

The word "Antville" is written in a brown, blocky font on a wooden sign. A small ant character is integrated into the letter 'v'. The sign is suspended by two metal chains.

Antville

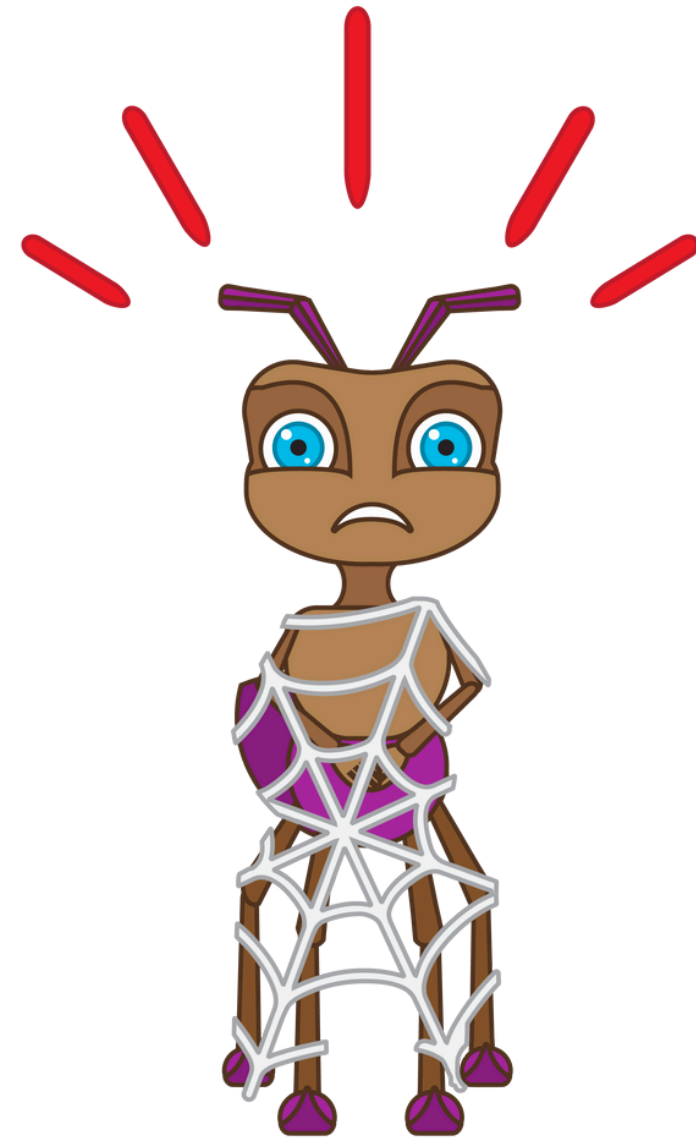
Marketing Plan



Overview

**and Future Strategy for
Antville Marketing**





Overview of Marketing Materials

For this project, I chose to deliver mock-up marketing materials that present Antville as a fully developed and ready-to-play game. This approach allowed me to create assets that showcase the full potential of Antville, illustrating how the brand will engage with its audience once it is fully developed. The mock-ups highlight the cohesive visual identity of Antville and demonstrate how the game will be marketed to both primary and secondary audiences effectively.

Why Not Launch Yet?

Although I've created compelling marketing materials, I have chosen not to launch them on social media yet. This decision stems from the need to establish a consistent content stream. Launching prematurely without a steady flow of content could lead to lost momentum and diminished audience interest. Instead, the initial content strategy will depend on the success of the Emerging Gamemakers Fund grant. Early content during development will focus on behind-the-scenes insights, the creation process, audience testing updates, and key moments from networking events.

