

Squanch Games Marketing Example 1

Written by Charley Arksey

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12/17/2020, V5

FADE IN:

WATZ AND TIPPY, TWO GLORKON CLONES, STANDING ON A CASTLE WALL.

WATZ

Hey, you, listen!

TIPPY

Yeah, listen up, you!

WATZ

We have important news about a brand new virtual reality video game: Trover Saves the Universe.

TIPPY

Yeah, it's for PC, PS4 and XBOX One.

WATZ

It's \$29.99 on Steam.

TIPPY

Woah, that's like the price of an e-cigarette.

WATZ

Yeah, you kids think e-cigarettes are so cool, like a new Michael Bay movie.

TIPPY

And Michael Bay sucks!

WATZ

Yeah, E-cigarettes give you popcorn lung.

TIPPY

And Michael Bay gives you popcorn brain.

WATZ

You should play Trover Saves the Universe instead, because it's not bad for you. I mean, yeah, we swear sometimes. But so what?

TIPPY

Yeah, so f\*\*king what!

WATZ

There's also wholesome family moments.

TIPPY

Yeah, we do whatever the f\*\*k we want!

WATZ

Hey, go easy, man, we're trying to make them buy the game.

TIPPY

Yeah, so buy the game or get the f\*\*k out of here!

CUT TO: TROVER SAVES THE UNIVERSE LOGO

TIPPY (V.O)

Trover Saves the Universe. Out now.

FADE OUT:

Squanch Games Marketing Example 2

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12/10/2020, V1

FADE IN:

WATZ AND TIPPY, TWO GLORKON CLONES, STANDING ON A CASTLE WALL

WATZ

Hey you!

TIPPY

Yeah, you!

WATZ

Look, it's a brand new virtual reality  
video game: Trover Saves the Universe!

TIPPY

It's for PC, PS4 and XBOX One.

WATZ

Yeah, this game has explosions, and  
graphics, and doo-dads -- But you need to  
buy it, you freeloader!

TIPPY

Yeah, Woodstock is over hippie!

WATZ

It's \$29.99 on Steam.

TIPPY

That's like the price of... six cantaloupes.

WATZ

Yeah, so would you rather have six stupid  
cantaloupes to eat with your dumb mouth,  
or hours of video game explosions and  
light sabers --

TIPPY

And sex. Tell them they'll get sex.

WATZ

Yeah, sex sells. If you play this game you'll have sex, like in the next 6 months to 24 years, if you're old enough, and emotionally ready, and your mom says you can.

TIPPY

Yeah, that was sexy.

CUT TO: TROVER SAVES THE UNIVERSE LOGO

TIPPY (V.O)

Trover Saves the Universe. Out now.

FADE OUT:

Squanch Games Marketing 3  
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12/10/2020, V1

FADE IN:

WATZ AND TIPPY, TWO GLORKON CLONES, STANDING ON A CASTLE WALL

WATZ

Yo, over here!

TIPPY

Yeah, right here!

WATZ

Here it is, the brand new virtual reality  
video game: Trover Saves the Universe.

TIPPY

It's for PC, PS4 and XBOX One.

WATZ

It's \$29.99 on Steam.

TIPPY

Yeah, you should buy it. And then tip us!

WATZ

Yeah, tip us like we're sexy homeless  
bartenders who cut hair.

TIPPY

Yeah, tip us and we'll valet your car.

WATZ

Cause we got expenses, man. You see that  
castle.

TIPPY

We bought it off the dark web.

WATZ

Yeah, and we have to pay for electricity.  
It's not all torches and drawbridges, ya  
know? We have a dishwasher.

TIPPY

And we lease a Lexus.

WATZ

I mean, we're really in the hole here. We  
owe Nicholas Cage money.

TIPPY

Yeah, he told us to invest in Kabuki  
masks. And we went all in, baby.

WATZ

Then we bought all those scientology  
secrets.

TIPPY

And rented Porn Hub videos.

WATZ

About butt stuff.

TIPPY

Yeah, feminist butt stuff.

WATZ

Man, how are we going to end this?

TIPPY

The same way Nicholas Cage ended Birdie.

CUT TO: TROVER SAVES THE UNIVERSE LOGO

TIPPY (V.O.)

Trover Saves the Universe. Out now.

FADE OUT: