

Reviewee: Joshua Rigbey (Social Media Manager & Head of Market Research)

Tasks:

- Message food brands for the possibility of partnership.
- Gain Attention on Social Media

Result:

Partnerships:

I tried messaging over 30 popular brands to see if any of them would be interested in putting their brand in our game. These brands ranged from Mentos to Coca-cola. Out of the number of brands I reached out to, only 5 responded. 4 of which rejected the offer, and the fifth claimed that they would send our information to the relevant teams and would be in touch if they were interested.

I believed that the issue may have been that these companies believed we wanted to get money for our partnership, which in fairness was our goal. However, even having a popular brand name attached to the game would be big for us, so I tried to get the conversation going, which lead to radio silence from all the brands that responded.



SOUR PATCH KIDS 🌟 @SourPatchKids · 5h
I'm sorry, I must have not been clear, we are n



Maltesers UK @MaltesersUK · Jan 19
Thank you for your reply, and thank you for cc



Popsicle® @Popsicle · Jan 19
Hey Popsicle! We are LastMinuteGames, a ne



SNICKERS 🌟 @SNICKERS · Jan 19
Hello Snickers! We are a small indie game dev



M&M'S 🌟 @mmschocolate · Jan 19
Hello M&M's! We are a small indie game devel



Pepsi 🌟 @pepsi · Jan 19
That's a shame, is there any method we can t



Coca-Cola 🌟 @CocaCola · Jan 19
Thank you for your reply, it's upsetting that yc



Nesquik @Nesquik · Jan 19
Hello Nesquik! We are a small indie game dev



HERSHEY'S @Hersheys · Jan 19
Hello Hershey's! We are a small indie develop



Burger King 🌟 @BurgerKing · Jan 19
My liege, We are a small indie company that h



Chip 🌟 @ChipsAhoy · Jan 19
Ahoy there! We are a small indie development



OREO Cookie 🌟 @Oreo · Jan 19
Thank you for replying, we have started to for



Domino's Pizza 🌟 @dominos · Jan 19
Hello Dominos, We are a small indie game dev



Mountain Dew® 🌟 @MountainDew · Jan 19
Hello Mountain Dew, We are a small indie gan



McDonald's 🌟 @McDonalds · Jan 19
Hello McDonalds, We are a small indie game c



Doritos 🌟 @Doritos · Jan 19
Hello Doritos, We are a small indie game deve



Coca-Cola GB 🌟 @CocaCola_GB · Jan 19
Thank you for the response, we understand c



SourPatchKidsUK 🌟 @SourPatchKidsUK · Jan 19
Greetings SourPatchKids, We are a newly forr



Tide 🌟 @tide · Jan 19
Greetings Tide, We are a newly formed game i



TWIX @twix · Jan 19
Greetings Twix, We are a newly formed game



Dunkin' 🌟 @dunkindonuts · Jan 19
Greetings Dunkin', We are a newly formed gan



Krispy Kreme 🌟 @krispykreme · Jan 19
Greetings Krispy Kreme, We are a newly formi



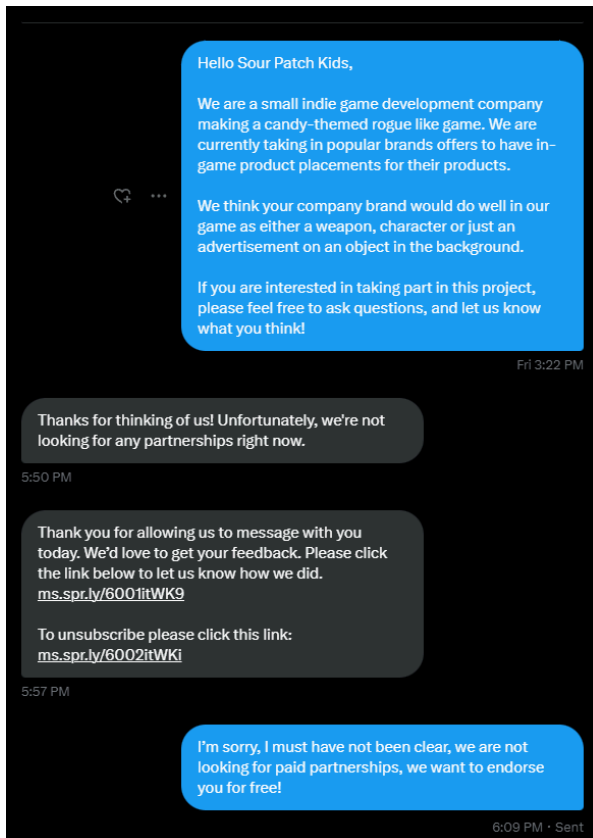
LAY'S 🌟 @LAYS · Jan 19
Greetings Lay's, We are a newly formed game



Pringles @Pringles · Jan 19
Greetings Pringles, We are a newly formed gai



Responses:



Hey Maltesers!

We are developing a candy themed rogue-like game and would absolutely love for your products to be in our game!

We want you to be an item the player can use to fend off other candy, we hope you like this idea!

We hope to hear from you soon!

Fri 5:07 PM

Hi @RealMinuteGames,

Thank you for contacting MALTESERS® with your offer.

We appreciate your interest in our company, and we'll share your details with the relevant team who will be in touch should they wish to follow up.

If you have further questions or concerns, please don't hesitate to reach out to us.

Thanks,
Bryan

Fri 6:59 PM

Thank you for your reply, and thank you for considering the offer!

Fri 7:00 PM • Sent

Greetings Pepsi,

We are a newly formed game development company and we are working on a candy themed rogue-like game that we would like for you to be part of! We were looking to see if popular brands of sweets or candies would like for us to have in-game product placements for their brands, or better yet have their brand be a character within the game. Please let us know if you are interested so we can discuss further!

Fri 2:14 PM

Hi, we don't have any opportunities at this time, but thanks for the offer!

Fri 6:17 PM

That's a shame, is there any method we can take to get this opportunity on the table?

Fri 6:18 PM · Sent

Hello Coca-Cola,

We are a small indie game development company making a candy-themed rogue like game. We are currently taking in popular brands offers to have in-game product placements for their products.

We think your company brand would do well in our game as either a weapon, character or just an advertisement on an object in the background.

If you are interested in taking part in this project, please feel free to ask questions, and let us know what you think!

Fri 3:23 PM

Although we're not able to take advantage of your offer, we appreciate you giving us the opportunity to consider it. Thanks for being a fan!

Fri 5:56 PM

Thank you for your reply, it's upsetting that you aren't able to take part. Is there anyone we can contact to get this into being a possibility?

Fri 5:57 PM · Sent

Greetings Oreo, we are a newly formed game development company and we are working on a candy themed rogue-like game that we would like for you to be part of!



We were looking to see if popular brands of sweets would like for us to have in-game product placements for their brands, or better yet have their brand me a character within the game.

Please let us know if you are interested so we can discuss further!

Fri 1:49 PM

Thanks for thinking of us, but we're not looking for any partnerships right now. All the best!

Fri 4:27 PM

Thank you for replying, we have started to form partnerships with a few brands and were hoping Oreo would be part of it.

If you ever reconsider the offer, or if there is anyone we can contact to try and get this on the table, please let us know.

We wish you well!

Fri 4:34 PM · Sent

Attention:

I have been trying my best to get our name out in the world, but I have not been very successful. I am active on twitter a lot, but since we don't have much content to share of our game, it's hard to get anyone interested in a game studio with no games.

I have asked our lead graphic designer, Hassan Bahzad, to draw up some animations and character art of the game so I could post about it. He had then sent me a couple gifs, one illustrating the running animation of the main character, and a few others of him showing off the movement and gunplay of the current state of the game.

With this we decided that we would build a following of our game while it's being made, that way when it launches the game will already have potential buyers.

Feedback:

I've combed through our twitter and instagram, combined we have a total of 17 people who are seemingly interested in our socials as of right now. This is underwhelming but it makes sense given the lack of content we have.

With that in mind, you are doing a good job and should keep posting to gain attraction. With every new weapon added to the game, or any new enemy and or stage, I will be sure to send you those graphics to better help you advertise the game.

Reviewer: Hassan Bahzad (Lead Developer, Animator & Graphic Designer)