

The Arcadia Report

Launch Strategy

Table of Contents

- **About** What is The Arcadia Report?
- **Channels** Core marketing channels for the launch
- **Launch** Funding and launch plan
- **Promotion** Launch promotion and advertising
- **Future** What next for The Arcadia Report

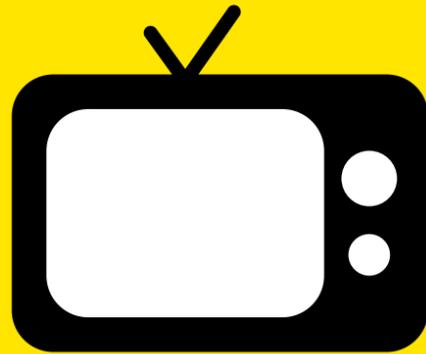
The Arcadia Report

The Arcadia Report is an immersive murder mystery experience, transforming your city into an escape room.

You don't read about a detective, you are the detective. Travel to real world locations to unlock clues and uncover the secrets of Arcadia as you delve into corrupted records of a failed startup with murderous consequences.

An experience unique to you, the locations around you become part of the game and can trigger messages from the killer or even real time murders for you to solve.





Social Channels

Core marketing and promotion channels

👁️ Social Media Content

Social media will be used to establish an audience pre-launch and build hype around the mystery to encourage word of mouth promotion.

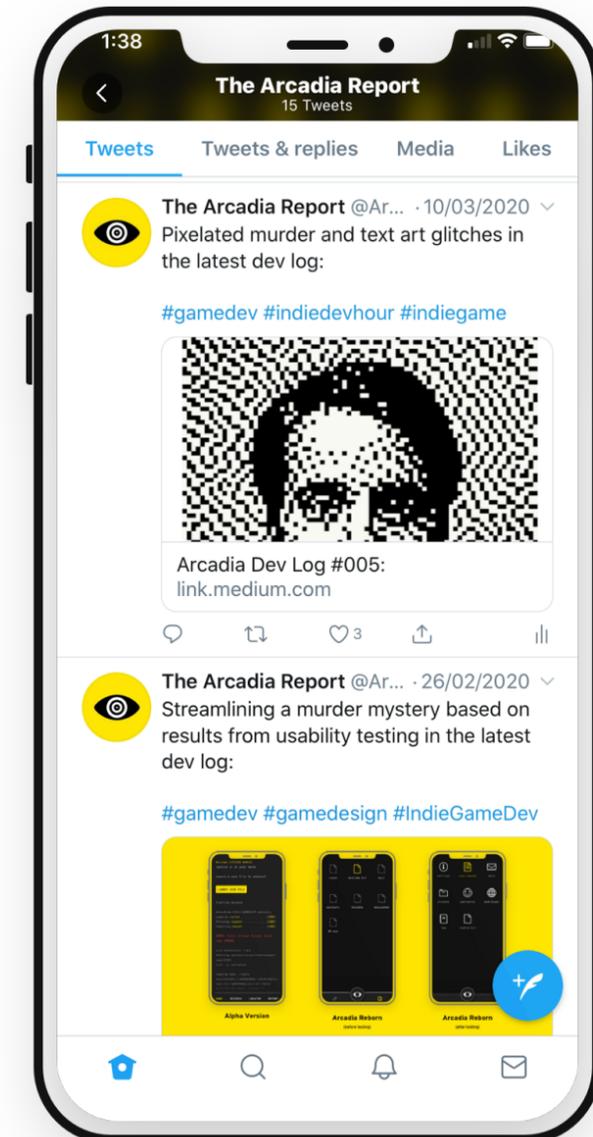
For the initial launch, marketing efforts will be primarily focused on indie gamers and true crime fans between the ages of 18-34 as early adopters.

Content

- Puzzles & teasers
- Hype-building
- Sneak peaks
- Mysterious clues
- AI news and articles

Hashtags

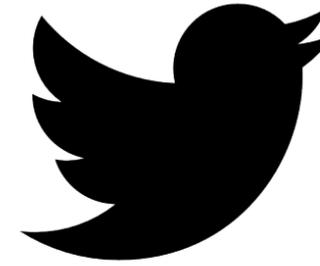
- #ArcadiaReport
- #EyesOpen
- #Justice4Arcadia
- #IndieDev
- #IndieGame



Core Social Media Channels

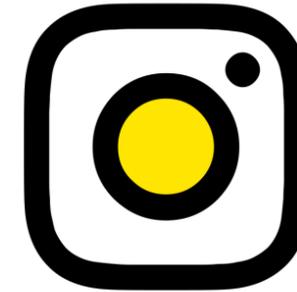
Twitter (@ArcadiaReport)

Focuses on news and involvement in the indie game development scene.



