# coldiron

Marcom Year in Review

2022



### What is the Year in Review?

- As this is the first time Cold Iron has had an in-house marketing team, we wanted to highlight what we accomplished in our inaugural year.
  - This mostly covers March-December 2022 (Season 3 onward) as that is when the majority of the team was hired.
  - Before this, marketing was mostly handled by external agencies (Vendor 1, Vendor 2 and our publishing partners) with some internal support.



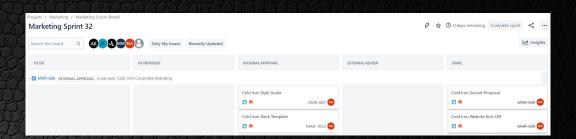
### Infrastructure and General

#### Publishing/Marketing Confluence space

- Created and maintained reference space for all things publishing/marketing, including processes, contact information, educational topics, specs/requirements, and more.
  - Previously, there was no repository for information at all. This included contacts with partners, first party partner information, requirements for major launches or activations, educational/informative topics (such as proper tagging in the Steam backend) and more.

#### Marketing Jira

- Creation of marketing Jira with sprint planning, workflow, Disney/internal approvals process, templated format, filters for reviewing upcoming, overdue, and individual tasks, etc.
  - Previously, there was no tracking for marketing workflow. Assignments were given out through meetings or in Slack and managed only through verbal check-ins. All activations were handled and remembered by a single brand manager with no documentation to support proper tracking, oversight, or approval processes





#### Instagantt

 Integration of marketing tasks into shared Instagantt project, so that there was more visibility for inter-department needs and external deadlines.

### Marketing Pipeline

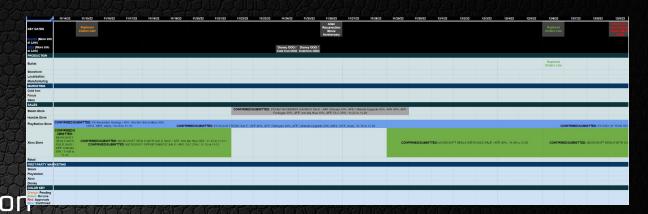
- Established a soup to nuts marketing pipeline with defined goals, dependencies and approvals.
  - There was little oversight from stakeholders on process, timelines, and forecasting and significant overhauling was done to ensure transparency and communication on marketing initiatives.

#### Google Calendars

- Calendar that outlines all sales and major initiatives and is shared out with all relevant publisher and vendor partners..
- Slack Integration
  - Slack integration with other tools for more visibility, awareness and automation
    - Google marketing calendar #marketing
    - Jira #jira-live-marketing
    - Favro #favro-connect-marketing
    - Automated Google alerts for press mentions #AFE-news



- Cross-Department Pipeline
  - Established and enforced the process of communication between marketing and other departments.
  - Project/Marketing Handoff
    - Established and enforced a format for development to prepare marketing for each release.
  - Source of Truth Docs
    - Established, maintained and enforced the importance of reliable reference documentation.
- Shared Publishing/Marketing Calendar
  - Established and maintained a calendar between partners (Cold Iron, Focus, 3Goo) that outlines major initiatives, sales, deadlines, OOOs, key dates, first party marketing, certification/builds, etc.



#### Marketing Milestone Planning

- High level overview of individual projects, Cold Iron, industry, *Aliens* and competitors. Week by week planning for team focus and individual contribution.
  - This was an integral step in establishing how long marketing initiatives actually take accounting for approvals, review, strategy, iteration and communication.

#### Kick-Offs and GTMs

 Established and enforced a templated kick-off process for greenlighting initiatives, and GTMs for major releases.

#### Postmortems

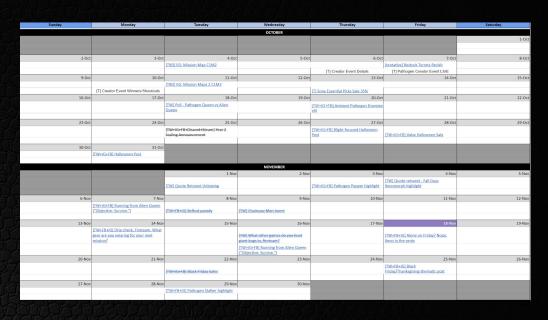
 Established and enforced a templated postmortem that assessed success based on metrics established during the Kick-Offs and GTMs process



