

10 OUT OF THE BOX

PR & MARCOM

TACTICS

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PLARIUM

casual connect
19-21 OCTOBER 2015 | TEL AVIV



ABOUT PLARIUM

- **RANKED AMONG THE WORLD'S LEADING DEVELOPERS OF HARDCORE STRATEGY MOBILE AND SOCIAL GAMES**
- **OVER 150 MILLION REGISTERED USERS**
- **MORE THAN 1000 EMPLOYEES GLOBALLY**
- **5 GLOBAL STUDIOS ACROSS EUROPE AND THE UNITED STATES**



PR AND MARCOM DEFINED

PR = A COMPANY'S REPUTATION WITH VARIOUS STAKEHOLDERS

MARCOM = MESSAGES AND MEDIA USED TO COMMUNICATE

TACTICAL PLAN

- ***IDENTIFY YOUR AUDIENCE***
- ***ALIGN YOUR PR STRATEGY WITH BUSINESS OBJECTIVES***
- ***EXECUTE ON CREATIVE MESSAGING***
- ***REPORT AND ASSESS THE OUTCOME***



GETTING IT RIGHT
VS.
GETTING IT
VERY WRONG



KING'S CANDY CRUSH SODA



GOAL

- ***CELEBRATE THE LAUNCH OF CANDY CRUSH SODA***

METHOD

- ***PAINTED THE RIVER THAMES SODA PURPLE***
- ***LONDON ORCHESTRA PLAYED CANDY CRUSH SAGA THEME MUSIC***
- ***BRING TO LIFE THE KEY ELEMENTS OF THE GAME***
- ***LEVERAGED EXPOSURE THROUGH SOCIAL MEDIA***

OUTCOME

- ***EXPOSURE ON ALL MAJOR MEDIA SOURCES / THOUSANDS OF PR PICK-UPS***

CANDY CRUSH SODA: RIVER THAMES IN LONDON INTO A SEA OF PURPLE SODA!



BEST FIENDS: RACE AGAINST SLIME



GOAL

- **PROMOTE THE LAUNCH OF BEST FIENDS ON MOBILE**

METHOD

- **CHARITY CHALLENGE: FINNISH START-UP SERIOUSLY REACHED OUT TO TOP YOUTUBERS**
- **CHALLENGE EACH OTHER TO WIN \$50,000 FOR CHARITY**
- **WORKED WITH PEWDIEPIE: 2,830,322 VIEWS**

OUTCOME

- **LAUNCH WEEKEND GENERATED: 1 MILLION DOWNLOADS**
- **ROUGHLY: 30,000 - 50,000 DOWNLOADS GENERATED VIA YOUTUBE**
- **HALF WAS GIVEN TO THE 'MALARIA NO MORE; CHARITY**

CHARITY COMPETITION: WIN \$50,000 FOR CHARITY



EA'S DANTE'S INFERNO: SIN TO WIN



GOAL

- PROMOTE THE LAUNCH OF THEIR TITLE DANTE'S INFERNO

METHOD

- TAKING PHOTOS WITH 'BOOTH BABES' AND TWEETING THEM
- 2010, FAKE PROTESTERS AT E3

OUTCOME

- BAD PRESS
- BACKLASH BY JOURNALISTS
- OBJECTIFIED WOMEN
- APOLOGY BY EA
- #EAFAIL

PARTICIPANTS WERE ENCOURAGED TO "COMMIT ACTS OF LUST,"

