

Get Journalists To Cover Your Game

**Lessons from Online Dating,
Praying and 'No Man's Sky'**



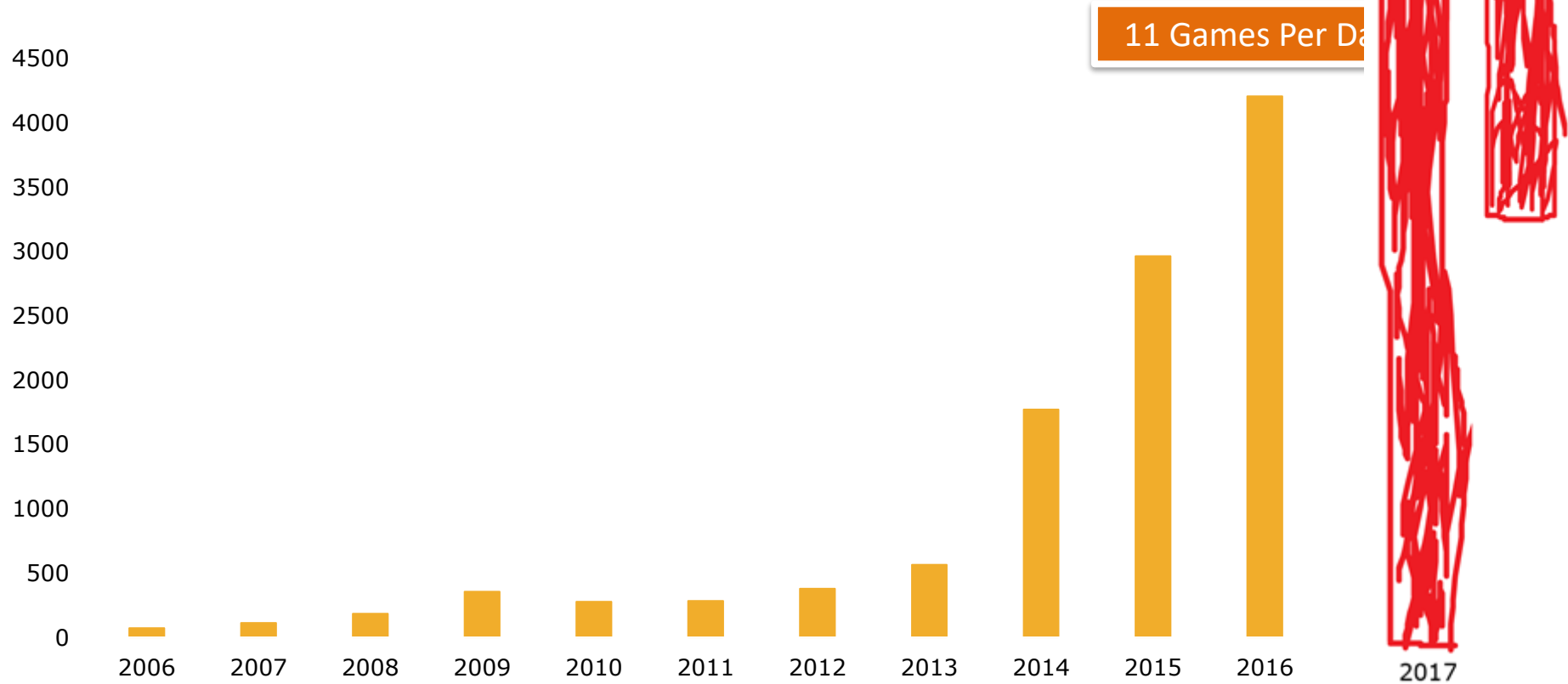
SUPER

SCARY

STATS



Number of Steam Games Released



EVEN MORE
SUPPER




SCARY




STATS




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




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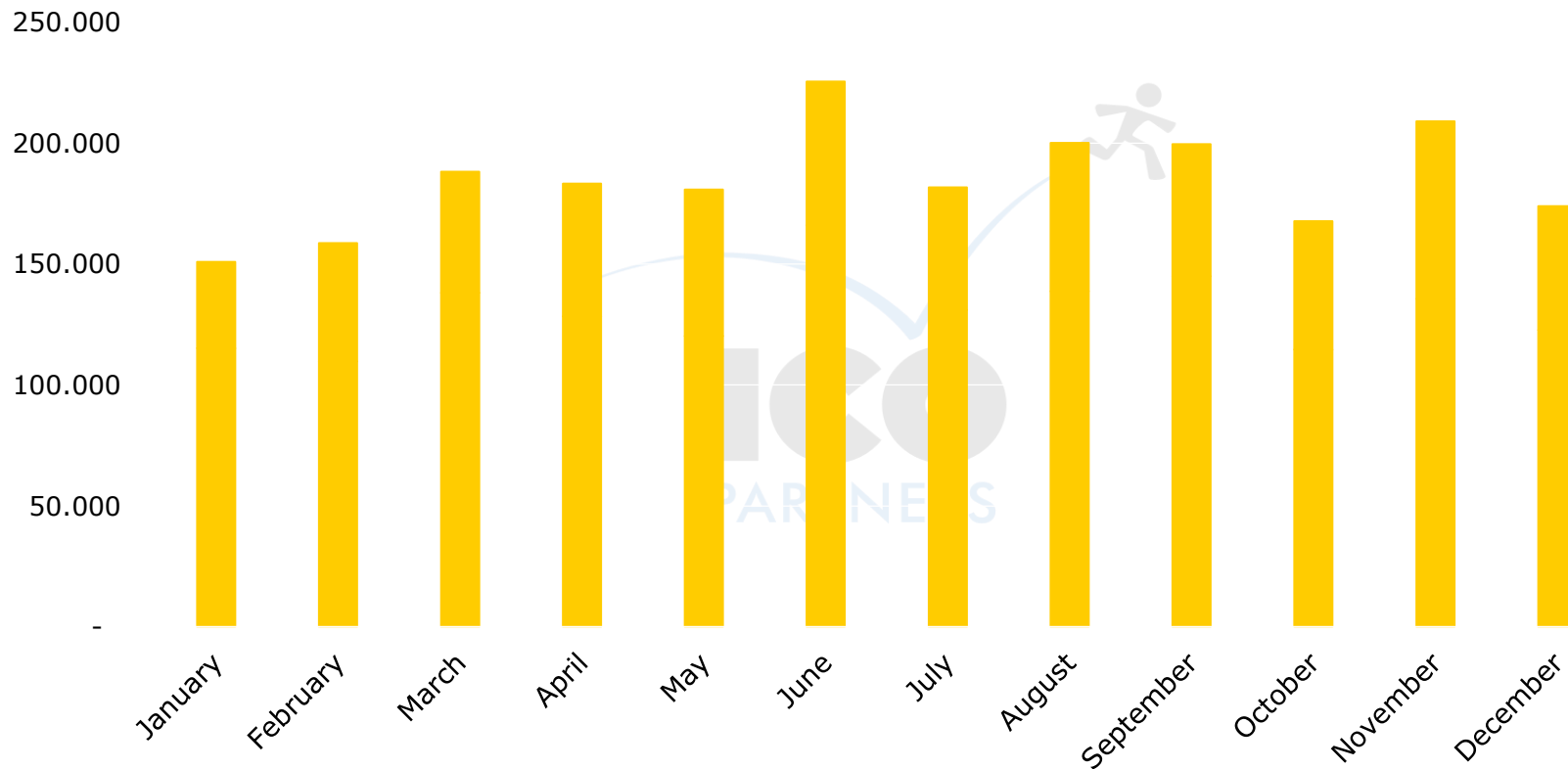
