



# Collaboration, not competition

*Growing your community through studio partnerships*

**Alex Hayter**

Senior Brand Manager,  
Torn Banner Studios

# GDC<sup>®</sup>



**GAME DEVELOPERS CONFERENCE** March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16







# Who am I?

Alex Hayter

Marketing guy at Torn Banner Studios

@alexhayter



# Problem:

- Majority of people you're talking to already bought your game.
- 90% of your time is spent crafting marketing content for already-converted customers.

# Solution:

- Piggy-back a ride on other games' communities
  - ... and offer a ride in return
- Giddy up!
  - Customers buy a LOT of games per device!
    - PC the second highest platform for attachment  
(Source: CEA *The Future of Gaming* / 2014)





TORN BANNER  
STUDIOS



# How to find partners







# Finding partners: common themes

- Chivalry = violent multiplayer medieval funny melee
- Also useful for determining easiest assets to create



# Finding partners: common audience

- Platform
  - e.g. Steam
- Community background
  - e.g. Mod fans
  - e.g. Hardcore multiplayer
- Demographic
  - e.g. Male 18-35





# Finding partners: Steamspy

## SteamSpy “Related” feature

46% of Chivalry players own Terraria

Chivalry: Medieval Warfare



Store | Hub | SteamDB | Site  
Developer: Tom Banner Studios Publisher: Tom Banner Studios  
Genre: Action, Indie  
Languages: English, German, French, Italian, Spanish, Russian, Polish, Simplified Chinese, Traditional Chinese  
Tags: Medieval (1040), Action (722), Multiplayer (722), Gore (581), First Person (581)

OWNERS		
CHANGES		
AUDIENCE (2 WEEKS)		
TWITCH (HOURLY)		
YOUTUBE		
REVIEWS		
PLAYTIME (2 WEEKS)		
Owners of this game also own:		
Search: <input type="text" value="Terraria"/>		
#	GAME	SHARE
7	Terraria	46%

23% of Terraria players own Chivalry

Terraria



Store | Hub | SteamDB | Site  
Developer: Re-Logic Publisher: Re-Logic  
Genre: Action, Adventure, Indie, RPG  
Languages: English  
Tags: Sandbox (3830), Adventure (3077), 2D (2988), Crafting (2900), Survival (2836), Multiplayer (2818), Building (2592), Exploration (2435), Indie (2251), Pixel Graphics

OWNERS		
CHANGES		
AUDIENCE (2 WEEKS)		
TWITCH (HOURLY)		
YOUTUBE		
REVIEWS		
MORE LIKE THIS		
PLAYTIME (2 WEEKS)		
Owners of this game also own:		
Search: <input type="text" value="Chivalry"/>		
#	GAME	SHARE
27	Chivalry: Medieval Warfare	23%



# Finding partners: Steamspy

## SteamSpy “Related” feature

12% of Chivalry players own Banished

29% of Banished players own Chivalry

Chivalry: Medieval Warfare

#	GAME	SHARE
169	Banished	12%

Banished

#	GAME	SHARE
30	Chivalry: Medieval Warfare	29%





# Finding partners: Ask your community

- What do they want? What are their other favourite games?
- Your game community is the litmus test for new customers



# A “weighted” approach to cross-promos





# Weighted approach to x-promos

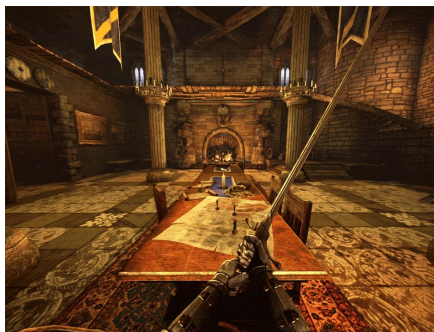
- Light

- Social media, light marketing materials, fan art / screenshot contests





# Light x-promo examples



Nathan Vella  
@Capy\_Nathan



Following

Woah, our pals at @TornBanner are running a Chivalry free weekend! Go go go go! More info: [tornbanner.com/community-fest/](http://tornbanner.com/community-fest/)



Tripwire Interactive @TripwireInt · May 28

Thursday 'shout out' to our friends over at @TornBanner - They just launched an awesome @ChivalryGame promo!

