



**ÜBER  
STRATEGIST**

**PLAYING TO WIN, TOGETHER!**

< ABOUT US >

# WHO *IS* ÜBERSTRATEGIST?



Founded in 2014, ÜberStrategist Inc. is a multi-award-winning PR and marketing agency focused on providing the highest level of service to the gaming, technology, and entertainment industries. Although headquartered in the bustling Raleigh-Durham region of North Carolina, our team of nearly 30 public relations, influencer, event, social media, community management, and content marketing professionals are based across the United States, Canada, the United Kingdom, Europe, and Asia, allowing for truly global capabilities.

As a 2022 and 2023 recipient of Inc. Magazine's Inc. 5000 award and 2022 Inc. Power Partner award, we are one of America's fastest-growing privately owned companies and among roughly 250 global firms recognized for consistently helping our clients grow and achieve success.

Proudly veteran-owned, we celebrate, encourage, and commit to diversity in the workplace, with most of our leadership positions held by women, veterans, and LGBTQ+ team members. As we firmly believe that our role is to leave the world in better shape than we found it, a significant portion of our proceeds also goes to supporting charitable causes.

< ABOUT US >

# OUR TEAM

We've scoured the globe to assemble a team of the most talented and experienced individuals in the industries we serve.



**MARIO R. KROLL**  
*Founder & CEO*  
Raleigh-Durham, US



**CAROLYN CRUMMEY**  
*COO, CMO, CPO*  
Raleigh-Durham, US



**JESSICA TIMMS**  
*Director, PR Services*  
Central California, US



**ALEXA TURNESS**  
*Manager, Event Services*  
Gwynedd, Wales



**KIMBERLEY MASSI**  
*Executive Assistant*  
Toronto, CA



**TESS NIHILL**  
*Sales & Operations Coordinator*  
Chicago, US



**CJ Melendez**  
*Sr. PR Account Director*  
 San Francisco, US



**SAM STEPHENSON**  
*Campaign Mgr, Influencers*  
 Kent, UK



**JASMINE JAMES**  
*Sr. PR Account Manager*  
 Wolverhampton, UK



**BRETT BUREN**  
*PR Account Manager*  
 Los Angeles, US



**JAMES ROBINSON**  
*Jr. PR Account Manager*  
 Toronto, CA



**IAN MULLER**  
*Sr. Consulting Publicist - Tabletop*  
 Atlanta, US



**JENNY CABRAL**  
*Sr. Consulting Publicist*  
 Los Angeles,



**BROOKE NICHOLSON**  
*Jr. PR Consulting Publicist*  
 Virginai Beach, US



**MICHAEL HRUBY**  
*Influencer Executive*  
 Toronto, CA



**TABITHA BEIDLEMAN**  
*Sr. PR Account Coordinator*  
 Raleigh-Durham, US



**SEAN WALSH**  
*PR Account Coordinator*  
 Baltimore, US



**JAE DENISE ADOLFO**  
*Coverage Tracking*  
 Riza, PH



**LUIE MAGBANUA**  
*Coverage Tracking*  
 Paranaque City, PH



**JENNIFER FLOWERS**  
*Sr. Copywriter & Content Strategist*  
 Chicago, US



**MARIA NORECEL**  
*Graphic Design*  
 Surigao, PH



**ARIS GINETTE**  
*Website Design & Dev.*  
 Caloocan, PH



**JANA DELA CUEVA**  
*Operations Assistant*  
 Rizal, PH

# WHO *are our* CLIENTS?

At any one time, we partner with a limited number of high-quality clients and currently focus exclusively on the **gaming, tech, and entertainment** industries.

Developers & Publishers (Indie to AAA)

Event Organizers & Tradeshow

Technology & Service Companies

Hardware & Accessory Companies

Tabletop & Board Game Publishers

Comic Book Artists & Publishers

Film & Documentary Producers

Not-for-Profits & Charities

Non Endemic Brands

## < OUR CLIENTS >

Collectively, our team has brought more than 100 games, products and services to market.

Here are **some** that we've had the pleasure of collaborating on with our clients:

### BRANDS WE'VE WORKED WITH



## < OUR CLIENTS >

Over **90 percent** of our work comes through word of mouth referrals.

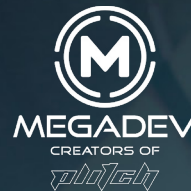
Here are **some** of our past and present clients:

### GAMING



< OUR CLIENTS >

## EVENTS, ESPORTS, MEDIA & TECH



< OUR CLIENTS >

## NOT FOR PROFITS



the  
**ablegamers**  
charity

*Brazil*  
**Games**

**GAME  
JAM+**  
▲ DEVS IN THE WORLD



**GAME  
MARKETING  
SUMMIT**



**OPERATION  
SUPPLY DROP**



  
**Take This**

**JIMMY FUND  
LET'S  GAME**  
DANA-FARBER CANCER INSTITUTE

 **Thrive  
GAMES**

# WHEN IT COMES TO PR AND MARKETING, WE KNOW THE GAME!

At ÜberStrategist, we are more than just a PR and marketing agency. We are your strategic partner in the ever-evolving landscapes of gaming, entertainment, and technology.

We offer a full-suite of services - PR, influencer marketing, content marketing, social media, event services, community management, and paid and sponsored media - all under one roof. So whether you are launching a new product or service or looking to build your brand... or both... we can help you find the success you desire!



