

MY PET HOOLIGAN



GO TO MARKET



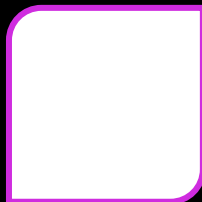
THE MY PET HOOLIGAN MARKETING TEAM

Currently, there are several individuals at AMGI serving in a marketing or marketing-adjacent role. We are looking to create an aligned marketing *team*, working toward the same goals and aligned to the same strategy and vision, with clear areas of oversight.

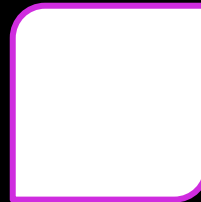
[This is a current pass of task delegation.](#) but there are still several other key areas that are either TBD or unowned due to bandwidth, ability/knowledge or interest.



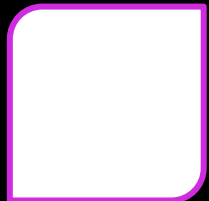
Alyssa Kollgaard
Advisor
Strategy, Biz Dev,
Partner Relations,
Events/Awards



Hire Me!
Marketing Lead
Press/PR, Brand
Management, Project
Management



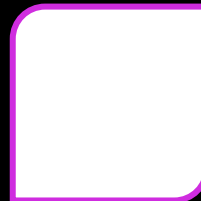
Zoha Akhtar
Marketing Analyst
Data, Analytics,
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Shaz
Social Media Manager
Twitter, Instagram,
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Community Manager
Tournaments, Discord,
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Outreach

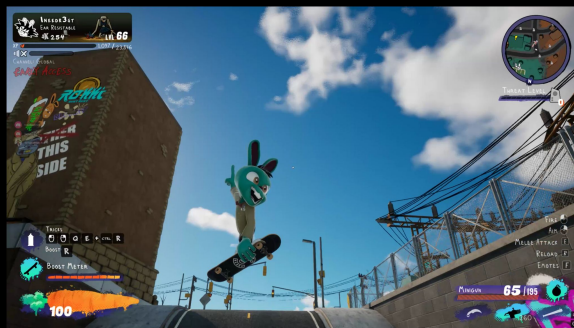


Looper
Ad Agency
Press/PR, Paid Ads

WHAT IS MY PET HOOLIGAN

PRODUCT POSITIONING

My Pet Hooligan is a fast-paced 3rd person shooter-platformer set in a colorful dystopian city developed by former Pixar animators and EA developers. Hop in as a rebellious rabbit and battle enemies with an arsenal of comical weapons from flamethrowers to toilet plungers. Skateboard for fast traversal, platform for better vantage points, wreak havoc in chaotic combat, join a faction to rebel against corporate robot overlords, and fight for control over Hooliland City. Do you have what it takes to be a Hooligan? Join the rebellion today!



GAME PILLARS

Explore the City

- Skateboard through alleyways, wall-jump across rooftops, and uncover hidden zones with unique traversal challenges.
- Platforming and verticality unlock new perspectives, secrets, and quests.

Choose Your Faction

- Declare loyalty in the ongoing Turf Wars
- Socialization through Faction Rivalry and Shared Goals
- Squad-based pride: your Faction defines your Aesthetic, Story, and Enemies

Customize Your Hooligan

- Personal expression is power in the Hooliverse, and “drip” is your social currency.
- Progress unlocks exclusive cosmetics - rare fits, trophies to decorate your hideout, custom graffiti tags and skateboard decks.

EXPLODE the City

- Turn chaos into an art form. With graffiti and explosive power, every encounter is a chance to leave your mark - literally - on the cityscape.
- Blast destructibles and enemies with an arsenal of weapons, power-ups and gadget pickups.

Compete in Battle

- From street-level skirmishes to organized tournaments, compete for bragging rights, prizes, and leaderboard status.
- Competitive players will find high-stakes, high-reward PvP experiences.

Earn Real World Rewards

- Climb the Street Kred ladder by completing activities and challenges.
- Top players in monthly competitions can win real-world rewards.
- Drive real-world value to Hooligans through NFT and crypto tie-ins.

POSITIONING

Game Comparables:

- **Gameplay/Narrative/Aesthetic:** Gang Beasts, Fall Guys, GTA5, Human Fall Flat, Totally Accurate Battlegrounds, Kerbal Space Program, Earth Defense Force, Plants vs Zombies, Splatoon, Saints Row, Crackdown, Sunset Overdrive, Jet Set Radio, Toontown Online
- **Crypto/NFT:** Decentraland / The Sandbox, Illuvium, Big Time

Non-Gaming Comparables:

- **Cartoons:** Looney Tunes, Rick and Morty, Hannah Barbara, Happy Tree Friends, The Boondocks, BoJack Horseman, Aqua Teen Hunger Force, ReBoot, Code Monkeys, Pantheon
- **Other:** Twitch Rivals, ZED Run / StepN, Deadfellaz / Bored Apt Yacht Club, Supreme / Hypebeast



MISSION-VISION-VALUES

Mission:

Unleash mayhem in a world where style is power, rebellion is the norm and chaos is the goal. *My Pet Hooligan* invites players to skate, shoot, and stunt through a city built for digital mischief and personal expression.

Vision:

Empower a player-driven culture where personal identity, Faction loyalty, and social chaos define the experience. Create a digital playground that feels like GTA Online met Adult Swim at a skatepark in the metaverse.

Values:

🧠 **Faction First, Balance Last:** Pick a side. Stir the pot. Let the chaos sort itself out.

🎨 **Drip is Destiny:** Customization is more than cosmetic - it's clout.

🏡 **Hooliland City is Yours:** A world alive with secrets, stunts, and stories that reflect the community.

👥 **Built With the Hooligan:** Iterative, inclusive development shaped by our most loyal players.

🛹 **Style Over Meta:** Competitive modes are there, but the vibes always come first.