More original Pokémon get new looks for Sun and Moon
 UPDATE: Raichu gets a makeover! New enemies are goths!
 41



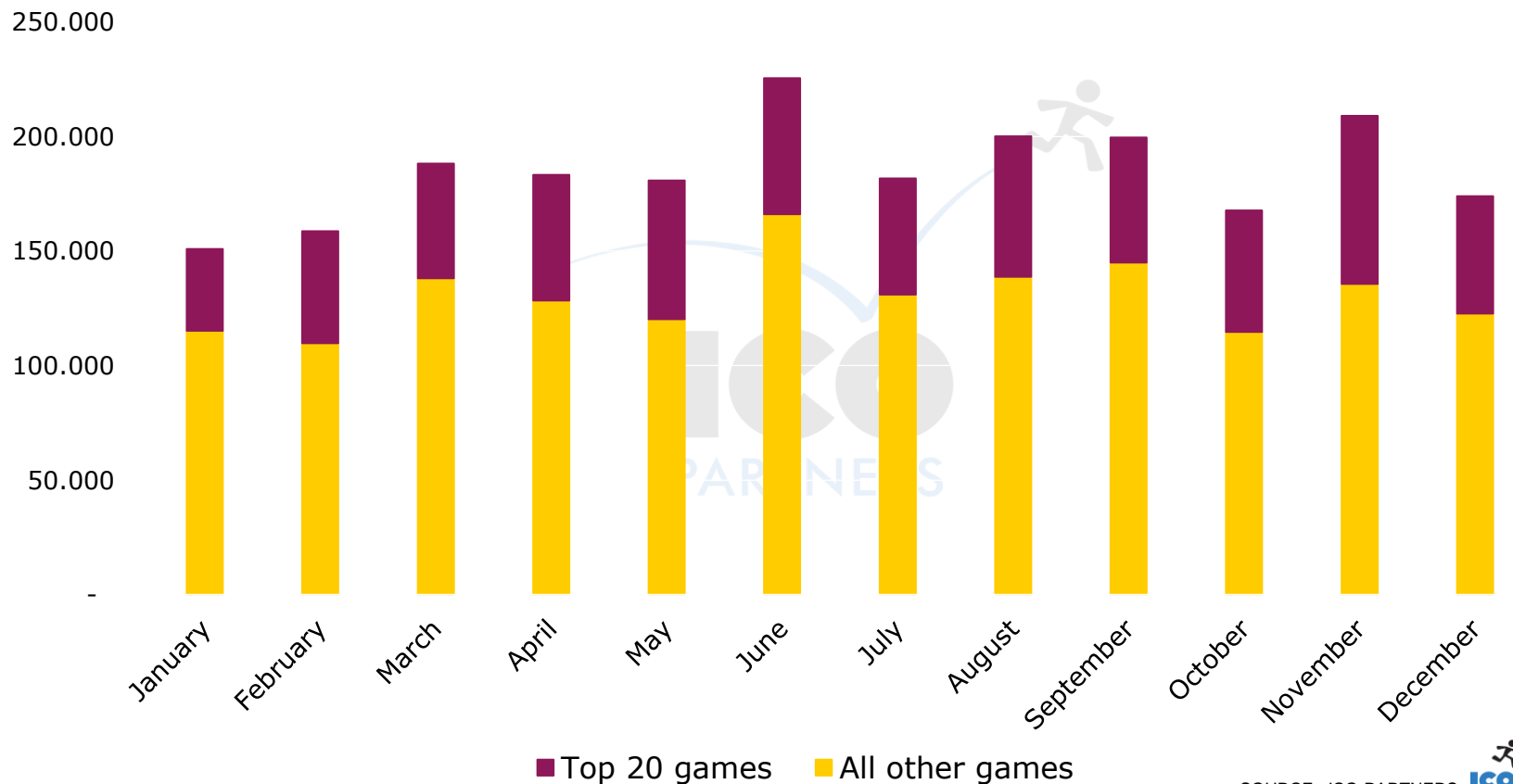
Telltale Batman has tech issues on consoles too
 Puzzlingly low resolutions and wobbly frame-rates take the sheen of a high-profile release.
 29