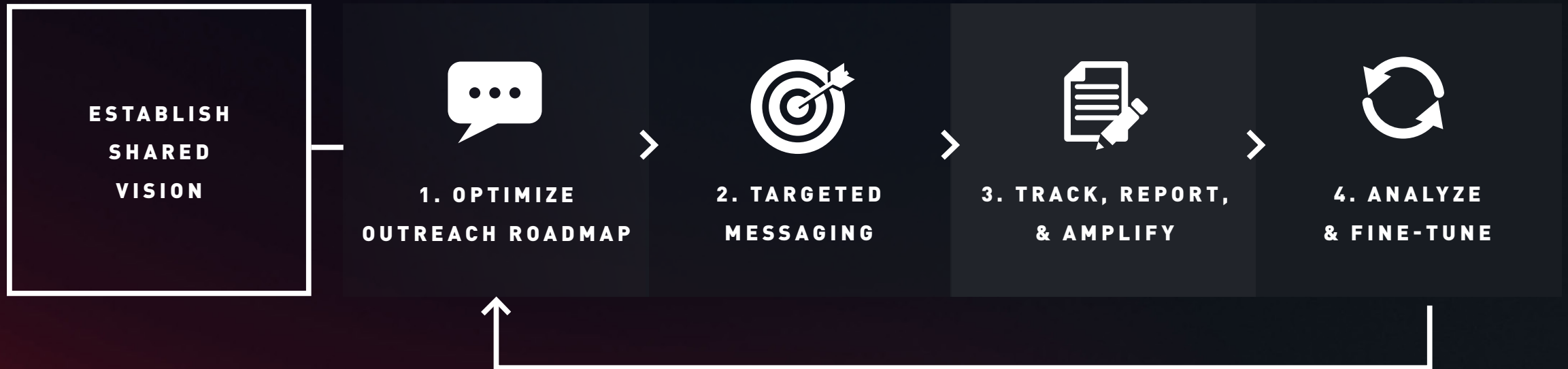
< OUR PUBLICITY PROCESS >

# PUBLIC RELATIONS

Watch your brand soar to new heights as our PR experts weave their magic, creating stories that captivate hearts and minds. For over a decade, we've been helping companies reach the media they desire by telling compelling stories that they want to share with the world.

< OUR PUBLICITY PROCESS >

# OUR PUBLICITY PROCESS



# TELLING YOUR STORY

**Our priority with any client is to intimately know them and their business.**

We want to deeply understand your vision for your game or service – its backstory, mechanics, target audience, inspirations, competitors, and aspirations. This will help us craft a compelling story that the media and gamers want (and need) to hear. Go wild; this is your baby!

Once your game or service is available, we put it through its paces. Why? So we can provide honest feedback from an outsider and industry veteran perspective.

We build a flexible outreach roadmap based on your milestone timetable. We consider asset availability, pending features, industry trends, the competition, and important variables to recommend ideal outreach timing and content. We'll also help you discern what's newsworthy for maximum focus and positive impact.

Collaboratively, we compose the most effective messaging. We share your voice but “translate” it into a format and dialect that is most likely to elicit a positive response from editors, bloggers, and content creators (YouTube streamers, Twitch broadcasters and others).

< OUR PUBLICITY PROCESS >

# OUTREACH THAT WORKS

**We target outlets and influencers most likely to respond to your offer through targeted one-on-one media pitches and compelling outreach.**

We distribute your approved press releases and media alerts to appropriate segments of our editorial database – **nearly 10,000 gaming, entertainment, technology, business, esports, and lifestyle editors.**

We also work with **over 3,500 content creators** – from up-and-coming streamers to influencer rockstars, athletes and esports pros, celebrities, and stream teams – to offer both organic and paid opportunities that showcase your product or service in **meaningful, engaging, and exciting ways on live streams and on-demand**

**video channels.** As an added value, we also **amplify your positive coverage achieved on our social media channels.**

These are carefully segmented by geography, platform, genres, circulation and numerous other key demographics that allow us to precisely target your outreach to the influencer audience that is most likely to respond positively.

We track opens, clicks and replies, following up tactfully with personalized outreach and ICYMI (In Case You Missed It) alerts, without nagging (or annoying) editors. Then we analyze results, collaborate with you to enhance or add messaging, and plan the next outreach activity by updating the outreach timeline.

# BEYOND THE PITCH

**We handle the cumbersome bits:** vetting legitimate editors and established content creators, future interest tracking, and managing requests for preview or review product keys, code or samples.

We help fine tune interview responses and actively look for non-traditional exposure opportunities for you – panels, advisory calls, roundtables, etc.

You're always in the know. We provide real-time and comprehensive campaign coverage reporting. We distill coverage highlights, recommend pull quotes, share outlet reach, and summarize tone of the coverage, along with suggested follow-ups.



< P U B L I C I T Y >

We help you get the maximum amount of **meaningful, positive publicity** for your company, product or service. Our clients were recently featured in:

VIDEO GAMES & TABLETOP GAMES



*Outlets represent some of the coverage achieved for our clients.*

< PUBLICITY >

INTERNATIONAL, NATIONAL & LOCAL



Bloomberg

BUSINESS  
INSIDER



CBC



The Daily Star

Entrepreneur

Forbes

FORTUNE

HOBBYCONSOLAS

The  
Guardian

THE  
HUFFINGTON  
POST



INDEPENDENT

THE  
IRISH  
TIMES

Los Angeles  
Times

Mashable

METRO

msn

NEWYORKPOST

The New York Times

Newsweek



The  
News&Observer

San Francisco  
Chronicle

The Telegraph

The  
Washington  
Post

WSJ

Outlets represent some of the coverage achieved for our clients.