📺 **Retro-Future Cartoon Aesthetic:** A glitchy blend of cartoon nostalgia, punk energy, and tomorrow's rebellion.



OUR AUDIENCES

Cohorts

- Terminally Online memers
- Web3 enthusiasts
- NFT loyalists and holders
- Art / collectible traders
- Tech-forward enthusiasts
- Content creators and Vtubers
- Anime fans
- Adult cartoon enjoyers
- Furies
- Cyberpunks and subversive counter-culturists
- Anti-establishment punks and skaters
- Urban and underground enthusiasts
- FPS veterans
- Modding / Creation fans
- Game-Dev Hopefuls and UGC fanatics
- Twitch viewers and streamers
- Clans / eSports players
- Nostalgic millennials/Gen X
- Finance-forward gamers

Genres / Steam Tags

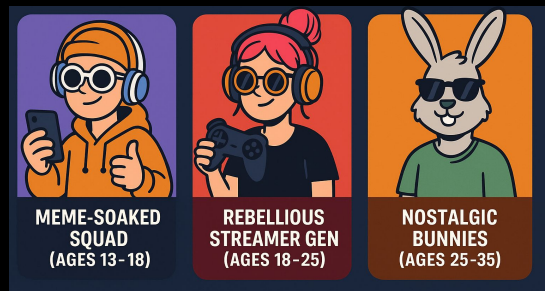
- Third-Person Shooter
- Action
- Skateboarding
- Destruction
- Multiplayer / Online Co-Op / PvP
- Open World / Sandbox
- Character Customization
- Team-Based
- Stylized / Colorful / Cartoony
- Competitive
- Web3 / Blockchain / NFT
- Cyberpunk / Dystopian / Futuristic

Player Motivations / Archetypes

 Action  Social  Creative  Immersion

-  Skirmisher: Destruction + Competition
-  Networker: Community + Customization
-  Explorer: Discovery + Fantasy
-  Storyteller: Story + Fantasy
-  Gladiator: Competition + Excitement
-  Slayer: Destruction + Power
-  Acrobat: Excitement + Challenge

AUDIENCE SEGMENTS & DEMOGRAPHICS



1. Age Group: 13–18 — "Meme-Soaked Squad"

- **Profile:** High school gamers obsessed with TikTok trends, memes, and cartoon chaos.
- **Behaviors:**
 - Watches short-form content (YouTube Shorts, Reels)
 - Joins Discord servers for fun and drama
 - Seeks instant gratification and customization
- **Preferred Channels:** TikTok, YouTube Shorts, Instagram, Discord
- **Marketing Hook:** "No rules. Just chaos"

2. Age Group: 18–25 — "Rebellious Streamer Gen"

- **Profile:** College-age and early-career gamers who stream, post memes, and crave creative freedom.
- **Behaviors:**
 - Engages in Twitch culture, memes, and Reddit threads
 - Likely to livestream gameplay or create fan content
 - Enjoys edgy, anti-mainstream humor
- **Preferred Channels:** Twitch, Reddit, Twitter / X, Discord
- **Marketing Hook:** "Stream the madness. Hack the system"

3. Age Group: 25–35 — "Nostalgic Bunnies"

- **Profile:** Millennials raised on Tony Hawk and Looney Tunes.
- **Behaviors:**
 - Enjoys social satire and chaotic humor
 - Has disposable income for NFTs, skins, and merch
 - Looks for meaning and madness in gameplay
- **Preferred Channels:** Twitter / X, YouTube, Podcasts, Web3 / NFT forums
- **Marketing Hook:** "Blowing stuff up is free therapy"

VOICE & TONE

Game-Specific Terminology

1. Street Kred
2. Factions
3. *More to come in Style Guide*

Social Media

Communication is semi-diegetic. The voice and tone matches the world without being wholly lore or canon.

- **Voice:** Rebellious, stylish, and self-aware - we speak like the coolest kid at the skatepark who also happens to run a black market meme ring. In-world voice: as if from inside Hooliland City.
- **Tone:** Confident, ironic, chaotic-good to chaotic-neutral. We embrace the absurd and talk directly to our community like insiders - because they are.
- **Vibe References:** Jet Set Radio, Rick & Morty, Tony Hawk, Adult Swim bumpers, early Twitter energy.

Form

- **Layered humor:** Mix of slang, sarcasm, and cultural references.
- **Propaganda-style drops:** High-impact visuals with short slogans ("Join the Turf War," "Drip or Die") styled like urban propaganda.
- **Corporate mimicry:** Satirical imitations of sleek corporate branding ("We value your chaos™"), adding subversion through form.
- **Graffiti and tagging aesthetics:** Raw, layered, chaotic - overlays, stickers, torn-poster vibes. Messaging looks stolen, not sponsored.
- **Slang-rich, in-world captions:** "Kred check. Turf locked. Squad dripped out." Short, punchy, cryptic if you're not in the know.
- **Character-driven content:** Posts in the voice of specific characters (Hooli, Metazukbot, Cypherbun, etc)

Function

- Build hype through chaos.
- Signal cultural alignment (drip, rebellion, tech, anti-Meta).
- Convert style-curious players into loyal Hooligang members.
- Reinforce shared language between players and devs.
- Invites players into the world.
- Builds personal player connection to their Hooli.
- Focuses the audience on visuals and narrative.

VISUAL BRANDING GUIDELINES

- Font: [Auroch Heavy](#) for Headers / Key Stuff
- Font: [Inter](#) (for regular text on website)
- Font: Hooligan Handwriting Heavy for Sub Headers (Primarily used in Game)
- Presentation Notes:



	#0c0021 Background
	#ffffff Most Text
	#00fb96 Some Text
	#79459b Button Accent
	#ff5b1b Button Accent
	#d800ff Extra Flair Elements

SWOT ANALYSIS

Strengths

- **Distinct Visual Identity:** Stylized characters, vibrant urban environments, and a “graffiti-punk” aesthetic stand out in a sea of realism and generic shooters.
- **Cultural Relevance & Humor:** Meme culture, adult animation vibes, and post-ironic humor - great for social virality and community meme-building.
- **Faction Identity = Community Engagement:** Encourages long-term loyalty, organic rivalry, and a built-in framework for tournaments and events.
- **Progression with Real-World Value:** Street Kred and leaderboards feed into rewards, giving players tangible goals and potential ROI (if tied to web3 or sponsored rewards).
- **Kinaesthetics & Weapon Design:** Game Feel and Playability combined with multi-use, emergent weapons for Maximum Chaos.