FACTS

**CONTENT
CREATION
HAS CHANGED**

**WRITTEN WORD > SOUND > IMAGES > VR 360
INTERACTIVE CONTENT > ?**

**CONTENT
CONSUMPTION
IS EVERYWHERE**

**BLOGS > TWEETS > STATUS UPDATES > VIDEO >
PODCASTS > ?**

**PR & MARCOM
TACTICS NEED
TO ADAPT IN
ORDER TO
SURVIVE**

**THE FORMULA FOR A SUCCESSFUL PR CAMPAIGN
HAS CHANGED WITH THE TRENDS IN SOCIAL
MEDIA**

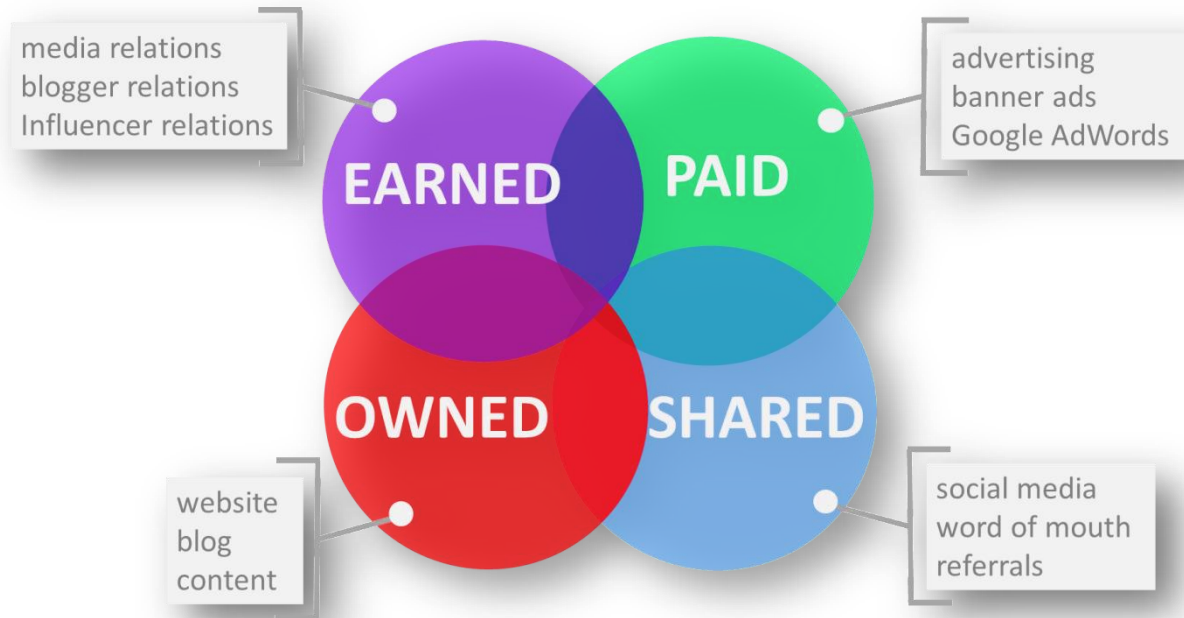
**COMPETITION IS
FIERCE**

**TOP JOURNALISTS RECEIVE
50 - 100 GAME PITCHES DAILY**



EARNED MEDIA

EARNED MEDIA (OR FREE MEDIA) REFERS TO PUBLICITY GAINED THROUGH PROMOTIONAL EFFORTS OTHER THAN ADVERTISING, AS OPPOSED TO PAID MEDIA, WHICH REFERS TO PUBLICITY GAINED THROUGH ADVERTISING.



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TACTICS



#1 LEVERAGE VISUAL CONTENT

- **72% OF MARKETERS SAY VISUAL CONTENT IS MORE EFFECTIVE THAN TEXT-BASED CONTENT.**
- **BY 2017, VIEWERSHIP OF GAME CONTENT WILL GROW TO 790 MILLION VIEWERS.**
- **OVER 1.7 MILLION BROADCASTERS STREAM WITH TWITCH**
- **MINECRAFT VIDEOS: 47 BILLION VIEWS ON YOUTUBE (99.4% FAN VIDEOS), SOLD TO MICROSOFT FOR \$2.5 BILLION VALUE**



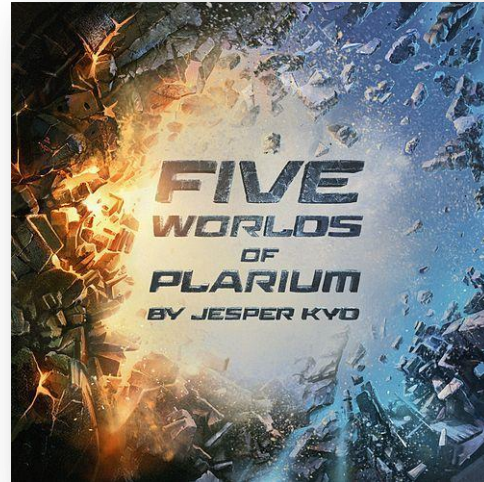
#2 AUDIO IS A POWERFUL WEAPON

PODCASTS



- **PODCAST LISTENERS CONSUME AVERAGE OF SIX SHOWS A WEEK**
- **26% OF ALL AUDIO LISTENED TO ON PORTABLE DEVICES ARE PODCASTS**
- **ONLY 3% OF MARKETERS USE PODCASTING IN SOCIAL MEDIA MARKETING**