ChivalryGame @ChivalryGame

Chivalry Community Fest has begun! Free weekend, sale, new maps, weapons, armor + more! [tornbanner.com/community-fest/](http://tornbanner.com/community-fest/)

RETWEETS  
2

FAVORITES  
8



4:34 PM - 28 May 2015 - Details





# Weighted approach to x-promos

- Medium

- Social media, light in-game textures
- Joint sale promotions



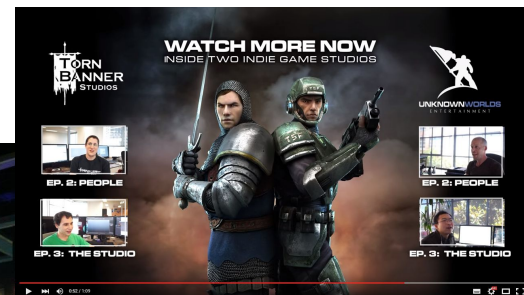


# Medium x-promo - Rocket League





# Medium x-promo - NS 2







# Medium x-promo - Warframe



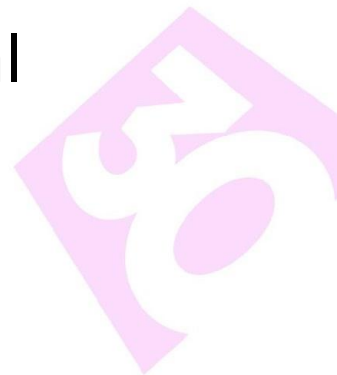




# Weighted approach to x-promos

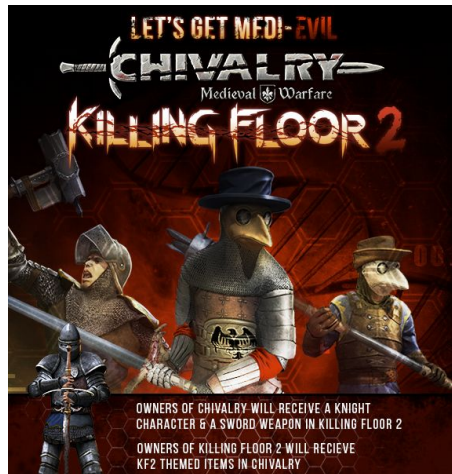
- Heavy

- In-game art assets
- Joint sale promotions
- Plus previous weights marketing + social media





# Heavy x-promo - Killing Floor 2





# Heavy x-promo - PAYDAY 2



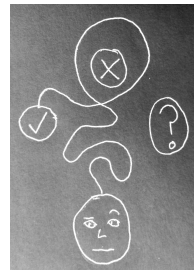


# Heavy x-promo - Depth





# Managing workflow + comms



- Skype vs. email
- Be explicit about what you offer
- Coordinate your message formats
- Use each other's strengths
  - and the strengths of your communities'



# Measuring success



# Measuring success

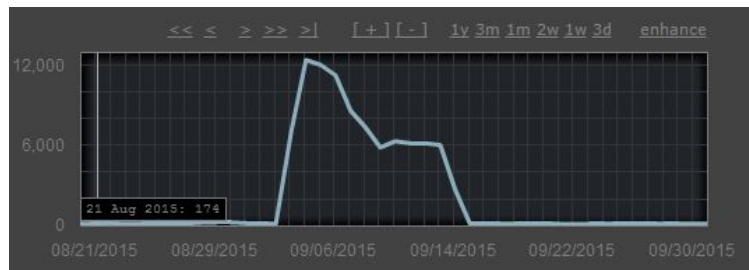


- Chivalry sales before + after crossovers

Depth



Rocket League, KF2 +  
PAYDAY2





# Steam Community



Cross promotions with KF2  
+ PAYDAY2





# Community responses



**GajKnight** · 5 months ago

The Gorefast Longsword looks pretty handy.

9 ^ | v · Reply · Share



**Dany Desmeules** All my fav games are getting crossovers with each other 😊

Like · Reply · Message · September 8, 2015 at 10:03pm



**Zoltán Sághy** Crossovers! Moar! I love em! 😊

Like · Reply · Message · September 9, 2015 at 2:32pm



**DJ Baxendale** @Vespilord

46d

@TornBanner @almiristo  
@ChivalryGame I might have to buy this now.

View



**Garu McFly** @Esgaruch115

46d

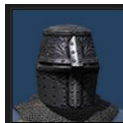
@almiristo @TornBanner  
@ChivalryGame DEAM!!! Dallas, Wolf, Chains & Hoxton Looks Awesome holy Shit

View



**Marcelo Oliveira** Whoa. A Gorefast sword?

Like · Reply · Message · 4 · August 20, 2015 at 4:57pm



**Oilstool** replied on 2015-08-27 at 03:02 AM

How odd that 2 of my favorite games at the moment are in cahoots. If Chivalry is my cocaine, then Rocket League is my Meth...



**Oy** replied on 2015-08-20 at 04:28 PM

I have a feeling I prompted this with my thread in general. Anyway, FUCK YES THIS IS THE COOLEST THING TO EVER HAPPEN IN CHIV. HOLY FUCK MAULVERISER.