Weaknesses

- **Genre Blending = Market Confusion:** New players may struggle to understand what kind of game MPH is
- **Balance Takes Back Seat:** This may frustrate competitive audiences or reviewers who expect tight design and ranked fairness.
- **Web3 Stigma:** Association with blockchain features or NFTs may alienate traditional gaming audiences and press.
- **High Style, High Expectation:** A strong visual brand creates high expectations for polish - bugs or inconsistent UX may hit harder.
- **Requires Community Critical Mass:** Factions, PvP, and social identity loops rely heavily on a strong, active player base.
- **Green Game Development and Leadership Teams:** Heavy animation background does not prepare team for challenges specific to game development

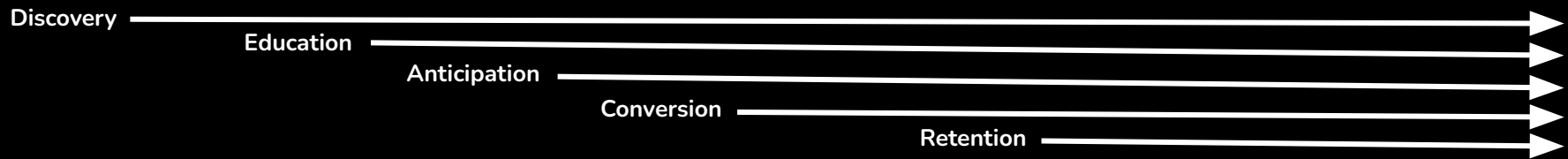
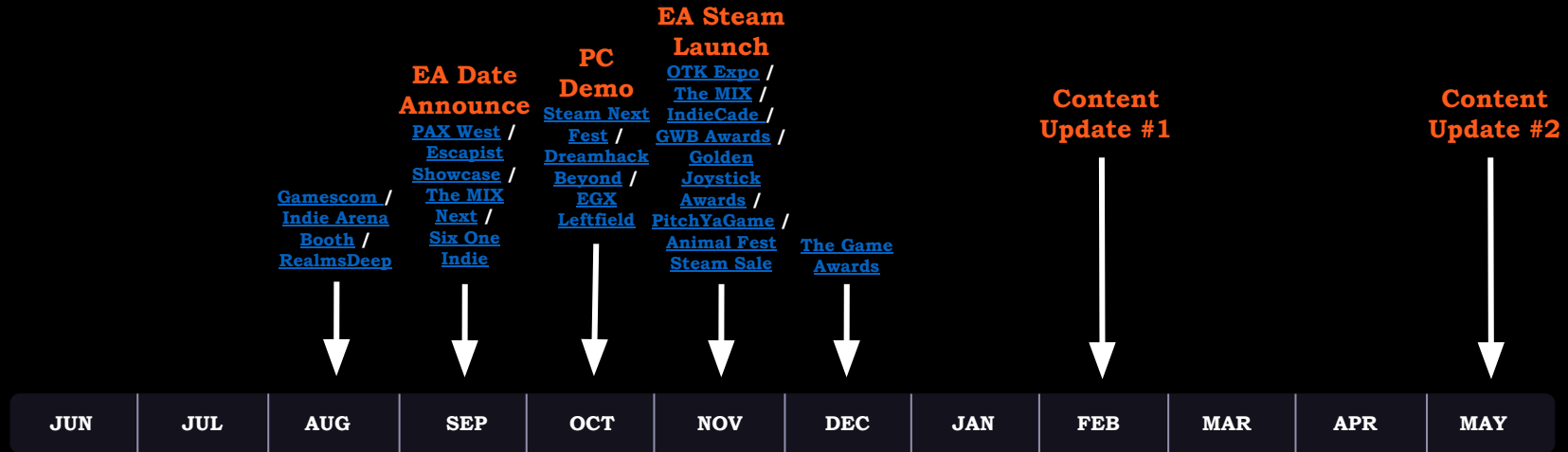
Opportunities

- **Niche Ownership:** MPH could own the space between Splatoon, Fortnite, and Jet Set Radio - an underserved mix of streetwear + chaos + community.
- **Fashion & Brand Collaborations:** In-game drip system opens the door for real-world brand integrations (streetwear, skate, lifestyle).
- **Faction-Driven Live Ops:** Seasonal Turf Wars, Faction campaigns, and influencer-led raids can drive long-term engagement and content.
- **Player-Created Chaos:** UGC modes or sandbox systems could extend longevity and deepen community ownership.
- **Prestige:** From Pixar animators, EA developers
- **Fertile Marketing:** Retro, cyberpunk, crypto communities

Threats

- **Market Saturation in Multiplayer Live Games:** Competing with live-service giants for time, attention, and social circles.
- **Short-Term Novelty Risk:** Without strong content cadence, the game’s chaotic fun might be seen as a short-term distraction rather than a long-term hobby.
- **Community Fracture:** Faction warfare is powerful for engagement, but if not managed well, it could splinter the player base or create toxic dynamics.
- **Steam & Platform Discoverability:** As a genre-blending game, it may struggle to surface in typical discovery tags.
- **Tech Stack Dependence:** Blockchain-based tech may face platform restrictions, security concerns, or player wariness.

MARKETING TIMELINE



DISCORD STRATEGY

Discord is the bottom of the funnel. The crucible where players become advocates.



