GAME PROMOTION & MARKETING COURSE 10 – GAME TRAILERS

Teacher: Salim Larochelle

Email : saru@salimnoatelier.com

Twitter: @FlyingCarpetsG

Game trailer

A game trailer is an **advertisement video clip** for a game that will be release in the future.

The goal of a trailer is to give a **preview** to the audience while making them **excited** about the game.

A good trailer should leave the player with **an understanding of how the game works** and **what makes it unique**.

A trailer is **not only a walkthrough** of the gameplay! It needs to tell a story and it needs to have a **goal**!

Where to use your game trailer…

A trailer is one of the most powerful marketing tools for games, you can use it for…

- Your **press kit** (when contacting the press)

- Your **landing page**

- Display at **gaming events** (festivals, conventions, etc.)

- Your page on **distribution channels** (Steam page, Nintendo eShop, etc.)

- **Social medias** (Facebook page, Twitter, etc.)

- Your **Kickstarter** Page

- To get **funding** from various programs

- And more…

Note: you don't have to be the one doing the trailer for your game but…

Making a good game trailer

Game trailers component

Usually in a game trailer, there is:

- **Gameplay** footage

- In-game **cutscenes** footage

- Computer Generated (**CG**) **cinematic** footage

- Short **text sequences** or **voice commentary** to set up the mood

- Press **quotes**

- **Information at the end** (platforms, contact info, release windows)

- **Music** and sound

Teasers

A teaser is a video clip that does not show a fully comprehensive picture of the game.

It is use to **hint the existence of the new game and raise hype** before the actual trailers

Example: Zelda Teaser

Note:

- When should you use a teaser?
- Teaser demo (Silent Hill)

Basic steps in making a trailer

Planning

Before recording any thing make sure that you write down a **storyboard** for your trailer describing what will happen.

Recording

Start recording **gameplay footage** and **cutscene footage** with a screens capture software. If you have **CG cinematic sequences**, you can use then instead of in-game cutscenes.

Editing

Edit your footage in a editing software. Add the **music, text** and **graphical elements** that fits with your storyboard.

Note: make sure that you are using music that you own or that is royalty free

Game trailer best practices

To make your game look good in the trailer…

- Get to the **gameplay** footage as soon as possible (short intro)
- Choose gameplay footage that are the most **exciting** and that **showcase the unique features** of your game
- Have a **theme** (story) in your trailer
- Keep the trailer **short** (1 to 2 minute range)
- Make each **gameplay clip not too long and not too short** (3 to 6 seconds)
- **Avoid long text** (let the video tell the story of your game)
- At the end, make sure you include the all **the important information** (platforms, website, release window)
- To control the hype of your game, **do different trailers** that focus on different aspect of your game and release them at different time.

Some good trailers

Gameplay showcase type :

- Portal

Cinematic showcase type:

- Metal Gear Solid 5

Theme showcase type:

- Rain

- Demon's Souls

Note: Game Trailer Top 100 Trailer of all time

Game trailer issues

A trailers can give bad press to your game if you are not careful. Here's a list of potential issues related to trailers.

The trailer does not reflect the game's content

Make sure that the trailer is a **fair representation of the game**: use CG cinematic only if it reflect the game's theme.

Example: Dead Island Trailer

CG only trailers

It's ok to make CG only trailers but make sure that you also **release gameplay trailer as well**. If you don't show the gameplay, the audience might think that there is something wrong with it.

Game trailer issues (cont.)

The trailer is just a long gameplay sequence

Avoid putting a long gameplay sequences in your trailer (unless you want it to be more like a demo). This can spoil part of the game and it doesn't give a general idea of theme of the game.

Promises at the end

Consider putting a **release window** instead of putting an exact release date at the end of the trailer. This is better for the reputation of you game if can't deliver on that promise.

Your favorite trailer!

What are some of you favourite trailer???

Tools for game trailers

Screen Recording Software (PC)

Free softwares:

- Open Broadcaster Software

- Krut

- Kazam

Paid softwares:

- Fraps (37$, heavy on CPU)

- Bandicam (39$)

- **Mirillis Action** (49$, very light on CPU)

Note: Pixel Prospector list of Screen Recording and Editing Software

Screen Recording (Console)

Recording gameplay footage on a console requires buying specialized hardware and software, here are some good one:

- **Elgato** (200$, HD recording of pretty much all console)
- Roxio (150$)

Note:

- Record your game on PC if you can (less expensive)
- You can record video on your PS4 via the built-in function
- You can also record game footage for reference!

Video Editing Software

Free softwares:

- Shotcut
- Avidemux
- VirtualDub

Paid softwares:

- Sony Vegas (700$)
- Final Cut Pro (39$, Mac only)
- **Adobe Premier** (20$/month)

Note: Pixel Prospector list of Screen Recording and Editing Software

Uploading to Video sharing sites

YouTube

When setting up an account on YouTube, you will be assigned a **channel**.

YouTube has a lot of feature that can increase interest of your **channel**:

- Channel trailer
- Playlists
- Channel Art and Icon

You can use YouTube not only to host your trailers but also for other videos such a **development vlog** or **gameplay demo footage**.

Note:

To get the best quality when uploading to YouTube, make sure that you export your video with the **YouTube recommended settings**.

Uploading to Video sharing sites

Vimeo

Vimeo is a video sharing site that is **geared toward professionals and artists**. It has less features then YouTube but the **layout is more clear and simple**, with **less advertisement**.

I recommend using Vimeo if you want to embed the video on your site or send the link to the press.

Note:

To get the best quality when uploading to Vimeo, make sure that you export your video with the **Vimeo recommended settings**.

Video Editing Practice

Let's edit a video together using free software!

https://www.dropbox.com/sh/3zhrwn6nxrr5ywh/AACKUZSxAv30yzCH9qopVmIia

Assignment #2 - Simple Trailer

1) Download one of the free video capture tool and capture gameplay and cutscene footage of your favorite game.

2) Download a free video editing tool and put together a **SIMPLE** trailer that includes:

- The gameplay footage that you captured

- The cutscene footage that you captured

- Music that fits with the footage

- Key information at the end of the video

3) Upload the video on YouTube and send me the link **before the next class** (minus 10% per week days).

Here's a good example: <u>Ico Trailer</u>

Bibliographies

Dropbox link to course presentations:

https://www.dropbox.com/sh/3zhrwn6nxrr5ywh/AACKUZSxAv30yzCH9qopVmlia