Wednesday, 10 August 2016

Number of Monthly Articles – Games Media 2016



Number of Monthly Articles – Games Media 2016





Thomas Rees

the guardian

waypoint



GameStar



KILL SCREEN



ROCK PAPER SHOTGUN



@Olima

PARTNERS



Topics

- 1 Is PR the right thing for you? – *3 ways to victory*
- 2 Understanding the media landscape – *5 key insights*
- 3 How to get your game covered – *5 golden rules*

Topics

1 Is PR the right thing for you? – *3 ways to victory*

2 Understanding the media landscape – *5 key insights*

3 How to get your game covered – *5 golden rules*

3 communication roads to victory



Marketing

- AAA
- Casual
- Copycat
- Mobile



Community

- Long running
- Early access
- Niche



PR

- Classic premium
- Hardcore F2P
- Critic's game
- B2B

Topics

1

Is PR the right thing for you? – *3 ways to victory*

2

Understanding the media landscape – *5 key insights*

3

How to get your game covered – *5 golden rules*

**1. How much coverage is
good coverage?**



Average launch coverage per game type (number of articles)



SOURCE : ICO PARTNERS 

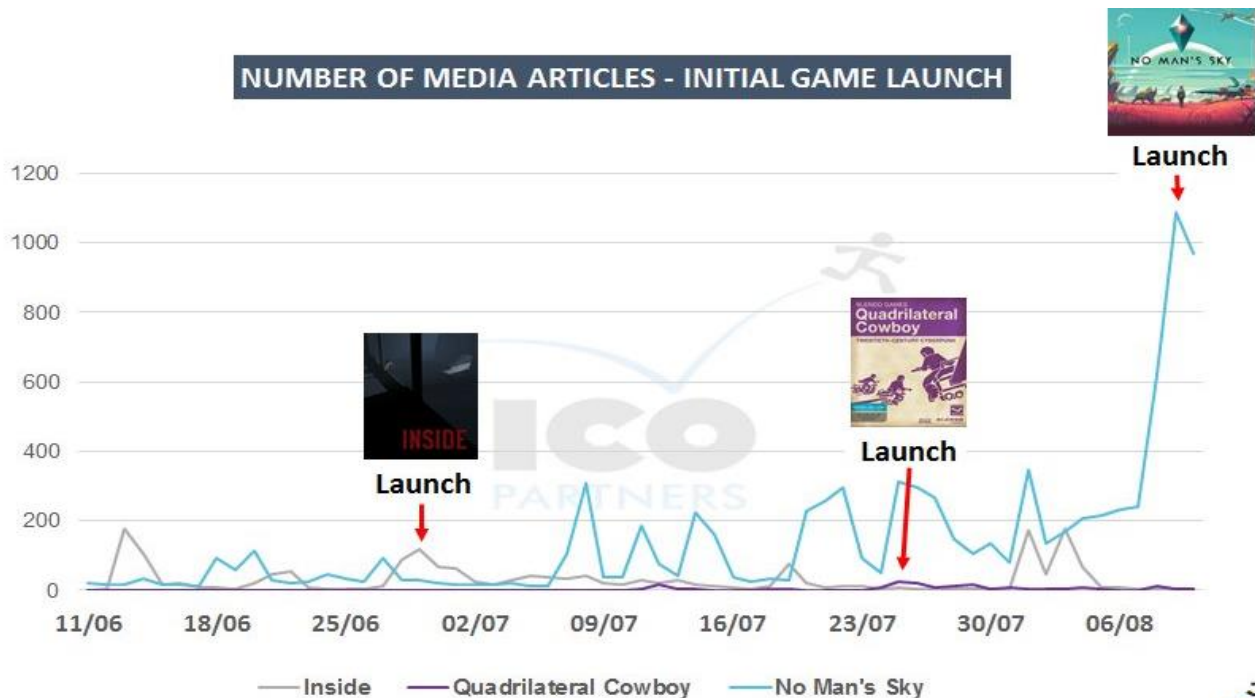


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No Man's Sky is NOT an indie game