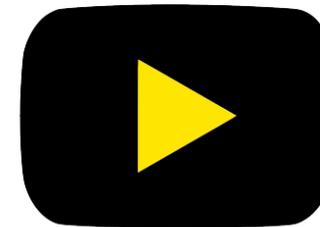
Instagram (@theArcadiaReport)

Dedicated to the teaser clues and mystery snapshots from the Twitter feed. Post launch will be focused on building community involvement and encouraging players to share their location snapshots when they submit evidence. The feed will feature the best locations and unlikely solutions.



Youtube (Studio Redacted)

The Youtube channel is for the new media studio behind The Arcadia Report and geared towards gamers and developers. Trailers, gameplay clips, and development livestreams pre-launch will be aimed at attracting indie gamers and let's play streamers as early adopters.



Website and Blog

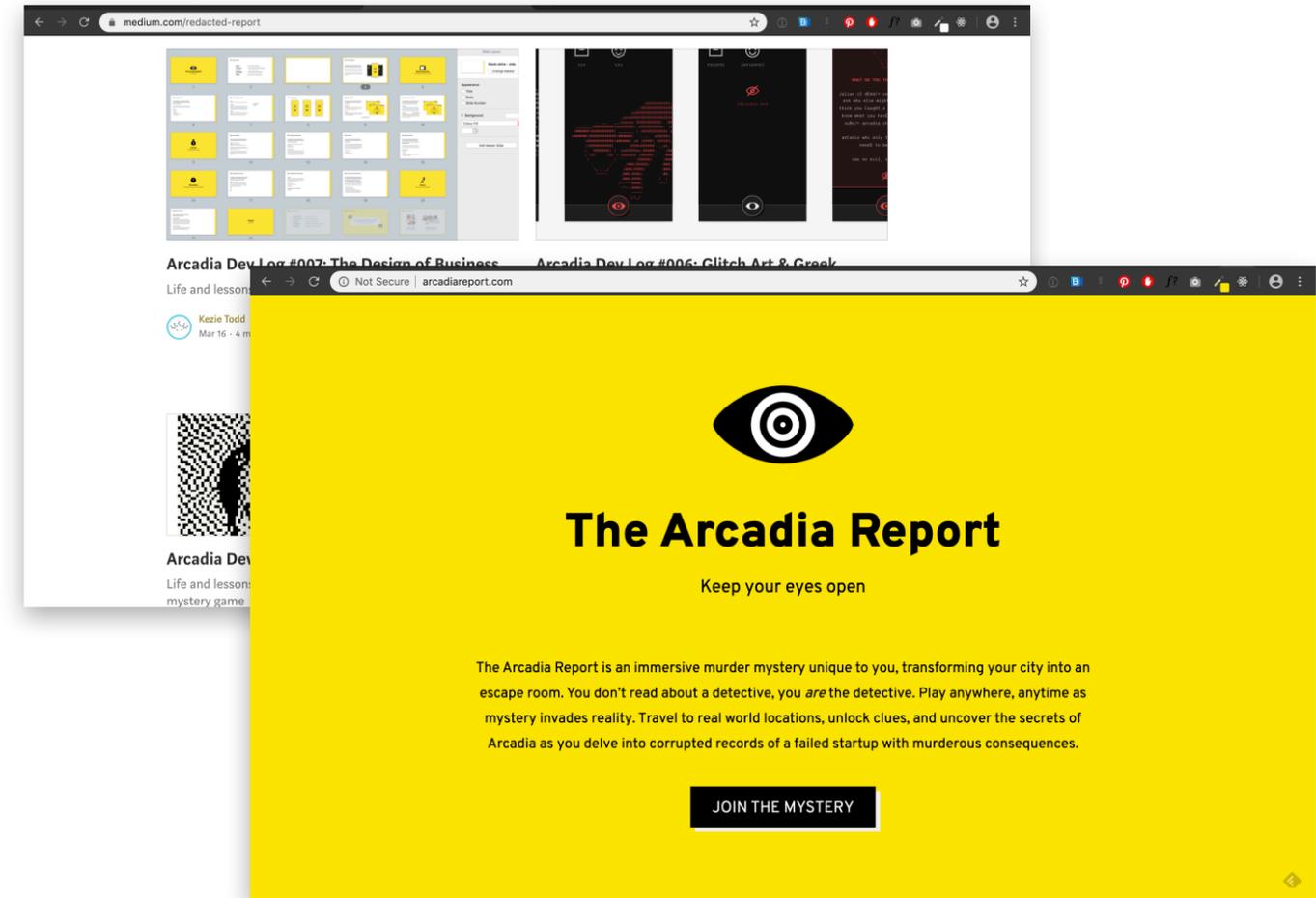
The website is the true home of The Arcadia Report. It is the answer to which the mysteries across the social channels point.

