

Drunken Robot Pornography: PR/Marketing Strategy

What is this?

[Drunken Robot Pornography](#) (DRP) is a jetpack bullet-hell first person shooter from [Dejobaan Games](#) that is launching on February 19th, 2014.

This document aims to communicate (to gamers, the press and other developers) how Dejobaan will launch DRP. Gamers may enjoy looking at it for kicks. Newly-minted indie devs might look at it and get some usable marketing ideas. Journalists may find something juicy to write about. Who are you!?

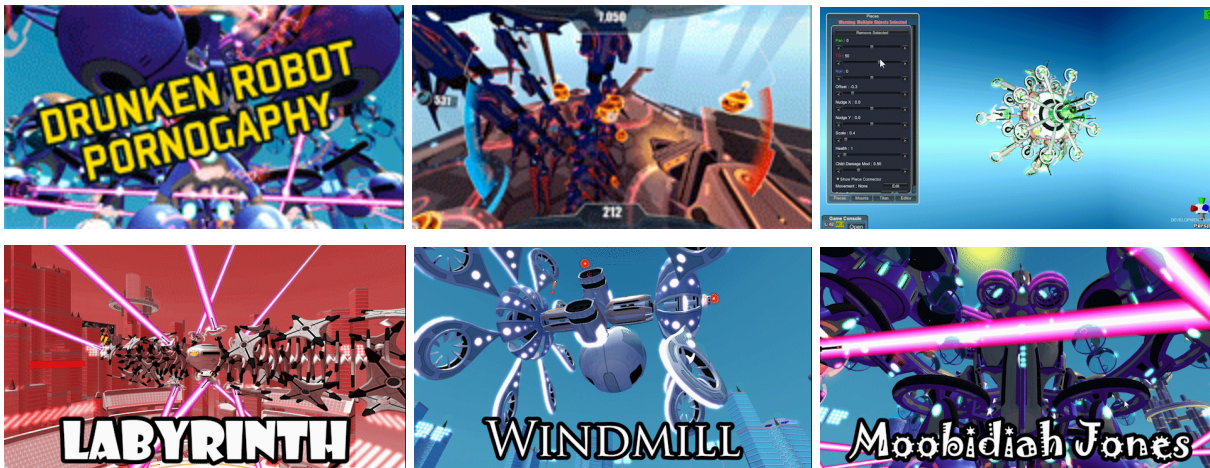


Table of Contents:

1. [What is this?](#)
2. [The Game](#)
3. [Marketing Goals](#)
4. [Biggest Visibility Problems](#)
5. [Approach: High-Level](#)
6. [Current Media/Content](#)
7. [Communication Channels](#)
 - a. [Press](#)
 - b. [YouTube LP'ers and Twitch Streamers](#)
 - c. [Social Media](#)
 - d. [Dejobaan Fan Club](#)
8. [Steam/Resources](#)
9. [Summary](#)

The Game

You're Reuben Matsumoto, and you screwed up: you gave Tim, your robot bartender, sentience. Now,

he's raised a mechanized army to destroy the City of Boston. These are big robots called Titans, each a complex network of metallic joints, weapons, and shielding. So grab your jetpack and your gun, and tear them apart piece-by-piece, dodge lasers, shoot down missiles, and leap between skyscraper rooftops.

Factoids:

- Available on Steam Early Access since the launch of Early Access for \$9.99
- Launching on February 19th at \$14.99 (minus some Steam discount? Ask Valve!)
- Gameplay modes:
 - Story of Reuben Matsumoto
 - Drunken Robot Battle Royale
 - Survival Mode
 - Cocktail Hunter
- Titan and arena builders - [details](#)
 - 300+ items built and submitted to Steam Workshop by players
- Drunken Robot Battle Royale - [details](#)
 - Challenge level that changes weekly
 - Speedrun or leaderboard chase
 - Will run for at least six months (January through June 2014)

Links:

- [Website](#)
- [Steam Store Page](#)
- Humble Store Page (TBD)
- [User guide for building Titans](#)
- Videos: Launch Trailer (Ichiro will create), [Battle Royale Trailer](#), [Building a Titan](#)

Marketing Goals

Broadly:

- Raise awareness of DRP to maximize launch month sales.
- Get consistent press, YT, and Twitch coverage leading up to launch.
- Get re-featured by Valve post-launch -- the better the game does on launch, the more likely they are to feature in future promos.

