

# CAMPAIGN FOR BOARD & CARD GAMES



Presented By:

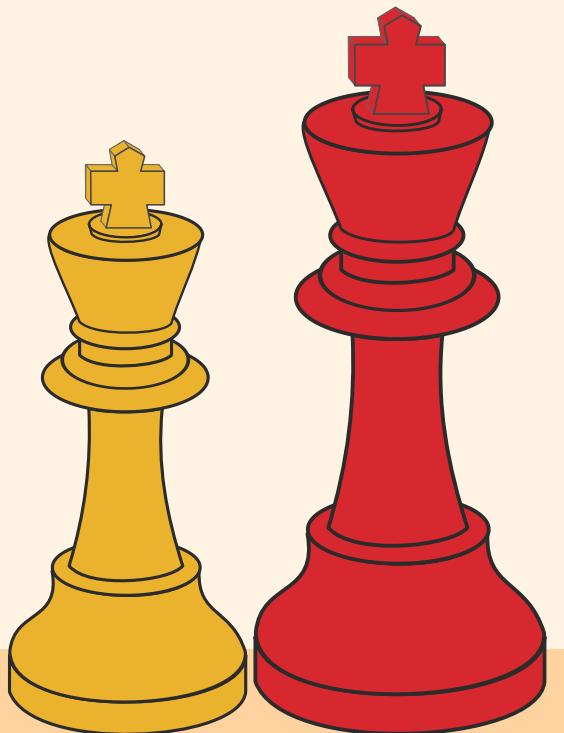
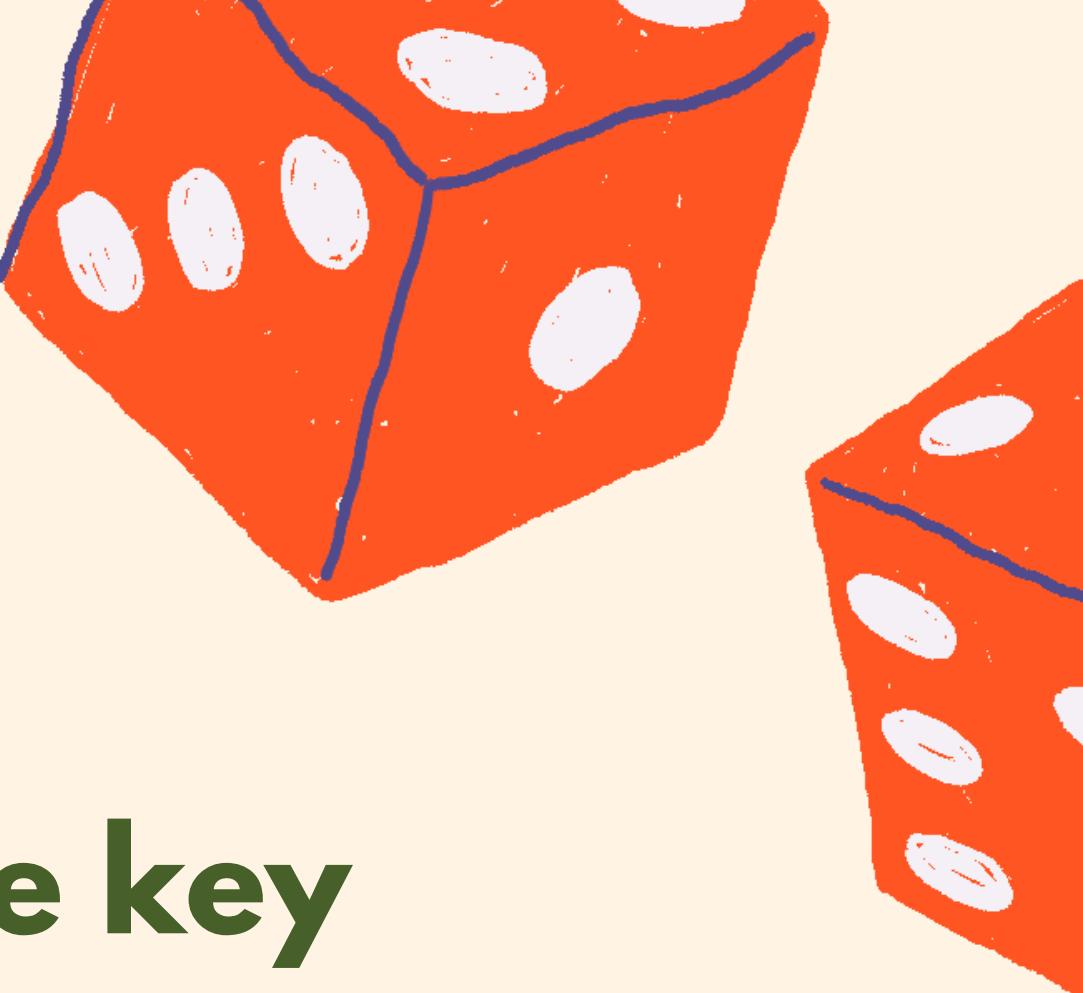
Mohamed Alkooha