	A	В	С	D	E	F	G	Н
		Catalog Tali	Acquestage 2022	Specialized 2022	January 2023	Fabruary 2022	March 2012	Maril 2012
	Fireteam		Year 2 Messaging?	Ruptured Cistern Horde Map Launch / QOL Patch Year in Review Trailer	Ruptured Cistern Patch 1	TENTATIVE - Switch Launch / QOL Patch		Alien Day Reward
	Annihilation							
	Cold Iron		7 Year Anniversary / Extra Life / Vegas All Hands Summit					
ガンス	Industry	TwitchCon SD Steam Halloween Steam NextFest	PC Gaming Show The Mix NEXT Gelden Jøyetick Awarde Steam Autumn Sale TikTok Made Me Play It	Steam Winter Sale The Game Awards			PAX East IGF Awards Escapist Showcase? Steam Spring Sale	London Games Festival BAFTA Awards
	Alien							Alien Day
	Competitors	Scorn Launch	Dark Descent Activations	Callisto Protocol Launch	Dead Space Launch		Dark Descent Launch	
	Game 3							



- Social Media Calendar
  - Calendar of all posts and assets for social media.
- Weekly Marketing Tasks
  - M/W/F check-ins to ensure team is ontrack for tasks
- Education & Growth
  - Implemented regular team learning strategies
    - Round Table Discussion
    - Team Competitive Analysis
    - Individual Presentation





#### Marketing Style Guide

- Voice, tone, strategy, USPs for our game.
  - There was no unifying approach to marketing copy, assets, or strategy.

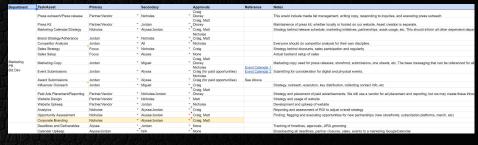
#### Delegation of Responsibilities

- Clearly outlined breakdown of tasks oversight.
- Analytics
  - More regular assessment of sales data and ROI.
  - Addition of social score cards
  - Inclusion of goals, KPIs, and reporting has been added to all marketing efforts were previously there were none

#### Sales

 Integration with publishers' sales strategies, including submitting of sales and reporting in the backend.







#### Discord Cleanup

- Audit of Discord and cleanup of service
  - Many Discord channels were out-of-date, contained false information, or were confusing to new users. This led to much of the community frustration with the brand (especially direct conversations with devs).

#### FAQs

- Significant overhaul of pinned community FAQs
- Future-Game Marketing Feature Requests
  - Assessment of in-game features, with recommendations on priorities for inclusion in next title
- Live Issues
  - Improved and documented live issues reporting process
  - Regularly maintained visibility on community issues
- First Party Marketing Playbook
  - Step by step breakdown of timing, templates, requirements, assets and availability of first party marketing tools

CATEGORY	CHANNEL	STATUS	PURPOSE	USAGE	RECOMMENDATION
WELCOME			New comer info and those looking for where to go to find other info.		
	rules	public	A place for the rules and guidelines to be posted - nothing more.	NA.	No change
	announceme nts	public	Large announcement about releases and/.or important community-facing messages and informations	Varies from heavy during releases and patches to none during down times	No change
	information	public	A place to point player to the rules, the faq, our socials, and the discord invite to share with friends and info for those interested in being a content creator or a moderator	NA	Links to important things (socials, info about mod and creator applications, faq, known issues, etc)
	fireteam-faq	public	Our public FAQ	Updated rarely	No change
	known-issue	public	Our known issues thread	Updated after patches and releases	No change
	welcome	public	A running log of new user joins.	Daily, new users join the discord averaging 10+ a day	Set to private



- Publisher Relations
  - More regular meetings/coordination with Focus and 3Goo
    - Addition of bi-weekly biz dev meeting with Focus trade team
    - Addition of Ubitus partnership
  - Regularly updated agendas and action items
- Patch Notes
  - Added user-friendly marketing language to all patch notes
  - Responsible for marketing copy on all patch notes
- AFE Social Voice
  - Disney-approved new voice with higher engagement
  - More creative, humor focused style that still aligns with brand
  - o Interactions on social with similar titles like Earth Defense Force, Deep Rock Galactic, GTFO, Starship Troopers and more
- AFE Website
  - Relaunch AFE website with Pathogen branding
  - Overhaul AFE website to completely rebrand (in progress)



#### Staffing

- Hiring of key marketing team members Nicholas (Marketing Lead), Alyssa (Senior Producer), Jordan (Brand Manager) and Miguel (Social Media Specialist)
  - Jordan and Miguel were both internal recommendations
- Time/Team Management
  - Many team members were overworked with some putting in upwards of 60+ hours a week.
  - Addition of management tools, oversight, and better project allocation has dramatically reduced workload,
     with some employees working 15 hours less a week.
- Community Sentiment
  - Q1 2022, the community was in an extremely negative space with all outreach from our team being met with negativity and suspicion. Removal of confusing/conflicting information, more direct communication through owned channels, and production of engaging content brought the community to an overwhelmingly positive place, with engagement from users far more positive.
- Visual Reference Guide (WIP)
  - Overview of in-game assets to keep track of our updates, names, in-game design, in-game text, unlock criteria and visuals.



