1. One of the most important thing that the game makers want to happen in a game pitch, is to have the attention from the audience and to let them want to play and buy the game. So that the game can be sold well.
2. There are 5-second-pitch and 30-second-pitch. The idea of 5-second-pitch is that to show something interested about your game in a very short period of time. Maybe the logo of your game, a little word for your game, or a couple of pictures, description, or it can be the game box on the shelf. Besides these, you can just simply ask the audience: “hey do you want to play my game? Its called ‘Exploding Helmet’ and it’s pretty fun.”. Then people might notice your game and start to play it, meanwhile they will ask you some questions. After this, here comes the 30-second pitch. In this pitch, you can just describe the game type and more details about your game, also answer the question the viewers are interested in.
3. The name of the game itself can be a hook, because it’s novel and interesting. Also the game is simple and nice and fun to play, that’s another hook.