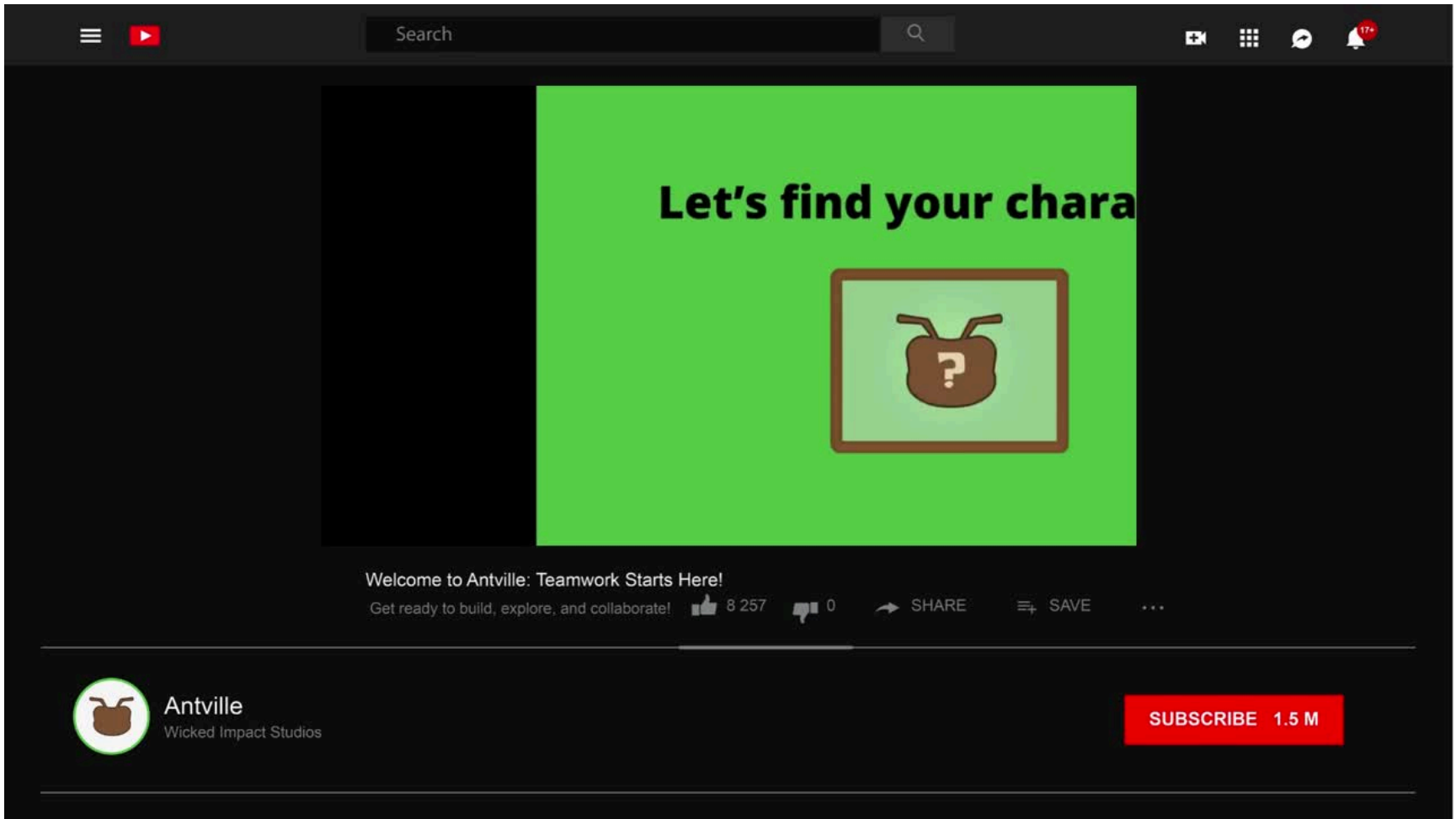
Future Marketing Approach

Once the game nears completion and passes audience testing, a comprehensive marketing plan will be launched, featuring content similar to the materials showcased in this project. This final-phase strategy will aim to generate excitement among the target audience and build awareness among secondary audiences like parents, educators, and investors. By strategically releasing content tied to the game's development journey and leveraging a polished marketing campaign closer to launch, Antville will maximise anticipation and engagement.

Youtube Kids

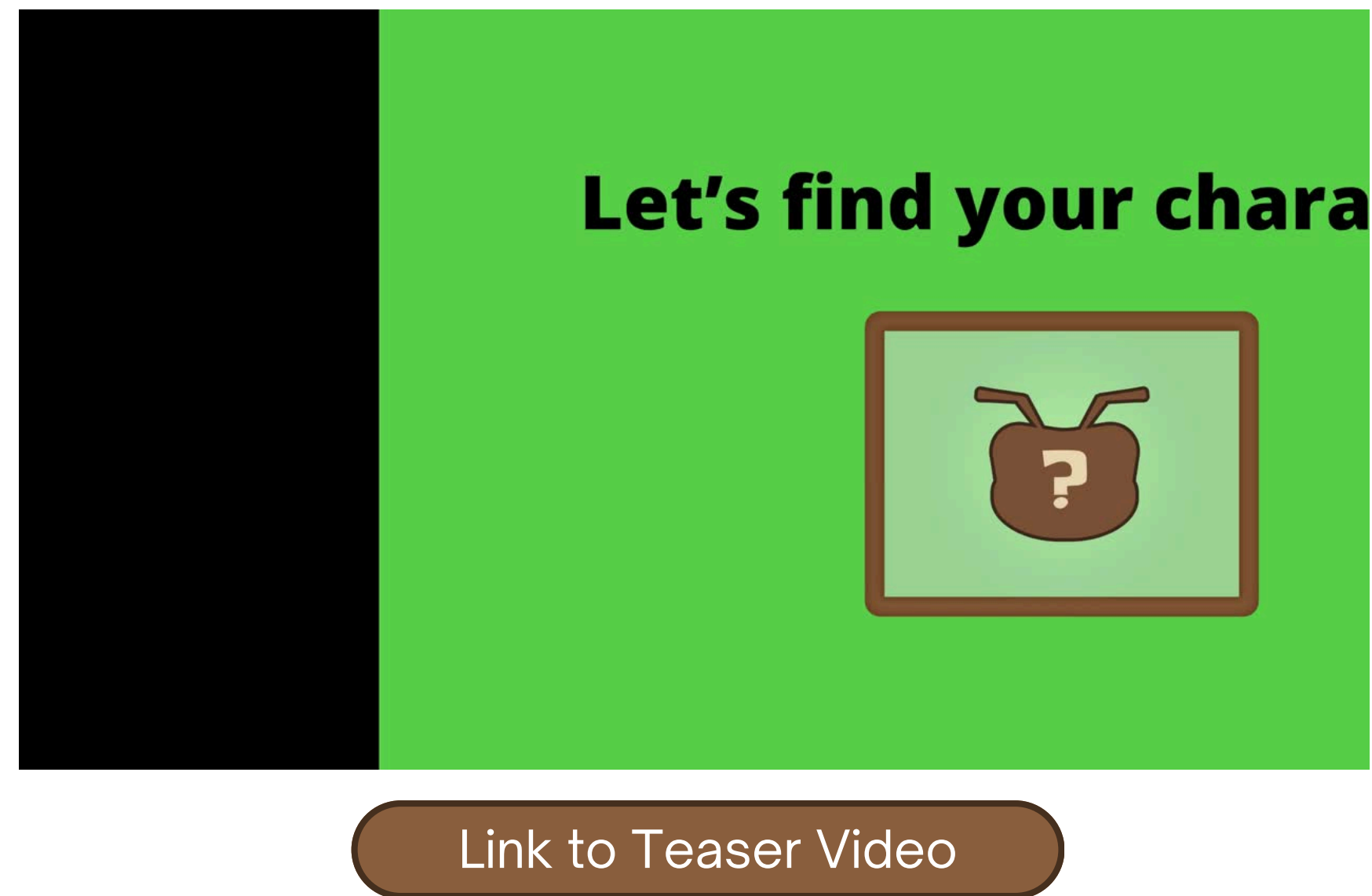
Target Audience Teaser Trailer





Link to Youtube Kids Teaser Video

Placing a paid ad on YouTube Kids is an excellent choice for reaching Antville's primary audience of children aged 6-12. YouTube Kids offers a highly targeted platform designed specifically for young viewers, ensuring that our ad reaches an engaged audience in a safe and appropriate environment. Additionally, YouTube Kids' focus on educational and family-friendly content aligns well with Antville's goals of promoting social skill development through fun gameplay. Changes have been made to the YouTube Kids trailer video to adhere to platform regulations, such as removing clickable external links, ensuring the ad complies fully with their advertising standards while maintaining a compelling and engaging presentation for our target audience.