# Vendor Management

- Vendor 1 External ad campaign and website vendor for AFE and Cold Iron
- Vendor 2 External trailer vendor for AFE
  - Organized essential tools such as command codes, visual reference guides, and a separate game build to improve the video production workflow.
- Vendor 3 External press and PR vendor for AFE Season
   3 and Pathogen
- Vendor 4 External website vendor for AFE







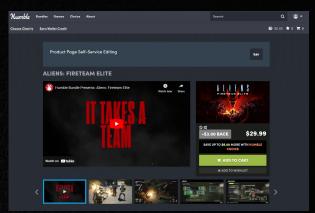
## Research & Development

- Regular R&D, growth, analytics, internal reviews and opportunity assessment became part of our process.
   Individual team members each contributed R&D which drove new actionable tasks and outreach. Some examples include:
  - Competitor Research
    - Implemented more regular assessments of competitors in the space
      - In-depth competitor community reports on Halo: Infinite and Starship Troopers: Extermination
  - Community Channels Review
    - Assessment of our current community messaging on Discord, Steam, and Reddit, and identification of areas of opportunity for adjustments, additions, and actions.
  - Social Channels Review
  - On-Device News R&D
    - Research into direct communication tools that are available to us on Sony, Xbox, Steam, and Nintendo, later integrated into First Party Marketing Playbook.
  - UGC Planning
    - Brainstorm for User-generated content initiatives.



### Storefronts

- Asset Checklist
  - Breakdown of all storefront assets per platform to reduce inaccuracies
- Trailer Specs Checklist
  - Breakdown of all storefront and marketing trailer requirements to reduce inaccuracies
- Storefront Refresh
  - Refresh of Steam page based on best practices from www.howtomakeasteampage.com
    - Included changes to capsule art, tags, gifs with core value propositions presented more cleanly
  - Refresh of all DLCs to include cleaner copy and better, clearer assets
  - Xbox, Sony storefronts brought to parity with new assets and copy
- New Storefronts
  - Release on Humble
  - Assessments of GOG, EGS, Stadia, Sonkwo, Green Man Gaming,
     Nexway
    - Ultimately decided to pause on these additional storefronts



Asset Type	Size	File Type	Notes	Status
Small Capsule Image	231x87	JPG		
Main Capsule Image	616x353	JPG		
Vertical Capsule	374x448	JPG		
Page Background	1438x810	JPG	Avoid high-contrast images or images with a lot of text.	
Steam Broadcast	155x337	JPG	Left & Right Panel available.	
Screenshots	1080p or 720p	JPG	Minimum of 5.	
Store Trailer	1920×1080	PRORES	Same as what is posted on Youtube. High quality, all logos for all platforms. No restrictions really.	
Package Header Image (Bundles)	707x232		Appears at the top of bundle detail page (Bundles only)	
Store Copy				
Short Description			200-300 characters	
Long Description				
Localized copy				
Library Assets				
Capsule	600×900	PNG	Work with guideline layer	
Hero Banner	3840x1240	PNG	Work with guideline layer	
Product Logo	1280×720	PNG		
Product Logo	1200X/20	PNG		
Achievements				
Achieved Icon	64x64	JPG		
Unachieved Icon	64x64	JPG		
Community and Group Assets				
Capsules	184x69	JPG		
Community Icon	32x32	JPG	Very small, so don't include words, just character image	
Community Group Header Image	444x208	JPG	16 MB max	
Screenshots	1080p or 720p	JPG		
Avatars	184x184 min	JPG/PNG	Often use achievement images or trading card emotes	
Community Icon 2	16x16	TGA		
Community Icon 3	32x32	ICO		
Community Icon 4	32x32	ICNS		
Community Icon 5	16x16	PNG	Linux Icons	



### Storefront Refresh







Play with up to two players or AI as you battle through four campaigns to explore the mystery of a new planet, LV-895. Discover what hides in the ruins and caves beneath in this third-nexpost survival shorter set in the Alliens universe.



Build your fireteam focusing on class composition, consumables, and weapons to take dow Xenomorphs, beat Challenge Card runs, or play various game modes with friends.



Blast through hordes of Xenomorphs, evade deadly Prowlers and Spitters, and set up defensive positions to stay alive long enough to get your fireteam to safety.



Build your Marine the way you want. Level up in each of 7 unique classes or be a master of one. Choose your weapon – everything from magnums and SMGs to rocket launchers – and use over 130 unique perks to create the build of your choice.