Ebrahim

Zainab Aloraibi

# INTRODUCTION

**Help boardgame creators identify the key factors that lead to a successful Kickstarter campaign.**

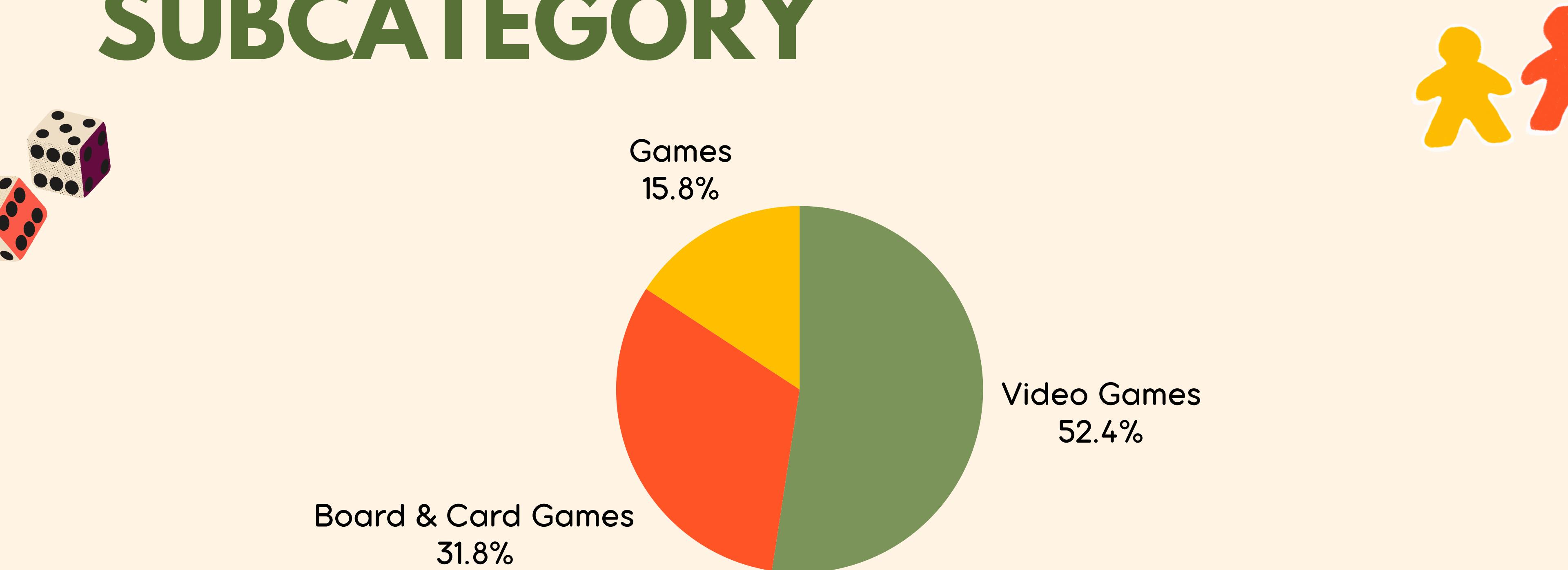


**TOTAL GAME  
PROJECTS**

**1738**

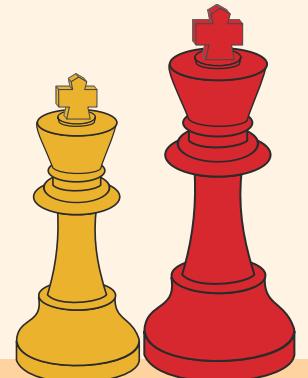
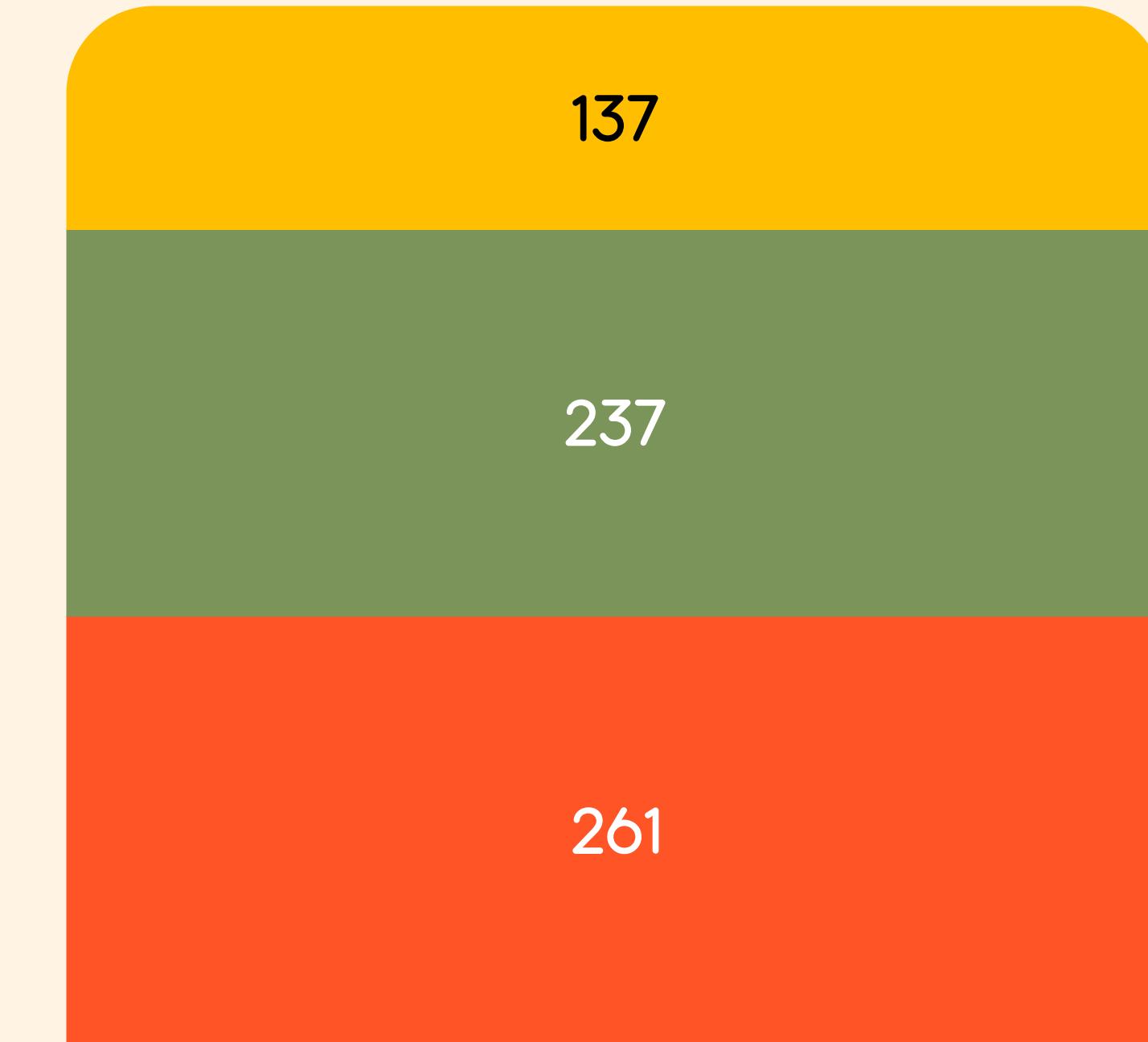