The Website

The website explains how the game works and drives viewers to either download the game for free or sign up to the Redacted Report mailing list here for exclusive secrets plus AI and gaming news.

The Blog

To help engage gamers and fellow indie developers, there is The Redacted Report blog for weekly development logs and articles which can also be shared to other platforms (such as itch.io) to spread the word.



www.ArcadiaReport.com

The Redacted Report

The Redacted Report is a weekly newsletter where fans can keep up to date with the latest news, exclusive secrets, and help shape the future of the mystery.

Pre-Launch

The newsletter is focused primarily on building a strong audience pre-launch and cultivating a sense of engagement. Each week showcases exclusive updates and play testing opportunities, plus a round up on AI and gaming news, to match the tone of the mystery and pique interest.

Post-Launch

For the launch, the newsletter will serve as a metric to gauge how many sales might be expected and whether self-publishing is viable. After that, it will continue to build the community and deliver exclusive secrets and announcements for upcoming cases.



Redacted Report Newsletter



Launch

Funding and launch strategy

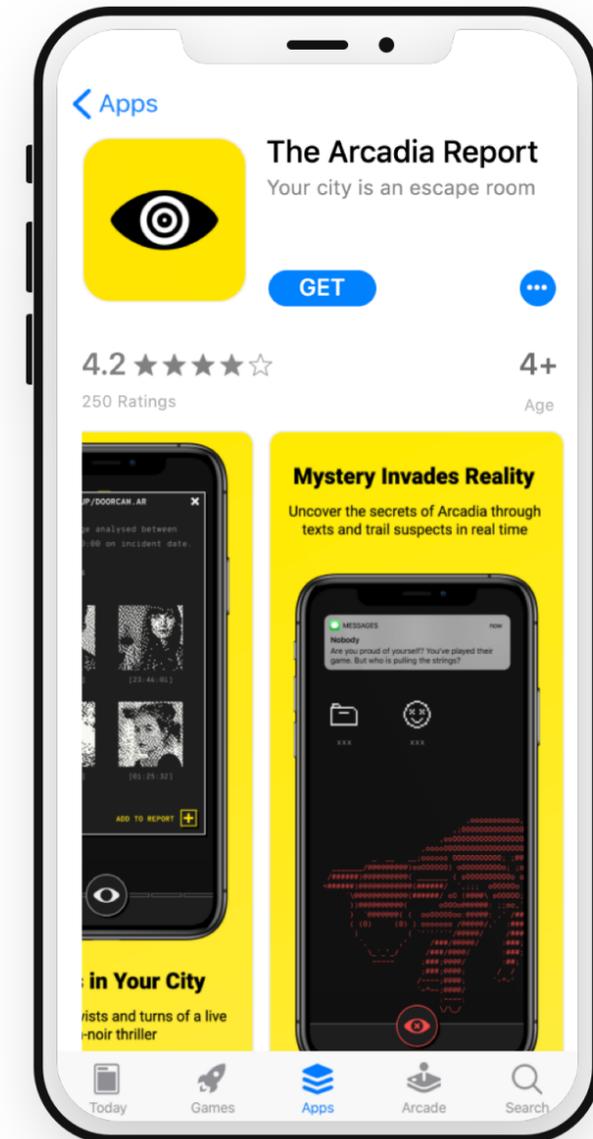
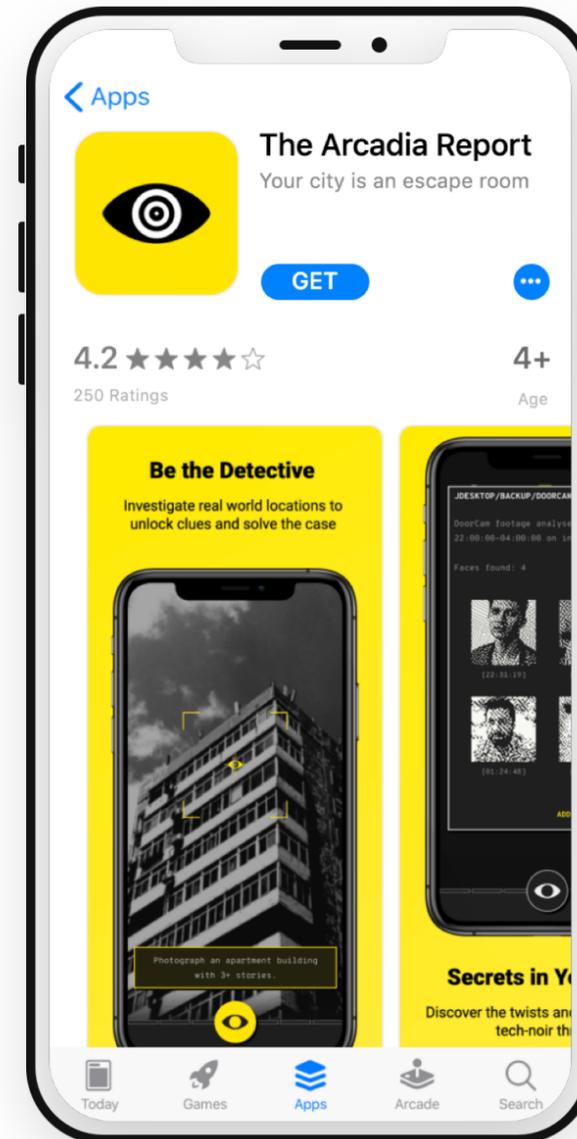
Launching the App