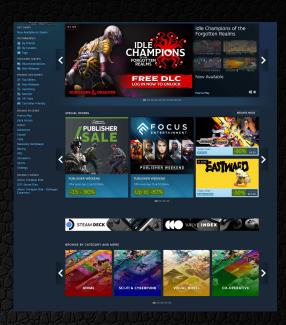
Level your character through 7 Class Kits, each with two unique abilities to use in combat and unlockable perks. Max out a variety of weapons, powering them up in stats the more you use thom



### **Events**

More regularly tracked, assessed, and submitted for showcases and awards

- Accepted Events:
  - Future Games Show
  - Guerilla Collective (passed)
  - DevComm (passed)
  - GamesCom (passed)
  - IGN Summer of Gaming
  - PC Gaming Show (passed)
  - Save & Sound (missed)
  - Xbox x Twitch (passed)
  - Focus Publisher Sale







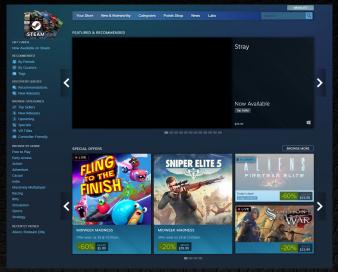
# First Party Marketing - Steam

- Steam Community
  - Cleaned up account permissions, pinned posts, and began more regular assessments/communications within our Steam forums
- Visibility Rounds
  - Began activating update rounds for increased storepage visibility during major updates

ROUND	DATE RUN		CONVERSIONS TO CLICKS	
Round 1	Apr 28, 2022 @ 9:20am to May 9, 2022 @ 6:56pm	1,000,119	1.05% clicks	
Round 2	Jun 13, 2022 @ 10:20am to Jul 13, 2022 @ 10:24am	824,082	0.92% clicks	
Round 3	Jul 26, 2022 @ 8:10am to Aug 6, 2022 @ 9:00am	1,000,063	1.45% CLICKS	
Round 4	Aug 30, 2022 @ 10:17am to Sep 10, 2022 @ 5:26am	1,000,023	1.81% CLICKS	
Round 5	Start Update Round Select	to start your next round of visil	ility	



# First Party Marketing - Steam cont...



- Sales Data
  - Fixed inaccurate sales data reporting in backend
- Daily Deal
  - Front page featuring (1 day, highest visibility)
  - Steam IM
    - In-app message to sent to all owners of AFE a launch of Pathogen
- Midweek Madness
  - Front page featuring (3 days, highest visibility)
- Blogs
  - Integrated blogs into our Steam announcements and events
    - These blogs generate roughly 300% more traffic than blogs hosted on our website





# First Party Marketing - Xbox

- Xbox Official Club
  - Set up an official Aliens: Fireteam Elite official club on Xbox as an additional on-device news hub
- Twitch Showcase
  - Accepted into Xbox x Twitch showcase, but passed when timing did not line up
- Summer Spotlight
  - Accepted into Xbox stream on their Twitch account, but missed their message to our Twitter account asking for setup support



### Cold Iron

- Cold Iron Branding
  - Cold Iron Branding Style Guide
    - Created and established voice, tone, direction and actionable items for Cold Iron Brand
  - Cold Iron Socials
    - Created and established voice, tone, direction and actionable items for Cold Iron Socials
    - Increased activity on LinkedIn, Twitter and TikTok
  - Cold Iron Website
    - Spearheaded retooling of <u>Cold Iron Website</u>
  - Email Signatures
    - Created consistent email signature for all employees
  - Mailing List
    - Ideated Cold Iron specific mailing list as a means to begin funneling users to new games
      - Launch pending greenlight





### Cold Iron cont...

- All Hands
  - Addition of weekly marketing update in All Hands meetings
- External Partner Tracking
  - Championed better tracking, permissions and visibility in external partner access and contact info
- Google Groups/Email Tracking
  - Email Groups:
    - Better visibility, tracking and completion of shared email groups
  - KeyPass:
    - Added all account info into KeyPass
  - Consolidated Account Owners
    - Created single Cold Iron account as owner for all socials
- Cold Iron TikTok
  - Launched company-branded TikTok account



### Cold Iron cont...

- Reproductive Rights Initiative
  - R&D and proposal for Reproductive Rights initiatives in keeping with company pillars
    - Ultimately leadership decided not to pursue
- Cold Iron Connect & Diversity & Inclusion
  - CIC (focused on building internal comradery)
    - 3 of 6 marketing team members served on CIC to help encourage and drive team-building efforts at an organization-wide level
      - All Hands Summit
      - Extra Life
  - o DE&I
    - 2 of 6 marketing team members served on the Diversity & Inclusion team to help encourage and drive diversity efforts and collaborate with external partners
      - WIGI
      - GameHeads
      - Girls Who Code





