Company Overview:

The Pixel Brothers are an indie developer company, making the current state of the company profitable in order for the game to have still been made. In terms of the effectiveness of the advertising campaigns for the game, one of the ideas to advertise our game is to get well known indie developers such as Double Fine to help advertise our games. This is an ideal plan to have because having to get endorsements from other well known developers would allow the game to be more recognizable by gamers if they see their favorite company recommending our game. Another way that we can advertise this game is through YouTube, specifically in the lets play and gamer channels. As of late, many of the most well known games such as Amnesia the Dark Decent and Minecraft, have became well known due to certain You Tubers such as Total Biscuit, OfficialNerdCubed and FarFromSubtle, or certain channels like Polaris and Screwattack. Since people have been watching a lot of let’s players and gaming videos on YouTube, it would really help with the recognition of our game “Misthaven” by allowing gamers to view footage of the game to decide on whether the game would seem right for them to play or not. As of right now, the only product that The Pixel Brothers have created is their first game “Misthaven”.

Pixel Brothers do not have any form of brand images or brand equity and does not have any market shares. The Pixel Brothers is an indie game developer company, we currently do not have any for m of stock price similarly to several triple A video game companies or well known indie developers do.