At launch, The Arcadia Report will be available as free-to-download app with three in-app purchasing options.

- **Gumshoe** - Digital only, pay-per-case.
- **Private Eye** - Complete digital subscription.
- **Chief Inspector** - Collector's edition with premium physical boxset.

For the initial launch, The Arcadia Report will be digital-only. The introduction and first case are free to play. Players can then purchase the first case to unlock the resolution and subscribe to future cases.

This means as soon as the first case is ready, the game can launch on Google Play and the App Store to start bringing in feedback and revenue from subscribers. This revenue will help build out the remaining cases while the first is live.



Funding Future Development

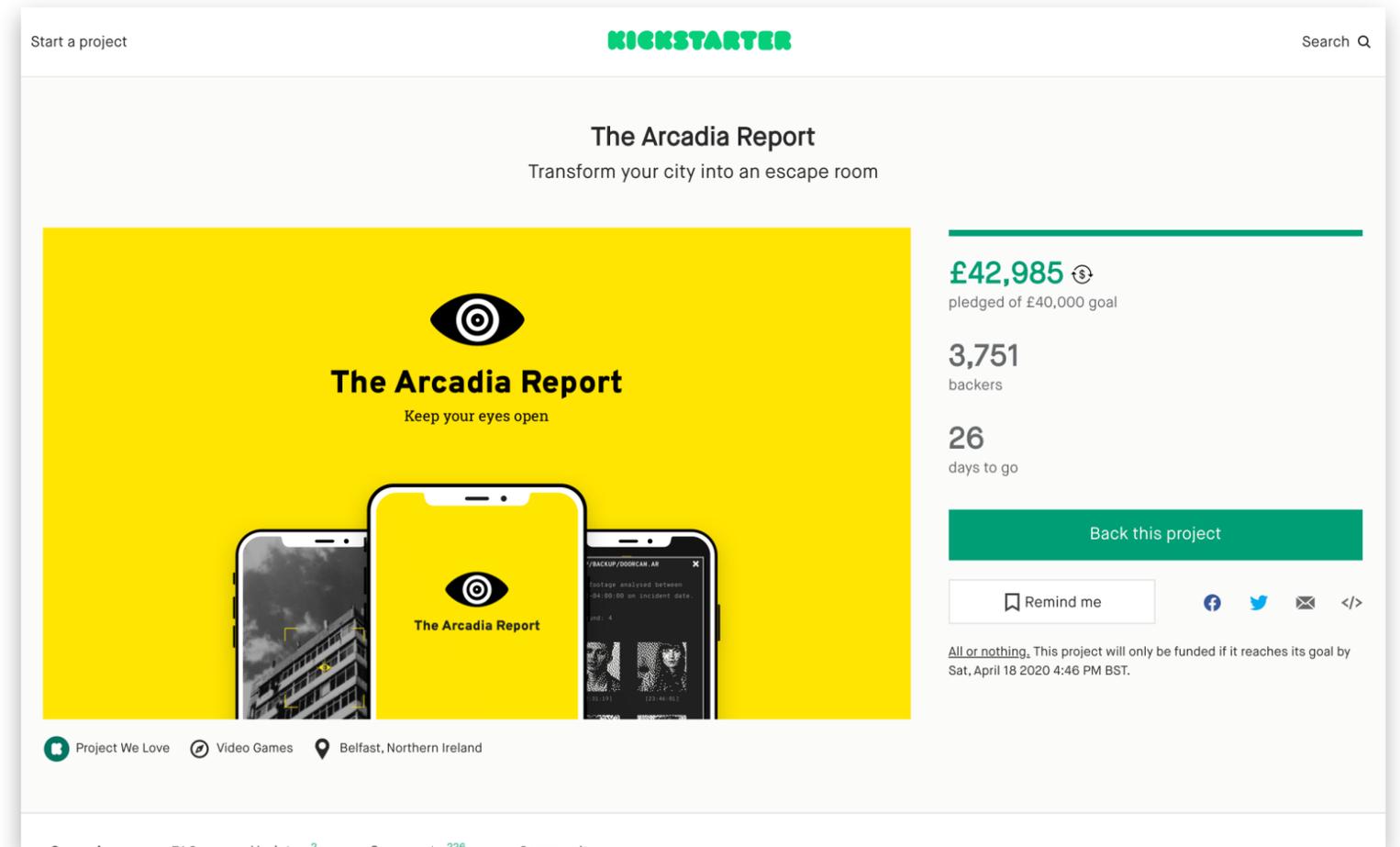
The Arcadia Report will launch with the first case to begin generating revenue and feedback early while the rest of the cases are developed.

To fund initial development costs, targeted grant options include:

- UK Games Fund
- TechStart Concept Grant
- Propel Pre-Accelerator

Collector's Edition

If the audience is substantial enough to self-publish, the next step will then be a Kickstarter to launch the Collector's Edition. This will cover printing costs of premium artefacts for the boxset which will ship with the highest tier subscription include physical booklets expanding the backstory, exclusive clues and codes, plus Arcadia merchandise.