< P U B L I C I T Y >

TECH & HARDWARE

TopTenREVIEWS

ANANDTECH

ars TECHNICA

c|net

CHIP

Computer  
Bild

ct

DIGITAL  
TRENDS

engadget

GIZMODO

HOT HARDWARE

IEEE  
SPECTRUM

linus  
techtips

MAXIMUMPC

MOTHERBOARD

NOTEBOOKCHECK

PC  
MAGAZINE

PC-WELT

Pocketlint

<> recode

SLASH  
GEAR

TC  
TechCrunch

TECMUNDO

techradar.

tom's HARDWARE

VentureBeat

THE VERGE

Windows  
Central

WIRED

YAHOO!  
TECH

ZDNet

*Outlets represent some of the coverage achieved for our clients.*

< PUBLICITY >

ENTERTAINMENT & LIFESTYLE



billboard



CBR.com



COLLIDER



DEADLINE

DREAD  
CENTRAL



EDMTUNES

Esquire

EXPRESS.co.uk

FANDOMWIRE

FANGORIA

GEEK  
SUNDRY

heavy.

THE  
Hollywood  
REPORTER

IMDb

lifehacker

LAD  
BIBLE

MAXIM

Men'sHealth

Military.com

music :) ally

NME

PLAYBOY

Paste

RollingStone

SCREENRANT

SocialTimes

SYFY

TRENDS  
HUNTER



VARIETY

YOU'RE DM

VICE

Outlets represent some of the coverage achieved for our clients.

< PUBLICITY >

ESPORTS

The Daily Dot

DEXERTO

DOT ESPORTS

ESPN

THE  
ESPORTS  
REPORTER

FOX  
SPORTS

GFINITY

ESI ESPORTS  
INSIDER

LEGAL SPORTS REPORT

TEO

MOBILE

48Apps  
.com

ANDROID  
AUTHORITY

androidcentral

ANDROID  
POLICE

DROID  
GAMERS

Mac Life

POCKET  
GAMER

POCKET TACTICS

toucharcade

WE GOT THIS  
COVERED

*Outlets represent some of the coverage achieved for our clients.*

< OUR PROMOTION PROCESS >

# PROMOTION

With extensive senior level expertise in advertising, marketing, and promotional events, we provide you with tried-and-true and out-of-the-box ideas to help you achieve maximum exposure at reasonable costs.



The background of the slide features a stylized illustration. On the right side, there is a person wearing a wide-brimmed hat and a light-colored shirt, leaning over a red surface. On the left side, there is a large, stylized brain icon. The overall color palette is dark with blue and red accents.

< OUR PROMOTION PROCESS >

# INFLUENCER MARKETING

**We get your brand or product in front of creators and their audiences on platforms such as Twitch, YouTube, Tik Tok, Twitter, and Instagram.**

Would you like to get your brand featured on creators' channels but have no idea how to start? That's where we come in.

Our experienced, dedicated influencer team – with previous content creator campaign success on behalf of GungHo Entertainment, Wizards of the Coast, Blizzard, Gameforge, Bossa Studios, and many others – is here to help you achieve your campaign goals.

As a technology-forward company, we use a leading influencer platform that helps us find and engage with perfectly targeted content creators across a plethora of demographic criteria – geography, language, preferred game genre, competitive title played, audience characteristics, and many more. We can even provide you with a self-service dashboard where all campaign content, channel links, and influencer stats are available to you in near real-time.

Let us help you execute a perfect influencer campaign to meet your objectives, from a creative custom-tailored one-time product launch activation to long-term nurture, brand-advocate, or affiliate campaigns.

# CONTENT MARKETING AND PAID MEDIA

**We work with you to learn about your unique needs, value propositions, goals, and target audience so we can create marketing that sets your brand apart.**

In today's fast-paced digital landscape, building a standout brand in the gaming, entertainment, and tech sectors demands a dual-pronged approach. Our dedicated team intertwines the proven credibility of content marketing - blogs, steam page builds, email marketing, SEO - with the direct reach of paid and sponsored media campaigns. By leveraging the unique strengths of both strategies, we create tailored marketing plans that amplify your brand's visibility, foster authentic engagement, and maximize brand recognition.

Together, we're not just selling a product; we're crafting a narrative that resonates.

< OUR PROMOTION PROCESS >

# EVENTS & TRADESHOWS

**We have successfully organized over a hundred attention-earning press tours, themed press events and trade show appearances.**

We can do as little or as much as you require: help identify suitable venues, schedule editor or partner meetings, assist you with memorable activations or procure hardware and accessories. We can also bolster your “boots on the ground” team, connect you with cosplayers, spokesmodels, shoutcasters, celebrities, and more – or staff the entire event.

Or we can execute a soup-to-nuts completely custom press tour, community event, launch party, or handle your trade show participation, including exhibitor booth or hospitality suite. All you need to do is tell us your business objective and provide the budget. We’ll do the rest!

< OUR PROMOTION PROCESS >

# SOCIAL MEDIA *AND* COMMUNITY

**We help you build engaged communities and life-long advocates for your brand through creative and consistent content.**

Need help growing your presence on social media? Our team creates compelling and engaging content for Facebook, Instagram, Threads, X, and TikTok that helps you build an army of loyal brand followers.

We also have community management programs for assisting in managing your existing communities or building completely new community channels on Discord, Telegram, Reddit, etc. Our team works with you to develop and enforce your community guidelines and then manage engagement and populate or channels with regular, engaging, and audience-optimized content.

# **OUR EXPERTISE** *to fit* **YOUR BUDGET**

We do all this on a monthly retainer, with pricing based on services needed, the length of engagement, and a few other variables.

However, we love collaborating with folks just starting out, non-profits and smaller indies. We'd be thrilled to discuss working together with you in a manner that prioritizes your most pressing needs and fits your budget.



## BREAKOUT ATTENDANCE FOR TACTICAL-HORROR GAME LAUNCH EVENT

## GTFO

Developer **10 Chambers** enlisted ÜberStrategist's services to bring a fresh perspective to the ongoing PR campaign for its tactical multiplayer horror game **GTFO**, which was in its final year on Steam Early Access. We were tasked with PR support in the Americas and United Kingdom, where we promoted multiple game expansions — each preceded by hands-on media previews. We leveraged assets for subsequent outreach which played off of the game's horror narrative, with several pieces of copy stylistically written to match the game's lore. This creative approach greatly paid off when inviting media to attend **GTFO**'s launch event in San Francisco. Despite being faced with pandemic-related anxieties surrounding in-person events, **we filled every available slot with top-tier press outlets** — a feat thought to be impossible by other agencies.

- Secured launch event attendance by **Screenrant, Bleeding Cool, Game Rant, Fangoria**, and **MP1st.com**
- 13 Positive reviews obtained by Tier 1 publications **IGN, NME, Game Informer, WCCF Tech, The Escapist, Edge Magazine, Tecmundo, Tech Raptor, 3D Juegos**, and **The Gamer**
- Placed an exclusive launch developer interview with gaming network **G4TV**

“It's clever, creepy, and already surprisingly polished, and I can't wait to see where it goes from here.”





## ÜBERSTRATEGIST HELPS GUIDE LEADING ACTION MMO'S PATH TO ITS NEXT EXPANSION

# DESTINY 2: LIGHTFALL EXPANSION

Iconic game studio Bungie retained ÜberStrategist to lead its **North American PR efforts** for its massively popular action MMO, **Destiny 2**. Our team kicked off work with the annual Destiny 2 Showcase, where we shared a Save the Date and introduced ourselves to games media as the new regional point of contact.

In our ensuing engagement, we have assisted Bungie with news announcements, **facilitated numerous press inquiries, fostered relationships with key Destiny media, and developed unique activation ideas for upcoming content releases**. We have achieved consistent coverage from tier 1 publications such as **Wired, Forbes, GameSpot, GamesRadar+, Polygon, PC Gamer, IGN, The Gamer**, and others.

- **4,480** pieces of press coverage
- **2,748 pieces of tier one** (1M plus reach) press coverage
- **83 billion** potential impressions globally

“Destiny 2 is better than it has ever been, and Lightfall looks like it will only make it better.”





A SCI-FI CLASSIC MAKES WAVES IN 2022

# SYSTEM SHOCK MAKES A COMEBACK

As part of our ongoing engagement with acclaimed developer **Nightdive Studios**, we launched a PR and marketing campaign in 2022 to promote the upcoming **System Shock Remake** — which had acquired a new publisher, PRIME MATTER. Throughout 2022, we worked alongside Nightdive Studios and System Shock's new publisher to establish important PR and marketing beats in the form of key tier 1 exclusives and interviews, marketing activations, tradeshow meetings, and outreach — with us supporting PRIME MATTER's activities and supplementing with our ideas and media targets. This approach allowed us to leverage our expertise and **secure a significant amount of valuable coverage** for the game, which is one of the most anticipated titles of 2023.

- Over **1500 pieces of coverage**
- **394 pieces of tier one** (1M plus reach) coverage
- **4.5 billion potential impressions globally**

“Whether you're a fan who's eager to revisit this classic or you're someone completely new to it, I suggest you keep this anticipated remake on your radar and prepare to visit Citadel Station in March next year.”





## ANIME MEETS MYTHOLOGY IN A TURN-BASED MOBILE RPG

## DISLYTE

Renowned Chinese developer **Lilith Games** sought to increase visibility for its new turn-based RPG gacha game, **Dislyte**, ahead of its launch on mobile platforms. **Dislyte** gained quick recognition with relevant media globally following our coordinated exclusives with **GameSpot**, **Screen Rant**, and **TheGamer**. Our campaign included a strategic mix of news alerts, feature pitching, and embargoed review placements, resulting in dozens of stories and guides across core gaming and enthusiast press including **DOT Esports**, **ClutchPoints**, and **GiveMeSport**, as well as significant mobile gaming outlets **Pocket Tactics**, **Android Police**, **Pocket Gamer**, and **App Trigger**. As a result of our targeted pitching to anime enthusiast press, we secured notable features on **Crunchyroll** and **Honey's Anime**.

- Secured 271 pieces of coverage globally, **130 of which with top-tier (1M+) outlets**
- Estimated coverage impressions exceed 2.6 billion in total
- Additional notable coverage secured on RPG Site, GamingOnPhone, Gfinity, Flickering Myth, GohaRu, App Time, iMore, Touch Arcade, Millennium, JeuxVideo, and Game Skinny

“Despite referencing ancient gods of real-world myth, Dislyte’s world is one of present-day music and fashion...”