# DISTRIBUTION OF GAME SUBCATEGORY

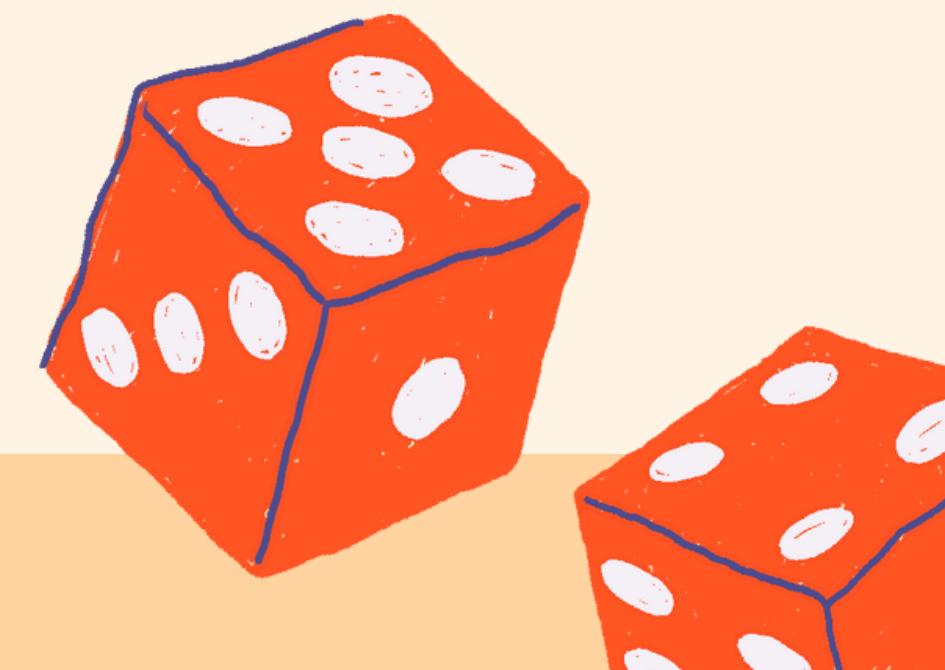
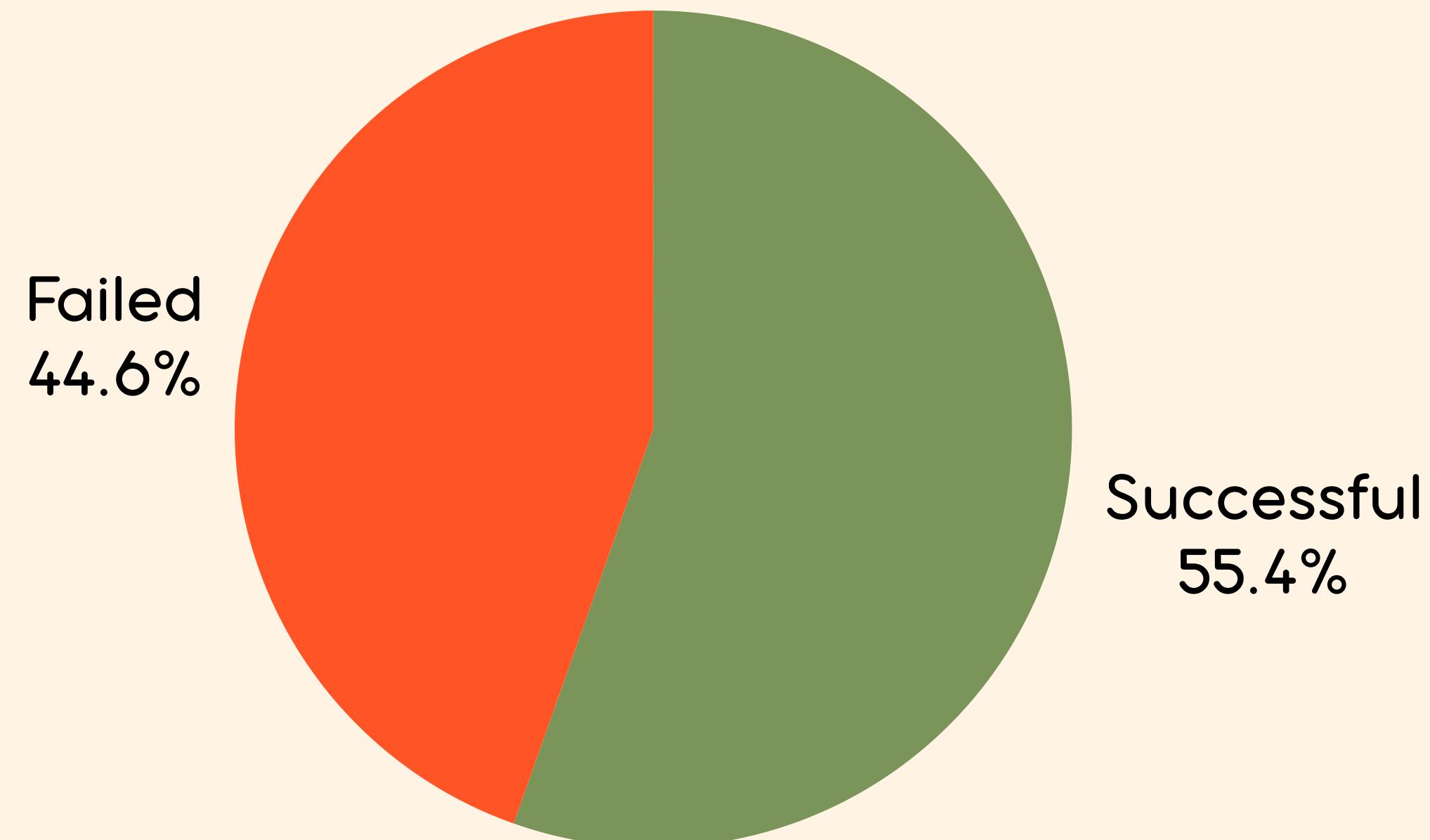