Alternative Teaser Trailer (Original Video)

The original teaser trailer will be shared across platforms like YouTube, LinkedIn, Facebook, and Instagram to build anticipation among our secondary audience, including parents and educators. Creating excitement within this audience is crucial as they influence purchasing decisions and recognise Antville's unique value in promoting social skills through engaging gameplay. The trailer highlights the game's potential while establishing brand awareness and generating interest across diverse platforms.

Instagram

Page and Posts

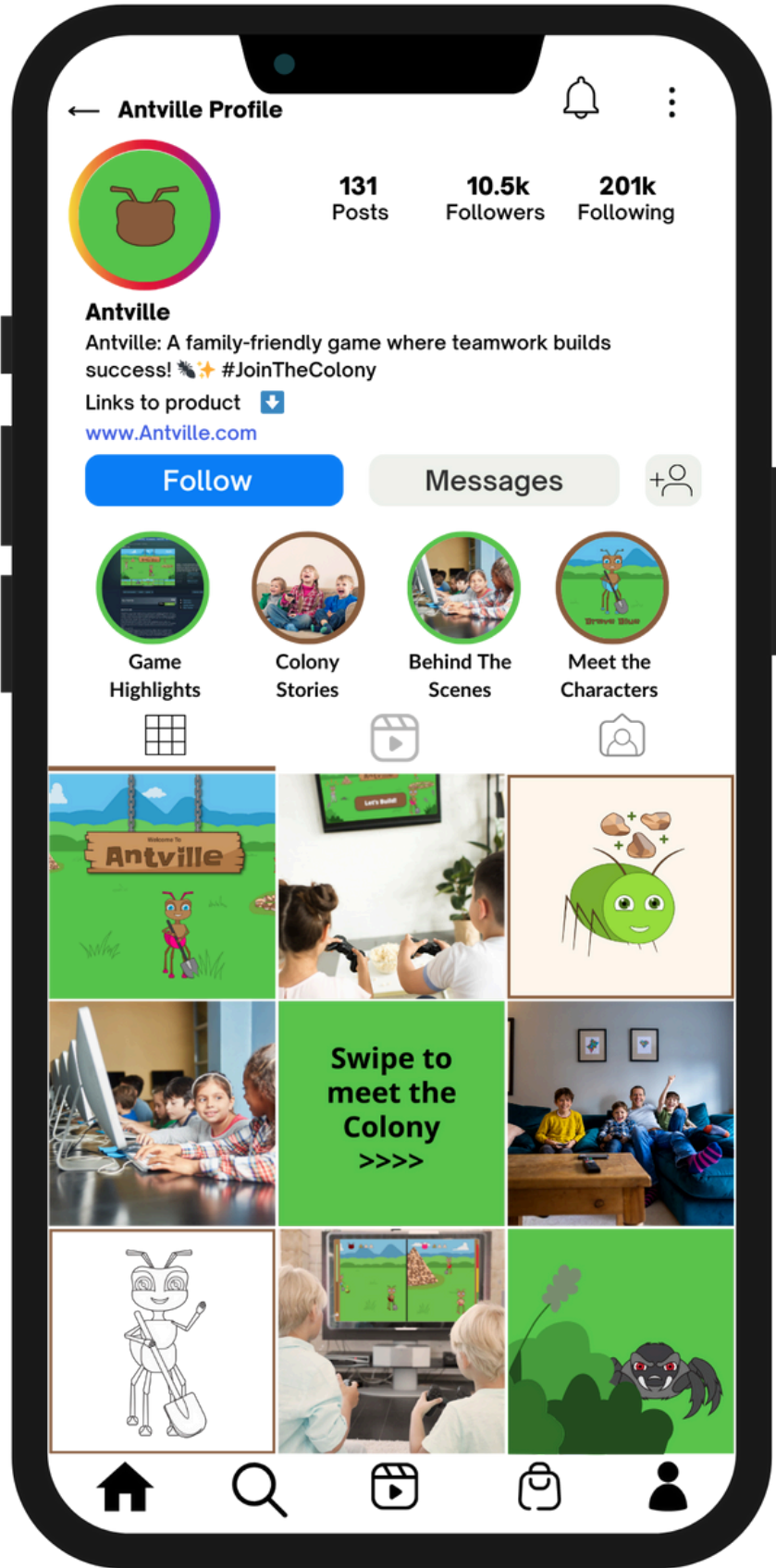
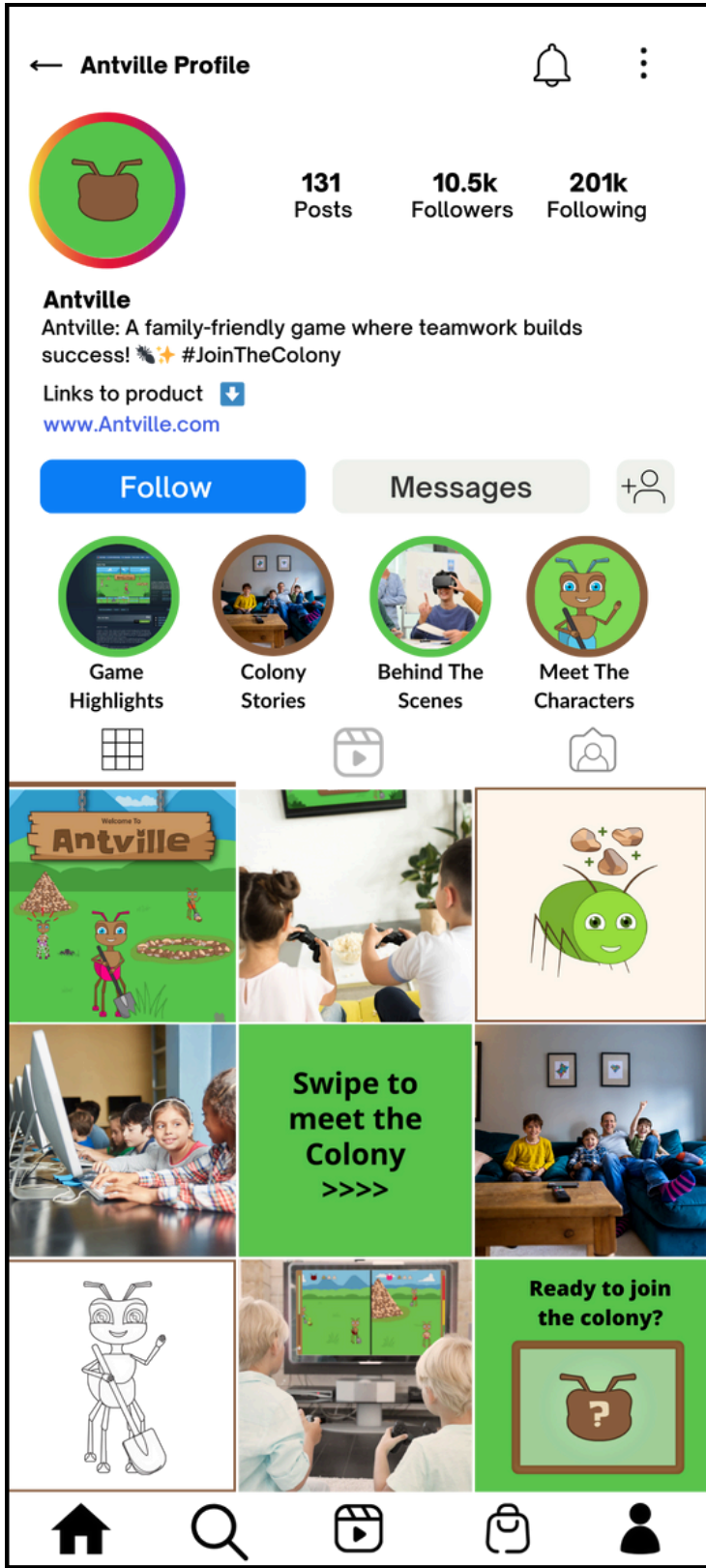