INFLUENCERS DRIVE EXCITEMENT AND SHINE A LIGHT ON  
BUNGIE'S LATEST EXPANSION

## DESTINY 2: LIGHTFALL EXPANSION

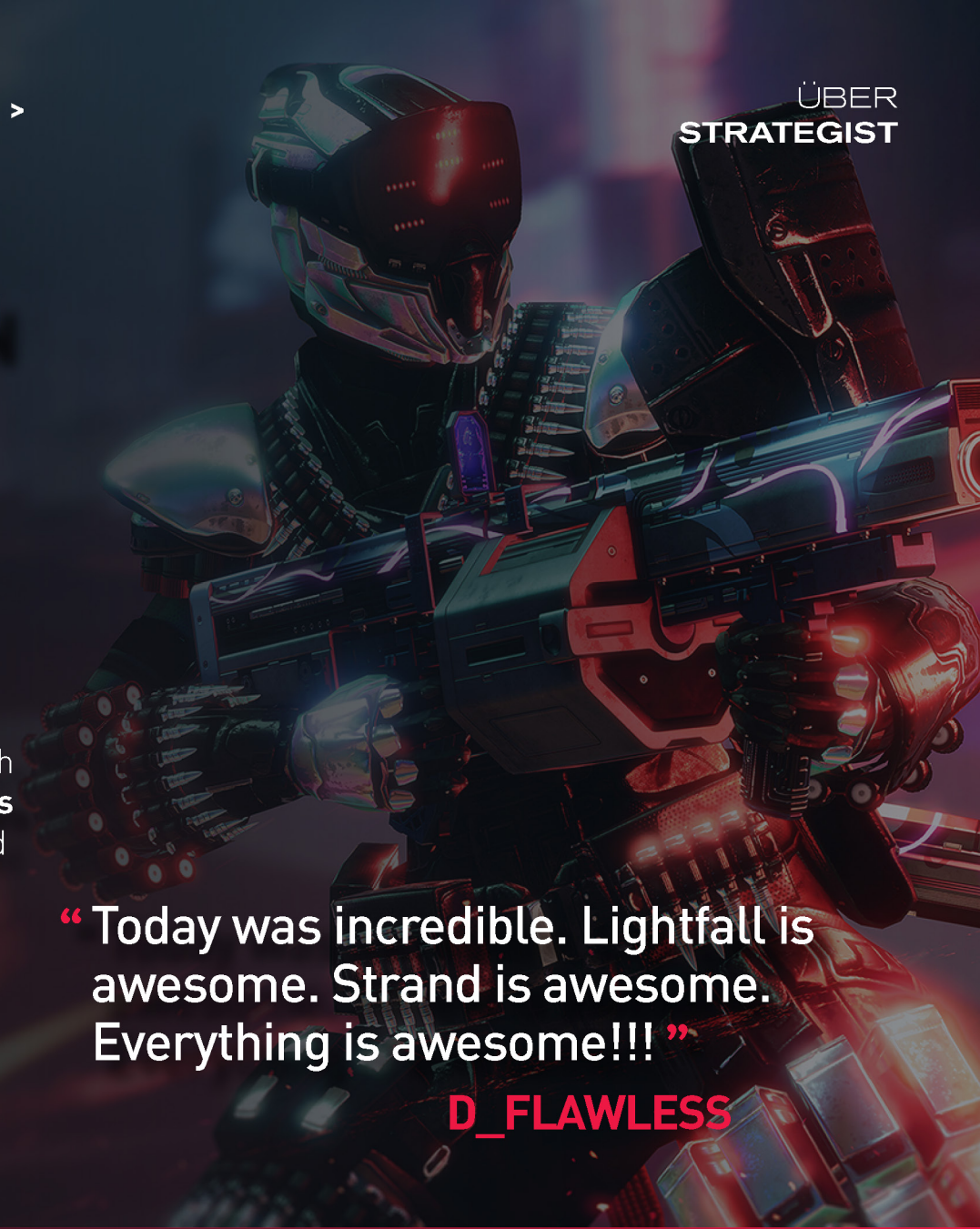
In **Bungie's Destiny 2: Lightfall expansion**, players are thrust into the enigmatic world of Neomuna to confront new threats and unravel hidden mysteries. To generate buzz and build anticipation for the launch, ÜberStrategist supported Bungie with their expertise, and **executed on an extensive influencer marketing activation**.

Our approach involved collaborating with a vast network of Twitch and YouTube influencers, supplying them with game keys and emblem codes for community giveaways, and bestowing exclusive perks on prominent influencers, such as launch kits and physical collector's editions. The outcome was phenomenal, as **influencers generated significant attention leading up to the launch**, resulting in an estimated **39 million impressions** and widespread acclaim for Lightfall's stunning graphics.

- **Estimated Impressions:** 39,000,000
- **Pieces of Content:** 120+
- **Estimated Participating Influencers:** 100+

**“Today was incredible. Lightfall is awesome. Strand is awesome. Everything is awesome!!!”**

**D\_FLAWLESS**





## TACTICAL SHOOTER GAINS WITH CREATOR COLLABORATIONS IN SIX DAYS IN FALLUJAH

# SIX DAYS IN FALLUJAH

**Six Days in Fallujah**, developed by **Highwire Games** and published by **Victura**, is a first-person tactical shooter that plunges players into the harrowing realities of the Second Battle of Fallujah. The game is based on true stories and offers a highly realistic combat experience. To amplify the launch, our team orchestrated a multi-faceted marketing campaign that **leveraged the game's unique selling points**, such as its realistic combat and procedurally generated maps.

We collaborated with **302 active creators** to generate a lot of engagement and awareness for Six Days in Fallujah. We distributed keys to drive organic content and also hosted several **creator and community-based activations** to keep players and community members engaged and continuing to play the game. As a result of our efforts, Six Days in Fallujah was able to quickly gain a reputation as a compelling and authentic military game experience.