# BOARD GAMES LEAD IN SUCCESSFUL PROJECTS

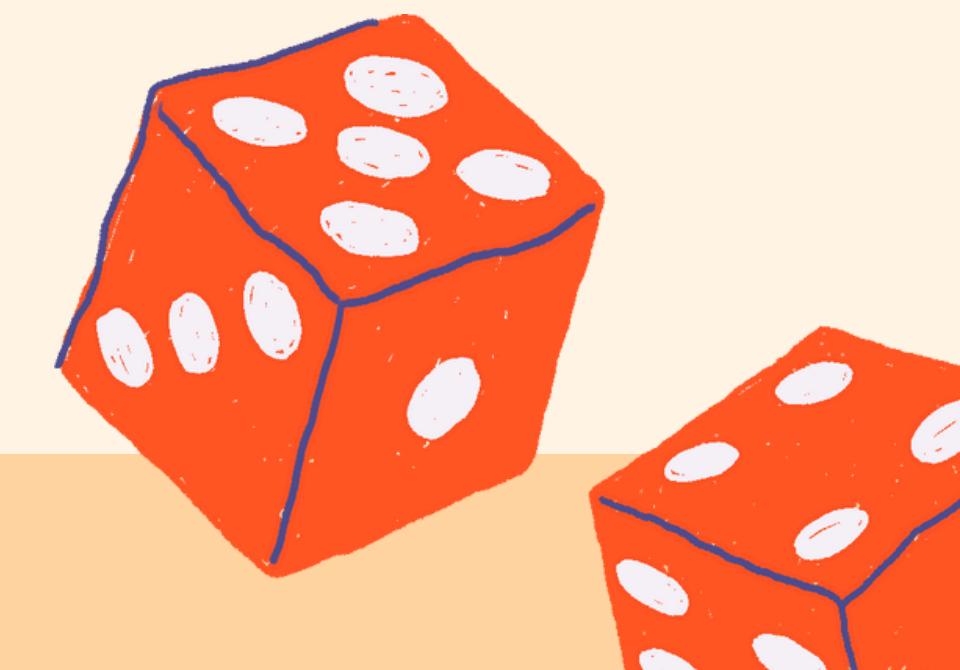
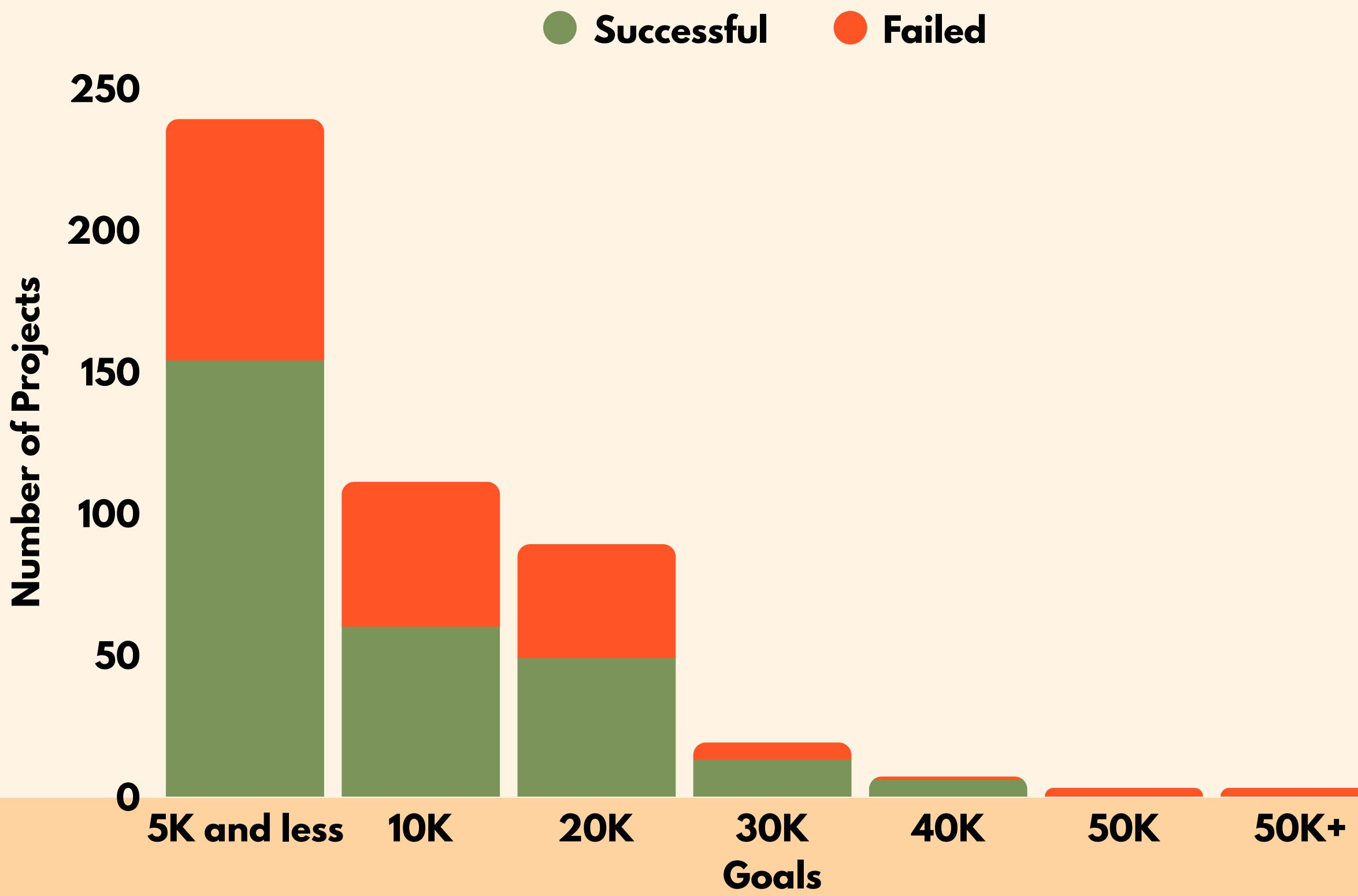
- Board Games
- Video Games
- Games