01	<i>Authenticity</i>	• We're punks, not Corpsos • We're discussing, not dictating • We're engaged and approachable, not aloof
02	<i>Exclusivity</i>	• Players get sneak peaks • Players have (limited) access to the devs • Players turn into advocates
03	<i>Expression</i>	• Players should express themselves • Players should lift each other up - any rivalry is in good fun • Players should be excited to show off
04	<i>Sportsmanship</i>	• Friendly competition • Leave the fight to the game • Inclusivity over exclusion or hate

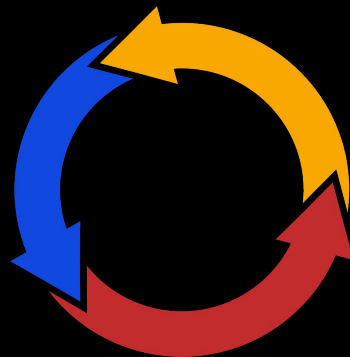
QUARTERLY UPDATE CYCLE

- **Quarterly Update Cycle**

- Every three months, we have a major content update with minor updates periodically in between
 - Major updates: New quests and missions, new maps / environments, new characters and story content, new weapons, new game modes, new features, new platforms, new cosmetics / DLC packs
 - Minor updates: Bugfixes, balancing, etc.
 - Cycle starts with Early Access and continues through 1.0 launch

- **Quarterly Update Assets**

- One Trailer/Deep Dive with the release of every major content patch
- Early Access videos focus on Discovery and Education. Post-launch videos focus on retention and reactivation
 - Discovery > Vibes-based trailer, appealing to emotion
 - Education > Mechanics-based deep dive, appealing to intellect
 - Videos should always coincide with written devlogs from Community to Owned and First Party channels
- **Art and Named Update Releases**
 - One new content update Title + piece of Focus Art for every update
 - Art that focuses on new features, content
 - Key Art and capsules remains the same until 1.0 launch
 - Each update is branded with Title + Focus Art
- **Alignment**
 - Press Alignment for as many major content patches as possible
 - IGN, PC Gamer, Eurogamer for exclusive update reveals
 - Showcases like The MIX or Six One for video reveals



QUARTERLY UPDATE CYCLE cont...

Major Content Update

- New Gameplay feature (Maps, Weapons, Game Modes, etc.)
- New Trailer/Deep Dive
- New Focus Art (Key Art specific to the update)
- New Devlogs (Explaining new features in detail)
- PR Partnerships (Showcases for trailers, outlets for exclusives)
- Livestreams

Bugfixes

- Bugfix patches happen between major content updates
- Ensure any problems that arise from new content we release get solved quickly.

Balancing

- Balance patches happen between major content updates
- Take care of balance concerns from dedicated members of our community.

SOCIAL STRATEGY

Channel Breakdown

✓ Current

- Twitter/X (@mypethooligan) – Main announcements, teasers, community engagement.
- Discord (Official MPH Server) – Strong focus on community building, direct engagement, feedback.
- YouTube (@mypethooligan) – Trailers, devlogs, community features.
- Instagram (@mypethooligan) – Visual content, memes, influencer collabs.
- TikTok (@mypethooligan) – Viral short-form videos, memes, behind-the-scenes.

● New / Suggested

- Twitch (MyPetHooligan) – Live dev streams, behind the scenes, tournaments, AMAs, gameplay showcases.
- Reddit (r/MyPetHooligan) – A hub for feedback, memes, and user-generated content.

Audience Strategy

- **Core Community (Discord, Reddit):** Deep engagement, lore discussions, direct feedback channels, AMAs.
- **Broad Gamer Audience (Twitter, TikTok, Instagram):** Memes, short-form content, playful commentary, influencer partnerships.
- **Platform-Specific Users (Steam, Xbox):** Storefront announcements, NextFest / Xbox events, targeted ads.
- **Media / Press / Creators:** Coordinated outreach via curated kits, early access builds, live Q&A events.

SOCIAL STRATEGY cont...

✓ What's Working Well Already?

- Meme-forward tone that resonates with the brand's anarchic style.
- TikTok / Instagram growth through relatable and irreverent content.
- Regular trailers and behind-the-scenes content on YouTube.
- Consistent Discord community engagement and feedback.

● What Should We Start Doing?

- Structured campaigns around major milestones: countdowns, live streams, contests leading to launch.
- Expanded multi-channel presence: e.g., official subreddit, Twitch streams, increased TikTok frequency.
- Paid social ads with clear KPIs, especially targeting Xbox and Steam players.
- Analytics-backed content planning: Determine which content types perform and double down.

Channel Focus

- **Twitter / X / Bluesky:** Fast-paced updates, engaging memes, witty responses, community-driven content.
- **Discord:** Core community hub, real-time feedback, event participation (Q&As, contests).
- **YouTube:** High-quality content (trailers, devlogs), in-depth gameplay, influencer collabs.
- **Instagram:** Brand-building visuals, cross-posting with influencer / artist content.
- **TikTok:** Fun, irreverent, viral content aligned with the hooligan theme.
- **Twitch:** Live engagement, transparency, real-time updates.
- **Reddit:** Organic discussions, community self-policing, lore deep dives.



SOCIAL STRATEGY cont...

Bespoke Initiatives

✓ Current

- Meme campaigns that align with the game's tone.
- Community polls, Q&As, Discord events.
- Teasers and developer sketches shared informally on social channels.