- **53,000,000 estimated impressions**
- **3,097,000 estimated YouTube views**
- **227,000 estimated Twitch watch time (hours)**

“One of the most immersive cooperative shooters I’ve had the pleasure of playing”

Big Fry



## CREATIVE MARKETING CAMPAIGN MAKES WAVES FOR I AM FISH

# I AM FISH

**I Am Fish**, the enchanting successor to I Am Bread, is a physics-driven odyssey starring four brave fish friends on a daring journey to reunite after being separated from their home. Hoping to mirror the success of I Am Bread, game publisher **Curve Digital** turned to ÜberStrategist to generate buzz around I Am Fish's worldwide debut.

Our team developed a **marketing plan emphasizing the game's whimsical aquatic characters, perilous settings, and cutting-edge application of the Unity Engine.** Our efforts yielded a highly successful preview phase, with reviews secured from top-tier media like **IGN, PC Gamer, Rock Paper Shotgun, Game Rant, Screen Rant, PC Invasion**, and many others. It's safe to say that I Am Fish made a splash!

- **9.5 billion** total estimated impressions
- **216 pieces of coverage** spanning the campaign
- **104 Pieces of Tier 1 coverage**

“A physics-based fish out of water story that's equal parts hilarious and masochistic.”





< CASE STUDY >

ÜBER  
STRATEGIST

ÜBERSTRATEGIST PARTNERS WITH THE IGDA TO OFFER A STRESS-FREE GAMESCOM EXHIBITION EXPERIENCE

## B2B & B2C GROUP PAVILIONS AT GAMESCOM 2023

gamescom is the gaming industries largest tradeshow, with 320,000 visitors from over 100 countries and almost 1,250 exhibitors across nine halls. To take the stress out of exhibiting at gamescom, **ÜberStrategist partnered with the IGDA** to offer exhibition space and turnkey packages for a **stress-free gamescom exhibiting experience**.

The ÜberStrategist B2B Business Pavilion and B2C Demo Dome at gamescom 2024 consisted of turnkey **demo stations, private meeting rooms, and meeting tables**. Our comprehensive packages included **pre-event logistics, set up, tech, catering, a managed reception desk, and press appointment booking**, if needed. Our clients (including **Atari, Big Moxi, Bonsai Collective, DreadXP, Firestroke, Nightdive Studios, and Ziggurat**) were able to conduct business, gain visibility, and maximize their gamescom presence at an affordable price and without all the stress.

- Empowered **15 companies to exhibit at the world's largest gaming tradeshow**
- Over 100 press appointments booked by ÜberStrategist, and an estimated **500 meetings** held by clients
- **Over 2,000 visits** to the booths across five days

“The ÜberStrategist team was amazing. They handled everything with grace and flare.”





EXPERIENTIAL LAUNCH EVENT WITH REAL TANKS!

# WORLD OF TANKS: MERCENARIES LAUNCH EVENTS

**Wargaming** approached ÜberStrategist to discuss PR support in North America for their massively popular game — **World of Tanks** (Console). We supported ongoing outreach for content updates and player milestones, business development and marketing strategy, as well as launch activities for the game's expansion/rebrand, **Mercenaries**.

We executed two major experiential pre-launch events in major cities, which preceded **Mercenaries**' launch. We scouted event locations, developed an attendee itinerary featuring gameplay preview/interview sessions, devised a variety of thematic activities, and coordinated travel for press and influencers.

- Events featured a combined attendance of **24 press and influencers**
- Secured top-tier press such as **Digital Trends, Paste Magazine, Shacknews, Hot97, Bleeding Cool, The Chive, and ComicBook**
- Secured roughly **410 million campaign impressions**

“World of Tanks Mercenaries Breathes New Life into Wargaming's Tank Battler”





## MOBILE GAME CUSTOM COMMUNITY EVENT

**LORDS MOBILE**

Mobile games publisher **IGG** approached us to produce a US-based community event as part of their global third-anniversary celebration of their highly popular **Lords Mobile**. We brainstormed and suggested three creative game-themed activation options. Ultimately, the client settled on an upscale Downtown Los Angeles nightclub that would accommodate 100+ enthusiastic **Lords Mobile** fans.

We secured and staffed the venue, procured all game-themed decorations, organized fully branded catering and specialty drinks, coordinated a live broadcast mini-tournament, and activity stations: a 3D live GIF photo booth, an indoor archery range, and three party-game stations. We hired popular comedian Jeff Leach to MC the event, with Herman Li of the world-renowned rock band **DragonForce** performing a live private concert that incorporated the game's soundtrack. **Lords Mobile** character cosplayers and plenty of game-themed swag tied to on-site social media activity rounded out the memorable evening.

- Offered multiple creative concepts and executed client's favorite themed variant
- Delivered and fully staffed a turn-key custom event for 100+ hardcore fans and influencers
- Amplified impact through creative activities, celebrity hosts, and incentivized social media amplification





## REBOOT AND WESTERN TERRITORY LAUNCH OF HIGHLY-ANTICIPATED ASIAN MMO FRANCHISE

# KINGDOM UNDER FIRE II

**Gameforge**, a publisher of popular online games, acquired the Western PC rights to the highly anticipated next chapter in the **Kingdom Under Fire** franchise. As the game has been in development for over a decade, Gameforge reached out to ÜberStrategist to help find strategic and creative ways to re-introduce the title to Western audiences for launch.

Our PR team secured more than **254 top-tier** pieces of coverage, including numerous exclusives, custom features, interviews, previews, and scored reviews. In tandem with **Gameforge**, we also brought over **50 global editors and influencers** to a launch event as part of a real-world medieval castle experience in Germany. The event generated hundreds of hands-on articles, developer interviews, and first-look gameplay videos.