The screenshot shows a Kickstarter campaign page for 'The Arcadia Report'. The campaign title is 'The Arcadia Report' with the subtitle 'Transform your city into an escape room'. The main image features a yellow background with the Arcadia Report logo (an eye icon) and the text 'The Arcadia Report Keep your eyes open'. Below the image are three smartphones displaying the app interface. On the right side, the campaign has raised £42,985, which is 107% of the £40,000 goal. There are 3,751 backers and 26 days to go. A green button says 'Back this project'. Below that is a 'Remind me' button and social media sharing icons for Facebook, Twitter, Email, and a code icon. At the bottom, there is a note: 'All or nothing. This project will only be funded if it reaches its goal by Sat, April 18 2020 4:46 PM BST.' The page also shows navigation links for 'Campaign', 'FAQ', 'Updates 2', 'Comments 226', and 'Community'.

Speculative kickstarter campaign

Trade Shows

To garner industry press and potential publishing or funding deals, The Arcadia Report will hit the road for game trade shows.

The aim is secure free showcase space through indie game submission competitions to reduce costs and ideally garner indie award nominations and wins to promote The Arcadia Report. The pitch will be honed through more local competitions (such as UUSU Shark Tank) and funding rounds to ensure the best shot at these highly competitive slots.

Top Trade Shows to Target:

- Pocket Gamer Connects
- GDC Independent Games Summit
- EGX Rezzed





Promotion

Getting people talking about The Arcadia Report

Gamers

To spread the word and build hype around the mystery as launch approaches, marketing efforts will focus in on promoting to indie gamers and true crime fans.

