

Valorant Replay system and New Game Mode: Retake Simulation

By: Mikhal Behboudnia

ADVERTISING PLAN

EXECUTIVE SUMMARY

1

Retake simulation: This is a new game mode focusing on post plant scenarios, players will have to work together to play retake and defuse spike. It is aimed at all players no matter what skill level; we hope this accomplishes better communication between players and help increase their tactics when playing other game modes (especially in competitive and unrated). It will be mostly based off your MMR to ensure everyone in your game is on a similar skill level.

Replay System: The most awaited moment is here; the replay system will finally be live. Our community has been asking for this for some time now. While we apologize for the delay, we've been working on making sure the system will not affect the quality of the game or the players. The replay system will get triggered at the end of a round if someone gets an ace/6k or ends in a clutch. At the end of the match, you will have the option to download your game, this way players can analyze their gameplay. It Will also be helpful for content creation and allowing them to produce engaging and insightful content.

Conclusion: This project aims for a first-quarter launch in 2024, We will kick off the new act with new retake simulation game mode and then in the subsequent episode we will bring in the replay system. This phased approach assures a seamless integration of both features, with this we hope our community can give us their feedback to further perfect and optimize our game.

CAMPAIGN OBJECTIVES

2

Within this next quarter, we hope to do 5 things:

1. **Generate excitement and hype:** We will be promoting this in clips that will slowly hint at the new features that will be coming out; having the pro scene talk about their experience in the beta testing.
2. **Increase Player Retention:** Providing new features that will cater to various skill levels. The Retake Simulation and Replay System are designed to offer both casual and competitive players a fresh and immersive experience.

3. **Content Creation Promotion:** We Encourage our players to share their gameplay highlights, strategies, and funny moments, which will contribute to a higher online presence for Valorant.
4. **Build trust and transparency:** We will address the delay in bringing the Replay System with sincerity. Building trust and transparency within our community is one of our top priorities. We will assure them that the system has been thoroughly developed to maintain the game quality and players' experience.
5. **Generate Positive Press Coverage:** Positive press coverage and reviews from gaming media outlets by highlighting the unique aspects of Retake Simulation and Replay System. The media exposure should attract new players and excite the existing ones.

TARGET AUDIENCE

3

Our target audience is very diverse, it includes and is not exclusive to, Competitive gamers, Tactical shooter Enthusiasts, Fans of Hero-based Gameplay, Gaming community Influencers, and our young adult audience.

ADVERTISING CHANNELS

4

CHANNEL	OUTLET <i>if applicable</i>	RATIONALE
Social media	Twitch, YouTube, X	These are our strongest media platforms, and the most used platforms by the gaming community
Display Ads	Valorant tournaments	It will get current players more interested and excited
Influencer Partnerships	–	Collaborate with gaming content creators to try it during last beta test that they can stream/make videos for the viewers to get hyped

CREATIVE ELEMENTS

5

ELEMENT	DESCRIPTION
Visuals	Use engaging visuals that highlight the product's features and benefits.
Tagline	"Show us your moves with the long-awaited Replay System." "Refine Your Reflexes, Master the Retake with the new game mode Retake Simulation"
Message	"Elevate Your Gameplay, and Dominate the Moment"

BUDGET ALLOCATION

6.

CHANNEL	AMOUNT	% of TOTAL	
Social Media	\$5,000	25%	
Display Ads	\$5,000	25%	
Influencer Partnerships	\$10,000	50%	\$20,000

CAMPAIGN SCHEDULE

7.

PHASE	TIMELINE
Teaser Phase	Weeks 1
Content Creation Preview	Weeks 2
Community Engagement	Weeks 3
Campaign Launch and post launch	Week 4

PERFORMANCE METRICS

8

METRIC	TARGET
Click-Through Rate (CTR)	4%
Conversion Rate	12%

CONTINGENCY PLANS

9

In case of low engagement, we should adjust our budget and ask teams in the pro-scene if they are willing to do some type of tournament for the new game mode

ROLES AND RESPONSIBILITIES10

ROLES	RESPONSIBILITIES
Marketing Manager	Overall campaign strategy and coordination.
Creative Team	Development of visuals, copy, and taglines.
Digital Marketing Specialist	Execution of digital advertising efforts.

COMPETITOR ANALYSIS11

While many FPS Games are not free to play, our game offers fair play for everyone regardless of if they pay for skins or not, as the skins do not give any bonuses and is just for aesthetic. We have created strong presence in the Esports community even though we only launched the game 3 years ago and we will continue to do our best to stand out from our competitors even more

LEGAL AND COMPLIANCE12

Make sure we stay transparent with our community and remind them about the user agreement they signed, and we will be taking action against those who behave inappropriately. Our Advertisements shouldn't be misleading in anyway.

APPROVAL PROCESS13

The Marketing Manager, Creative Team, and Legal Department will review and give final approval to the campaign strategy.

BRAND GUIDELINES14

We will adhere to brand guidelines throughout the campaign to ensure consistency in messaging, visuals, and tone.