Biggest Visibility Problems

Visibility: At launch, we'll be competing for press/streamer/LPer/gamer attention with:

- All the other indie games that launch on or off of Steam
- All the AAA games that launch on or off of Steam
- All the interesting Kickstarters that come out

- (Etc.)

Over 50 indie games launched on Steam in January (typically a light month for launches) -- the sheer number and high quality of games being launched means that it is no longer sufficient to just send out a press release. (Ergo this document.)

Drunken Robot Pornography has been well received by the [press and LP channels](#) who have tried it, but remains relatively unknown. We have, like, a week left to turn this around.

Approach: High-Level

At a high level we want to do two things: create/enable creation of gameplay videos and cultivate a competitive community around the Drunken Robot Battle Royale.

Videos will take these forms:

- Dejobaan created Trailers, Twitch streams aaaaaaand [animated GIFs](#)
- Youtube LPs and reviews by others
- Twitch streams by us and others

Develop the Drunken Robot Battle Royale [community](#) to grow over time. Launch should serve as a catalyst. As of Challenge #6, we have about 40-60 people who make it on the leaderboards each week. To cultivate community and continue to build awareness we will:

- Stream (www.twitch.com/dejobaan) every Friday to announce the top players and roll out our challenges.
- Support any streamers/fans who want to show off the game (how?).
- Keep Twitch posted on what we're up to, because we like them.

Current Media/Content

Interesting media will help people talk about the game, so here's what we can create:

We have:

- [Drunken Robot Battle Royale Trailer](#)
- [Animated GIFs](#)
- [Screenshots, primarily of Titans](#)
- [The DRP Title Rap \(MP3\)](#)
- [Titan-Building Video](#)
- [Steam Guide + tutorial videos for building Titans](#)
- [Steam Workshop material generated by the community](#) (disclaimer: not responsible for player-created robo-penises.)

We can make:

- Tutorials with sexy voiceover (requires Alicia, Ichiro, and Rohit)
- Launch trailer (Ichiro)
- Screenshots depicting bullet-hell (Ichiro)
- More GIFs! (Ichiro)
- Arena building guides
- Streaming guides
- [Voiceovers in MP3 format for universal consumption](#)

NOTE TO SELVES: None of this matters if we don't make a fun game.

Design Documents

We made the [DRP Design Document](#) public:

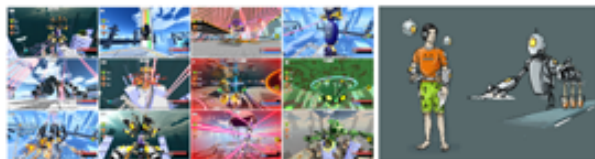
Drunken Robot Pornography -- Final Ever Design Document (PUBLIC)



Ichiro: Good day. This doc's done, yo. Totally done.

Summary

- This is for [Drunken Robot Pornography](#), our jetpack bullet-hell FPS now on [Steam Early Access](#).
- This is a quick alpha [trailer](#), which is, of course, out of date.
- This describes the final project from beginning to end, and serves as a roadmap for November dev.



Additional fodder for interviews/posts include:

- Narrative/backstory docs
- VO scripts
- [Blog posts](#)

These might also be used for in-game content post-launch, non-playable content, or out-of-game “fun” reads.

In-Development Media

DRP's been in development for 2 years, and was based on our own Inago Rage, so the following media's potentially useful in a "making-of":

- [Inago Rage](#) video, screenshots, description
- The "Giant Robot Pornography" prototype (based on Inago Rage)
- Screenshots and alphas from previous years' PAXes
- Aforementioned [blog posts](#)

Drunken Robot Battle Royale

The Drunken Robot Battle Royale (DRBR) is a challenge level that changes every Friday at 3PM EST. Players have one week to get on the leaderboards, for glory and ALL of the marbles. The top players will receive prizes in the form of our fellow indies' games, but the real prize is Dejobaan's undying love and the adulation of other gamers. [DRBR trailer](#).



Leaderboard adulation:

1 - 10 of 50 entries		Page: 1 2 3 4 >>
#1	axo_tio_axo	90,614
#2	Splerp	90,450
#3	CAT PLANET! :3	85,764
#4	Jepp	84,357
#5	stratosis	83,833

We can proooobably make something prettier.

Why did we start DRBR?