Gaming Forums and Blogs

Updates, development logs, and answering community questions on dedicated indie and mobile gaming channels: particularly reddit and itch.io. With enough groundswell, The Arcadia Report can then ideally be featured on high profile industry blogs such as Pocket Gamer.

Targeted forums and blogs:

- itch.io
- [r/IndieGaming](https://www.reddit.com/r/IndieGaming)
- [r/IndieDev](https://www.reddit.com/r/IndieDev)
- [PocketGamer.com](https://pocketgamer.com)



[Follow Arcadia on itch.io](https://itch.io)

Mystery Fans

Podcasts

Features on true crime podcasts can spread the word to mystery fans, especially those who by virtue of listening to the podcast may be both mystery fans and looking for activities to entertain them on their commute. Targeted podcasts include:

- My Favourite Murder
- Jensen & Holes: The Murder Squad
- Crime Junkies
- Unsolved Murders

For dedicated mystery readers, The Arcadia Report would also aim to garner recommendations on:

- Crime Writers On...
- Read or Dead



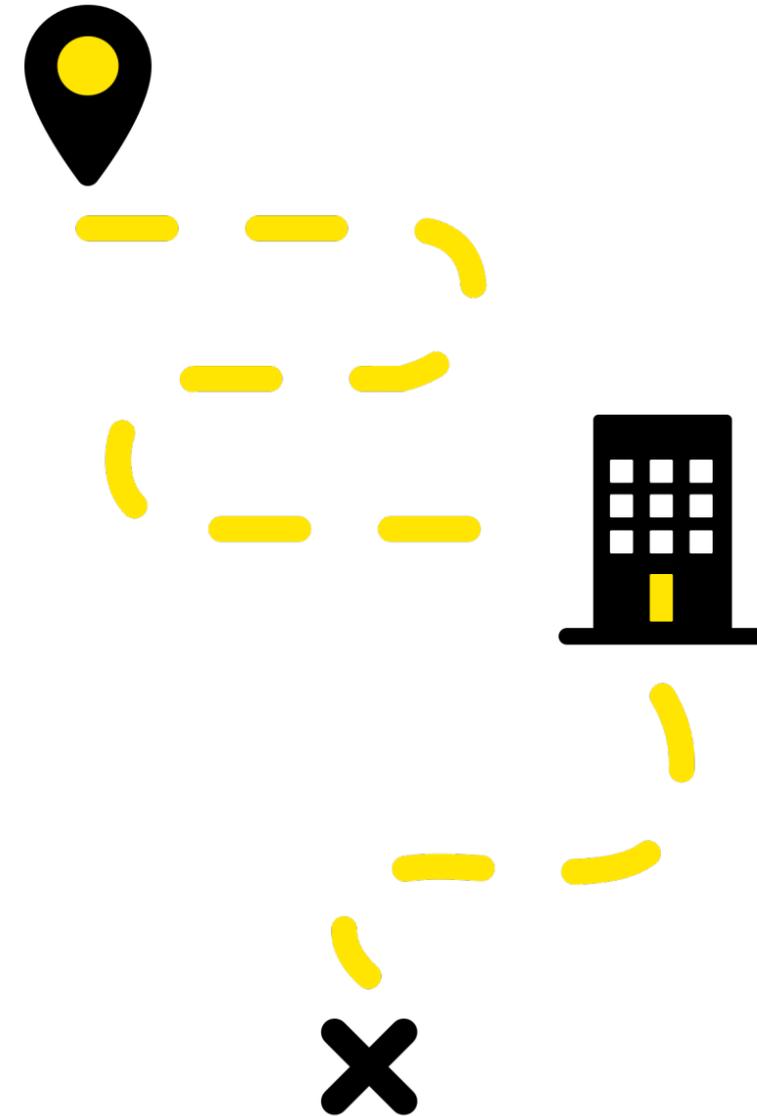
Set Piece: Arcadia Invades Reality

To stand out and raise awareness, The Arcadia Report will build hype with a marketing set piece. This will be an 'alternate reality game': an interactive narrative that plays out in the real world.

The scope would depend on the amount of funding available but a smaller scale version could be created to play out any around any trade show attended to demonstrate the gameplay while garnering media attention.

The narrative might be told across:

- Fake twitter feeds for key characters.
- An Arcadia Inc website for the fake startup.
- Mystery trails around select cities/shows, which highlight the gameplay of Arcadia. Savvy players who spot the clues online will be directed to real world locations to unlock prizes and subscriptions.