The Antville Instagram profile and accompanying social media post mockups represent a strategic approach to showcasing the game's potential to engage and connect with its audience. These materials include diverse content such as reels, blog link posts, downloadable activities, single-image and carousel posts, all tailored to highlight key aspects of Antville. Posts capture families enjoying the game without conflict, educational insights, behind-the-scenes staff meetings, a demo day at a local school, and character introductions. Together, these elements build a comprehensive narrative around Antville's brand, emphasising its family-friendly appeal, educational value, and engaging design.

Creating these mockups as part of my capstone strengthens my ability to pitch Antville effectively. They demonstrate the cohesive branding strategy and marketing approach Antville will employ once developed. By showcasing how the game will be marketed across various platforms, these assets illustrate how Antville will connect with its audience, foster brand loyalty, and generate excitement. This not only adds credibility to my pitch but also highlights the potential of Antville to succeed as both a game and a brand.

Mockup of the Antville Instagram page



Mockup of Posts 1 - 4

Instagram

10

Antville

Xbox

Steam

Nintendo

Antville

Antville

Welcome To

Antville

Liked by Nintendo and 52,502 others

Antville Welcome to Antville! 🐜🌟 Where teamwork, adventure, and fun come together. Are you ready to build your colony? 🌿🎮 #Antville #Ants #Game

View all 944 comments

Instagram

10

Antville

Xbox

Steam

Nintendo

Antville

Antville

Liked by Nintendo and 52,502 others

Antville Ready, set, build! 🐜🌟 This brother-sister duo is teaming up to create their ant empire in Antville! 🌟 Teamwork, strategy, and fun all in one game. Who will you play with? 🐜🎮 #AntvilleGame #Teamwork #FamilyFun #BuildTogether

Instagram

10

Antville

Xbox

Steam

Nintendo

Antville

Antville

Liked by Nintendo and 52,502 others

Antville 🐜🌟 In Antville, Aphids provide extra resources and energy boosts to keep your colony growing strong. Teamwork just got a little sweeter! 🌿🍬 #SweetTreats #Gaming #Characters

Instagram

10

Antville

Xbox

Steam

Nintendo

Antville

Antville

Liked by Nintendo and 52,502 others

Antville Had the pleasure of sharing Antville with students at Maitland Public School! 🐜🌟 Their teamwork was inspiring! 🎮 #EducationalGames #SocialSkills

View all 944 comments

Mockup of Posts 5 - 8

Instagram

Antville

Xbox

Steam

Nintendo

Antville

Swipe to meet the Colony >>>>

Liked by Nintendo and 52,502 others

Antville With Antville, You're always part of a team! #Teamwork #MeetOurTeam #Gaming 🐜🐜🐜
View all 944 comments
Jessie_101 Wow ❤️

Instagram

Antville

Xbox

Steam

Nintendo

Antville



Liked by Nintendo and 52,502 others

Antville Finally, a game the whole family can enjoy - no squabbles, just fun! #FamilyGameNight 🎮👨👩👧👦
View all 944 comments
Jessie_101 Wow ❤️