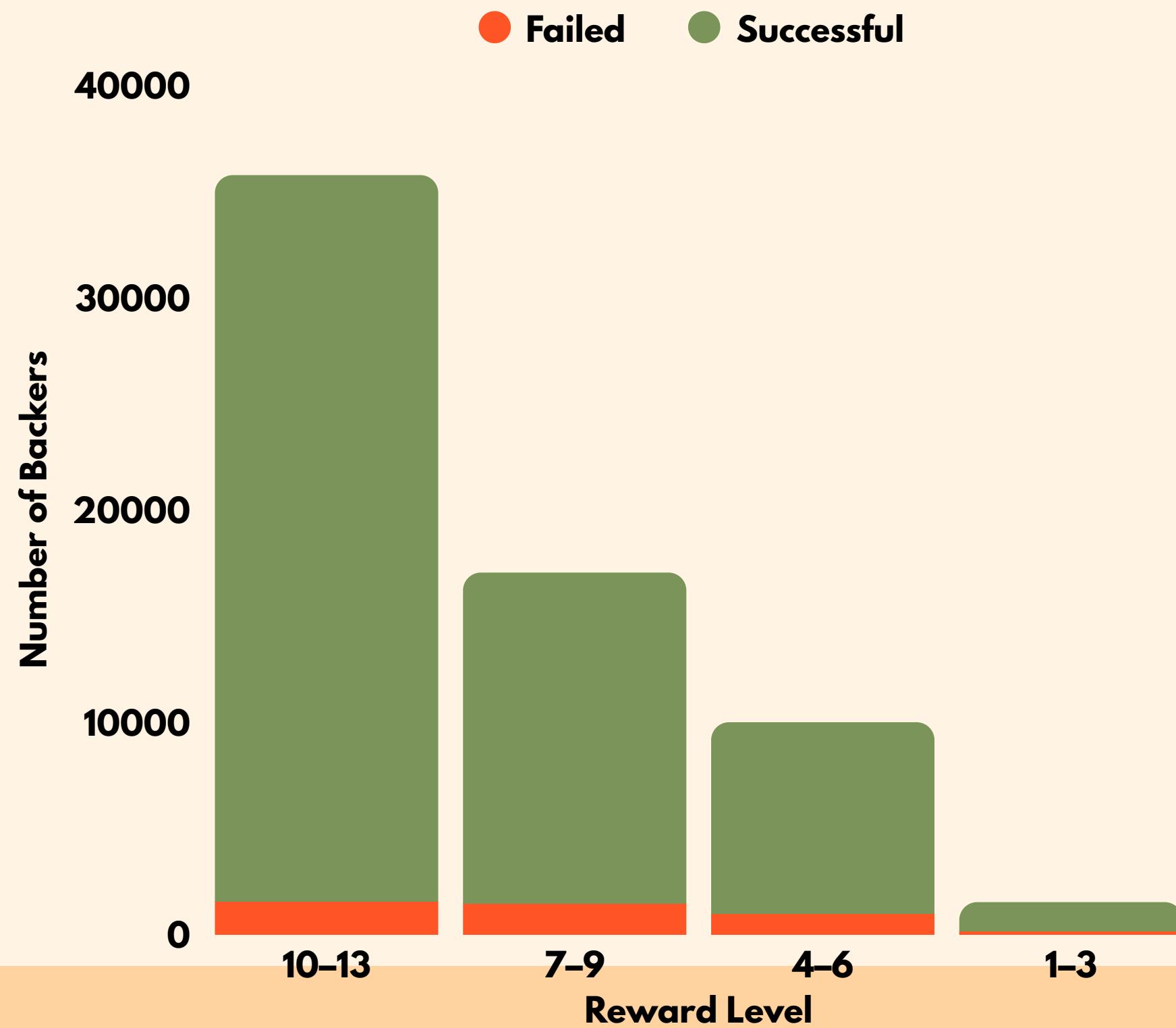
# MORE THAN HALF OF BOARD GAME PROJECTS ARE SUCCESSFUL



