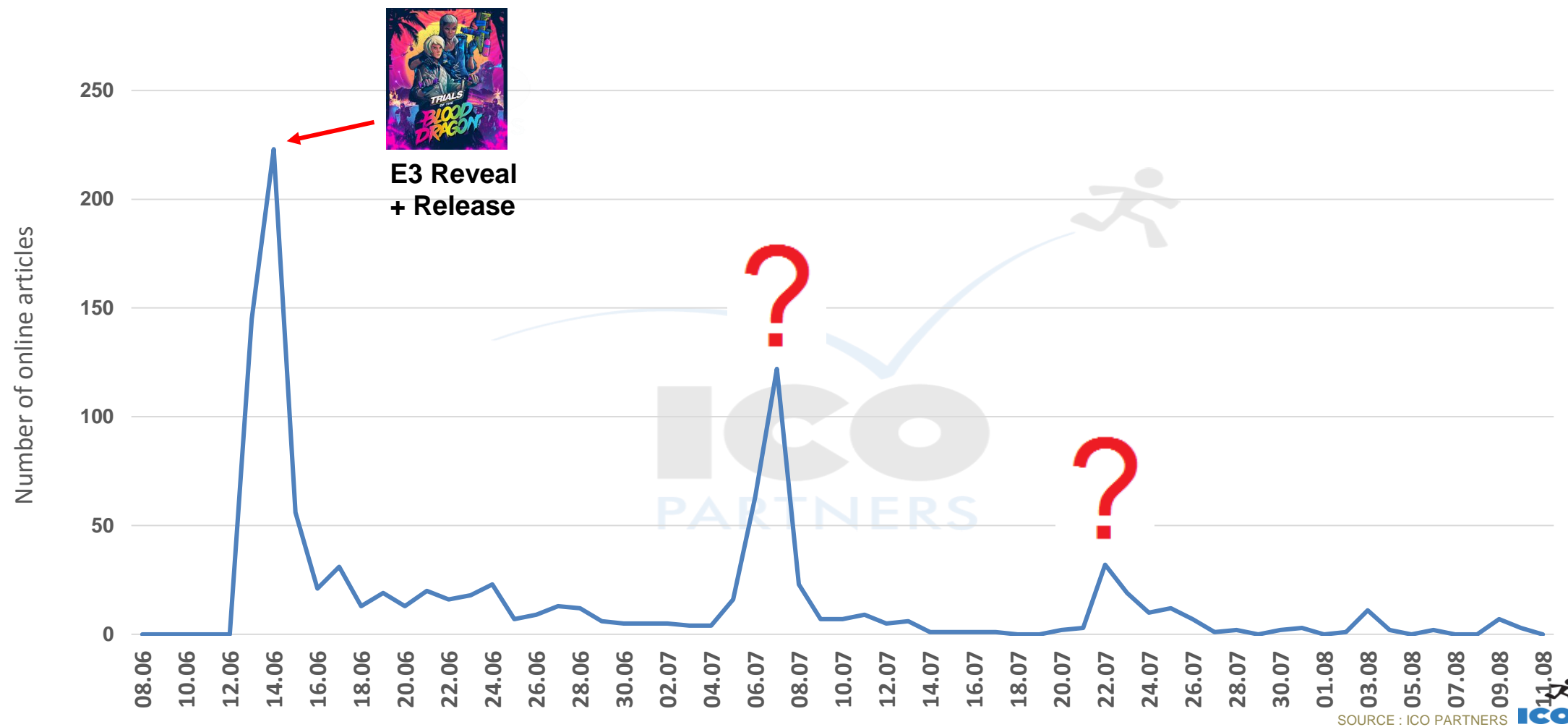
Puzzlingly low resolutions and wobbly frame-rates take the sheen of a high-profile release.

29

Wednesday 10 August 2016



Trials of the Blood Dragon – Media Coverage





NEWS

REVIEWS

FEATURES

VIDEOS

FORUMS

OPINION

PLATFORMS

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Trials of the Blood Dragon is free on PC ... if you're good at it

G-git gud?

By [Megan Farokhmanesh](#) on Jul 22, 2016 at 1:00p [@Megan_Nicolett](#)



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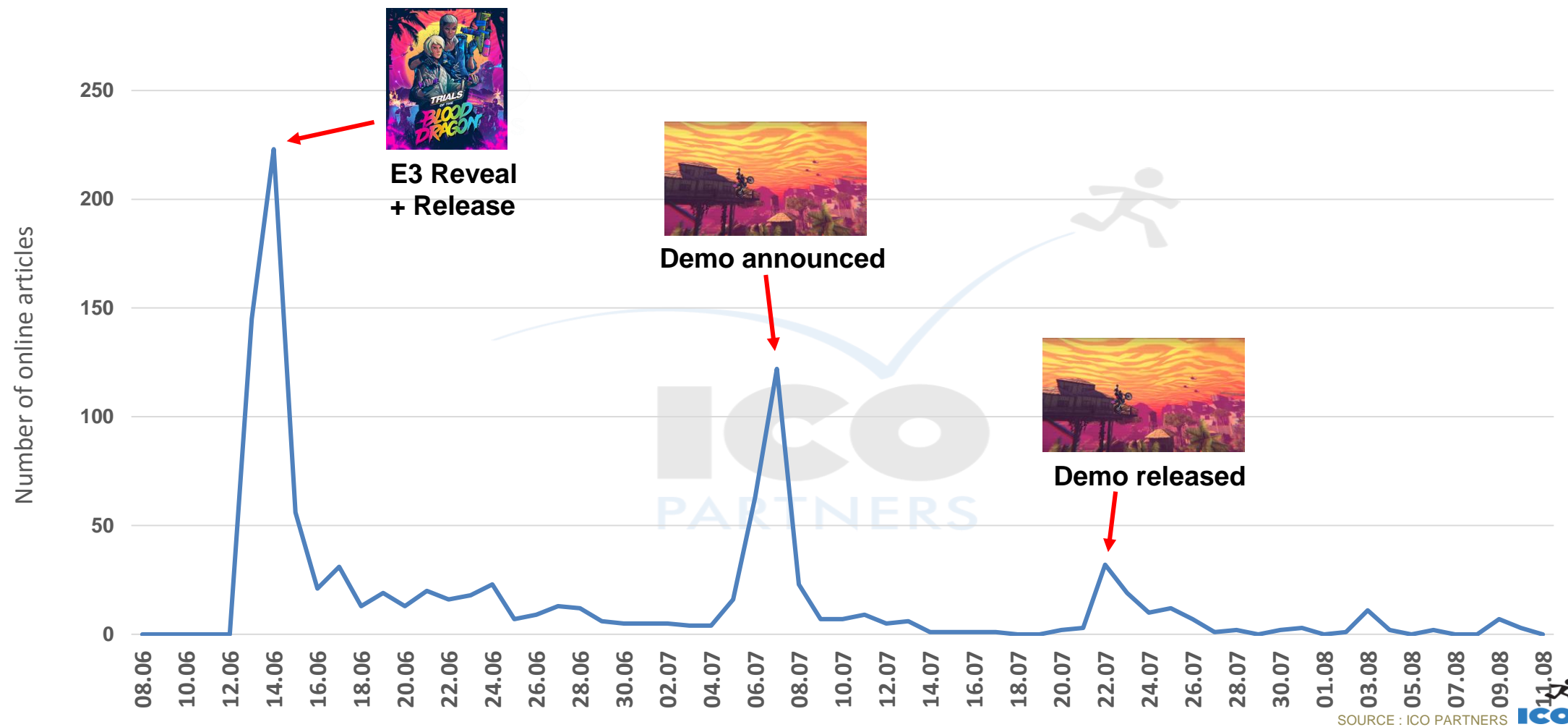
✓ Gefällt mir 612



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Trials of the Blood Dragon – Media Coverage



Content Overview

- 1 What is Guerrilla marketing?
- 2 How to do Guerrilla marketing
- 3 Media & sales impact
- 4 5 free Guerrilla marketing ideas

Thomas Reisenegger

- **Currently - PR Manager**
ICO Partners, Brighton UK
League of Legends, SMITE, Endless Space 2, Endless Legend
Armello, Fragments of Him, The Lion's Song, Blackwood Crossing
- **consol.AT / consolPlus**
7 years freelance video game journalist
- **Austrian Award „PR Panther“ in Youngster Category**
Launch PR campaign for iOS/Android game Diskobolos
- **Talks about games PR** at GDC, Digital Tapei....