● Expanded To

- Targeted Retweet / Follow Campaigns: Fun, anarchic giveaways that encourage retweets / follows.
- Semi-Diegetic Posts: Prioritize short-form video (TikTok / Instagram) and memes over generic updates.
- Lore Drop Storytelling: Use each channel's strength - Discord for insider access, TikTok for virality, YouTube for deep dives.
- Participation in Non-gaming Audience Cohorts (Cyberpunk, Cosplay, Furies, etc.)
 - Diegetic Content: Tweets and Videos from the Perspective of Hooliland City and its inhabitants (Metazuckbot, Cypherbun, etc)
 - Propaganda and advertising style Posters
 - Signal-Jacked, Hacked TV and Radio Broadcast Videos (like [Max Headroom](#), Johnny Mnemonic, Hackers)
- Merch Activations and IP Tie-ins
- Character Expression Celebration: Retweets, Leaderboards highlights, Fan Art, Cosplay
- Ludic Content: Tier lists, Update Videos, UGC

COMMUNITY STRATEGY

Channel Breakdown

- **Funnel is to the My Pet Hooligan Discord**
 - Steam is primary game platform for speaking to players
 - Xbox, Epic are secondary platforms
- **Reddit**
 - Excellent Discoverability
 - GIFs, Videos provide enticing content for various subculture subreddits

Bespoke Initiatives

- **Development Streams**
 - Play with the devs (Announce windows e.g., “Dev Bounty Weekend” - find and defeat the devs, devs have exclusive cosmetic or nameplate identifier).
 - Like Hearthstone’s “Win Against a Developer” or Total War’s surprise matchups.
 - Cops versus Robbers with the devs (Unofficial Game modes, like Magic: The Gathering rulesets)
 - Achievement for playing with/against Devs (A Discord role, in-game cosmetic, or exclusive community flair)
 - Badge is tied to matches during official “Play with the Devs” events or surprise drops.
- **Discord Events**
 - Themed cyberpunk, cartoon movie nights
 - Unofficial and Official Tournaments
 - AMAs, devlogs
 - Community Challenges (E.g., create-your-own-Hooligan, fan art, meme contests with rewards and recognition)
- **Communication**
 - Feedback and Bug Channels
 - Deep explanation of gameplay decisions

INFLUENCER STRATEGY

Channel Breakdown

- Targeted outreach for both Twitch live streamers and YouTube content creators during major moments (e.g., Early access launch, Dev Bounty events).

Bespoke Initiatives

- Priority on Paid Influencers for high-quality, planned campaigns (launches, major events).
- Supplement with organic, unpaid outreach - offer free keys, exclusive in-game cosmetics, and Discord “creator” roles to incentivize participation.
- Content Creator highlight reels to build social buy-in and highlight brand ambassadors, viral moments
- Wishlist / Long-term: “Hooligan Partner Program” with tiers (e.g., Silver / Gold / Platinum) offering escalating rewards.
- **Paid Influencers**
 - Hololive (for Vtuber cohort), OTK Media
 - Official in-house tournaments. Assign each Influencer a Faction, have them drive recruitment and organic rivalry.
 - Potentially using Twitch Drops to incentivize their audience
- **Organic Influencers**
 - Twitch Rivals
 - [Rainmaker.gg](#) or Lurkit for manual and automated key distribution through social channels
 - Influencers get early, exclusive access
- **Ideal Brand Ambassadors**
 - Mid-size to large creators (50K–1M followers) who resonate with MPH’s irreverent, rebellious tone.
 - Influencers known for funny, chaotic gameplay (i.e. *Sea of Thieves*, *Rust*, or *Among Us* streamers).
 - Ideally, creators who are not overly corporate or “safe” - we want them to embody MPH’s punk humor.
 - Streamers like Sweezy, MoistCr1TiKaL, PaymoneyWubby, or TikTokers with irreverent gaming content.

EVENT & AWARD STRATEGY

Priority Showcases: RealmsDeep, The MIX, Escapist Showcase, PC Gaming Show, Six One Indie, OTK Expo, Dreamhack, iii Showcase, Day of the Devs, EGX Leftfield

- Priority to events that provide Steam front page store featuring
- Align all trailers and major news / moments to a showcase *first* - leverage their platform, audience and press outreach

Priority Awards: BAFTA, GWB Awards, Golden Joystick, IGF, SXSW, DICE, The Game Awards

- By securing critical acclaim, we build social pedigree and convert cautious adopters
 - Gameplay - Playing to the authenticity and kinesthetics of the game
 - Audio / original OST / VO - BAFTA
 - Design and Industry Leading - Co-op / multiplayer genre-fusion
 - Art and Animation - Pixar pedigree
 - Narrative, Story - Film background
 - Audience choice awards - Best Community / IGF
 - Technical achievement - Vtuber, web3, crypto, blockchain, UE5 tech
 - Community / support / marketing awards

Note:

- Game would most likely not do well with Innovation, Accessibility or DEI

For additional info: [Event Submission Tracker](#)



PR / PRESS STRATEGY

- **Overview**

- **Primary Targets:**

- Generic over platform / genre / region / niche specific for broader reach and legitimacy.
 - Metacritic reviewers that will build our score

- **Secondary Targets:**

- Action / sandbox / multiplayer focused media outlets
 - Steam / PC and Xbox-specific press
 - Crypto / NFT / web3 outreach
 - Region-specific press for high-performing regions (Brazil, LATAM) if game and outreach is localized

- **Positioning**

- Highlights of press engagement will be around the Aesthetics and Kinaesthetics
 - Showcase Viral streamer / Influencer content and clips
 - Capture Press buy in for demos / Early Access
 - Hook for press coverage is genre-fusion title with strong animation and film background

- **Exclusives**

- Exclusive for trailers / videos (if not picked up by showcases)
 - Finding podcasts and other interview type platforms for AMGI developers to shine

- **Example Outlets**

- PC Gamer, GameSpot, Rock Paper Shotgun
 - IGN for Video Content featuring / exclusives / press takeovers
 - Staff-owned outlets that align to AMGI's scrappy underdog marketing story - GiantBomb, Aftermath

- **Mailing List**

- Mainly utilizing AMGI mailchimp, amplified by PR Agency

FIRST PARTY SUPPORT

Opportunities per relevant platform (Steam, Xbox, Epic Games Store, Amazon)