### Cold Iron cont...

- OKRs and KPIs
  - Addition of quarterly OKRs and KPIs to define and gauge success of efforts
- GoogleDrive Re-Organization
  - Documentation and re-org of GoogleDrive to be more useable
  - Established and enforced guidelines for shared drives/files with external users
- Partner Directory
  - Addition of comprehensive partner directory with specific contacts and roles outlined
- Biz Dev Breakdown
  - Outline of all oversight between publishers, as well as full scope of loc, regions, and funding opportunities per game

	Date!			Delim				Into the III	I II tim at	ANZ	
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PlayStation 4 SIEA	PS4	Yes	_	Delisted		Yes			Yes •		-
PlayStation 4 SIEE	PS4	Yes	_	Delisted		Yes			Yes •		-
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Xbox Series X	XBX	Yes	~	Delisted	~	Yes	-	Yes •	Yes 💌	TBD	-
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Xbox WinGDK	PC	Yes	*	Delisted	~	Yes	~	Yes •	Yes 🔻	TBD	¥
Xbox GamePass	XB1/XBX	Yes	-	N/A	~	N/A	~	N/A 🔻	N/A 🔻	TBD	¥
Xbox Demo	XB	No	•	N/A	~	N/A	~	N/A *	N/A 🔻	TBD	•
Nintendo NOA	Switch	Pend	•	N/A	~	TBD	•	Pend •	Pend •	TBD	•
Nintendo NOE	Switch	Pend	•	N/A	~	TBD	•	Pend •	Pend	TBD	•
Nintendo NOJ	Switch	Pend	*	N/A	*	TBD	~	Pend •	Pend •	TBD	•
Nintendo Demo	Switch	TBD	*	N/A		N/A			N/A 🔻	100	*
Steam	PC	Yes	*	Delisted		Yes			Yes •	100	*
Steam demo	PC	No	*	N/A	*	N/A	*	N/A *	N/A 🔻	TBD	*
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Epic Game Store	PC	TBD	*	N/A	*	TBD	*	TBD •	TBD ▼	TBD	Ť
GOG	PC	TBD	-	N/A	-	TBD	÷	TBD 🕶	TBD -	TBD	¥
Humble	PC	Yes	~	N/A		Yes	~		Yes 🔻		¥
Nexway	PC	TBD	-	N/A	~	TBD	-	TBD ▼	TBD ▼	TBD	•
Genba	PC	TBD	*	N/A	*	TBD	*	TBD 🔻	TBD 🔻	TBD	*
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GreenManGaming	PC	TBD	*	N/A	*	TBD	_	TBD ▼	TBD •	TBD	•
Stadia	PC	TBD	-	N/A	_	TBD	Ţ	TBD •	TBD •	TBD	-
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### Season 3

- Preview Trailer
  - o In-house preview highlighting Lancer update
- <u>Trailer</u>
  - In-house trailer highlighting Lancer update
- Storefront
  - Capsules
  - Screenshots
  - Store Copy
- Roadmap Update
- Social
  - 15 individual approved posts and assets for Season 3 social support
- Launch Blog
  - Overview blog
- <u>Deep Dive Blog</u>
  - Deep Dive blog that included comments from 3 developers

### Season 3 cont...

- First Party Support
  - Xbox:
    - <u>Trailer Share</u> (ID@Xbox Youtube)
  - Sony:
    - <u>Trailer Share</u> (Playstation Youtube)
- Post-Mortem
  - Wrap-up report of Season 3's success
  - PR Coverage Report
    - Organic reports on the release of Season 3 (no official press outreach was done)

# Alien Day

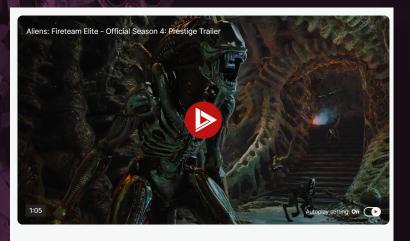
- Social
  - Social support for Alien Day challenge and reward (video asset)
- Content Creator Challenge
  - Legal
    - Worked with legal team on details of rewards
  - Ruleset
    - Ideation of defined challenges
  - Coordination
    - Outreach and execution with content creators
- Dev Support
  - Coordination with dev team on the specs of free colorway reward
- Postmortem
  - Report on Creator Challenge Success





### Season 4

- Fact Sheet
  - Provided fact sheet for Focus and 3Goo
- PR
  - Focus and 3Goo coordinated PR outreach for this release
  - IGN Front Page
- <u>Trailer</u>
  - In-House trailer highlighting Prestige update
- Storefront
  - Capsules
  - Screenshots
  - Store Copy
- Roadmap Update
- Social
  - 8 individual approved posts and assets for Season 4 social support
  - Socials Post-Mortem
    - Compare and contrast the social performance of S3 vs S4.



Aliens: Fireteam Elite • Jul 28, 2022

# Aliens: Fireteam Elite - Official Season 4: Prestige Trailer

Check out the Season 4: Prestige trailer for Aliens: Fireteam Elite. The season update adds crossplay, a Prestige progression system, new weapons, and the Restock Turrets game mode.