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1

What is Guerrilla marketing?

How to do Guerrilla marketing

Media & sales impact

5 free Guerrilla marketing ideas

Guerrilla Marketing is:



low-cost unconventional marketing tactics

Key to master PR:

Handle your PR ammunition wisely

Must have news beats

- Game announcement
- First screenshots
- First trailer
- Beta start / preview possibilities (even if press only)
- Release date announcement
- Release announcement (+ launch trailer)

Why care about Guerrilla Marketing?

- Extra PR beat
- Reach very different target group
- Small budget
- Untapped field



Best practice examples

Punch Club



- Userscore: 80% Metascore: 73%
- Generated over 300 articles in 4 weeks¹
- First week: **100.000 sold / \$1 million revenue**²

1 ICO Partners / 2 Tinybuild twitter

Punch Club



Unlocks Punch Club

+



PolygonTM

„No press needed“ article

Saints Row IV – Very special edition



SAINTS ROW IV

THE SUPER DANGEROUS WAD WAD EDITION
AKA THE MILLION DOLLAR PACK

ONLY 1 AVAILABLE

This Limited Edition includes...

- SAINTS ROW IV: Commander in Chief Edition
- Virgin Galactic Space Flight
- Full-Size Replica Dub-Step Gun
- Hostage Rescue Experience
- Plastic Surgery
- Personal Shopper
- Spy Training Day
- Capsule Wardrobe
- 7 Nights at the Top Royal Suite at the Burj-Al-Arab, Dubai
- A week for two at the Jefferson Hotel in Washington DC
- First class flights to Washington DC and Dubai
- Lamborghini Gallardo
- New Toyota Prius + 1 Years Insurance
- A Years Super Car Membership

18

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DEEP SILVER

Zombie Match Defense Arcade



Risks of Guerrilla Marketing

- Often breaks taboos
- Not always 100% legal
- Not always results in good PR
 - Don't believe that "there is no such thing as bad publicity"
- Budget varies greatly



Worst practice examples

Bad: Watch Dogs



Really bad: PSP



Even worse: Call of Duty: Black Ops III



Worst



What is Guerrilla marketing?

2

How to do Guerrilla marketing



Media & sales impact

5 free Guerrilla marketing ideas

What do they have in common?



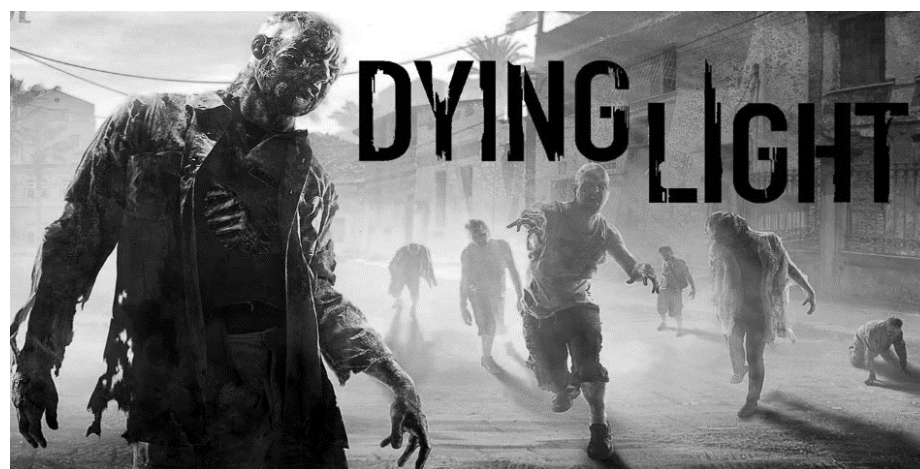
Guerrilla marketing as part of communication strategy



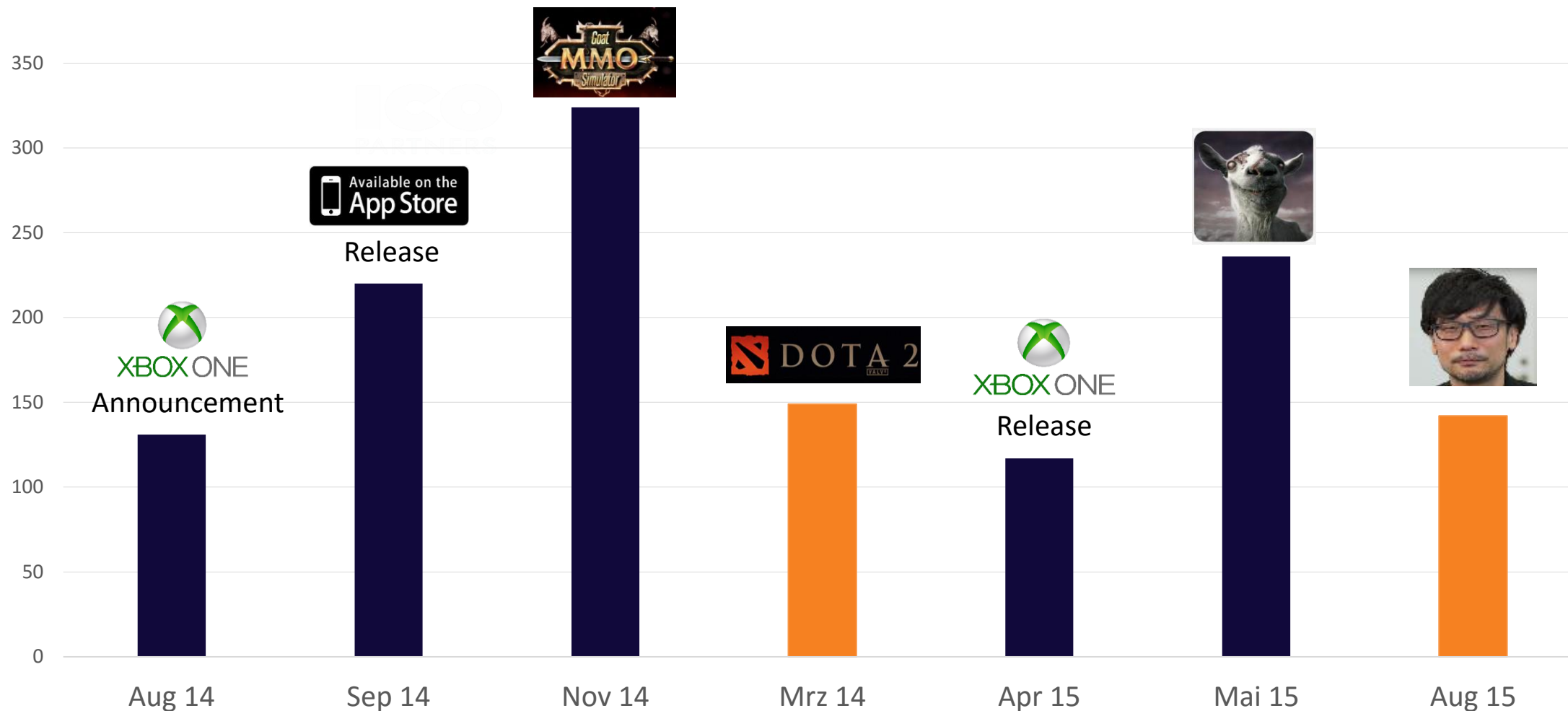
**Guerrilla Marketing is NOT about
making one good PR stunt**

**It's a mindset to help establish
your brand name**

Guerrilla marketing as part of communication strategy



Goat Simulator – PR beats



Guerrilla marketing ideas

How to come up with ideas?