DRP players liked competing on leaderboards; this focuses that around a single level that changes regularly:

- Give players new content each week and encourage them to compete.
- Limit the duration of the content so that people are motivated to play/discuss.
- Give the dev team a way to experiment with new mechanics and content.
- Benefit from streamers and video creators in the same way that Spelunky does, with its daily challenge.

What is DRBR doing for Drunken Robot Pornography?

- Players return to play the game each week.
- They also attend the weekly DRBR show on Twitch.
- They even create/stream videos about how best to best the levels.
- The DRBR trailer was one more substantial way to get the word out about DRP.
- DRBR keeps the team playing with/against/for/around the community.

- DRBR has given the team an opportunity to talk to players on the forums and social media, enabling us to build community.

User Generated Content

Players can create Titans and the arenas they fight in.



How is UGC helping DRP? How might it impact DRP going forward?

- Extending gameplay: we have [300+ Titans and arenas in Steam Workshop](#) and this will likely grow once we launch.
- UGC opens the doors to all sorts of competitions around building and related gameplay.
- UGC gives us way to talk to players and bring them into the development process.
- Potential Steam Workshop monetization (players can sell their creations) in the future?

Encouraging and Celebrating Players

Why celebrate players?

There are many games out there, but our best players have chosen to become awesome at DRP. This is gratifying for us as game developers, and it *actually doesn't take much effort to show that*. It has the added benefit of getting them more excited and talking about the game, which gets the team excited to do other neat things within it. It's this huge feedback loop which results in the entire world playing DRP at the exclusion of eating or sleeping.

The Giant Robot Construction Set has resulted in some [AMAZING UGC](#). Players have put tons of time and creativity into building interesting Titans and arenas -- our next step is to draw up a plan to make this more visible.

How will we celebrate and encourage players?

DRBR:

- Maintain a weekly discussion topic focussed on DRBR and update it with leaderboards twice a week.
- Engage competitors on Twitter, Steam Forums, and other social media (we've traditionally been pretty quiet here).
- Invite players to join our weekly Twitch streams for Q&A.
- Help players stream their play (how?).

- Help creators stream/create videos of their content (how?).
- Promote players/creators on Dejobaan social media channels and in the [Dejobaan Fan Club](#) (how?).
- Give prizes to top 3 DRBR players and creators each week

Communication Channels

Press

General approach is to reach out via email or Twitter, and follow up once at launch.

Past Press

Here's all the press we've received over the past 2 years. Many are press release reprints or very light PAX-related coverage. Many are out of date, having covered only the early alpha from around March 2012.

- [Classic Game Room](#)
- [Kotaku - Mike Fahey - I'd Play This Game Even If It Wasn't Called Drunken Robot Pornography](#)
 - "I'd Play This Game Even If It Wasn't Called Drunken Robot Pornography"
- Rock Paper shotgun - [Alpha article](#), [Build Titans](#)
- Joystiq - [Article 1](#), [Article 2](#)
- [Gamasutra - Interview by Mike Rose](#)
- [Shacknews - Drunken Robot Pornography coming from AaaaaAAaaaAAAaaAAAAaAAAAA!!! dev](#)
- [Eurogamer](#) - Battle Royale
- [IndieStatik](#) - The Funky Gospel of Dejobaan
- [Blue's News](#)
- [Destructoid](#) - Early Access + PAX East
- [Examiner](#) - 5 Reasons to Play
- [Inside Gaming Daily](#) - PAX Prime 2013
- [Leviathan](#) - PAX East 2013
- [2Old2Play](#) - PAX East
- [That Damn Pixel](#) - best of PAX East 2013
- [Dig boston](#) PAX East
- [AllThingsGaming](#)
- [Combocaster](#)
- [URChicago](#) - review - 4/5
- [Rebel Gaming](#)
- [SegmentNext](#) - Battle Royale
- [GameReactor](#) - Battle royale
- [FPSGuru](#) - Preview

- [GameZone Interview](#)
- [NextPowerUP - Battle royale](#)
- [DualShockers - DRBR](#)
- [Greenlit Gaming - multiple](#)
- [Blackman 'n robin](#)
- [MCV - Battle royale](#)
- [Games Fiends](#)
- [DiYGamer](#)

Past Press Releases

We do press releases primarily to communicate news major milestones in existing product or product launches. Here are all the [past press-releases](#) for DRP.