Instagram

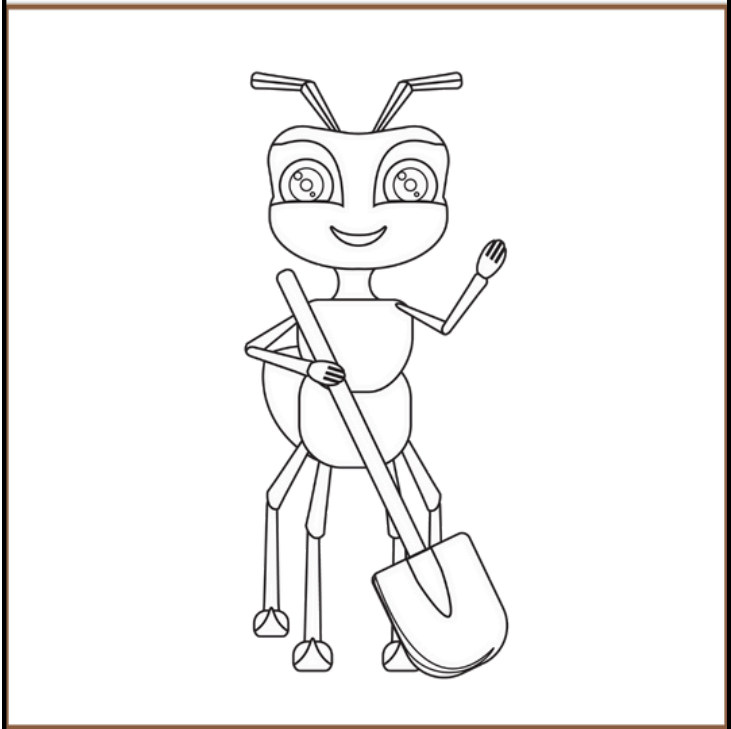
Antville

Xbox

Steam

Nintendo

Antville



Liked by Nintendo and 52,502 others

Antville 🐜🎨 Enter our Antville Colouring Competition! 🏆
Unleash creativity and win cool prizes! 🎁🐜
#IntToWinIt #Prizes #ColouringComp

Instagram

Antville

Xbox

Steam

Nintendo

Antville



Liked by Nintendo and 52,502 others

Antville 🧑🧒👬 Teamwork at its best! Antville brings brothers together for fun and collaboration! 🐜👯
#Siblings #Cooperation #Gaming #Playstation
View all 944 comments

Mockup of Posts 9 - 12

Instagram

Antville

Xbox

Steam

Nintendo

Antville

Ready to join the colony?

?

Liked by Nintendo and 52,502 others

Antville Are you ready to join the colony? 🕷️🕸️ #AntvilleGame #JoinTheColony

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Jessie_101 Wow ❤️

Instagram

Antville

Xbox

Steam

Nintendo

Antville

Two boys playing Antville on a large screen TV.

Liked by Nintendo and 52,502 others

Antville 🎮👥 Level up your teamwork skills with Antville! Perfect for teens too! 🕷️🕸️ #AntvilleGame #TeamworkPlay

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Instagram

Antville

Xbox

Steam

Nintendo

Antville

Antville 🕷️🕸️ Watch out for burrowing spiders—they'll stop you in your tracks! 🕷️🕸️ #AntvilleGame #StayAlert

View all 944 comments

Jessie_101 Wow ❤️

Instagram

Antville

Xbox

Steam

Nintendo

Antville

Antville 🧑‍💻🔥 Exciting developments brewing in our latest team huddle! Stay tuned! 🕷️🕸️ #AntvilleGame #BehindTheScenes #Teamwork

View all 944 comments

Mockup of Posts 13 - 15

Instagram

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Antville

Xbox

Steam

Nintendo

Antville

Steam

Antville

Antville is a cooperative adventure where teamwork is key. Players race to build antvills, build colonies, and rescue beeswax in this fast-paced underground world. Work together to keep your colony thriving against the odds.

Buy Antville

55.00

Single-player

Achievements

CC

Captions available

Steam Workshop

ABOUT THIS GAME

Antville is a vibrant, team-based adventure game where strategy and collaboration are the keys to success. Set in a bustling underground world, players take on the role of ants working together to build antvills, manage intricate tunnels, and face challenges like burning spheres and cascading boulders. With time running out, only quick thinking and teamwork can save the colony from disaster.

ABOUT GAMEPLAY

Antville emphasizes cooperation over competition. Players dig for resources, save beeswax, trapped in spider webs, and build antvills to secure the colony's future. Featuring vibrant animations and intuitive controls, the gameplay is designed to be accessible for young players while also challenging enough to keep seasoned gamers engaged.

With its engaging visuals and focus on teamwork, Antville encourages players to develop social and problem-solving skills. Every action you take helps your team thrive or falter, creating a sense of collective responsibility and achievement.

A GAME FOR EVERYONE

Designed with inclusivity in mind, Antville's vibrant graphics and fun challenges make it

Liked by Nintendo and 52,502 others

Antville 🐜 Antville has landed on [Steam](#)! Start building your colony today! 🎮🔥 #AntvilleGame #NowOnSteam #GameLaunch

View all 944 comments

🏠

🔍

📺

🛒

👤

Instagram

10

Antville

Xbox

Steam

Nintendo

Antville

Liked by Nintendo and 52,502 others

Antville Finally a game my kids can all play together! Thank-you Antville for bringing joy and inclusion back to game time - Johanna, Sydney NSW #AntvilleReview

View all 944 comments

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👤

Instagram

10

Antville

Xbox

Steam

Nintendo

Antville

Liked by Nintendo and 52,502 others

Antville What are social skills? Find out more in our latest blog post #Education #Social Skills #Kids 🧠👶 [www.AntvilleBlog.com](#)