- **Steam Support**

- Demo
- Early Access
- Steam Deck Compatibility
- Sales: Pre-Order, Launch Discount, Thematic Sales, Promo Codes, Wishlists
- SKUs: Bundles, Editions, Founder's Pack, Cosmetic DLC
- Community: Announcements and event tools
- Steam Free Weekend
- Steam Next Fest (October 2025)
- Curator Connect
- Community Items (Trading Cards, Badges, Point Shop)
- Daily Deal, Midweek Madness, IM Sales Featuring
- Visibility Rounds
- Temporary Capsule Overrides

- **Xbox Support**

- MVP: Trailers (Announce, Launch, Content Updates), Social Amplification, Blogs
- Sales: Pre-Order, Launch Discount, Thematic Sales, Promo Codes, Time Trial, Wishlists
- SKUs: Bundles, Editions, Founder's Pack, Cosmetic DLC
- Community: Xbox Clubs, Official Clubs
- Optional: Ads (On-Device, Web-based)
- At Platform Discretion / Availability: Showcases, In-Person, Demo, Indie Selects, Twitch Streams, GamePass, Developer Accelerator Program, Diversity Funding



STEAM®



PAID AD STRATEGY

- **Budget**

- Small ad buys around major releases, updates (~\$1000)
- Ramping into larger ad buy at 1.0 launch (~\$5000)

- **Platforms**

- Primary: Google (Youtube), Reddit
- Secondary: Facebook (Instagram), TikTok, Twitter

- **Content**

- Capitalize on striking visuals and high-octane gameplay
- Reuse Trailer Assets
- Modifications of Key Art
- Screenshots

- **ROI**

- Track CPCs (Cost-per-click) - Number that platforms give us pointing people to our Steam page
- Track CPW (Cost-per-wishlist) - Number that we derive from Steam's backend
- Add platforms that perform, remove platforms that don't



PAID AD STRATEGY cont...

- **A/B testing**

- **Creative variations:** Testing different visuals (Vtuber tech, sandbox gameplay, community events).
- **Messaging variations:** Emphasizing “social playground” vs. “crypto ownership” vs. “creator tools.”
- **Call-to-action:** “Play now,” “Create your Hooligan,” “Join the rebellion.”
- **Channel testing:** Which platforms drive the most engaged installs or NFT purchases?

- **Overview**

- Mainly use video content, 2D art where video is impossible (with A/B testing)
- Early Access ad buys allow us to regularly assess performance and calibrate optimal ads for launch

- **Ad Types**

- **Video ads** (on YouTube, TikTok, Instagram): To showcase MPH’s unique visuals, sandbox gameplay, and social elements. Short-form videos grab attention and demonstrate in-game fun.
- **Carousel and display ads** (Facebook, Instagram, Google Display Network): For highlighting specific features like customization, community events, and NFT integrations.
- **Influencer-boosted posts:** Amplify MPH’s Vtuber tech and creator-driven culture by sponsoring influencer-led social ads.
- **Programmatic ads:** Target niche communities like crypto gamers, sandbox enthusiasts, and social game players at scale.
- **Social post boosting:** Pay to boost posts with some organic virality.

BIZ DEV STRATEGY

- **Platform Financing**

- Meta, Sony Indie Fund, Microsoft Diversity Fund, Epic Mega Grant, etc

- **Subscription-Based Opportunities**

- Xbox Gamepass
- PS+, if on Playstation or received Indie Funding
- After game has been out ~1 year
 - EGS Free Game
 - Prime Gaming
 - Humble Choice
 - Amazon Luna

- **IP Adaptations**

- Film, TV, comics, etc

- **Cloud-Based**

- Ubitus
- Jio

- **Peripherals**

- Alienware, Razer, Intel, etc

- **Partnerships**

- Humble Choice (80% Steam Reviews)
- Nintendo EU (80% Metacritic)
- Prime Gaming (70% Steam Reviews)
- Limited Run (70% Both)
- **Higher Chance at obtaining at the following at 80+**
 - EGS Free Game
 - Amazon Luna
 - PS+
 - Xbox Game Pass

- **Crypto/NFT Strategy**

CO-MARKETING AND COLLABS

- **Merch Tie-Ins**

- Youtooz, Makeship, Sanshee, The Yetee, Fangamer
- Fashion and lifestyle brands



- **Physical Distribution**

- Limited Run, iam8bit, Serenity Forge, Super Rare, Lost in Cult

- **OST Distribution**

- Black Screen Records, Materia

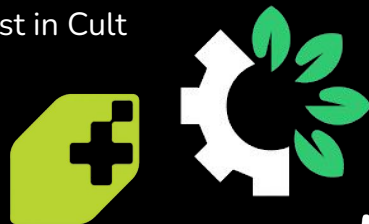
- **Multi-Publisher Bundles**

- **In-Game Crossovers**

- **Cosmetics / DLC**
 - Examples: Fall Guys, Fortnite
- **Characters / NPCs**
 - Examples: Shovel Knight

- **Social Media Crossovers / Amplification / Takeovers**

- Collaboration with other Irreverent Indies (Innersloth, Devolver, Critical Reflex, Strange Scaffold, Offbrand Games, Hooded Horse, Fireshine Studios, Coffee Stain, Puppet Combo, Squanch Games, tinyBuild, Mediatronic)



PRIMARY ASSETS

Trailers

Re-use: Shortform video content, Paid ads and verticals, GIFs

- **Early Access Date Announcement Trailer**
 - Priority Channels: Showcases (Exclusive Reveal), Press, First Party Platforms (Amplification), Storepages
 - Purpose: Drive Wishlist spike, tease key content loop and vibe, align launch expectations
 - Focus: Date, wishlist call-to-action, community tease, establish identity, animation quality, tone
- **Early Access Launch Trailer**
 - Priority Channels: Showcases (Exclusive Reveal), Press, First Party Platforms (Amplification), Storepages
 - Purpose: Drive sales, full gameplay showcase, chaos loop, customization, social play
 - Focus: Game loop, buy now call-to-action, showcase features, sandbox action, cross-platform support, high-energy edit with gameplay at center