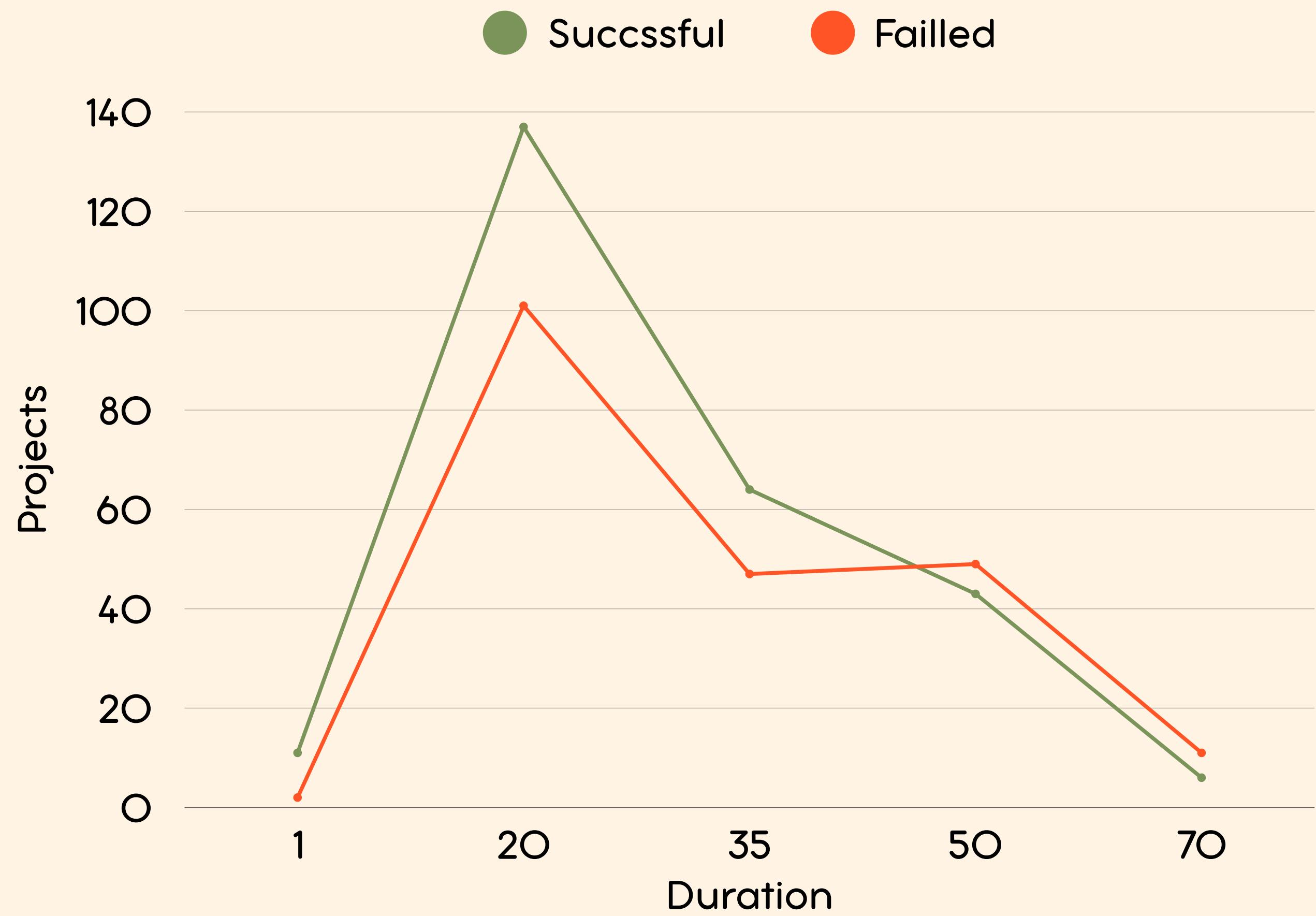
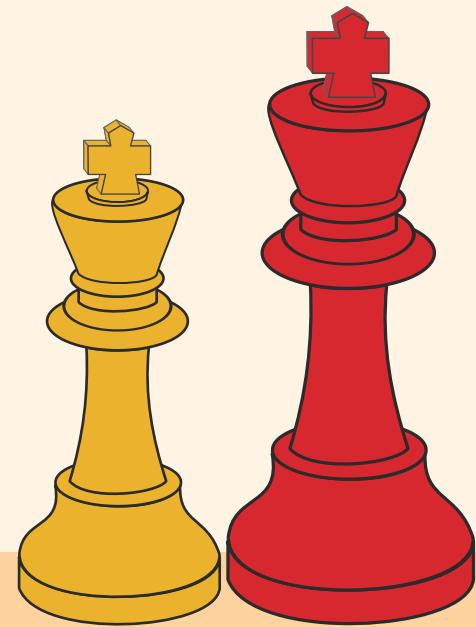
# PROJECTS WITH GOALS BELOW 20K SUCCEED MORE