Aliens: Fireteam Elite - Season 4: Prestige is available now on PC via Steam, PS5, Xbox Series X/S, PS4, and Xbox One.

### Season 4 cont...

- Announcement Blog
  - Overview blog
- Deep Dive Blog
  - Deep Dive blog that included comments from 5 developers
  - Blog Post-Mortem
    - Compare and contrast the blog performances for the Deep Dive and Announcement Blog for Season 3 and Season 4.
- First Party Support
  - Steam
    - Daily Deal
    - Social Share (Steam Twitter)
  - Xbox
    - <u>Trailer Share</u> (Xbox Youtube)
    - Social Share (ID@Xbox Twitter)
    - Xbox Wire Blog
      - Bespoke Deep Dive blog
  - Sony
    - <u>Trailer Share</u> (Playstation Youtube)



# Pathogen FIRETEAM ELITE Fact Sheet PATHOGEN Announcement PR Launch PR Narrative Trailer External trailer with a focus on narrative and original composition Gameplay Trailer External trailer with a focus on gameplay and original composition Logo Internally created Pathogen logo Key Art Internally created Pathogen key art

# Pathogen cont...

- Storefront
  - Capsules
    - Steam Capsule Overrides
  - Screenshots
  - Store Copy
- Bundles
  - o Into the Hive Edition
    - Capsules
    - Screenshots
    - Store Copy
  - The Ultimate Edition
    - Capsules
    - Screenshots
    - Store Copy

A L I E N S	ALIENS	ALIENS	ILTERS
FIRETEAM ELITE	STANDARD EDITION	INTO THE HIVE EDITION	ULTIMATE EDITION
ALIENS: FIRETEAM ELITE BASE GAME	х	х	x
HORDE GAME MODES	х	х	X
CROSSPLAY ONLINE CO-OP	Х	х	х
HARDCORE MODE	х	х	X
PATHOGEN EXPANSION: CAMPAIGN - NEW CAMPAIGN MISSIONS AND BOSS FIGHT		х	x
PATHOGEN EXPANSION: ADD-ONS - PERKS, WEAPONS, COSMETICS, AND MORE!		x	x
ENDEAVOR VETERAN PACK			X
WEY-YU ARMORY PACK			х
NOSTROMO SALVAGE PACK			Х

X

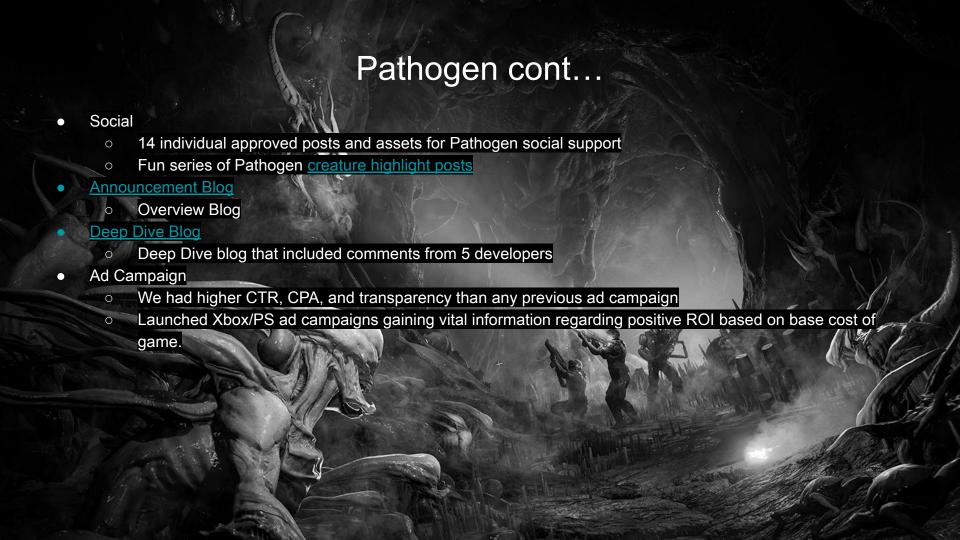
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**UACM FRONTLINE** 

PACK

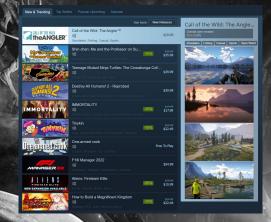
FRONTIER FREELANCER

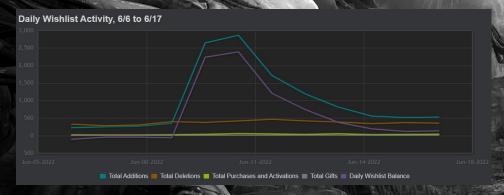




# Pathogen First Party - Steam

- 20k+ wishlists at Launch
- Popular Upcoming
- New and Trending
- IM to all owners of AFE
- Front page featuring







# Pathogen First Party - Xbox

- Narrative Trailer Share
  - ID@Xbox Youtube
- Gameplay Trailer Share
  - Xbox Youtube
- Gameplay Social Share
  - ID@Xbox Twitter
- Gameplay Social Share
  - Xbox Twitter, Retweet
- **Xbox Wire Blog** 
  - Bespoke Deep Dive blog



We're going to need more than a Power Loader for this one...