Press Outreach Schedule

Press Outreach for DRP will lead with the email below and a pointer to this document.

- **Monday and Tuesday, 2/10-11:**
 - Contact 20 major press sites via Twitter, provide launch date and URL, [ask for best contact].
- **Wednesday, 2/12:**
 - Launch announcement, Q&A DEADLINE (**no press release!**), with Steam Early Access preview codes, launch date, price hike announcement, media.
 - Post to Gamespress.
- **Friday, 2/14:** Make sure that every contact has a Steam Key in hand by CoB
- **Monday and Tuesday, 2/17-18:** Follow up with all press via Twitter regarding launch reviews.
 - Tweet? (Rohit)
- **Tuesday, 2/18:** Launch press release to [whom?] and Games Press.

YouTube LP'ers and Twitch Streamers

Videos that feature DRP > 500 views as of 2/9/2014, [Playlist](#):

[RandonsPlays](#) - 236,772 views - Portuguese

[Eligorko](#) - 69,138 views - Russian

[Zoomin.TV Games](#) - 44,421 views - English

[IndecomCompany](#) - Classic Game Room - 43736 views English

[Lazy Game Reviews](#) - 30,027 views - English

[BenzaiLive](#) - 18,936 - French

[BebopVox YOGSCAST](#) - 14,700 views - English

[HerrDekay](#) - 11,510 views - German

[MisterebriO](#) - 10,474 views - Portuguese

[LetsPlayPoRusski](#) - 6902 views - Russian
[The KedosZone](#) - 6012 views - German
[JsmithOTI](#) - 6505 views - English
[Deluxe345](#) - 5,253 views - English
[First Person Stranger](#) - 1423 views - English (multiple 1k videos)
[yessikziiig](#) - 1171 views - English
[DreamerMikeeGaming](#) - 1144 views - English
[The FearRiser](#) - 1132 views - English
[NoFrag](#) - 1127 views - English
[st380](#) - 904 views - English
[Dehixem](#) - 748 views - French
[JimAndNathDoTheGames](#) - 727 Views - English
[requisitosdejogos](#) - 640 views - Spanish
[MASSIVE Gaming](#) - 630 views - English
[TheAweDude110](#) - 561 views - 511 views - English
[HolierThanTau](#) - 524 views - 511 views - English
[The Indie Game Promoter](#) - 511 views - English
[Gametrailers](#) - 6600 views - English

Video Producer Schedule

Video Producer Outreach for DRP will lead with the email below and a pointer to this document.

- **Monday and Tuesday, 2/10-11:**
 - Contact all video contacts via Twitter or email, provide launch date and URL, [ask for best contact].
- **Wednesday, 2/12:**
 - Launch announcement, Q&A DEADLINE (**no press release!**), with Steam Early Access preview codes, launch date, price hike announcement, media.
 - Post to sub reddit
- **Friday, 2/14:** Make sure that every contact has a Steam Key in hand by CoB
- **Monday and Tuesday, 2/16-17:** Follow up with all press via Twitter regarding launch videos and streams.
- **Tuesday, 2/16:** Launch press release to [whom?] and Games Press.
 - Publish streaming calendar

Video Producer Outreach

Youtube Channels to contact:

- Contact all the major channels because obvious, consider a small number of exclusives
- Identify channels between 1000 and 100,000 and send them keys and background info to encourage them to produce content. These channels have to work harder to grow, lets help them help us
- Pixelprospectors new list: <http://videogamecaster.com/>

- Nerd^3

Twitch Streams:

There is no way (that we know of) to search for Twitch Streams that have featured DRP so we rely on twitter to keep track. We will use the following techniques to identify new channels to approach:

- Search for live streams covering top indie games at prime-time
- Search Twitter for the same thing
- Talk to Other Indie devs to identify channels
- Look at Pixel Prospectors list - <http://videogamecaster.com/>
- Explore Speedruns and other teams: <http://www.twitch.tv/team/srl>
- Use search phrases on twitter to find streamers: <https://twitter.com/search-advanced>
 - indie game stream
 - indie game lets play
 - what indie game stream + question

Known twitch channels not active on Youtube:

- twitch.tv/greenlitgaming
- <http://www.twitch.tv/vinesauce>

Possible Twitch launch event: Line up Indie-Friendly Twitch Streams and organize a multi-twitch where Dejobaan will stream for 12 hours on launch day. <http://multitwitch.tv/>