View all 944 comments

🏠

🔍

📺

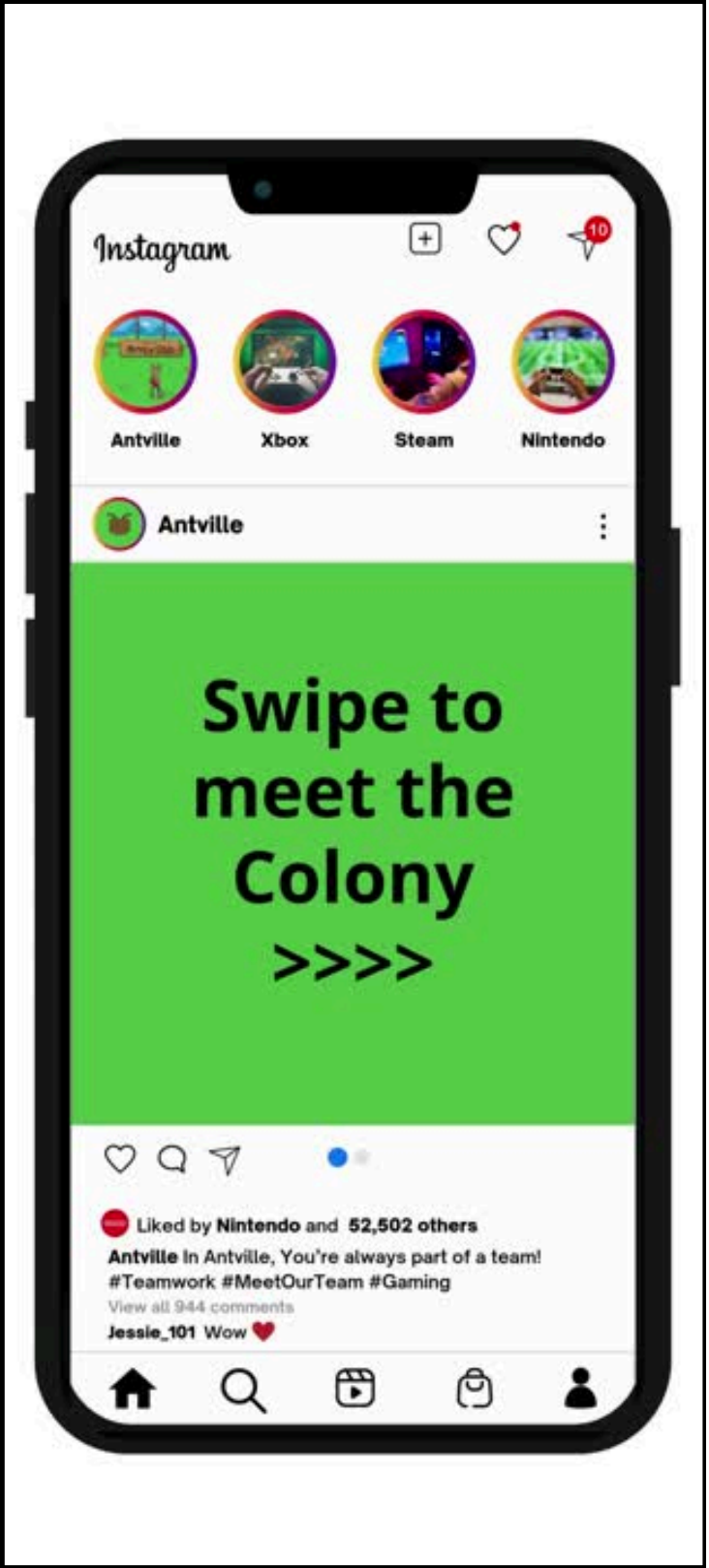
🛒

👤

Mockup of Reel Post



Mockup of Carousel



Reel Video Link

Carousel Video Link

Mockups

Additional Promotional Materials



Steam Game Store Mockup

SteamAccountViewFriendsGamesWindowHelp

Steam

◊◊◊


←→STORELIBRARYCOMMUNITYAvid_Gamer224

Your StoreNew & NoteworthyCategoriesPoints ShopNewsLabs

search

All Games > Adventure & Simulation > Antville

Antville



Antville is a cooperative adventure where teamwork is key. Players race to build anthills, avoid spiders, and rescue teammates in a fast-paced underground world. Work together to keep your colony thriving against the odds.

RECENT REVIEWS:

ALL REVIEWS:

RELEASE DATA:

DEVELOPER:

PUBLISHER:

Overwhelmingly Positive (1,551)

Overwhelmingly Positive (57,831)