- Get inspired by other industries or businesses
- Talk to a lot and very different people
- Creativity techniques
- Follow the news and grab the low hanging fruit

Square Enix tweets about Pokemon GO



RETWEETS

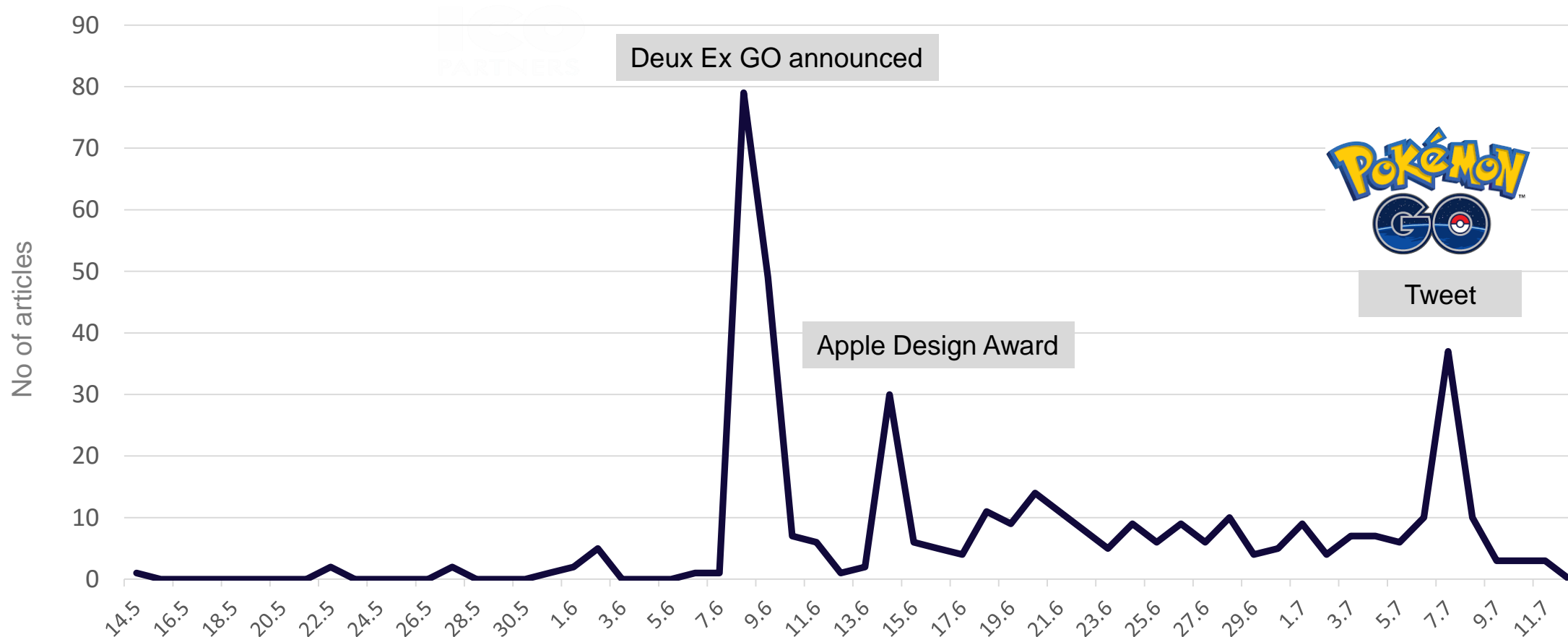
2,516

LIKES

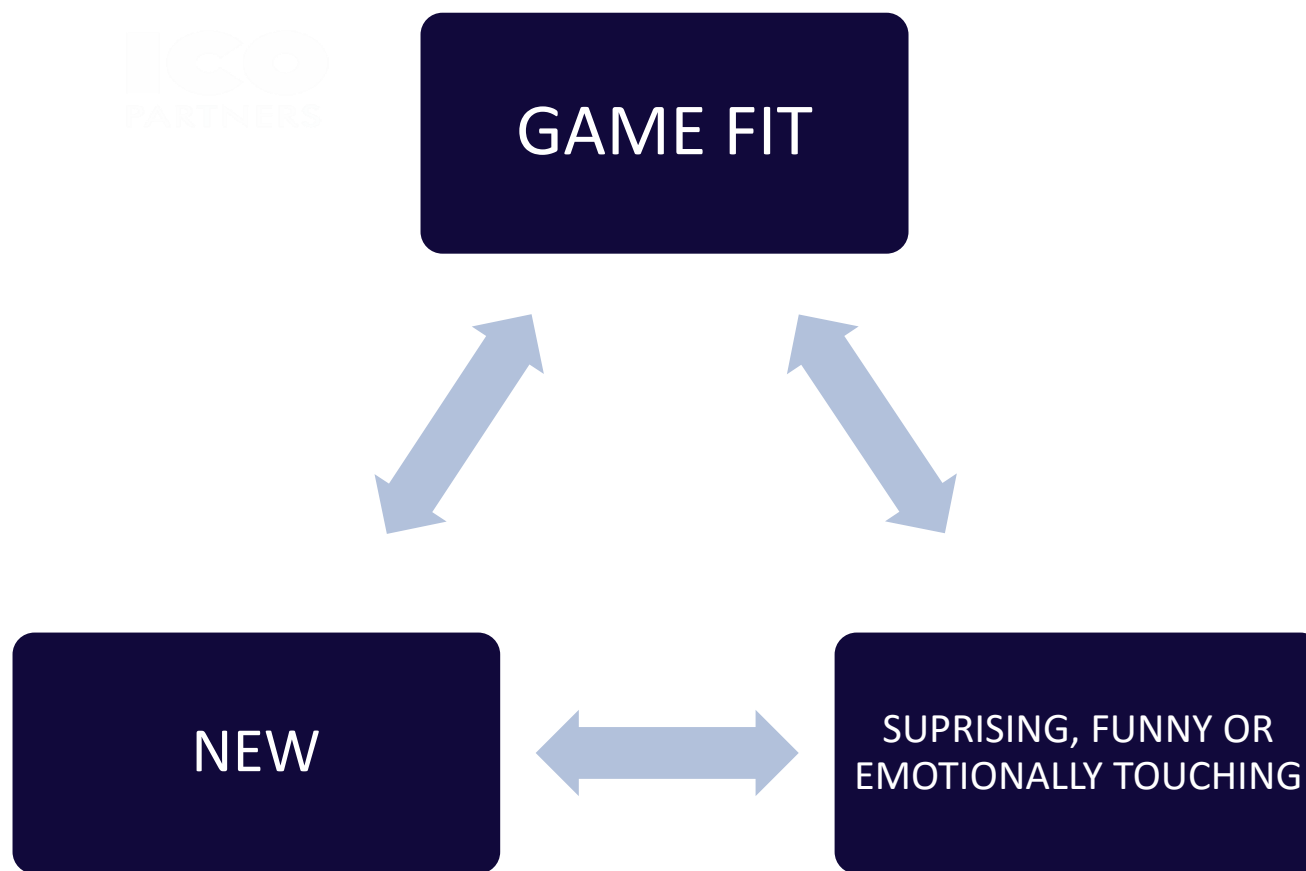
4,121

Square Enix tweets about Pokemon GO

Lara Croft Go - Media Coverage



3 golden characteristics of good ideas



What is Guerrilla marketing?

