



Marketing
Position

Sad Pumpkin Games

- "Games *With* Players"
- Indie game development startup.
- Founded by industry veterans.
- Transparency, equity, and accountability.
- Boutique developer focusing on player input.

Logo

- Sad pumpkin signifies players underserved by existing games.
- Memorable and unique character.
- Everybody loves pumpkins.



GAMES *With* PLAYERS

Slogan

Games

- First and foremost, we make games.

With

- Our customers are our inspiration.
- Players are part of development.
- Customers are the loudest voice.

Players

- Anyone can *play*, not everyone is a *gamer*.

Brand Strategy

- Players are our source of inspiration.
- Players drive our feature development, not executives.
- Painfully-transparent development process.
- Games *without* players don't get released.

Threats & Competition

- Lack of player interest.
 - Not everyone is willing to commit the emotional energy to participate.
- Hundreds of other game developers.
 - Bigger budgets.
 - Better name recognition.

Positioning Goal

Sad Pumpkin Games is...

1. *"that boutique indie game developer."*
2. *"that developer that really listens to players."*
3. *"that developer that brought my idea to life!"*
4. *"that developer that finally got me into gaming!"*