MUSIC



**"FIVE WORLDS OF PLARIUM"
FEATURING THE ORIGINAL THEMES
COMPOSED BY JESPER KYD FOR
PLARIUM'S MAJOR GAME WORLDS**



#3 AMPLIFY YOUR SOCIAL REACH

- **AMPLIFY YOUR CONTENT'S REACH THROUGH SOCIAL PRESENCES**
SEARCH BY HASHTAGS: #FREETOPLAY #GAMEDEV #INDIEDEV #MOBILEGAME
- **LESSER KNOWN, HIGHLY IMPORTANT CHANNELS:**
REDDIT: GAMES / PRODUCTHUNT GAMES
- **DIVE INTO ANALYTICS**
FACEBOOK INSIGHTS, YOUTUBE ANALYTICS, INSTAGRAM STATS

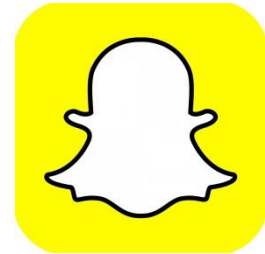
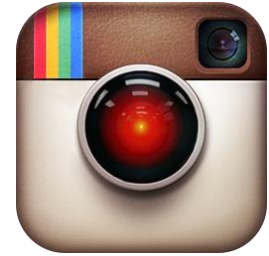


#4 UTILIZE ONLINE SERVICES



- **RESEARCH YOUR TARGET AUDIENCE**
- **CREATE A PERSONAL CONNECTION**
- **DELIVER VALUE**
 - ✓ **SOCIAL CONTENT**
 - ✓ **INFOGRAPHICS**
 - ✓ **VIDEOS**
 - ✓ **STATS**
 - ✓ **QUOTES**
 - ✓ **GAME FEATURE**
 - ✓ **EVENT ART**
 - ✓ **CARICATURES**
 - ✓ **COMICS**

#5 BEHIND THE SCENES



#6 CREATE PERSONAS



*CAPTAIN ANN
O'MALLEY
PIRATES: TIDES OF
FORTUNE
FOLLOWERS: 6,577*



*JACK BLACK
SOLDIERS INC.
FOLLOWERS: 14,700*



*LEONIDAS
SPARTA: WAR OF
EMPIRES
FOLLOWERS: 19,600*

RESEARCH > PLAN > EXECUTE > REPORT



#6 CREATE PERSONAS



Captain Ann O'Malley @CaptAnn_plarium · Oct 3

.@plarium It's time fer Pirate #Caturday!
Do yer pets help ye fight against the
Spanish armada? #PlariumPirates



#7 TARGETED EVENTS

GO BEYOND MAINSTREAM GAMING EVENTS
INVOLVE YOUR CORE FANS



- **INVITE THEM TO DEMO AT EVENTS**
- **INVITE THEM TO VISIT YOUR OFFICE**
- **SEND THEM PERSONALIZED GIVEAWAYS**

#8 CREATE AN EVENT



#9 CREATE A CONNECTION



#10 SYNDICATE YOUR CONTENT



CHALLENGE

BUILDING UP VIEWERS TO YOUR BLOG IS VERY TIME CONSUMING

OPPORTUNITY

SYNDICATE YOUR CONTENT "RELATED STORIES"

BENEFITS

- **EXPOSURE TO ESTABLISHED AUDIENCE**
- **INCREASE YOUR CREDIBILITY**
- **INCREASE EXPOSURE TO YOUR TITLES**
- **DELIVER VALUE TO MEDIA AND READERS ALIKE**

THINK BEYOND TEXTUAL CONTENT

IMAGES, VIDEOS, INFOGRAPHICS, PODCAST, SLIDE DECKS, ETC...

**GET
CREATIVE!**

TAKEAWAYS

- **USE VIDEO TO DELIVER YOUR STORY**

#SCREENSHOTSATURDAY / #GAMINGNEWS / #GAMEPLAY

- **DON'T OVERLOOK PODCASTS / MUSIC**

B-4 PLAY / CANE AND RINSE / THE INDOOR KIDS / IDLE THUMBS

- **FIND OR CREATE THE RIGHT EVENT**

MEETUP / FACEBOOK EVENTS / EVENTBRITE

- **DELIVER VALUABLE CONTENT**

INFOGRAPHICS, INTERVIEWS, DESIGN PROCESS,

- **TRACK EVERYTHING**

PR PICK-UPS. COMMENTS, CLICKS, ORGANIC GROWTH



THANK YOU!

CONTACT ME

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FOLLOW PLARIUM