How to do Guerrilla marketing

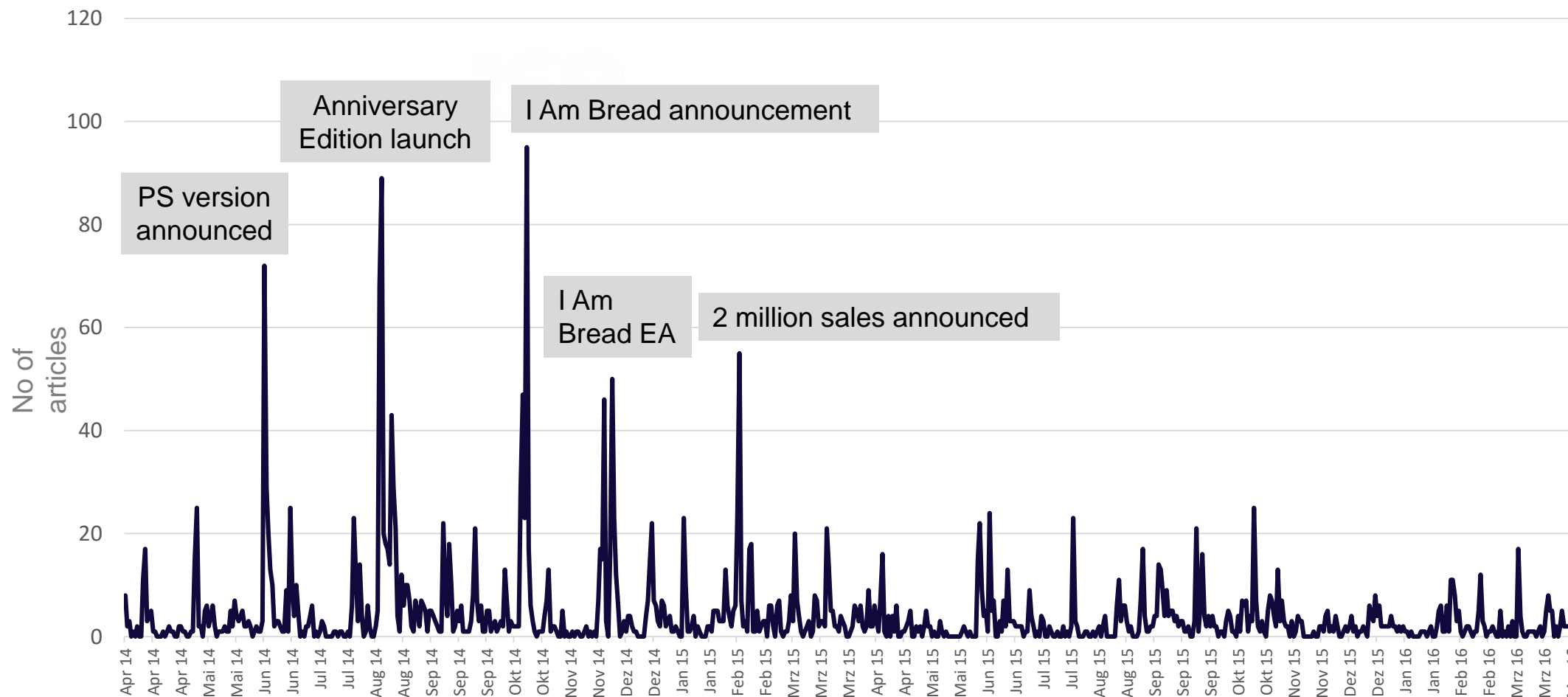
3 Media & sales impact 

5 free Guerrilla marketing ideas

Example 1: Surgeon Simulator



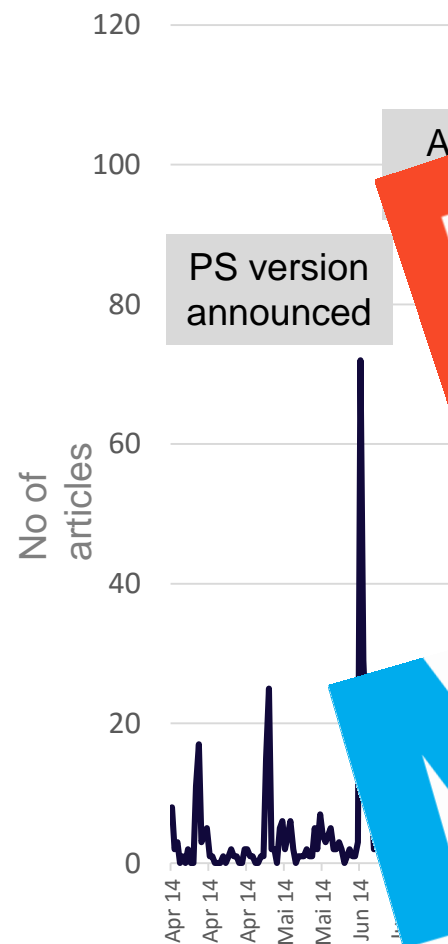
Surgeon Simulator – Coverage April 2014 to June 2016



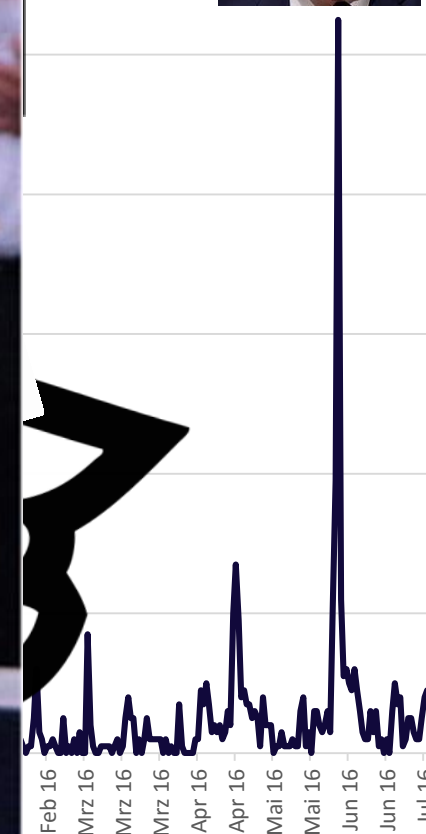
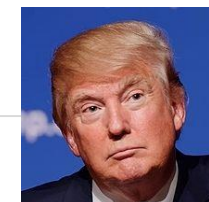
Surgeon Simulator – Trump DLC