SOURCE: ICO PARTNERS



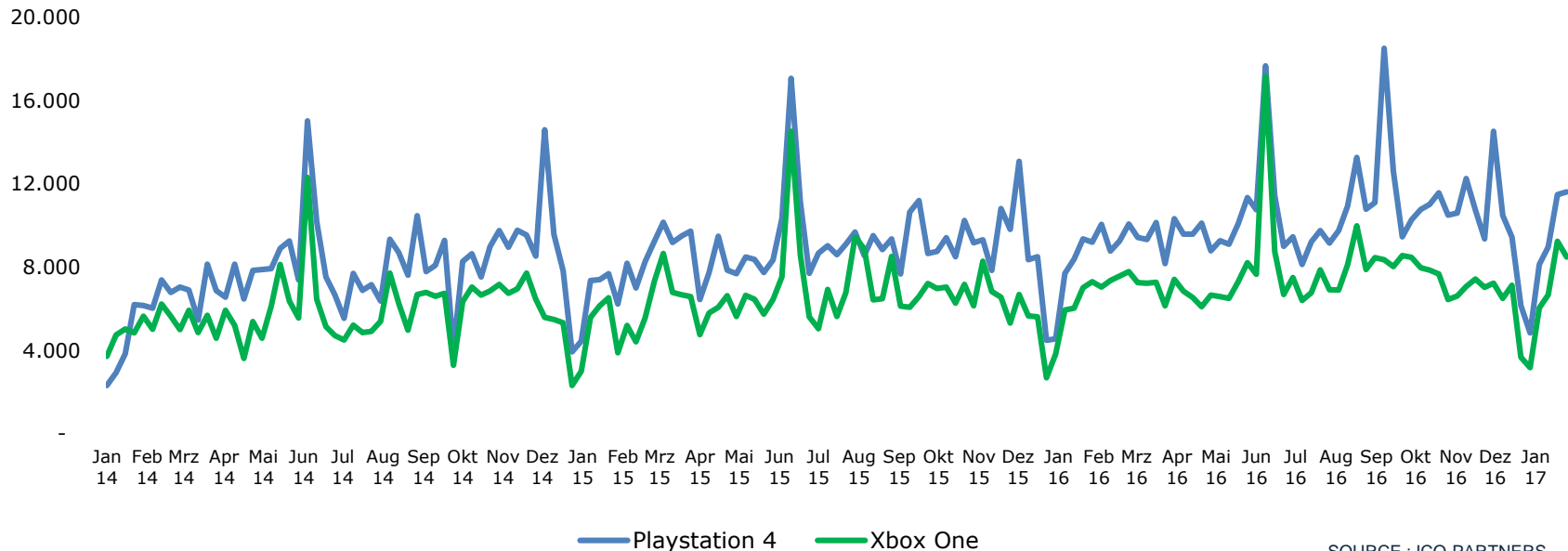
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2. Who talks about which platforms?



PS4 vs. Xbox One in media coverage



SOURCE : ICO PARTNERS



PS4 = 35% more coverage than Xbox



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Different markets prefer to cover different platforms

