**Bonk Wars** – Deployment Plan

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For PC, Mac, and Linux

Ages: 12 – Up

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For **Bonk Wars**, the plan would be to release the game through the Steam platform. To be able to put a game on steam, the game must go through a GreenlightTM process before being approved to be sold on the Steam Store. In addition to putting the game onto the Steam Store, it would be ideal to buy a domain to host information about the game so that potential buyers would be able to learn more about the game before purchase. To help with sales and getting a game through the greenlight process, advertisement will be necessary as well to generate interest in **Bonk Wars**.

As previously stated, to put a game on Steam, the game must go through a process called GreenlightTM. To be able to put a game through the GreenlightTM process, we would need to spend $100 to purchase an access pass. Once we have access to put the game through the GreenlightTM process here is what will happen. After putting the game onto GreenlightTM, we would need to upload various information about the game. This would include things like a description video, screenshots, and snapshots of gameplay. The community would then be able to look through the information about the game and decide if it was a game they would be interested in playing and give feedback on the game. If enough people show interest in the game, it will be Greenlit and be available to launch one we put the final changes on the game to make it playable. These final changes would be balancing, optimization, and implementation of the Steamworks API.

Implementing the Steamworks API would allow us to utilize various resources Steam offers to developers such as DLC store integration. To integrate this, we would need to read through the documentation and either learn how to write a wrapper or use one that someone has previously written. Since we would still be the only ones working on the game’s development, there would be no additional monetary cost, only a time cost of reading the API and learning how to implement it. After looking at various Steamworks wrappers for a Java application, most are free of charge so there would be no cost in using those for our game.

Purchasing a domain name to host information about **Bonk Wars**, to help people learn about the game would be another step we would want to take. Ideally, we would either purchase bonkwars.com or bonkwarsgame.com. The cost for either of these domains, since they are not currently owned, would be about $10 to own the domain name for 2 years. After purchasing the domain name, we would most likely pay to have it hosted which would cost about $5-$10 a month through GoDaddy. We would then need to spend the time to create a website so that it was appealing to visitors and easily navigated. This would be no additional monetary cost, and only require an extra time commitment from us developers. If we wanted to ensure that nobody could masquerade as our game, we could also purchase other domain name extensions such as .org, .net, and etc… These domains range from $1 to $10 depending on the extension. For example, bonkwars.org is currently being sold for $8.99 per instantdomainsearch.com. We could then simply point those extra domains to bonkwars.com and this would require no extra hosting costs or development.

The key to creating a successful game is to be able to generate interest in the game. This would be done through advertisement to help the game be Greenlit and make people want to purchase **Bonk Wars**. Here are a few forms of advertisement media and their average costs:

* Local newspaper ad: $43.50 for a 3-inch column[[1]](#footnote-1)
* National newspaper ad: $113,000[[2]](#footnote-2)
* National Magazine ad: $250,000[[3]](#footnote-3)
* National TV ad: $342,000 for 30 second[[4]](#footnote-4)
* Facebook ad: $3.90 per mille (1,000 views), $0.16 per click[[5]](#footnote-5)

In addition to simply getting advertisement space, there is some development cost associated with each advertisement. The number for these costs are taken from sources previously cited for the respective advertisement media.

* Local newspaper ad: To develop a small newspaper add would not take any money since it would most likely be one of us developers who writes it. In addition to this, there would be a low time cost since most of the information that would be in the ad would already be included on our website. We would only need to alter the information to reflect the audience of the newspaper.
* National newspaper ad: Like a local newspaper ad, this would not take much money or to develop. However, there is more pressure to be successful. This would mean we would most likely spend anywhere from $20-$200 to receive consulting and have someone review what we have written to maximize the ad’s effectiveness. This of course would depend on what newspaper the ad would be in and what other ads in the newspaper are like.
* National magazine ad: While a magazine ad is like one that is found in a newspaper, there is much more focus on visuals in a magazine. This means we would need to hire a graphic designer to help with the design of our ad. This would cost anywhere from a few hundred dollars, to a couple thousand dollars depending on the quality of the art we would want for our ad. Since our game is simple in its graphics, we would lean towards a simpler ad with a more retro feeling to it.
* National TV ad: A TV ad requires much more design and production than a print medium. We would most likely have to hire someone to write the script, someone to direct the ad shoot, and various other professions to assist in the development of the advertisement. This cost would be around $63,000 to upwards of a few million. Since our game uses simple graphics, we would be a lower budget advertisement. In fact, we could most likely create an ad using our game engine and utilize a script to playout what we want to demonstrate. However, since the ad space is as expensive as it is, we would most likely want to spend the money to assure our ad is the best it can be.
* Facebook advertisement: Like a newspaper advertisement, this would not require much money to set up based on what Facebook ads typically look like. We could use a simple graphic and descriptions we use on our website.

Another important aspect if we were to look to deploying this on a large scale is forming a game development company to have a single entity associated with the game produced. This would allow us to put out advertisements, distribute profits to each developer, pay people we hire, and collect profits from our game. In the state of Kansas, it is $35 to form a General Partnership.[[6]](#footnote-6) This business structure would best be suited for our endeavors since we would not need to have an office, but still can have joint ownership over the company.

In addition to forming a company, we would most likely need to talk to a lawyer about the legal aspects of running a business. Luckily for us, one of our developer’s parents is a lawyer for a large Kansas-based business so we would be able to get advice from them in what we can and cannot do as a business and what benefits we receive from the state.

While simply putting **Bing Bonk** on the market would be quite simple and cheap to do, the real cost is in being able to spread the word about our game and generate interest in it. We would need to spend money for advertisements to reach more people and create/ host a website to house the information about the game.

1. http://fitsmallbusiness.com/newspaper-advertising-costs/ [↑](#footnote-ref-1)
2. http://www.webpagefx.com/blog/business-advice/the-cost-of-advertising-nationally-broken-down-by-medium/ [↑](#footnote-ref-2)
3. http://www.webpagefx.com/blog/business-advice/the-cost-of-advertising-nationally-broken-down-by-medium/ [↑](#footnote-ref-3)
4. http://www.webpagefx.com/blog/business-advice/the-cost-of-advertising-nationally-broken-down-by-medium/ [↑](#footnote-ref-4)
5. http://fitsmallbusiness.com/how-much-does-facebook-advertising-cost/ [↑](#footnote-ref-5)
6. https://www.kansas.gov/business/ [↑](#footnote-ref-6)