Surgeon Si

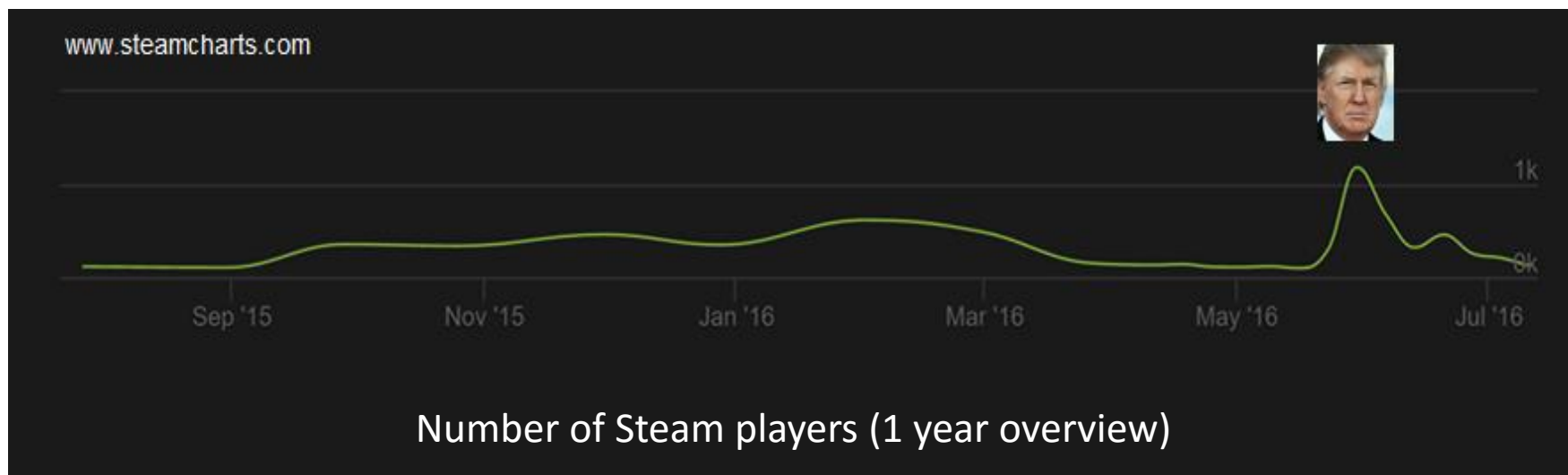


2016



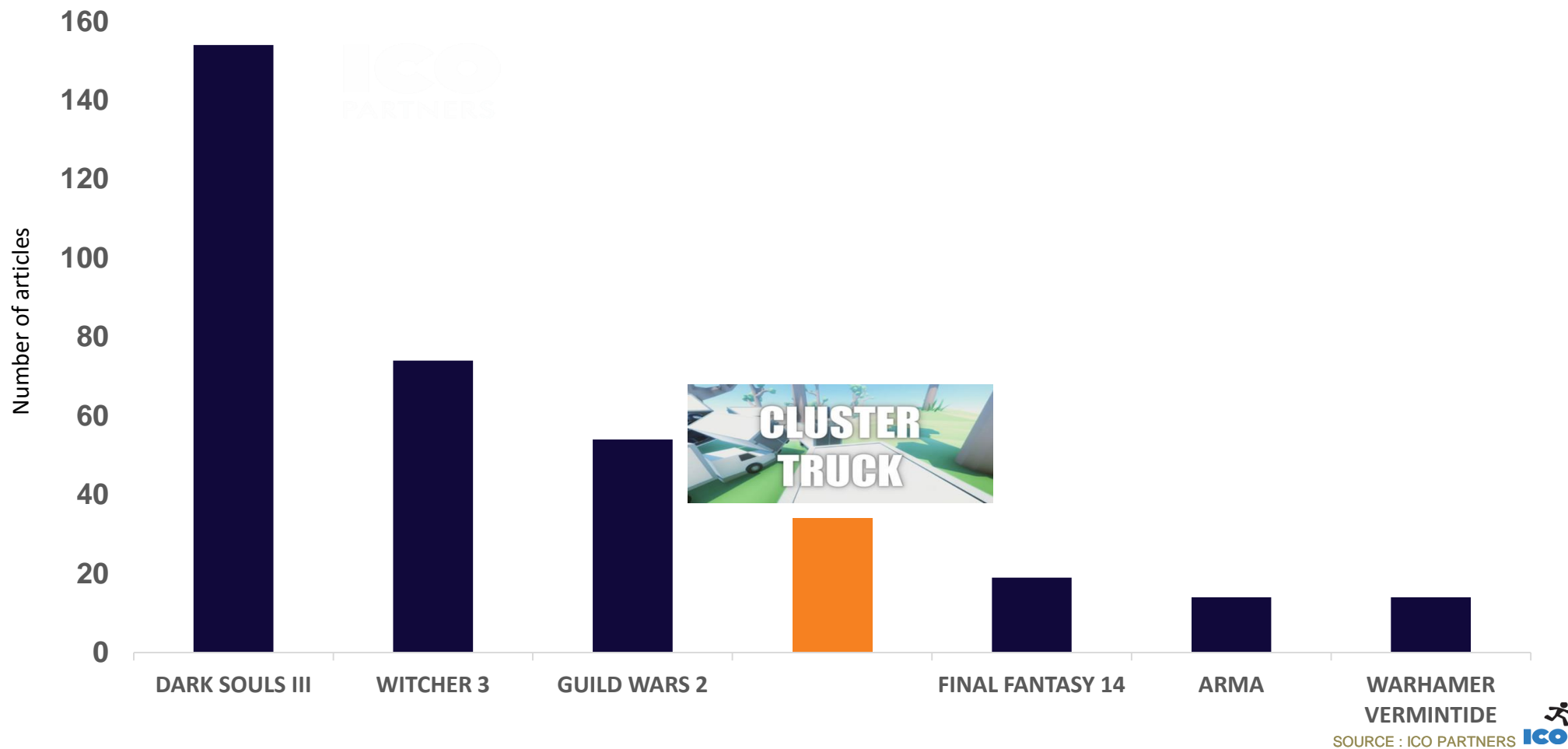
Surgeon Simulator Trump Visibility

- Over 30.000 successful operations