It's time to take on the Pathogen Queen in Aliens: Fireteam Elite Pathogen Expansion, available now on #Xbox!



The Aliens: Fireteam Elite Pathogen Expansion Is Available Now - Xbox Wire The Pathogen expansion for Aliens: Fireteam Elite is now available! Join the crew of the Endeavor as they explore a mysterious pathogen wreaking havoc on LV-...

10:00 AM · Aug 31, 2022 · Sprinklr Publishing

14 Retweets 85 Likes





#### The Aliens: Fireteam Elite Pathogen Expansion Is Available Now

by Jordan Love, Brand Manager . Aug 30, 2022 @ 10:00am



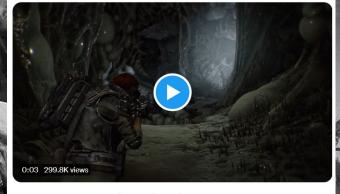
- Join the crew of the Endeavor as they embark on their most dangerous mission yet.
- . Dive into the cases below IV-895 and test your mettle against a Pathogen Queen
- The Aliens: Fireteam Elite Pathogen expansion is available now!

# Pathogen First Party - Sony

- Narrative Trailer Share
  - o Playstation Youtube
- Narrative Social Share
  - Playstation Facebook
- Narrative Social Share
  - o Playstation Twitter
- Gameplay Trailer Share
  - o Playstation Youtube
- Gameplay Social Share
  - Playstation Twitter, Retweet

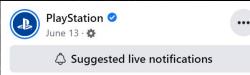


Dive into the hive. The upcoming Aliens: Fireteam Elite expansion adds new maps, weapons and an evolving Xenomorph threat. Full trailer: play.st/3xOazOs



9:32 AM · Jun 13, 2022 · Twitter Media Studio

162 Retweets 14 Quote Tweets 2,288 Likes



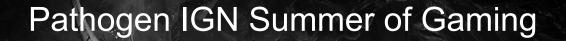
#### **Aliens: Fireteam Elite**

Dive into the hive. The upcoming Aliens: Fireteam Elite expansion adds new maps, weapons and an evolving Xenomorph threat.