Marquis Status: Offline Posts: 2,502 Join Date: Dec 2012 Location: Moderation

Edit Post Reply Reply With Quote



**Zak Brown** I own payday 2 already. YESSSSSS

Like · Reply · Message · September 10 at 8:54pm



**David Allaire-Martin** came for the heist, stayed for the swag

Like · Reply · Message · 1 · September 10 at 3:00pm



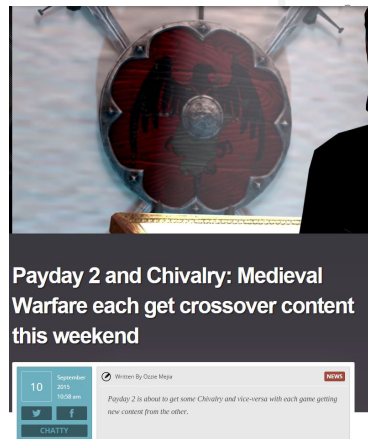
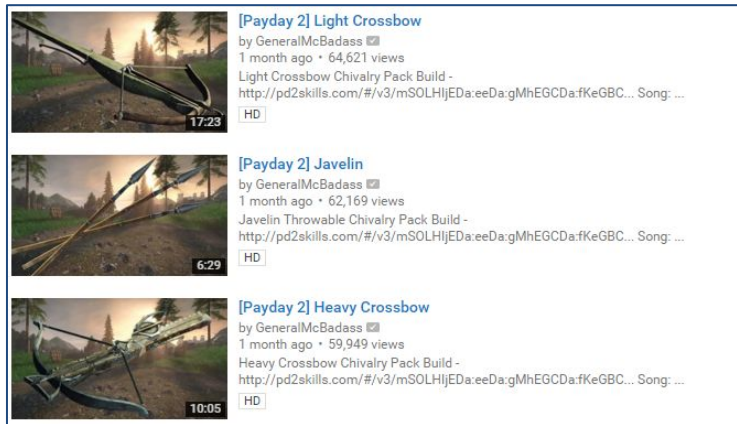
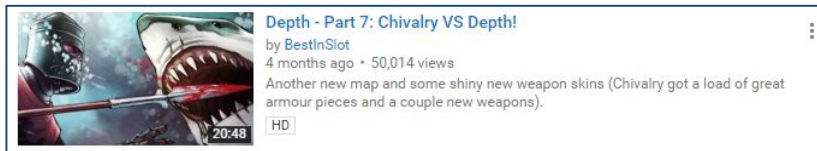
**[~] Chuckdattss** Lg | Chuckdattss 8 points 1 month ago

Two of my favorite games in one. Swag

permalink save parent report give gold reply



# Youtuber + press responses



## Rocket League's Next Patch Outlined, DLC Announcement Coming Soon

on 1 of ranked play set to begin in the next few weeks.

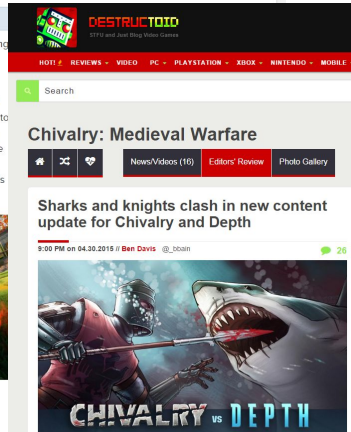
here is on September 3, 2015

20 Comments

Follow Rocket League | Subscribe for the latest gaming news

Psyonix has outlined some of the changes and additions coming in the next patch for its hit soccer-with-cars game, **Rocket League**.

These details were shared over a series of tweets sent out by the official Rocket League **Twitter** account. Patch 1.05 appears to primarily deal with resolving nagging issues, but it also offers some new features, such as adding (at least) two new flags, the **Chivalry: Medieval Warfare**-themed ones pictured below. (Chivalry is also getting some Rocket League-themed stuff of its own.)