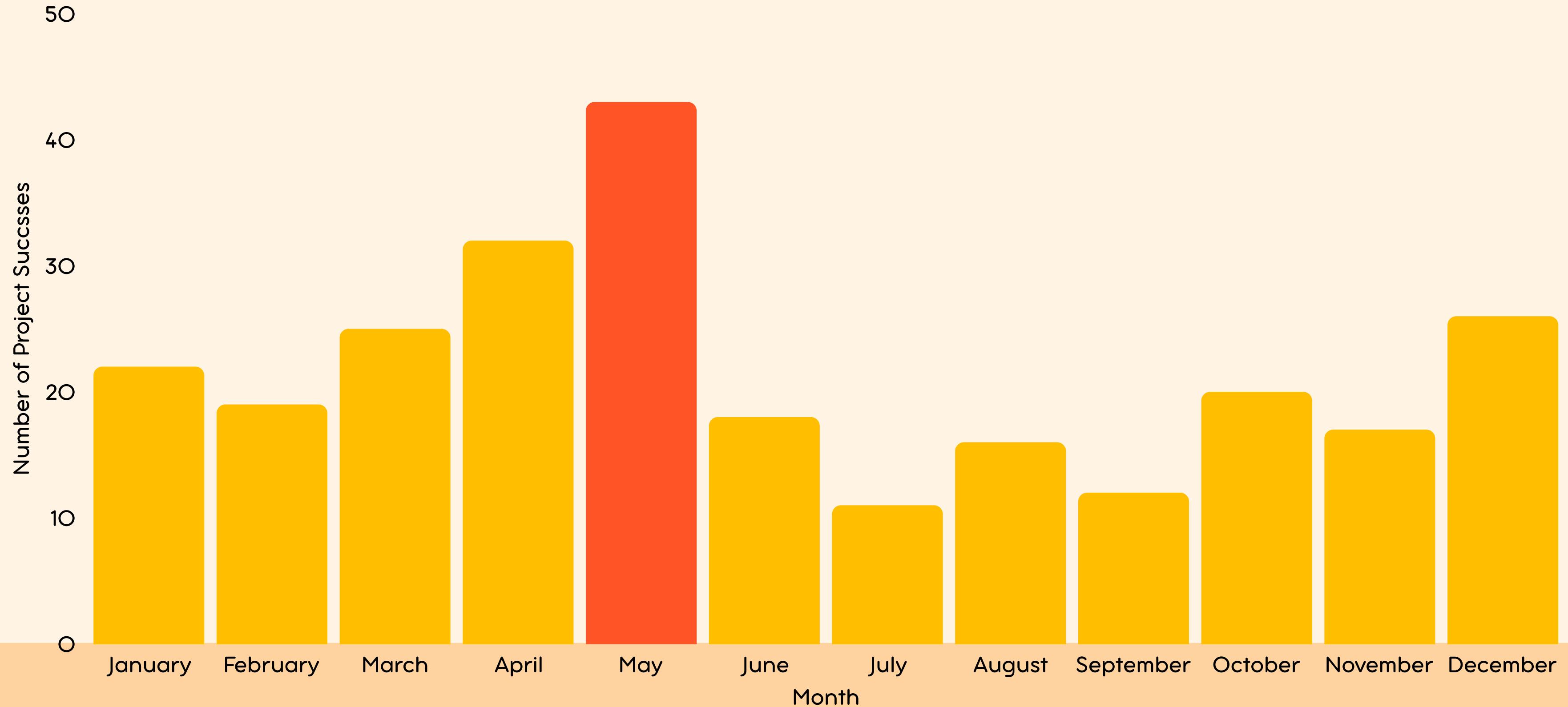
# REWARD LEVELS 10-13 ATTRACT THE HIGHEST NUMBER OF BACKERS

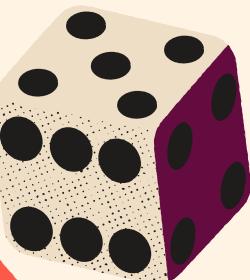


# EXTENDED TIMELINES CORRELATE WITH INCREASED FAILURES



# BOARD GAMES SUCCEED MOST IN MAY





# TOP 5 BOARD GAME CAMPAIGNS

Name of Board Game

Ogre Designer's Edition



Zombicide



Zpocalypse: An Epic Zombie Survival Board Game



Serpent's Tongue - Become Magi



D-Day Dice Board Game



0 200000 400000 600000 800000 1000000

Pledged





# COMPARISON OF SUCCESSFUL AND FAILED CAMPAIGN PAGES

**Zombicide Gameplay Introduction**

**REWARDS**

We're launching this Kickstarter to drive down production costs by making more copies. If Zombicide is the kind of game that tickles your fancy, then here are the various pledge levels. We appreciate any help we can get!

**All gone**

**\$10**  
Bitten - Cover lithograph signed by Edouard Guilton  
Backers 11 Estimated delivery Sep 2012  
Details Pledge US\$ 10

**15K REWARD**  
ZPOCALYPSE 100% FUNDED.  
ALL \$55+ LEVEL CONTRIBUTIONS NOW RECEIVE THE MAIN BOARDGAME.

**25K REWARD**  
ZPOCALYPSE 166% FUNDED.  
ALL \$55+ LEVEL CONTRIBUTIONS NOW RECEIVE THE K-MINI EXPANSION PACK, INCLUDING 8 NEW TILES AND 2 WEAPON CARDS, CHOSEN BY THE BACKERS ON THE DEV FORUM.

**40K REWARD**  
ZPOCALYPSE 266% FUNDED.  
ALL \$75+ LEVEL CONTRIBUTIONS NOW RECEIVE THE Z-MASTER EXPANSION PACK, WHICH BRINGS A 5TH PLAYER TO THE GAME WHO CONTROLS THE ZOMBIES.