- Bump in player numbers

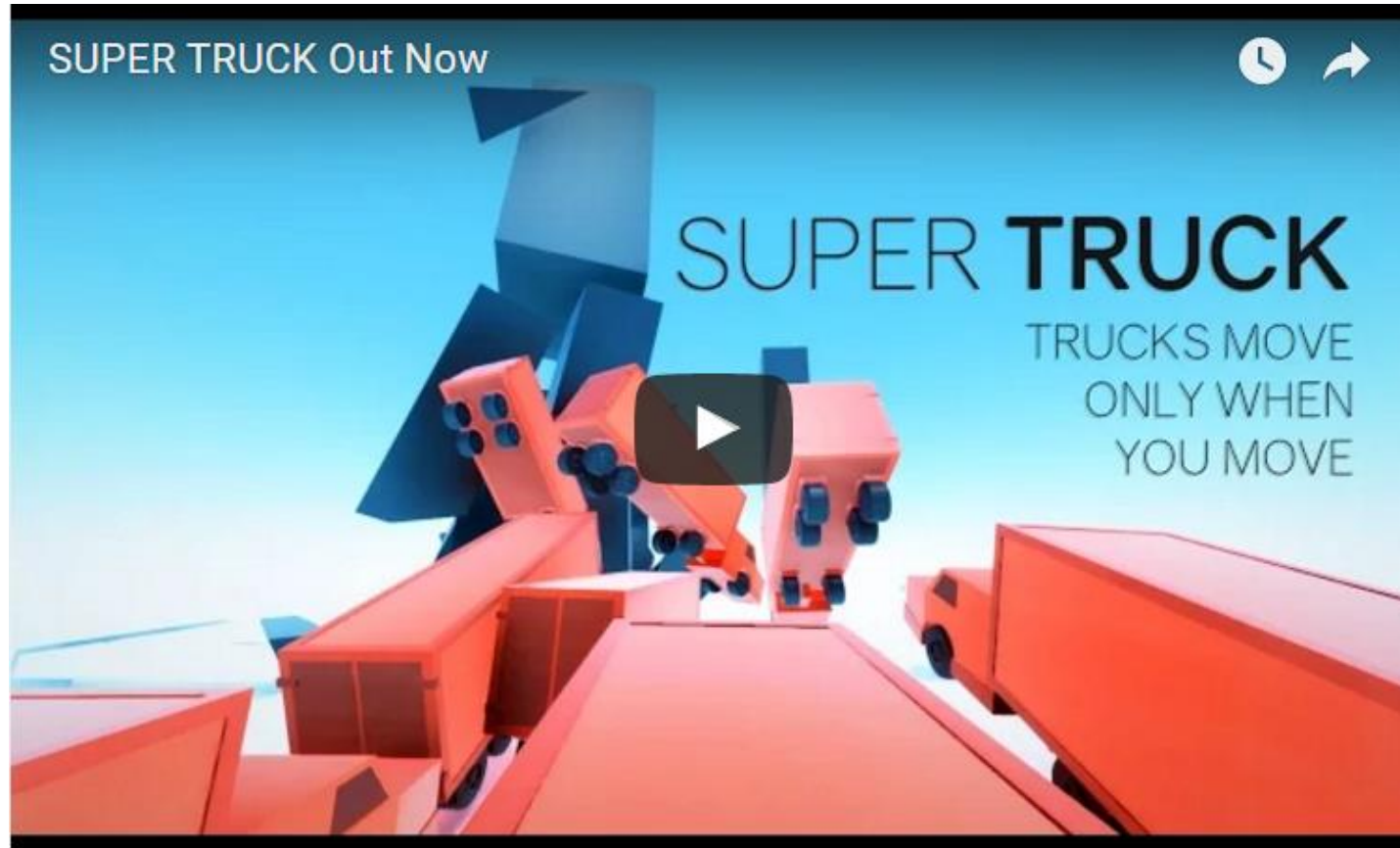


Example 2: April fool's done right

April Fool's Jokes 2016

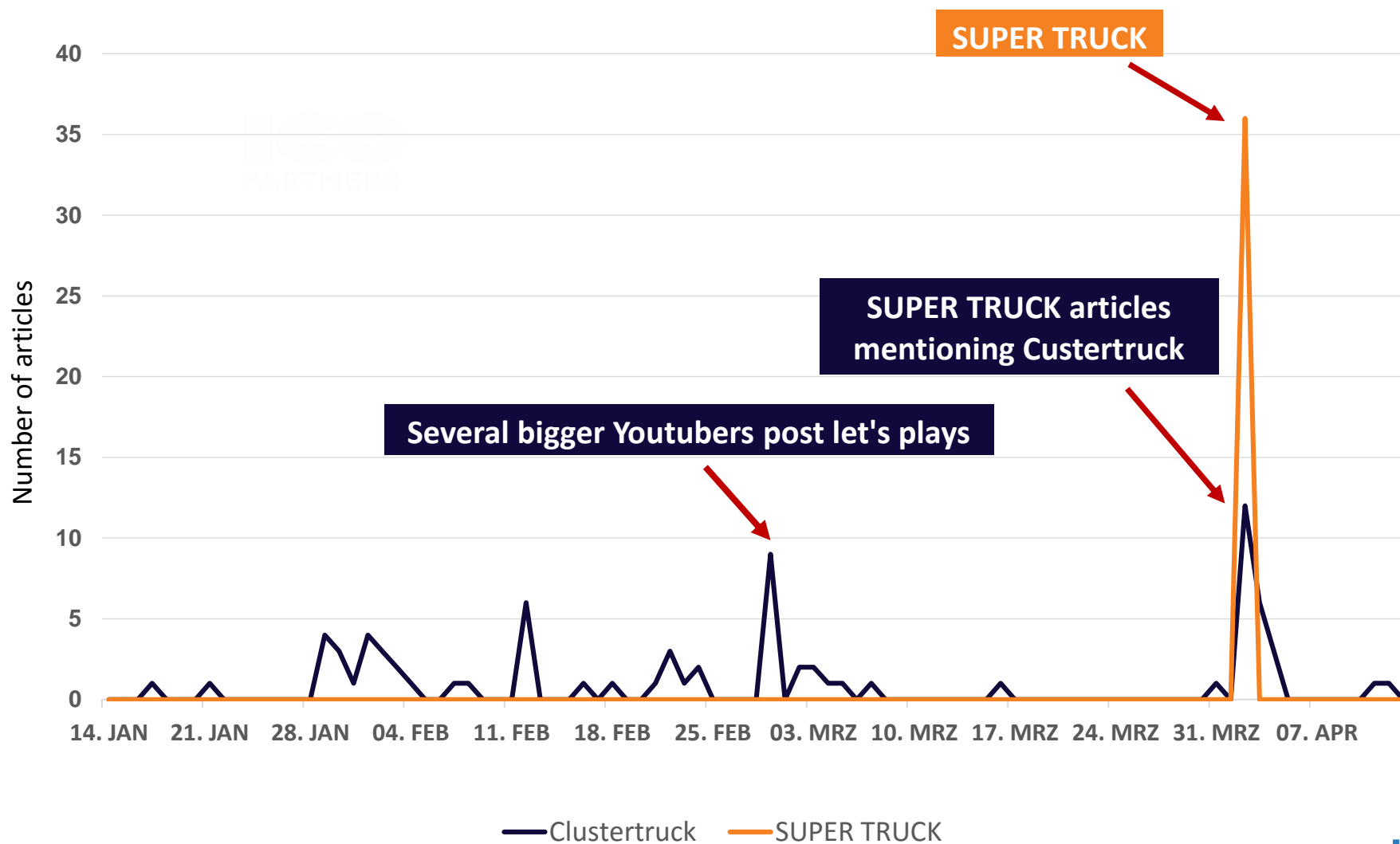


SUPER TRUCK



[LINK](#)