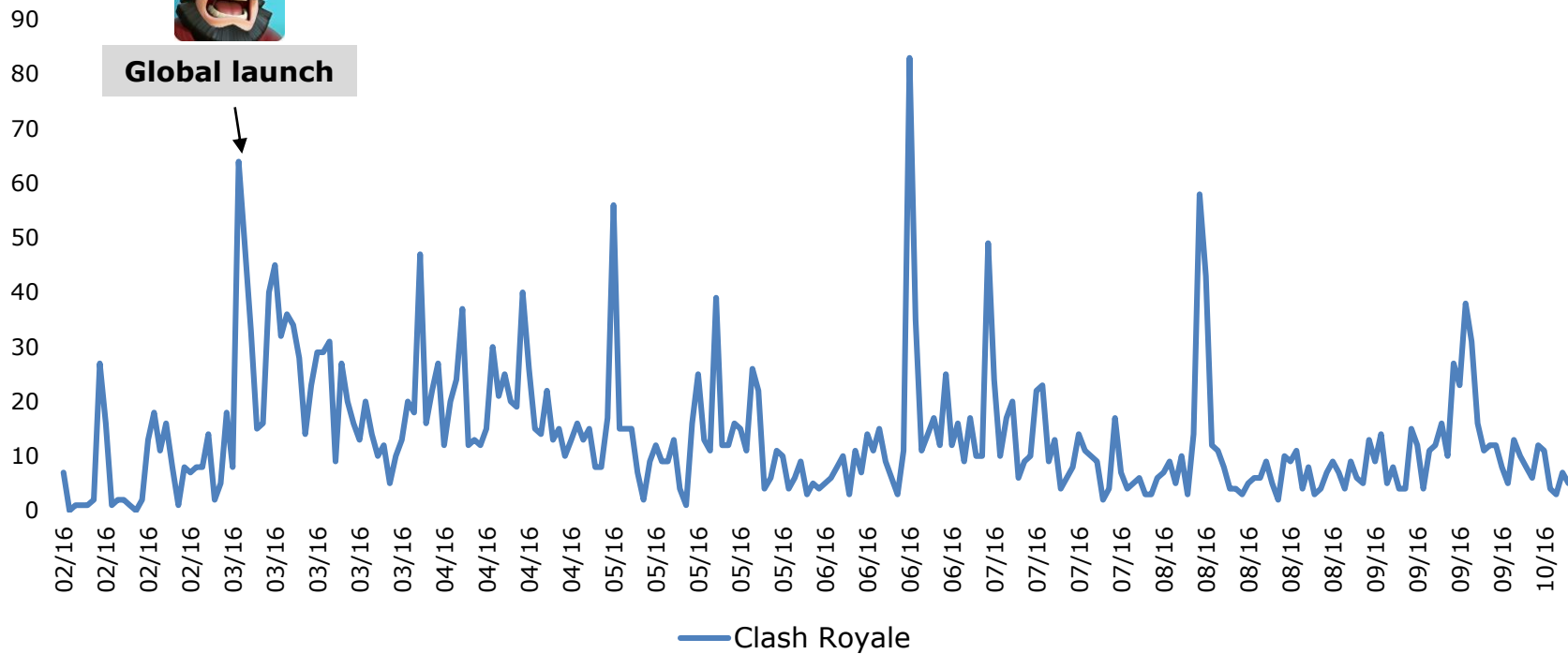
	 PLAYSTATION	 XBOX	 NINTENDO	 STEAM
 FRENCH	=	-	+	-
 GERMAN	=	+	-	=
 ENGLISH	=	=	-	+
 SPANISH	+	+	+	=
 ITALIAN	+	=	+	-