Social Media

Reddit

Previous Reddit posts:

- [Live-writing the final game design document for Drunken Robot Pornography \(PC, Steam\) in a shared Google Doc.](#)
- [Drunken Robot Pornography: Steam keys for the final public alpha of our giant robot 3D bullet hell shooter. From the creators of AaaaaAAaaaAAAAaAAAAaAAAAA!!!](#)
- ["Drunken Robot Pornography" free closed alpha from Dejobaan Games. Please sign up and we will send you a key.](#)
- [Drunken Robot Pornography Beta Steam Keys from Dejobaan Games: round 2. 700+ Redditors got keys the last time, they are all automatically in for round 2.](#)
- [Drunken Robot Pornography: New Intro Video Rap](#)
- [As promised, the *finalized* design document for Drunken Robot Pornography made public in hopes of entertaining and informing everyone. always. forever.](#)
- [Video: Drunken Robot Pornography - User Generated Titans](#)
- +20 items submitted by others

Reddit Outreach has helped us gain alpha testers, grow the Fan Club, and get the word out during

Early Access. Possible actions:

- Launch-day post on r/indiegaming and r/games
- Subreddits to post on r/speedruns, r/letsplays
- Run giveaways on friendly subreddits such as r/yogscast, r/nerdcubed?
- Post keys to subreddits for major streamers and LPs to get support for them to play us?
- Giveaway on friendly subreddits with target groups who would help get the game out there

Imgur

We've only done one post so far: <http://imgur.com/a/CfHkW>

Twitter

We use twitter informally to communicate with developers, press and our fans. [@Dejobaan](#) is Ichiro, who is a regular user with daily conversations. [@RoRoDejobaan](#) is Rohit, who uses Twitter primarily to communicate with press, youtubers, and streamers.

We also use Twitter to monitor discussion and press pickup around our games. For launch, [@RoRoDejobaan](#) will use it to connect with video producers and the occasional press outlet

Facebook

<facebook.com/Dejobaan>

We've posted things like these:

- Come watch the Drunken Robot Battle Royale Show today, Friday February 7th at 4pm ET/ GMT-5
- Preview of tomorrow's Drunken Robot Battle Royale arena. Have you been playing? Have you seen the Week 3 results? Because there's hours left to BEST AXO!
- OMG! Our first cover track for Future Shock in Ugly Baby, by Mataata von Muscality. I'll have to have the game do something special if you play it.

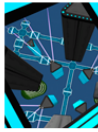
Continue to post these things to FB:

- Updates on DRBR
- Reviews
- Fan-Club related offers

However, Facebook has been throttling views, requiring payment for views. Therefore, should we focus further on other channels?

Dejobaan Fan Club

It's our [mailing list](#), where we give out prototypes, coupons, and free games.



Exclusive access to early prototypes and experiments

Steam coupons for our own games and indie friends' titles too!



Exciting media, games, and secrets. Not boring news.

It have a small but growing (10k?) audience, and will mention the launch on launch day.

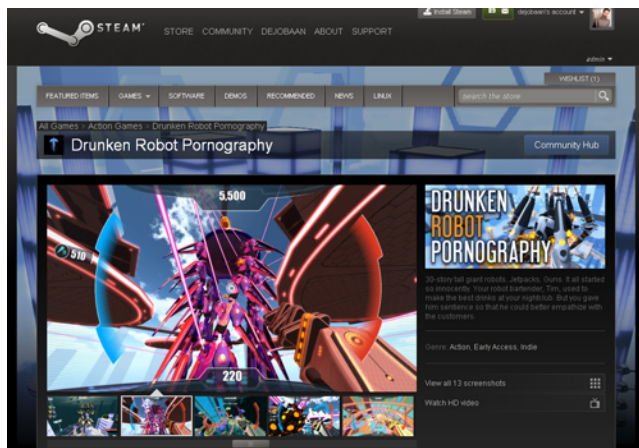
NOTE TO SELVES: None of this matters if we don't make a great game.