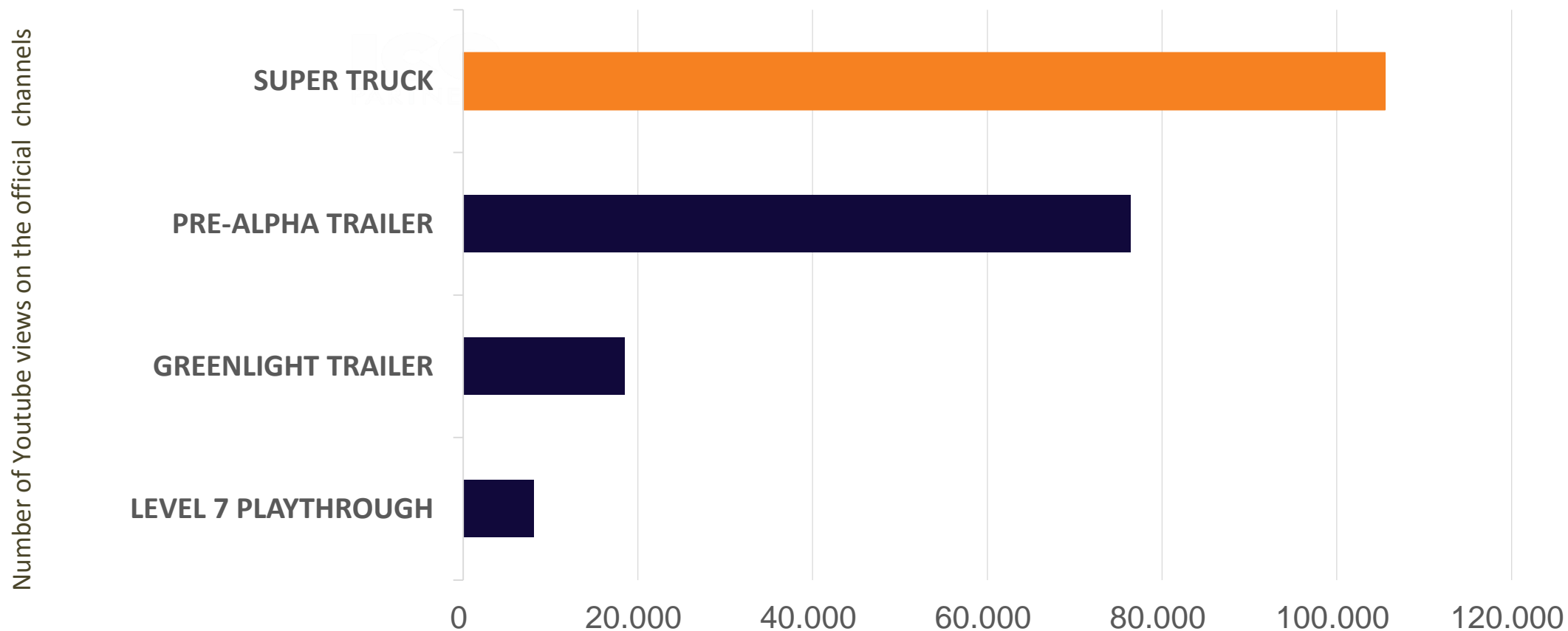
Clustertruck Media Coverage



SOURCE : ICO PARTNERS



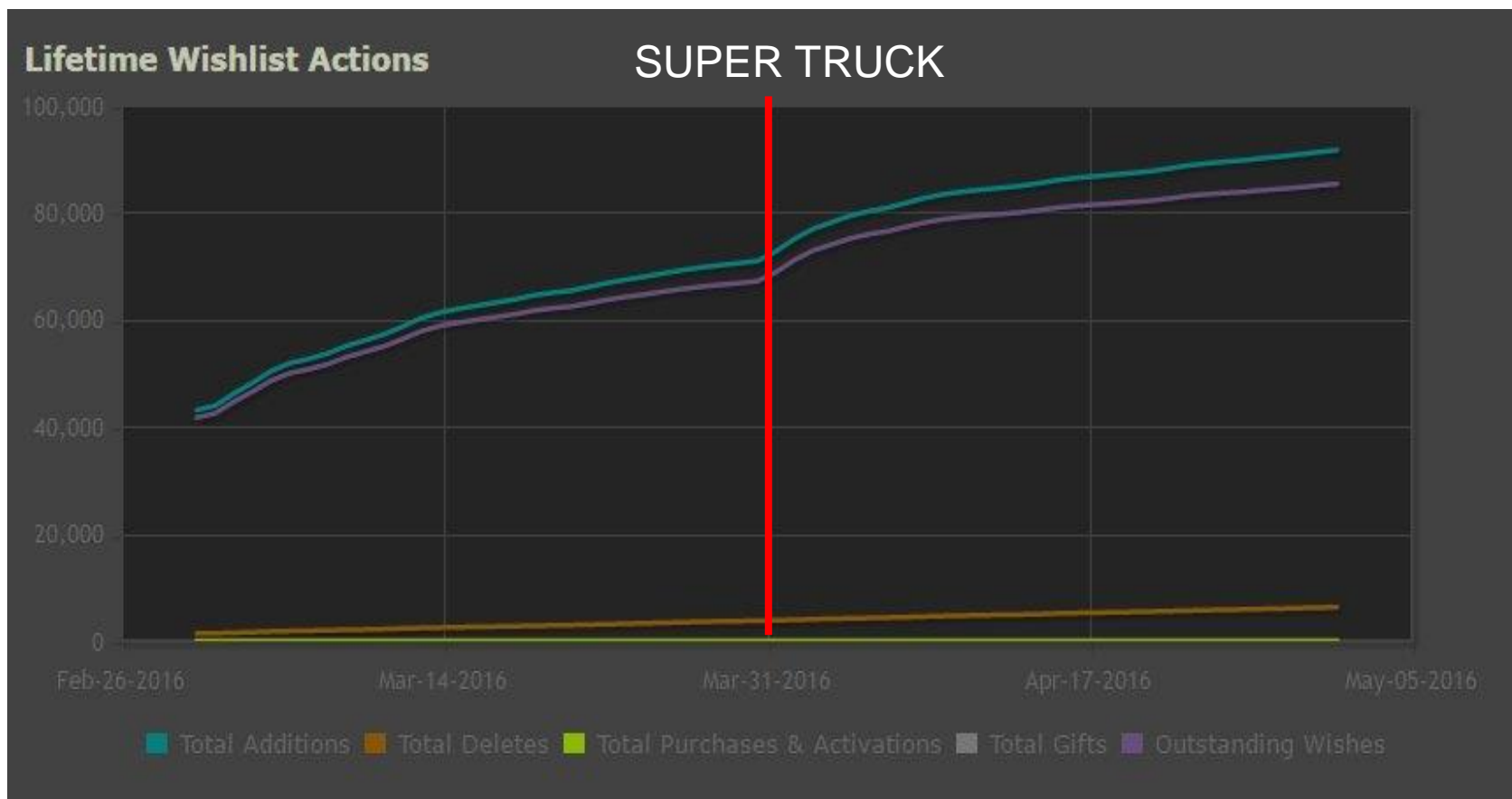
Clustertruck official Youtube Views



SOURCE : ICO PARTNERS



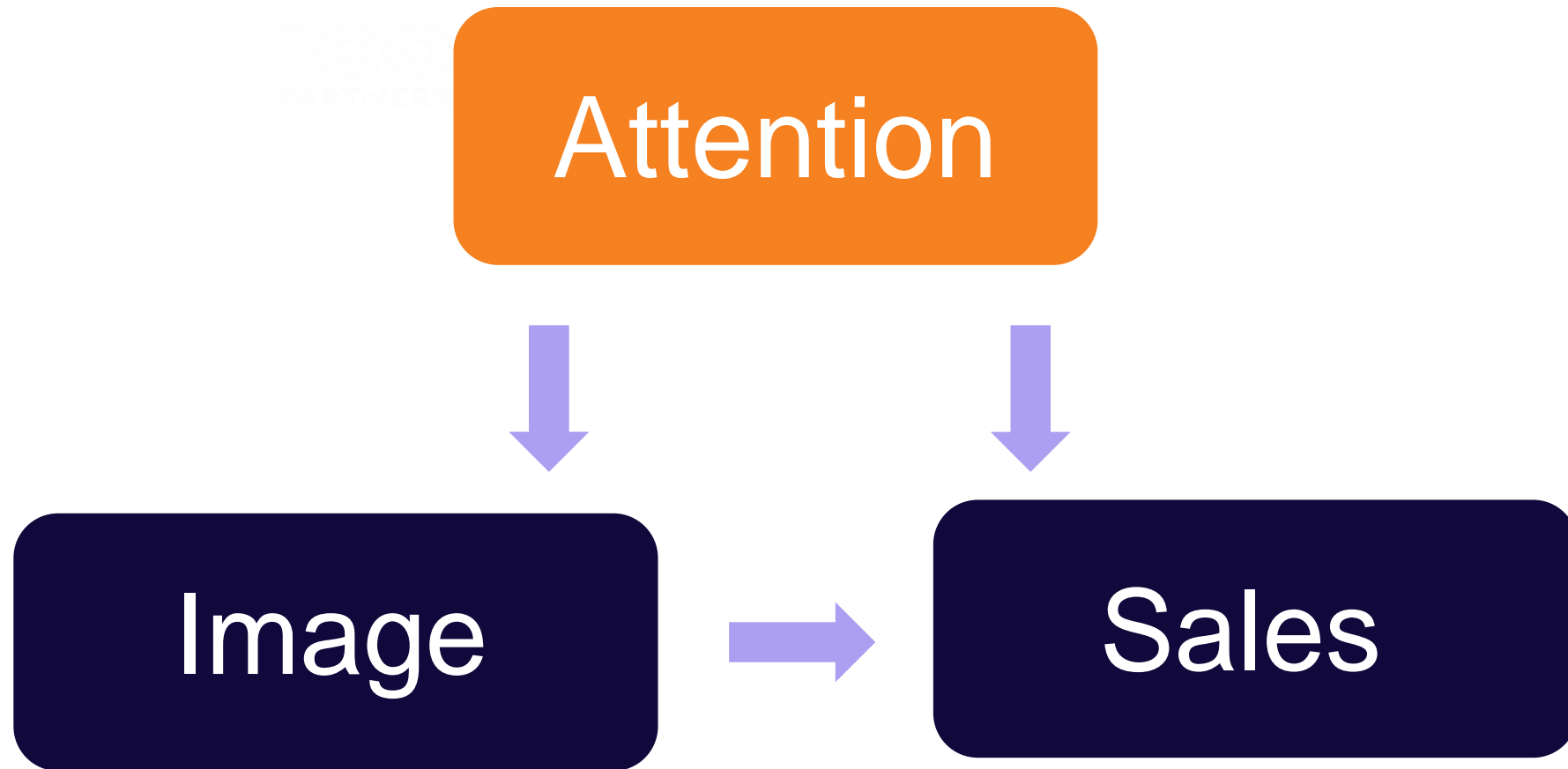
Clustertruck – Wishlist development



Clustertruck – April fool's breakdown

- Over 35 articles (by far strongest beat)
- Over 100.000 views on official channel
- Over 2 million views from let's players
- Wishlist bump
- Over 60.000 newsletter subscribers
- Over 100.000 SUPER TRUCK downloads

Effects of Guerrilla Marketing



What is Guerrilla marketing?