- Secured **576 pieces** of coverage
- Reached an audience in excess of **1.2 Billion**
- Over **254 top-tier** outlet coverage, including **IGN, PC Gamer, WCCF Tech, VG24/7, Tom's Hardware, Eurogamer**, and **JeuxVideo**

“Even alone, Kingdom Under Fire II gives me that feeling of epic scale that any RPG player has wished for in a fantasy setting.”

**PC GAMER**



UTILIZING MEDIA ADVERTISING TO REACH MOBILE GAMING AND ANIME ENTHUSIAST AUDIENCES

# ALCHEMY STARS ONE-YEAR ANNIVERSARY

Ahead of popular mobile RPG **Alchemy Stars**' one-year anniversary campaign, prominent mobile game developer **Tencent's Level Infinite label** engaged us for a multifaceted public relations and marketing campaign, a large component of which included media advertising. With a focus on reaching anime enthusiasts across gaming, television/film, as well as the core mobile gaming audience. We activated campaigns across highly desirable outlets such as **Anime News Network, Pocket Tactics, Pocket Gamer, Game Rant, TheGamer**, and **Android Police**. The executed activations included sponsored articles, advertorials, homepage advertising takeovers, full site advertising takeovers, mobile banners, YouTube channel advertising takeovers, sponsored let's play videos, newsletter promotion, and two sponsored community giveaways.

- **16** total activations across selected media vendors
- \$12.93 average CPM
- The campaign yielded over 3,092,000 impressions





< CASE STUDY >

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FULL-SERVICE COMMUNITY MANAGEMENT AND SOCIAL MEDIA COPYWRITING

# CHIMERALAND SOCIAL MEDIA AND COMMUNITY MANAGEMENT

We partnered with Chinese marketing agency MeetSocial for a seamlessly integrated social media and community management effort on behalf of Tencent's publishing brand Level Infinite to build the community and carry efforts from the pre-release beta phase through the full global launch. As part of the engagement, we executed all English-language social media copywriting for all the Chimeraland channels, including Facebook, Instagram, Twitter, YouTube, and TikTok.

On Discord, the game's largest community channel, we managed the server in its entirety, coordinating the creation of channels, implementation of bots and roles, and organized and ran community events in the server. We also worked closely with MeetSocial to update community roles to stay aligned with Western standards, managed crisis communications, and reported monthly on trends and channel growth.

- Assisted in the growth of Discord community by over **10,000 new members**
- Created over **70 posts per month** across channels
- Addressed and resolved an average of **45 community messages** per day
- Managed an average of **four Discord community events per month**



## BOOSTING SOCIAL MEDIA AND COMMUNITY MANAGEMENT FOR A GAMES INDUSTRY ICON

# ATARI

**Atari** engaged us to fully manage its social media accounts for its brand presence on Facebook, Twitter, and Instagram, including integrated amplification of its **hardware devices** and **wearables**, its roster of **popular games**, and its **Atari Token** blockchain projects.

Faced with a community that had been left largely unmoderated, our goal was to elevate consumer sentiment toward **Atari** through regular, relevant, and engaging content supported by consistent, positive community interactions.

Our tactics involved curating content focused on game and product announcements, launches, and updates. We shared tradeshow appearances, brand trivia, giveaways, and other ways for fans to engage directly with **Atari**.

Ultimately, **we helped dramatically enhance the community's perception of Atari**, along with bolstering relationships with strategic partners and investors.

- Actively managed Facebook Business customer support by **moderating and engaging with more than 2,000 messages, comments, and replies per week**
- Grew **Atari's** primary Instagram audience by over **52,000 followers** and its Twitter following by more than **26,000**
- Our community management efforts **dramatically cleaned up all platforms**, ridding them almost entirely of spam content, bots, trolls, and misinformation

< HEARD ABOUT US? >

# THE BUZZ

*"Working with ÜberStrategist has been a great pleasure and sound business decision for Atari. Always pleasant and professional, they are superbly responsive, give wise counsel and continually overdeliver. They consistently help us achieve an impressive amount of press coverage regardless if it's for our classic games on new platforms, brand new IP or our connected devices – including the Atari VCS."*

**Todd Shallbetter, COO, Atari**

*"I'm delighted at the professionalism and the fantastic results that ÜberStrategist delivered. They showed great creativity and executed a successful press tour and a truly tailor-made, effective launch campaign. Their connections to key media and industry contacts were invaluable. I'd favorably compare their skills, expertise, and results against any other agency, including much bigger competitors."*

**Simon Gerdesmann, Managing Director, Phantom 8 Studios**

*"As a 25-year-old tabletop role-playing company transforming into a transmedia entertainment brand, White Wolf Entertainment's challenge has been to explain to legacy and new audiences why the brand is more relevant now than ever. Mario and his team's strategic advice and tactical execution have been instrumental in our success and have delivered awesome results."*

**Tobias Sjögren, CEO, White Wolf Entertainment**

*"Besides being professional and hard working communicators for World of Tanks: Mercenaries and World of Warships: Legends from Wargaming in North America, Mario and his team are gaming nerds by heart. This makes it even more joy not just to work with them, but also to talk shop about the business and games in general."*

**Ingo Horn, Global Communications Manager, Wargaming.net**

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# THE BUZZ

*"Mario's vast and varied experience in all things gaming, from both the client and vendor side, across multiple marketing disciplines, gives him a unique perspective, and amazing network with which to help gaming companies grow their business. He truly is a "do-it-all" kind of guy. On top of that, he is a complete pleasure to work with - great team player, always accessible - that you forget he is not a full-time member of your in-house team."*