23 Mar, 2025

Wicked Impact Studios

Wicked Impact Studios

Add to your wishlistFollowIgnore

View Your Queue

Buy Antville

\$35.00

Add to Cart

Single-player

Achievements

Captions available

Steam Workshop

ABOUT THIS GAME

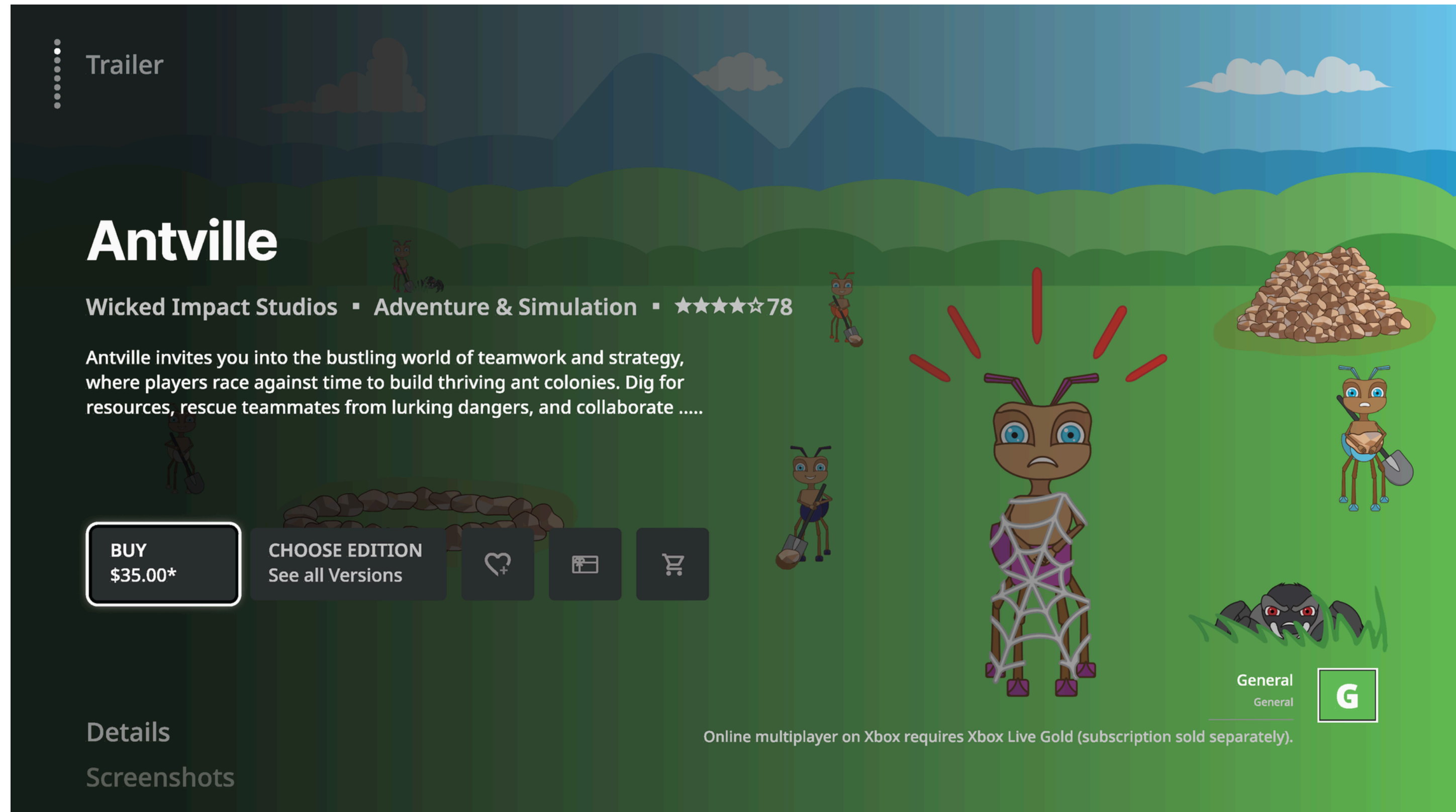
Antville is a vibrant, team-based adventure game where strategy and collaboration are the keys to success. Set in a bustling underground world, players take on the role of ants working together to build anthills, navigate treacherous tunnels, and face challenges like burrowing spiders and cascading boulders. With time running out, only quick thinking and teamwork can save the colony from disaster.
In Antville, every decision matters. Players must strategise to gather resources efficiently, use power-ups wisely, and work as a team to overcome obstacles. The game's dynamic environment and interactive gameplay ensure no two sessions are ever the same.
ABOUT GAMEPLAY:
Antville emphasises cooperation over competition. Players dig for resources, save teammates trapped in spider webs, and build anthills to secure the colony's future. Featuring vibrant animations and intuitive controls, the gameplay is designed to be accessible for young players while still challenging enough to keep seasoned gamers engaged.
With its engaging visuals and focus on teamwork, Antville encourages players to develop social and problem-solving skills. Every action you take helps your team thrive or falter, creating a sense of collective responsibility and achievement.
A GAME FOR EVERYONE:
Designed with inclusivity in mind, Antville's vibrant graphics and fun challenges make it the perfect game for family nights or friendly gatherings. It's more than just a game—Antville is an interactive experience that fosters cooperation and builds connections.