**60K REWARD**  
IF WE GET TO THIS LEVEL WE WILL PUT 10 ADDITIONAL CARDS, CHOSEN BY YOU THE BACKERS, FOR THE "K-MINI EXPANSION" FOR ALL \$55+ LEVELS.

**80K REWARD**  
THIS GOAL HAS BEEN CHANGED DUE TO BACKER VOTING. INSTEAD OF X30 MORE MINIATURES, WE'LL INSTEAD CREATE A

**The Exciting Road Trip Game**

Molubo is a family board game. It is a road trip game. Each player embarks on a journey to a Beach side vacation home.

**US\$ 25**  
pledged of US\$ 12,000 goal  
1 backer

**Funding Unsuccessful**  
The project's funding goal was not reached on Sat, June 4 2011 1:45 AM UTC +03:00

Last updated June 4, 2011

**\$100**  
and be immortalized with your name in elements of the game, for example the name of a realm, mountain, or hill.

Backers 0  
Details Pledge US\$ 100

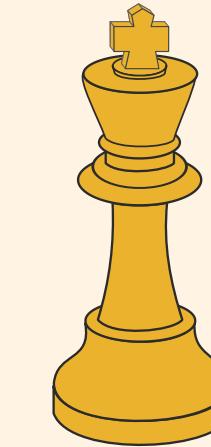
# RECOMMENDATION



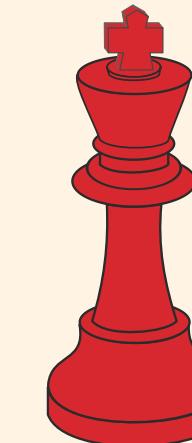
Keep campaign duration **short and focused** to maintain momentum and interest.



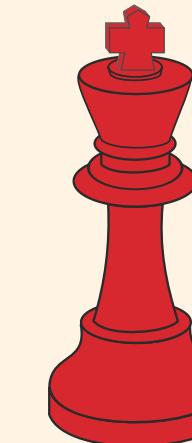
Set realistic funding goals, ideally **under \$20,000** for board games.



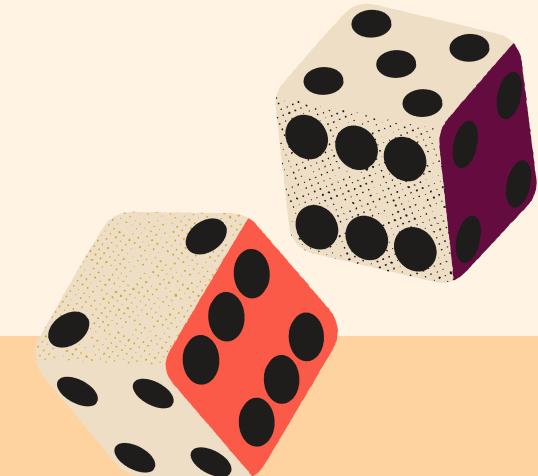
Launch campaigns in **May**, when board game projects historically see **higher success rates**.



Keep reward tiers between **10 and 13** to offer enough variety



Keep your campaign page professional and descriptive with a clear explanation of your game and what you're delivering.



**THANK YOU**