Steam/Resources

Breakdown of Steam client pages, for our reference:

Steam Store Page

This will be many players' first exposure to DRP:



Important elements:

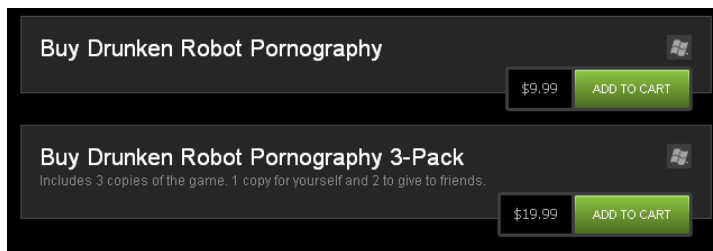
- **Game title:** DRP.
- **Capsule logo:** visible in various interfaces. Should be eye-catching without being obnoxious. I mean the title's already pretty out there.
- **Trailer:** Jump right into the action. DO NOT START WITH 10 SECONDS OF LOGOS. GOD! The trailer must be effective, even with audio off, both for hearing impaired players and because Steam mutes by default
- **Screenshots:** Sexy but also informative. This is most people's first view of the game.

And then:

- **Description:** I think we could put a copy of Rossum's Universal Robots here. Do people read the description? I'm not sure!

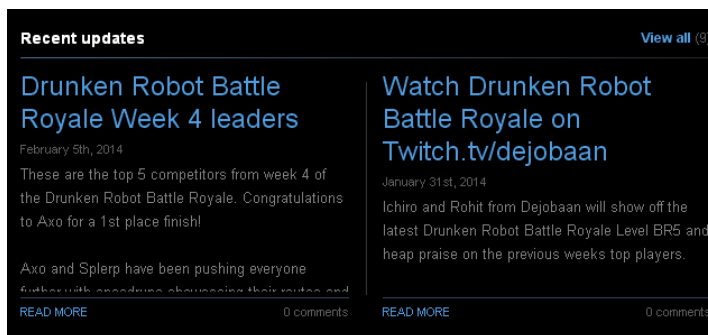
Purchase Options

Open Q: Do we need to change these options for launch, beyond increasing price? Bundle with Aaaaa! and so forth?



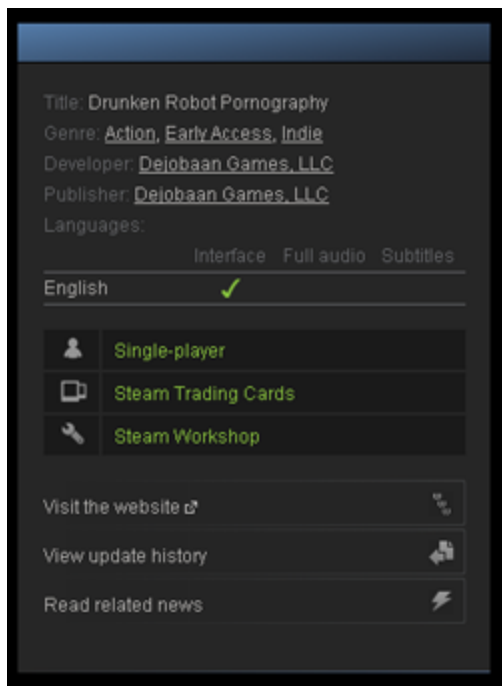
Recent Updates

Open Q: How to best use this?