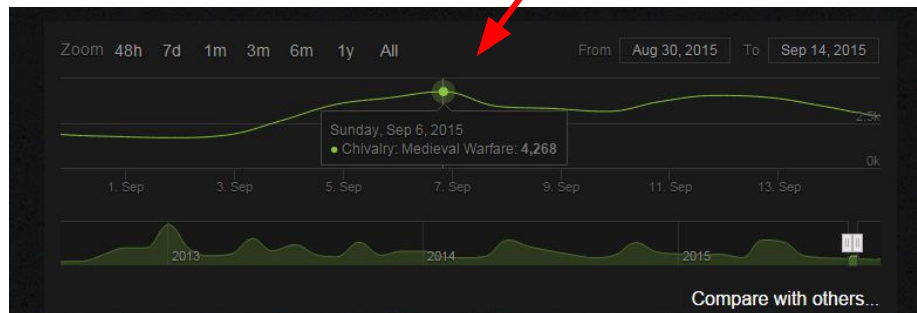


# Player numbers

- Growth during promotions

Killing Floor 2 crosspromo

Month	Avg. Players	Gain	% Gain	Peak Players
Last 30 Days	1,441.7	-354.7	-19.75%	6,107
September 2015	1,796.4	+407.4	+29.33%	4,268
August 2015	1,389.1	-446.6	-24.33%	2,307
July 2015	1,835.6	-1,840.6	-50.07%	3,667
June 2015	3,676.3	+1,870.6	+103.59%	11,952
May 2015	1,805.7	+597.5	+49.45%	13,369
April 2015	1,208.3	-660.5	-35.34%	2,409
March 2015	1,868.7	+320.4	+20.69%	4,605
February 2015	1,548.3	-426.2	-21.59%	4,211
January 2015	1,974.6	-472.8	-19.32%	4,771



PAYDAY 2  
crosspromo



# Steamspy “related”

- track long-term growth of mutual players

Percentage of owners of Killing Floor 2 who also own Chivalry grew from 36% to 44%

BEFORE



Store | Hub | SteamDB | Site  
Developer: Tripwire Interactive Publisher: Tripwire Interactive  
Genre: Action, Early Access  
Languages: English, French, Italian, German, Spanish, Polish, Russian, Portuguese-Brazil  
Tags: Early Access (1252), Co-op (1138), Zombies (1108), Gore (1069), FPS (940), Action (938), Survival (906), Horror (856), Online Co-Op (782), Multiplayer (745), Shooter (644), First-Person (531), Survival Horror (498), Team-Based (483),

OWNERS

CHANGES

AUDIENCE (2 WEEKS)

AUDIENCE TOTAL

CCU (DAILY)

CCU (HOURLY)

TWITCH (DAILY)

TWITCH (HOURLY)

YOUTUBE

REVIEWS

MORE LIKE THIS

RELATED

GEOGRAPHY

PLAYTIME

Owners of this game also own:

Search:

Previous

Next

#

GAME

SHARE


IF

PLAYTIME (2 WEEKS)

PLAYTIME (TOTAL)

ANALYSIS

17



Chivalry: Medieval Warfare

36%

03:14 (02:57)

23:35 (17:56)

X-Analysis

AFTER

Owners of this game also own:

Search: Chivalry

# GAME

SHARE

17



Chivalry: Medieval Warfare

44%

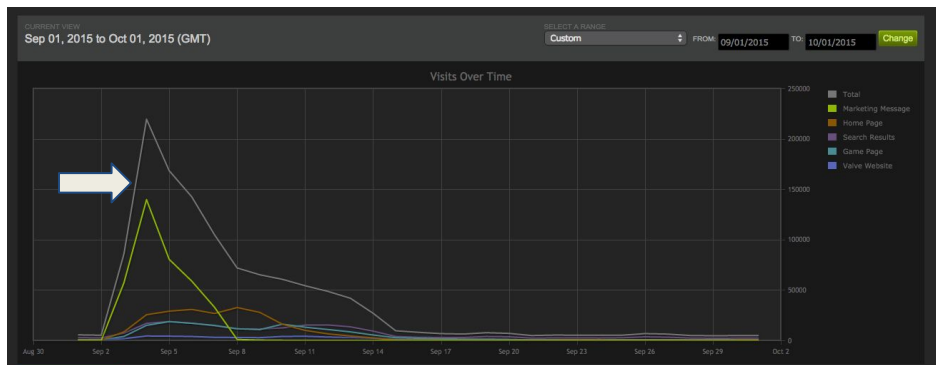


# Steam marketing metrics

Steam pop-up ad



Huge spike in visits to store page



Update round of 90,000 clicks

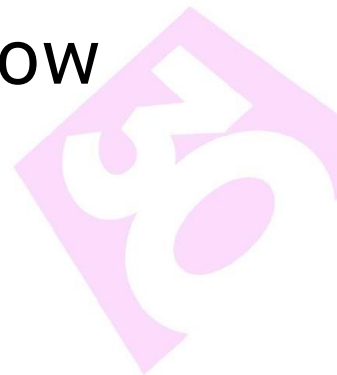
Round 7 (Earned) Sep 3, 2015 @ 10:10am to Sep 10, 2015 @ 5:09pm 8,936,847 1.01% 90,252 CLICKS



# Benefits to your team

Foster important cross-studio relationships

- Mentorship + advice from other staff
- Studios visits
- Learn about other studio cultures, how they work





Torn Banner might be interested in collaborating with YOU!

Hit me up on Twitter @Alexhayter.

Thanks!