3. Console and PC media vs. mobile media



— Clash Royale



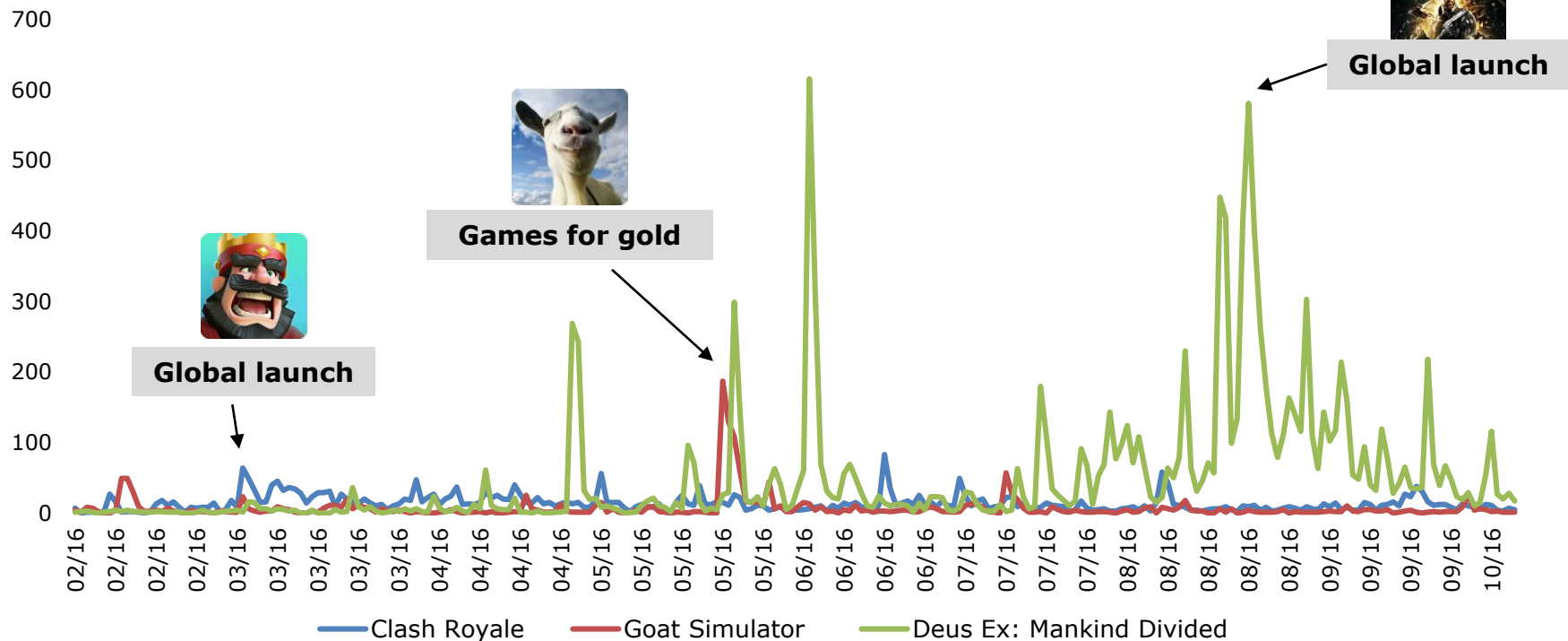


The chart displays the daily download counts for two mobile games over an 18-month period. The y-axis represents the number of downloads, ranging from 0 to 200. The x-axis shows dates from February 2016 to October 2016. The blue line represents Clash Royale, and the red line represents Goat Simulator. A significant peak for Goat Simulator occurs in mid-May 2016, reaching approximately 190 downloads, which is annotated with 'Games for gold' and the game's character icon. Clash Royale shows a peak in early March 2016, annotated with 'Global launch'.

Date	Clash Royale Downloads	Goat Simulator Downloads
02/16	~10	~10
03/16	~65	~25
04/16	~40	~10
05/16	~55	~15
05/16	~20	~190
06/16	~85	~10
07/16	~50	~60
08/16	~60	~15
09/16	~40	~10
10/16	~10	~5



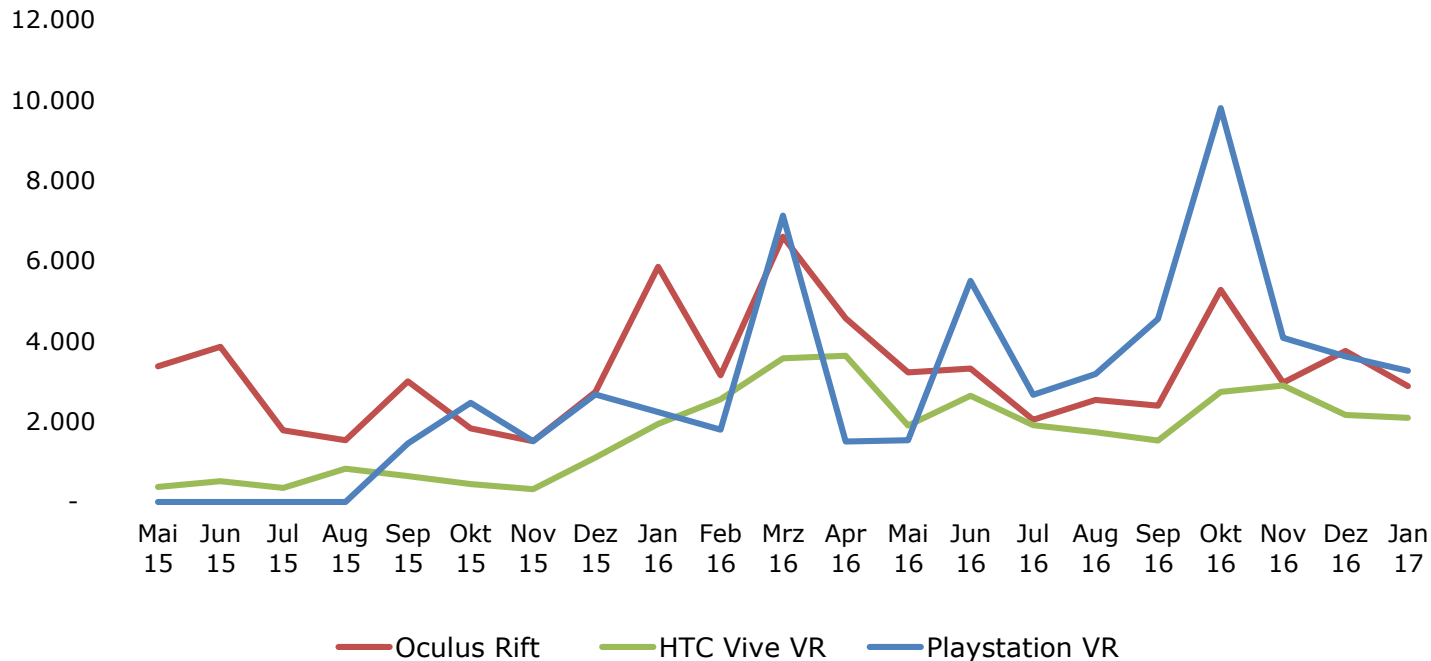
Media Coverage



4. What are the most covered VR devices?



Number of media articles – VR Headsets



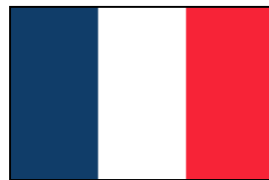
SOURCE : ICO PARTNERS



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5. Who decides which gaming news gets picked up?