Supplemental Video Content

- **Accolades Trailer**
 - Priority Channels: First Party Platforms (Amplification / tied to Content Updates and Ports), Owned Channels
 - Purpose: Build social pedigree and biz dev partner interest, continue momentum
 - Focus: UGC, Twitch clips, creator pull quotes, awards / laurels, ratings
- **Streamer Compilation**
 - Purpose: Highlight influencers, community, and viral moments
- **Deep Dives and Behind the Scenes**
 - Purpose: Educate and build anticipation, brand loyalty, development to player connection
- **Content Update Trailers**
 - Purpose: Video content that highlights major updates



MARKETING OVERVIEW

<i>Focus</i>	<i>Pre-launch</i>	<i>Post-launch</i>
<i>Social</i>	Voice. Vibes. Discovery.	Expression. Anticipation.
<i>Community</i>	Discord. The bottom of the funnel.	Feedback. Communication.
<i>Influencer</i>	Build brand advocates through exclusivity.	Empower and highlight our ambassadors.
<i>Press / PR</i>	Quarterly outreach and activations.	Interest and access to updates.
<i>Events / Awards</i>	Leverage trailers. Establish social pedigree.	Showcases on updates. Awards as eligible.
<i>Paid Ads</i>	Small ad buys. Calibration.	Large ad buy. Best foot forward.
<i>First Party</i>	Amplification, Financing, Wishlists/Pre-Orders.	Discounting, Sales, News Channels.
<i>Biz Dev</i>	Financing, Distribution, IP Expansion.	Subscription Models, Buyouts.
<i>Co-Marketing</i>	Merchandising, Bundles, In-Game Collabs.	Physical, Merchandise Expansion.

EARLY ACCESS COMMERCIAL OBJECTIVES

- **Metacritic Score Goal**

- 85+

- **Steam Reviews**

- 80+ - Very Positive
- 95+ - Overwhelmingly Positive (at 500+ Reviews)
 - Early reviews as social proof within 48h.

- **Wishlists**

- Wishlist-to-Sale Conversion Rate (Day 1–Week 1):
 - Good: 15%
 - Strong: 20–25%
 - Exceptional: 30%+
- 20,000 - 50,000 by EA launch

- **Steam Sales (First Month)**

- 4,000 - 10,000
 - ~20% of 20,000 - 50,000 wishlists

- **Xbox Sales (First Month)**

- Approximately 30% of Steam Sales
 - 1,200-3,000

- **Cosmetic Sales (First Month)**

- Attach rates for cosmetics in paid games are often lower than in F2P. Expect stronger performance with unique seasonal, rare, or meme-worthy drops.
 - 5-10% attach rate
 - Average spend: \$5
 - \$1,000 - \$2,000

- **Steam RoI (First Month)**

- $\text{RoI} = (\text{Gross Revenue} - \text{Total Costs}) / \text{Total Costs}$
- Price Point: \$19.99
 - Revenue After Steam Cut (30%): ~\$13.99 per unit
- Net Revenue
 - Low: 4,000 Units - \$55,960
 - High: 10,000 Units - \$139,900



CURRENT STEAM WISHLIST ASSESSMENT

- **What Impacts our wishlist?**
 - Collected Daily Active Players Data from Epic Store
 - Gathered number of viewers from Twitch
 - Gathered data about Tournament Days

Regression Results:

Steam Wishlist Adds = $-3.12 + 0.117 * \text{No of Active Players} + 0.014 * \text{No of Twitch Views} - 13.11 * \text{Tournament Day}$

Variable	Coefficient	p-value	Interpretation
Active Players	+0.117	< 0.001	🔥 Strong and significant — every player adds ~0.117 wishlists
Peak Views	+0.014	< 0.001	💬 Twitch exposure also significantly boosts wishlist adds
Tournament Day	-13.11	0.058	⚠️ Marginally significant negative effect — might reflect player focus shift
Intercept	-3.12	0.195	Not significant

- More Active Players = More Wishlist Adds
- 100 more active players, you can expect about 12 more wishlists
- More Twitch Viewers Also Help
- Every 100 Twitch viewers, you get about 1.4 more wishlist adds
- Tournaments Don't Necessarily Help
- On average, you're getting 13 fewer wishlist adds during tournaments

$R^2 = 0.751 \rightarrow$ Explains 75.1% of wishlist add variation
(March-May)

BUSINESS MODEL

- Premium Early Access Game
- Price
 - \$19.99
- Monetization strategy
 - One time premium purchase
 - Entirely optional cosmetic DLC packs
 - Supplemental NFT and crypto
- Early Access / Founder's Pack
 - Launch post-Steam Next Fest
 - Early Adopters get exclusive rewards (cosmetics, pricing, social clout)



USPs & VALUE PROPOSITION

Unique Selling Points

- Anthro-Urban Style
- Hooligan Identity
- Chaotic Sandbox Mayhem
- Web3 Optional, Never Required
- Shoot, Smash, Style

Core Loop

1. Drop into Hooliland City

→ Spawn in solo or squad, pick a zone to wreak havoc.

2. Cause Chaos / Complete Objectives

→ Smash, steal, troll, or flex on enemies (PvE and PvP opportunities).
Short-term goals and sandbox missions.

3. Earn Style, Gear, & Clout

→ Unlock new cosmetics, emotes, gang upgrades, or limited event items.

4. Socialize & Show Off

→ Dance in safe zones, graffiti your gang's mark, host in-world events, or challenge rivals.

5. Rinse, Repeat, Rise in the Ranks

→ Return with new gear and deeper rep. Seasonal resets, new areas, or "boss-style" sandbox events.