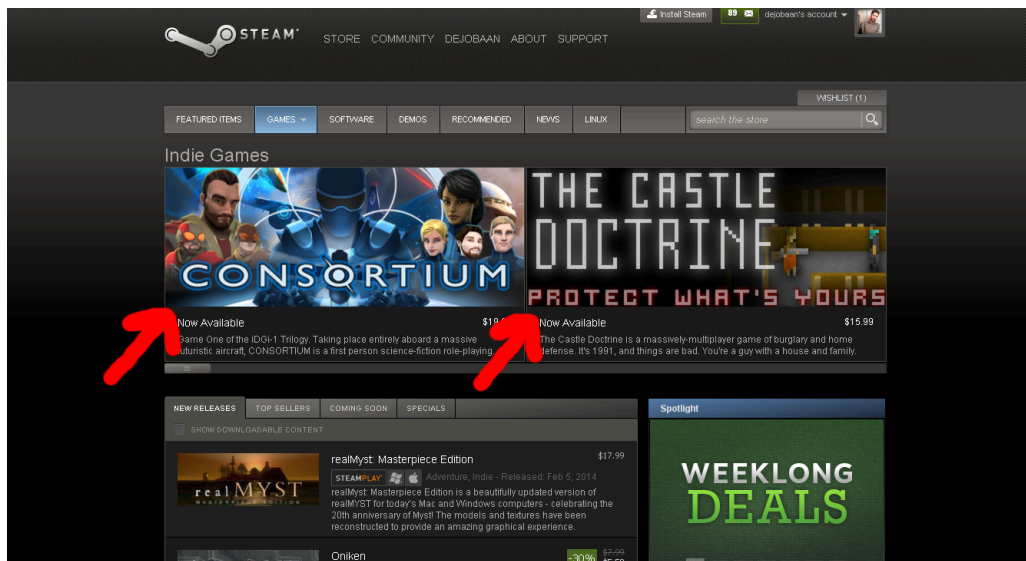
Overview Panel

Open Q: Changes needed?



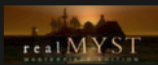













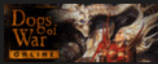









Capsules/Logos

These (ideally) appear on the front page! They should draw potential fans in.

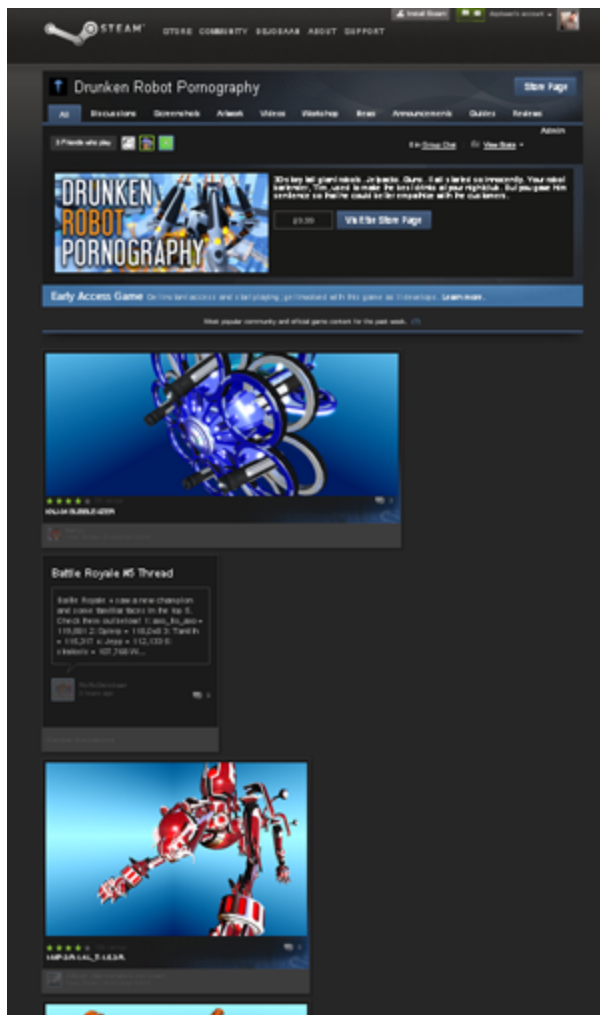


DRP logo should also stand out in New Releases and other lists:

NEW RELEASES	TOP SELLERS	COMING SOON	SPECIALS	
<input type="checkbox"/> SHOW DOWNLOADABLE CONTENT				
	Masters of the World - Geopolitical Simulator 3		-10%	\$49.99 \$44.99
 Simulation - Released: Feb 5, 2014				
	realMyst: Masterpiece Edition			\$17.99
   Adventure, Indie - Released: Feb 5, 2014				
	Nightmares from the Deep: The Cursed Heart		-25%	\$6.99 \$5.24
    Adventure, Casual - Release...				
	Oniken		-30%	\$7.99 \$5.59
    Action, Indie - Released: Feb...				
	Dogs of War Online			Free to Play
 Free to Play, Strategy - Released: Feb 4, 2014				
	Agarest: Generations of War		-50%	\$19.99 \$9.99
 Adventure, RPG, Strategy - Released: Feb 4, 2014				
	Sentinel 3: Homeworld		-15%	\$6.99 \$5.94
 Action - Released: Feb 3, 2014				
	Aqua Kitty - Milk Mine Defender		-10%	\$6.99 \$6.29
 Action, Indie - Released: Feb 3, 2014				

Community Hub

It's at steamcommunity.com/app/209060, and Rohit will groom towards/after launch.



Finality

That's all for now. Thank you for reading! Have you read our [Public Game Design Doc?](#)
www.dejobaan.com