Top tier UK / US media

Other western media



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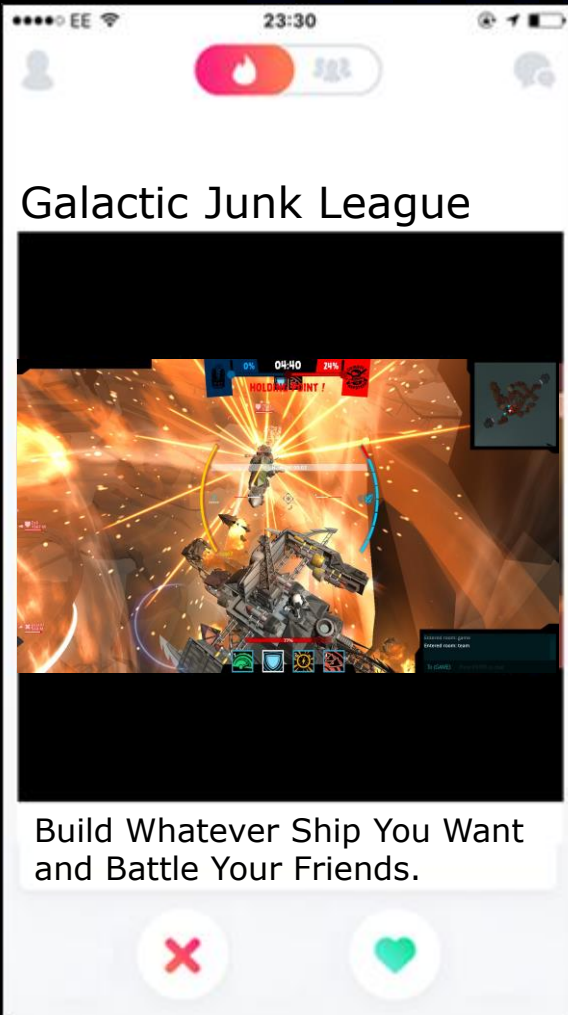


Topics

- 1 Is PR the right thing for you? – *3 ways to victory*
- 2 Understanding the media landscape – *5 key insights*
- 3 **How to get your game covered – *5 golden rules***

Rule 1

Make your game Tinder ready





tinder ready

1. Make clear why the other person should care...

within 10 seconds **GIFS!**





Close to the breakthrough

THE
LION'S
SONG



icopartners.com/gif-guide



tinder ready

1. Make clear why the other person should care...

within 10 seconds **GIFS!**

2. Better to be amazing for a few people...

than okay for many



The logo for Tom Clancy's The Division, featuring a white silhouette of a soldier running to the left, followed by the text "TOM CLANCY'S" in white, "THE" in white, and "DIVISION" in large orange letters with a trademark symbol.

Problem



Rule 2

Think in headlines





Be relatable

No Man's Sky



No Man's Sky trailer shows massive universe



New No Man's Sky Trailer Invites You to Explore Game's 18 Quintillion Planets (*Gamespot*)





Paint a mental image

No Man's Sky



No Man's Sky shows off procedural generation, everything is unique



No Man's Sky - The game even the developers haven't seen all of





Refer to other games

(if there is demand for it!)

Northgard



Finally something new for Settlers fans – Viking strategy game Northgard announced (Gamestar)





Refer to other cool things

Memoranda



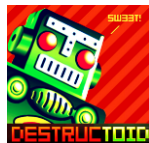
A Beautiful Point 'n' Click Adventure Inspired by Japanese Author Haruki Murakami Short Stories (Kotaku)





Guerrilla Marketing

Polygod



Polygod is free for those with certain The Binding of Isaac achievements





There is always a new story

- **Feature focus:** In Hyper Light Drifter every second is a stunning wallpaper
- **Dev focus:** Owlboy, the indie platformer that took 10 years to build (Guardian)
- **Erment focus:** Only One Person In The Entire World Has Unlocked This Steam Achievement (Kotaku on Devil Daggers)



Rule 3

Write emails people want to read

The perfect mail pitch – AIDA template

Attention

Mystery game dealing with homophobia and self discovery A Normal Lost Phone launches today c

Catchy subject line

Hello,

The unique mystery game exploring themes of sexuality, identity and growing up, *A Normal Lost Phone*, will launch today on [Steam](#) (PC, Mac and Linux), [iOS](#) and [Android](#) platforms.

Game text / pitch

Interest



Gif or Youtube video preview

The [launch trailer can be seen here](#).

First prototyped during Global Game Jam 2016 by French indie developers Accidental Queens, *A Normal Lost Phone* invites players to discover what happened to the original owner of an enigmatic phone. The full release is priced at €2,99 / \$2,99 / £2,99 (iOS) / £2,29 (Android).

Reference to more info and assets

Desire Action

Please find all the details in the press release below. Assets can be [found in our press room](#).

If you would like to have access to *A Normal Lost Phone*, please don't hesitate to get back to us and let us know which platform you would prefer.