**Kim Salzer, Startup Advisor and Former Activision Executive**

*"Mario and his team are a value-add across the board. They were able to get an amazing amount of coverage in gaming, esports, mainstream, consumer and tech outlets, along with handling interviews, speaking engagement requests and industry event participation. The ÜberStrategist team continuously goes above and beyond what is expected."*

**Matt Reilly, Co-Founder, AlphaDraft**

*"ÜberStrategist delivers! From obtaining press coverage to opening up all the doors we didn't even know existed, they helped our cloud gaming startup become a recognized industry name. Every event I went to, people knew our name, thanks to Mario and his team. They're very flexible, making my life much easier as a time-crunched startup. I'm grateful for ÜberStrategist and highly recommend them."*

**Jason Kirby, Chief Revenue and Marketing Officer, LiquidSky**

*"Mario and his team have been invaluable in increasing our visibility in the highly competitive PC gaming industry through high-impact PR coverage, opening partnership doors, significantly bolstering our social media presence, and all around being a trusted and well-connected partner that fully integrates with our marketing team. We typically forget they're an agency."*

**Joshua Triplett, COO, Xotic PC**

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# THE BUZZ

*"The ÜberStrategist team completely and immediately understood what makes Leisure Suit Larry great, and helped us showcase that to the press. From news and content updates, previews and reviews, to organizing our soup-to-nuts appearance at PAX West, ÜberStrategist delivered fantastic results. We could not have asked for better support for our game."*

**Stefan Marcinek, Managing Director, Assemble Entertainment**

*"Mario has a deep understanding of clients' needs, and does a fabulous job at matching partners together for projects that maximize resources and visibility for everyone involved."*

**Amber Dalton, Director of Event Sponsorships, Twitch**

*"The team at ÜberStrategist were a pleasure to work with, from start to finish. They are super pro-active, organized and delivered excellent results. I look forward to working with them again in the future!"*

**Andy Pearson, Chief Marketing Officer, PQube**

*"Thank you for having us believe in PR again!"*

**Patrick Ewald, Epic Pictures and Dread XP**

*"A first-time publisher, I worked with ÜberStrategist on two new titles. The team is great, very responsive and available. They take care of campaigns, carefully craft messaging and show genuine interest in the results. They generated a huge amount of media and influencer attention resulting in very strong sales. ÜberStrategist went above and beyond and I unreservedly recommend them."*

**Richard La Ruina, Producer, Super Seducer and Super Seducer 2**

*"We've worked with a few different PR companies over the years and this is the first time that we've felt like we absolutely made the right choice. It's just that your team 'gets it' and we instantly see this on the other side. I'm glad we went with our gut and chose ÜberStrategist."*

**Wallace Santos, CEO, MAINGEAR**

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# THE BUZZ

*"Mario and his team played a key role in our North American expansion. Their experience and connections in the video games industry were crucial, helping our studio to participate successfully at key trade shows, as well as identify and secure business and co-marketing opportunities for Heavy Metal Machines."*

**SJ Santos, Marketing Director, Hoplon Infotainment**

*"ÜberStrategist is the only PR agency Nightdive works with. They're that good."*

**Larry Kuperman, Director of Business Development, Nightdive Studios**

*"Mario and his team are just going above and beyond ALL THE TIME. 10/10 would recommend."*

**Laurent Mercure, Chief Communications Officer,  
Chainsawesome Games**

*"I hired ÜberStrategist to help expand our outreach to both endemic and non-endemic press, and they delivered well beyond my wildest expectations. Their approach is incredibly nimble and highly collaborative, and their ability to identify new opportunities and angles for press exposure resulted in a tremendous increase in media coverage and higher-than-anticipated ticket sales. ÜberStrategist is the finest PR firm I've ever worked with."*

**Kris Longo, Managing Director - Long Beach Comic Con and Expo**

*"If you have a product, company, or vision that needs to reach your intended audience, market, or community, then ÜberStrategist is the special forces team you have to have on your side. Not only did they maximize our ability to connect and engage with the people who shared our vision, but they carefully guided us through the process every step of the way."*

**James Mayo, Managing Director, 8 Circuit Studios**

< HEARD ABOUT US? >

# THE BUZZ

*"We are an indie studio with limited resources and ÜberStrategist made it worth the investment. They managed to give visibility to our game in the crowded PC environment – despite the fact that "Fallback" was our first game. The team has always been very responsive and it felt like they were genuinely interested in making the project a success. 10/10 would recommend."*

**Florian Le Gouriellec, CEO, ENDROAD**

*"Helped us get a foothold with our new competitive gaming technology in North America, thanks to their excellent network and exemplary PR work."*

**Arne Peters, Vice President, ESL Technology**

*"ÜberStrategist is the best PR firm I have worked with! They understand your brand by understanding you as a person and as a company. Their attention to detail and fast communication is superb!"*

**Joanna Liu, CEO, Cartographr Technologies, Inc**

*"I had an unusual project that was outside the standard ÜberStrategist offering and they knocked it out of the park! Between their innovative ideas, excellent contact network, and hands-on approach they helped my project succeed better than I could have possibly expected."*

*ÜberStrategist came to me highly recommended, and now I can't recommend them enough! "*

**B. Dave Walters, Filmmaker, Dear America, from a Black Guy**

*"As a startup in the tabletop role playing space, ÜberStrategist helped us with our first-ever press activity and introduction to the world, and was excellent at navigating both the gaming space and the tech startup space. In particular we loved how the team were true blue tabletop fans and deeply understood what we were trying to accomplish as a team! They were generous with their time and contacts and it was a pleasure to work with them."*

**Tiffany Li, COO, Multiverse**

< VERIFY US! >

# REFERENCES



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< LET'S GET STARTED >

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