Future

What next for The Arcadia Report?

More Than a Game

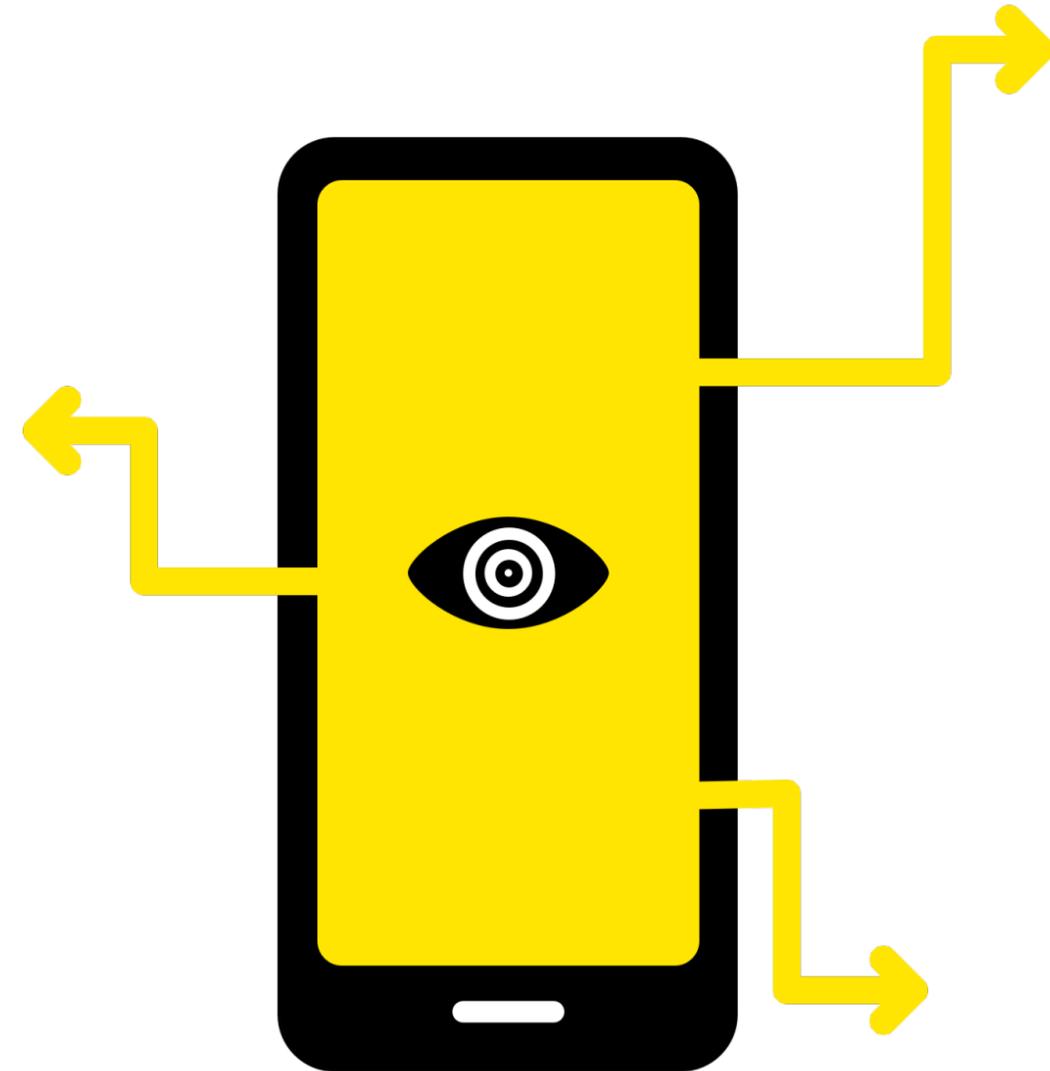
The Arcadia Report is much more than a game, it's a platform for stories you experience.

A Narrative Platform

If The Arcadia Report proves successful, the underlying platform can expand to power any number of unique experiences. The possibilities are endless: from bespoke corporate onboarding trails to exploring 'haunted' locations with friends. Any city can be an escape room. This also opens up licensing potential of both the platform and unique IPs generated.

Strategic Partnerships

The location-based gameplay also opens up alternate avenues of revenue in the form of local partnerships with different shops or tourism sites which could become special locations in games to drive footfall.



Thanks

Stay Alive