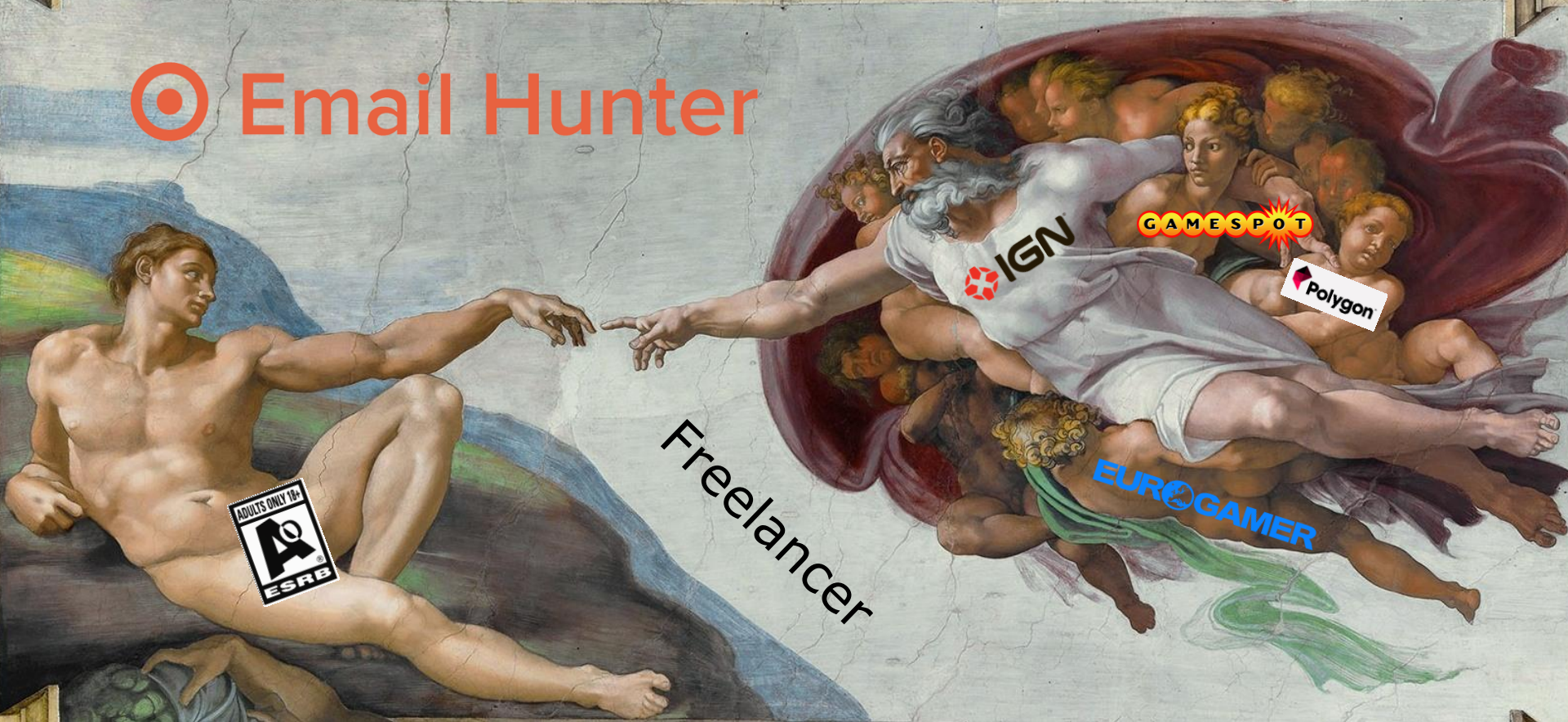
Call to action

Kind regards,

Rule 4

Pitch to the right people

🎯 Email Hunter



Know which god you are praying to



Official blogs





Streamers and YouTubers

- Only care about your game, not your story
- Must be easy to record
 - Space to insert selfie window
 - Have a windowed mode
 - Be able to hide user name
- Implement special features for influencers



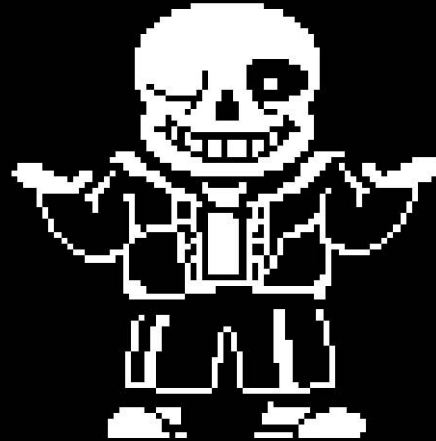
Rule 5

Make something pull-worthy

Push PR






Pull PR



**Make something
pull-worthy and push it**



Media landscape – 5 key facts

1.   media - opinion leader
2. **PS4** gets 35% more coverage than **Xbox One**
3. Average launch coverage:
1500 articles AAA, 230 articles for III
4.  media < PC and console media
5. VR: Oculus gets more coverage than HTC Vive





Get your game covered – 5 golden rules

1. Make your game **tinder** ready

1. 10 second rule, also **GIFS!**

2. Get ❤️ not 👍

2. Think in headlines (like 18 quintillion headlines)

3. **AIDA** email template - (attention, interest, desire, action)

4. Know the god you are praying to

5. Makes something pull-worthy
and push it





Bespoke PR for video games

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