How to do Guerrilla marketing

Media & sales impact

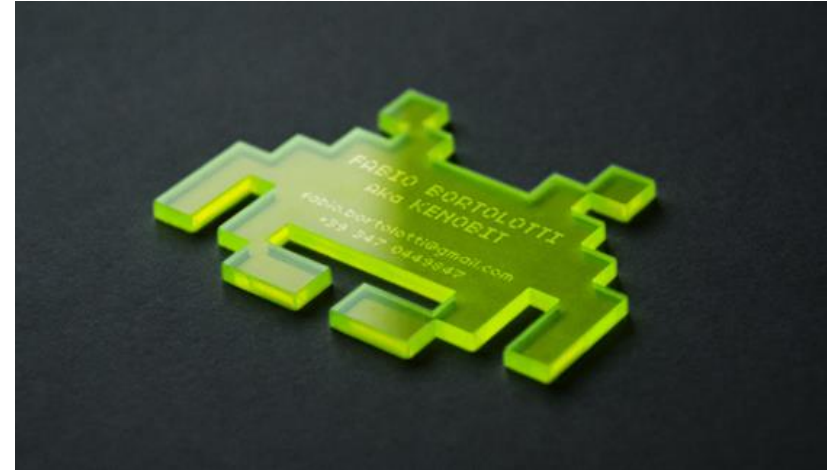
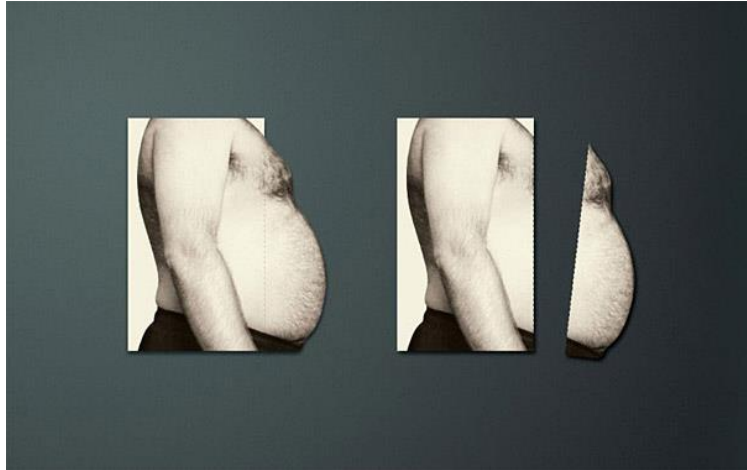
4

5 free Guerrilla marketing ideas



1 Business cards

Business Cards

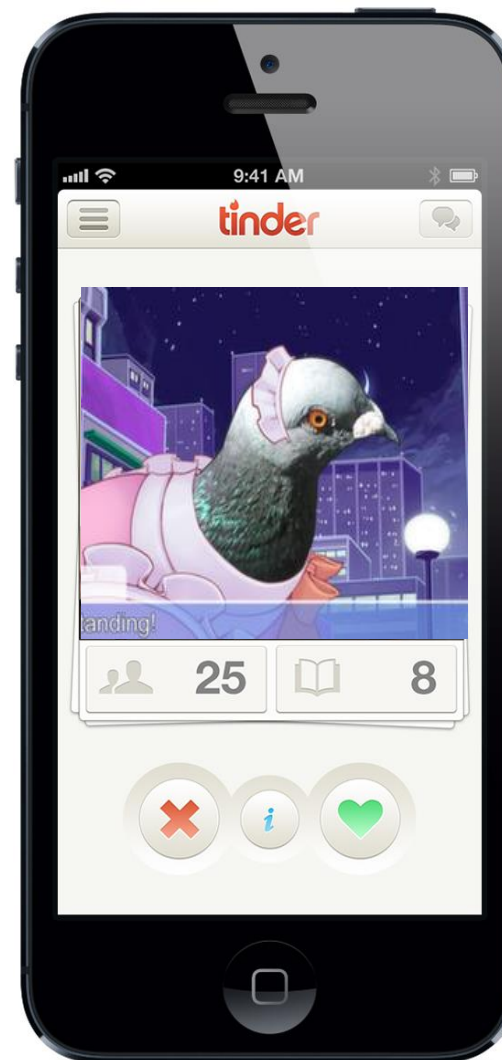


Business Cards



2 Get on Tinder

Hatefoul Boyfriend



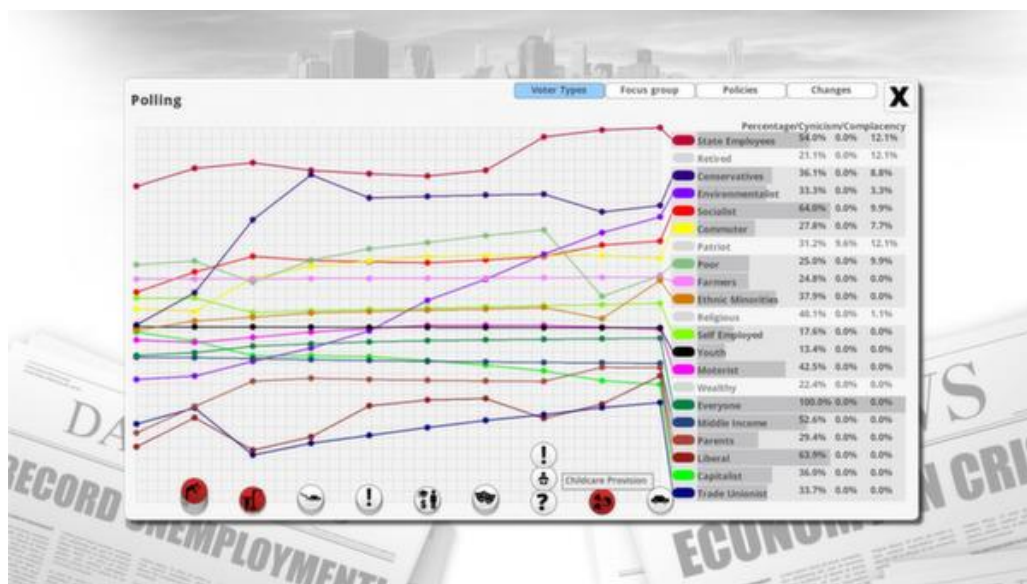
3 Hire a **put** pocket

Putpocket your game

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4 See how BREXIT plays out



5 Twitter gif Adventure

Twitter gif adventure

Tweets Tweets & replies Media



Thomas @OlimaBrighton · Feb 22

LS Twitterdemo

Watch & pick dialogue option

tiny.cc/A_lion_song

tiny.cc/B_lion_song

tiny.cc/C_lion_song



Guerrilla Marketing – 5 Takeaways

- 1 Extra PR ammunition**
- 2 It's a mindset**
- 3 Grab the low hanging fruit**
- 4 Define a primary goal for each stunt (views, sales...)**
- 5 Try, try, try**

Thanks for your attention



Bespoke PR for video games

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