Out August 30 on PS5 and PS4. **See less** 



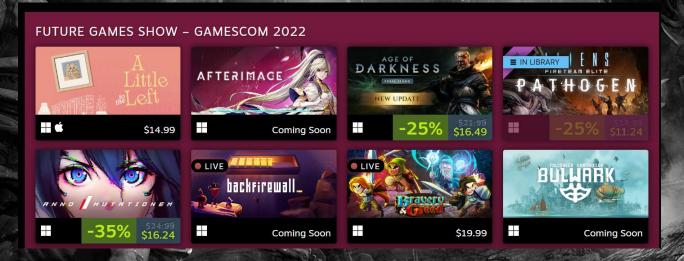
91 Comments 32K Views

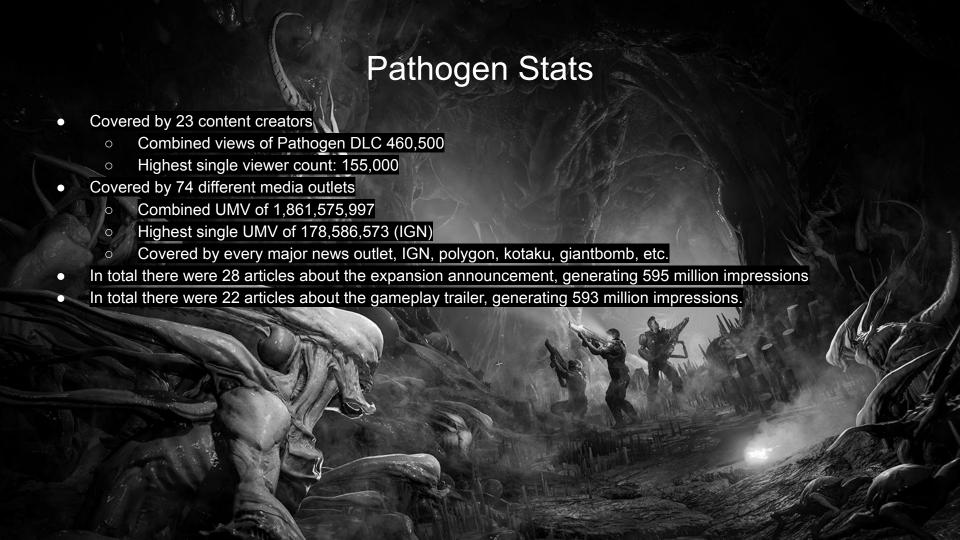


- <u>Trailer Premiere</u>
  - o Trailer simulcast on Youtube, Twitch, IGN, Twitter, and more
  - Began and ended the segment
- Developer Q+A
  - Additional developer-focused section with Craig
- Front page featuring on Steam
- Front page featuring on IGN
  - o Gameplay Trailer
  - Developer Q+A
  - Everything Announced at Summer of Gaming
  - Pathogen Exclusively Announced
  - Narrative Trailer

# Pathogen Future Games Show

- Future Games Show
  - o Trailer Premiere
    - Trailer simulcast on Youtube, Twitch, GameSpot, GamesRadar, Twitter, and more
    - Front page featuring on Steam
    - Front Page Featuring on GamesRadar







- While GamesCom was ultimately canceled by leadership as an activation, we had secured the following engagements:
  - In-Person Booth with Focus
  - IGN Exclusive
  - Press Outreach
  - o DevComm Panel



- Blog
- Overview blog with more conversational tone
- <u>Trailer</u>
  - In-House trailer highlighting Ruptured Cistern update
- Social
  - 8 individual approved posts and assets for Ruptured Cistern social support
- First Party Support
  - o Xbox
    - Trailer Share (ID@Xbox Youtube) \*
  - Sony
    - <u>Trailer Share</u> (Playstation Youtube)

### Year 2

- Year in Review Trailer
  - Video detailing Year 1 of AFE
- Year in Review Report
  - Internal Report of marketing achievements (you're reading it!)



# Wrap Up Stats!

#### Discord

- Over 170,000 messages sent in 2022
- Grew from a low of 19,255 members to 20,558

#### Live Issues

• 1,197 Live Issues Reports logged and tracked as of Dec. 9th, 2022

#### Patch Notes

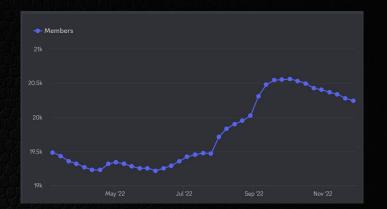
Wrote and published patch notes to support over 20 releases

#### Press

- Covered by 106 different media outlets
  - Highest single UMV of 506,726,015 (Yahoo)
  - Highest single UMV from gaming coverage 155,292,669 (IGN)
  - Covered by every major news outlet, IGN, Polygon, Kotaku, GiantBomb, GameSpot, etc.
- Internally tracked <u>~200 press mentions</u>

#### **Created Assets**

- 123 Static Assets
- 41 Video Assets
- 476 Storefront Assets (414 Capsules, 54 Screenshots, 8 Banner GIFs)



# Wrap Up Stats cont...

#### Favro

- 200+ marketing tickets submitted in 2022
  - Only 5 rejected outright by Disney

#### Social Stats (since March 2022)

- Net total 1.4K new Twitter followers
- Net total 2K new Facebook followers
- ~1000 new Instagram followers
- 3.3 million Twitter post impressions
- 595 tweets and replies
- 100+ Facebook and Instagram posts
- 59K Twitter engagements & interactions
- 83K Facebook engagements & interactions
- ~60K Instagram engagements & interactions

#### Weekly Reports

• 22 weekly community social reports (before switch to social scorecard)



### Innovation Jam - TikTok

- Identified the different types of content that we would want to create
  - Game Updates information about our game(s)
  - Personality Fun ways to enjoy trends with our community and have fun
  - BTS Behind the scenes moments about the devs, the studio, and the making of our game(s)
  - Gameplay Released content that highlights cool in-game things
  - MISC because there has to be a misc category when you have creative minds at play
- Designed a few Toks that fell into a few of those buckets.







# Innovation Jam - Dungeons & Aliens

- Designed 3 unique Monster Manual style layouts for Alien RPG using mechanics from both games
- Created 2 top down RPG style maps based on our in-game environments
- Later, repurposed these assets for social



Vengeful and Evasive. Similar in size to a Drone, but tougher - Monica attacks with

powerful swipes and Drone-like abilities,

but will retreat into vents to wait for the next opportunity to strike. Monica's white

stripes make this Xenomorph stand out from the others, and the translucent head uncovers a horrific skull inside. An

encounter with Monica, especially in the middle of combat, is a real threat,

8 (4 vs fire)

// STATS HEALTH

SKILLS

Mobility

Observation

ACID SPLASH

ARMOR RATING

