Marketing Plan

Mist is being released worldwide in late-July so the marketing campaign to advertise it must be able to work around this. July is a very different time in the video game market as it is part of the summer drought of games. During the summer, very few games are released, we believe that the summer is the perfect time for the release due to a small amount of competition. During the summer holiday break, our target audience which are primarily males aged 15-25 may look for something to keep them entertained over the holiday period.

To help build up awareness of the game the advertising campaign will start 1 month into the development of the game, this give us ample time during the rest of development to spread the word and let customers know about our game. We will be posting updates on Kickstarter and our website throughout development to keep the consumer involved and up to date.

After the release of Mist, the campaign will continue for another 2 months to increase sales and keep up product awareness, this also this means the campaign will end roughly in September when other triple A titles will start advertising. All the advertising done for Mist will be completely digital, as our target audience spend majority of their time on the internet. It would therefore be a west to place an ad in a magazine when most young adults would see it on social media, this save the company money and gets the best results from the campaign.

# **Competitive Comparison**

Horror-based indie adventure games are available for PC on steam (The Forest, Rain World, etc.) at prices ranging from £2.00-£20. Our game is priced at £9.99, which puts it in the middle of the price range. When developing Mist, we will attempt to maximize the quality of the game so we can compete with the more expensive games and remain cheaper.

The dark mysterious aesthetic in Mist will be much more pleasing to the eye than competitors. Some gamers might shy away from horror based game because they lack any cohesive or differentiating aesthetic characteristic, which will be an important task for our development team.

**Core Strategy**

# **Promotions**

To help customers get interested in the product, a competition will be run 1 month prior to the release on our website. All links and reminders will be posted on all social media site and Kickstarter. A demo will be released for this competition.

The competition will require players who have downloaded and played the demo to give us feedback about additional content they would like to see in the full game, this feedback will be posted on our website, members on our site will then vote on which idea is the best. This creates an active community on our website and increase the awareness of Mist. The winner of this will get their idea put in the game and an in-game character named after him/her, they will also receive a free copy of the game.

# **Social Media**

At the start of the development process a website will be created for the game as well as accounts for the game on various social media sites such as Facebook, Twitter, and Twitch. These accounts will be created by a third-party community manager that we will hire to control our social network. This method of advertisement works well for our target audience, as the younger generation uses this sites more often than others. We will create a twitch account so we can livestream development update, or even do a Q&A about the game and what features the consumer would want to see.

# **Press Review Copy**

A month before the games releases we will give early access copies of the game to reviewers in the industry, this is mainly to gather professional, industry reviews. Sources like Game spot, IGN and Polygon have a very large audience who trust them to give an accurate review, getting a good review can increase the number of consumers willing to buy the game as well as talking about issues with it that we can fix later in development. We will also send our game to Youtubers that want to upload gameplay content to their audience, depending on the audience size of the Youtuber this could increase sales if they have a positive reaction to the game.

# **Website Ads**

Shadow Games will buy banner ads on specific websites, these websites include review sites, forum sites and possibly sites that follow the horror theme of our game. The ads would directly link to the steam store website, these ads will run from March to September. Consumers can pre-order the game prior to the release.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Timetable** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** |
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| Social Media |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Promotions |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Website Ads |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Review Copy |  |  |  |  |  |  |  |  |

# **Budgeting**

Promotions

The cost of created a promotional competition is around £4,000, this basically only include the creation of a website as it has no other real cost involved.

Social Media

We have valued the cost of having a custom website created and hosted at £4,000. A community manager will be hired at the average wage of £2,983.33 to look over the website as well as accounts made on Facebook, YouTube and Twitter which are all free.

|  |  |
| --- | --- |
| **Job** | **Cost** |
| Website Creation | £4,000.00 |
| Month 1 Community Manager | £2,983.33 |
| Month 2 Community Manager | £2,983.33 |
| Month 3 Community Manager | £2,983.33 |
| Month 4 Community Manager | £2,983.33 |
| Month 5 Community Manager | £2,983.33 |
| Month 6 Community Manager | £2,983.33 |
| Total | £21,899.98 |

Review Press Copy

Sending out review copies of our game doesn’t cost us a thing, as Mist is download only you wouldn’t even need to ship the product.

Website Ads

Website ads are a lot more subjective because it depends on which website we chose to advertise on, some website may get more traffic which results in higher price. The company is willing to spend an estimated £3,000 a month on website ads. This figure could change depending on the amount of funds made in Kickstarter.