ADD A GAME

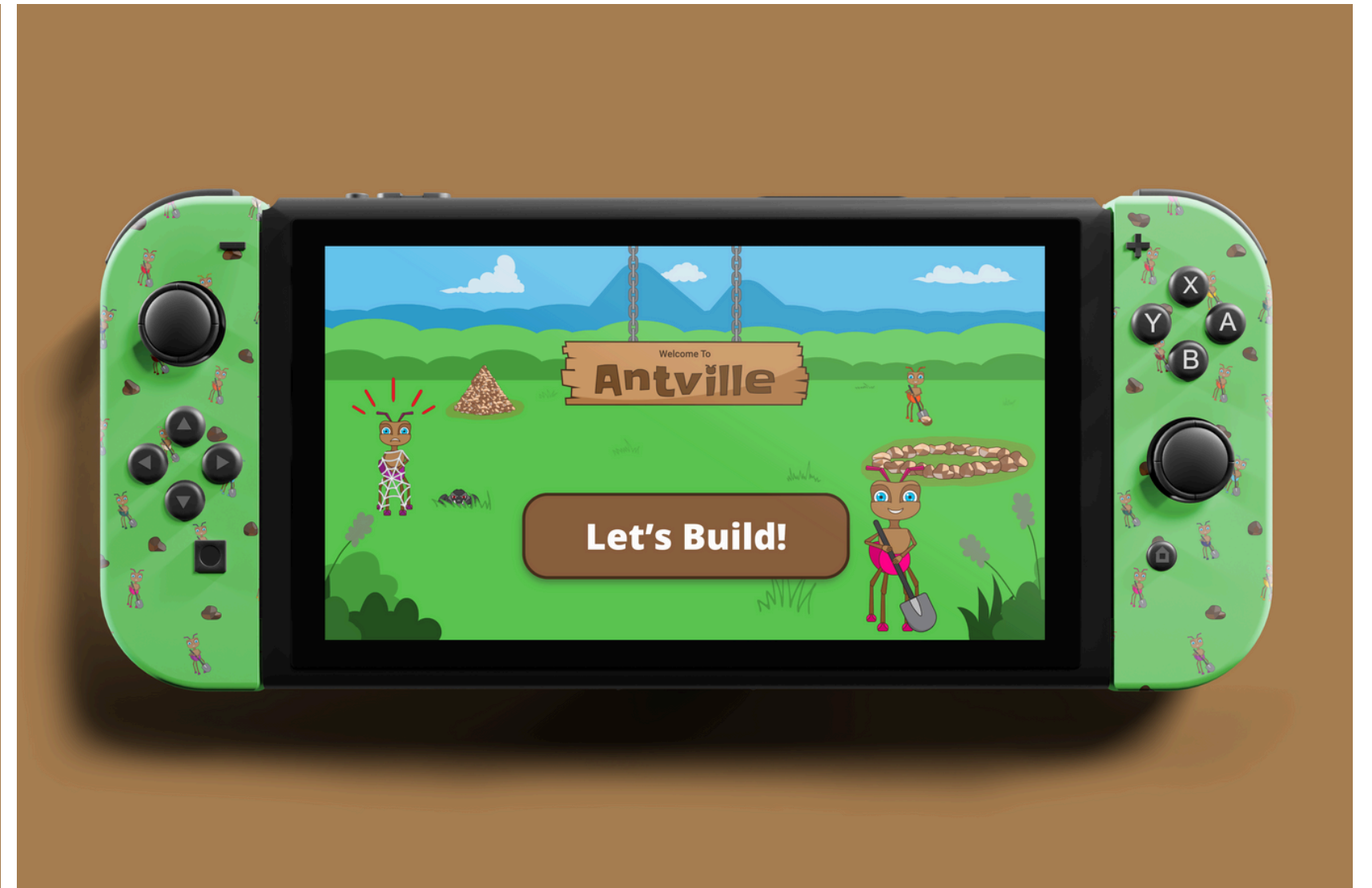
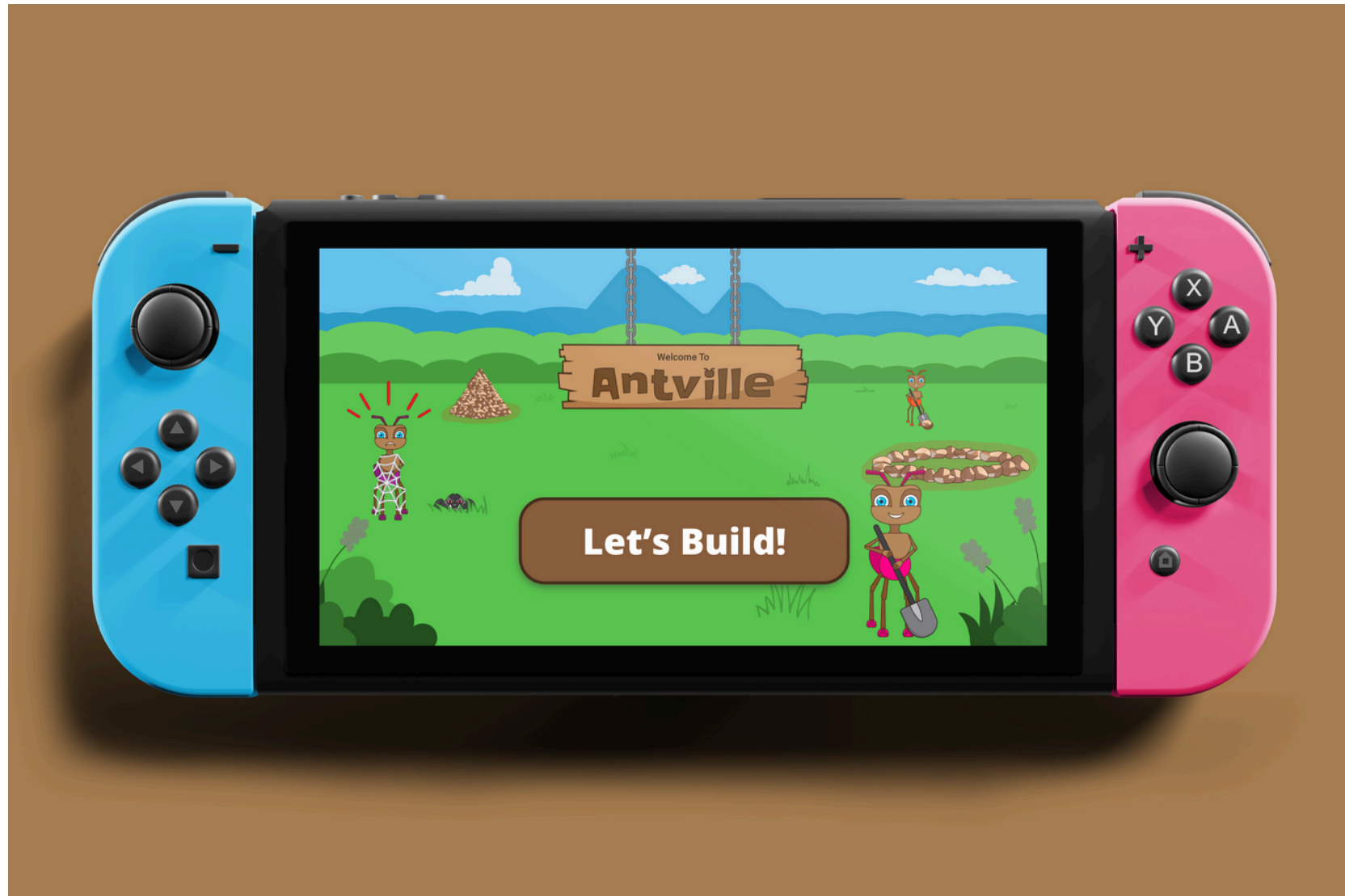
DOWNLOADS
Manage

FRIENDS & CHAT

Xbox Game Store Mockup



Nintendo Switch Mockups



Printed Game Cover Art Mockups



Single Player vs 2 Player Screen Mockups





Antville: More than a Game

Together, we can create a game that not only entertains but fosters growth, collaboration, and connection. Join us in bringing Antville to life.

[Click to go to the Antville Portfolio Page](#)