Value Proposition

Product - Multiplayer Sandbox Shooter

Placement - Online Party Shooters, Digital Urban Culture, Modest-Core PvP

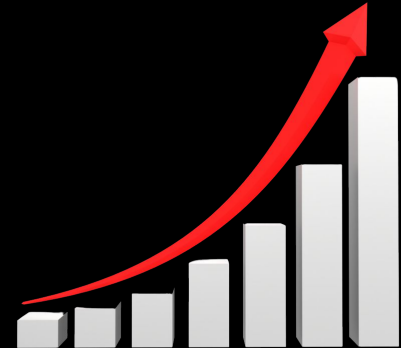
Price - \$19.99 USD

Promotion - Nostalgia meets tech-forward marketing, Asset, Community and lore-based initiatives



EARLY ACCESS KPIs

- **Social Performance**
 - **Discord**
 - Churn on Discord Users (Addition vs. Dropoff)
 - Discord Activity (DAU in server, message volume)
 - **A/B Testing**
 - Measure our best performing posts for Early Access and content updates
 - Engagement Rate (likes, views, comments, shares)
 - Follower Growth (Twitter, Discord, TikTok, etc.)
- **Ad Performance**
 - SEO - Click through rate, conversion
- **Influencer & Content Creator Coverage**
 - # of Creators Covering, Total Views & Watch Time on Content, Positive Sentiment Ratio
- **Press Coverage**
 - # of Articles or Mentions, Domain Authority & Impressions
- **Game Stats**
 - Daily Active Users / Daily Concurrent Users
 - Important Statistic - Pending Research
 - Player Churn
 - Early Access Units Sold vs Active User ratio
- **Content Update to Content Update Tracking**
 - Each Content Update will influence the next Content Update
 - How each Content Update performs against past Content Updates
- **Community Sentiment**
 - # of Reviews and Overall Rating, Review to Sale Ratio



MONETIZATION STRATEGY

- **SKUs**
 - Base Product
 - Artbook
 - Soundtrack
 - Deluxe Edition (Base + Art + Soundtrack)
 - Founder's Pack (With Exclusive Early Access Reward)
 - DLC
 - Cosmetics Packs
 - Cosmetics Bundles
 - Hoolibuxx Packs
 - Optional: Cosmetics Seasonal Pass
- **Pricing**
 - US - \$19.99
- **Bundles**
 - Other Multiplayer Indies
- **Crypto / NFTs**
- **Biz Dev / Buyout Deals**
 - GamePass
 - PS+
 - Amazon Luna
 - Humble Monthly / Choice
 - Epic Free Game



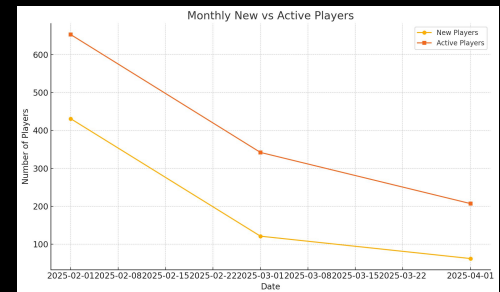
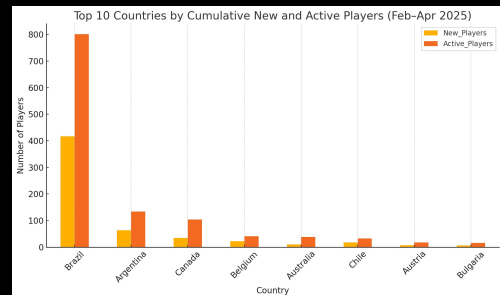
PROJECT BREAKDOWN

- **Regions**
 - NA / EU Preferred
 - Latency makes global outreach complex
- **Languages**
 - Depends on script - should aim for many
 - Live service makes Chinese a complicated language
 - Latency issues with Chinese VPNs
- **Targeted store fronts**
 - Steam, EGS First
 - Regional Steam Key Resellers
 - Humble, GreenManGaming, Fanatical, Genba, Sonkwo, BONOXS, Gamesporium, Heybox
 - Other PC Platforms after
 - GOG, DRM-Free, Cloud-based
 - Amazon Prime, Luna, Ubitus, Jio
 - Console Ports with time or platform interest
 - Xbox Primary
 - Nintendo, Sony Secondary
 - Physical, if collector interest

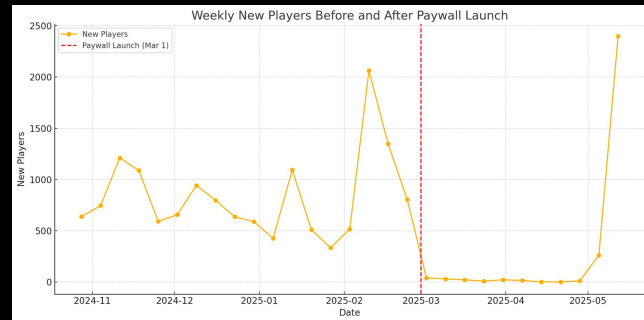


DATA ANALYSIS

-  **Top Performers:**
 - Brazil is by far your strongest market — leading in both new and active players.
 - Canada, Argentina, and Australia also show strong activity.
 - Countries like Belgium and Chile punch above their weight in terms of activity relative to size.
- **Monthly New vs Active Players**
 - There is a declining trend from February to April in both new and active players.
 - The drop-off is sharper in new players than in active ones, which could indicate retention is decent but acquisition is slowing.
- **Paywall Launch impact by country**



Country	Avg Weekly New Players (Before)	After	% Change
AR Argentina	30.0	3.5	-88.2% ❌
BE Belgium	3.1	0.9	-70.8% ❌
CL Chile	11.7	4.5	-61.2% ❌
BR Brazil	98.3	44.8	-54.4% ⚠️
AU Australia	5.6	3.1	-44.4% ⚠️



OUR PARTNERS

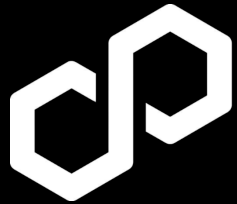


luna



B[®]RAND
LIAISON

ARBITRUM



polygon



DELPHI DIGITAL



UNREAL
ENGINE

WILD
GUILD
GAMES



BITKRAFT

prime gaming