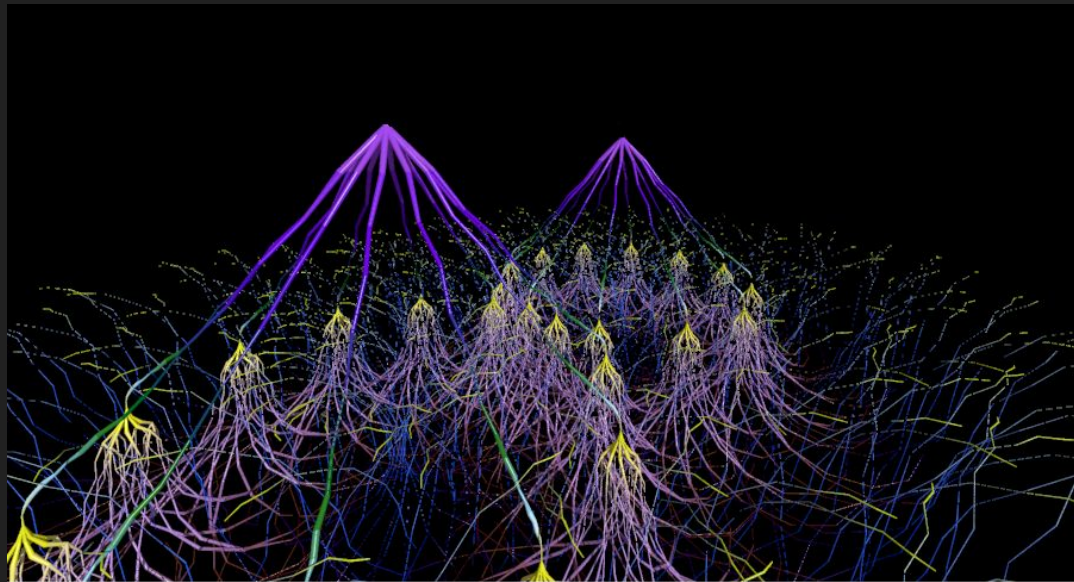


Fortuna 1.0

Marketing Strategy

Tagline

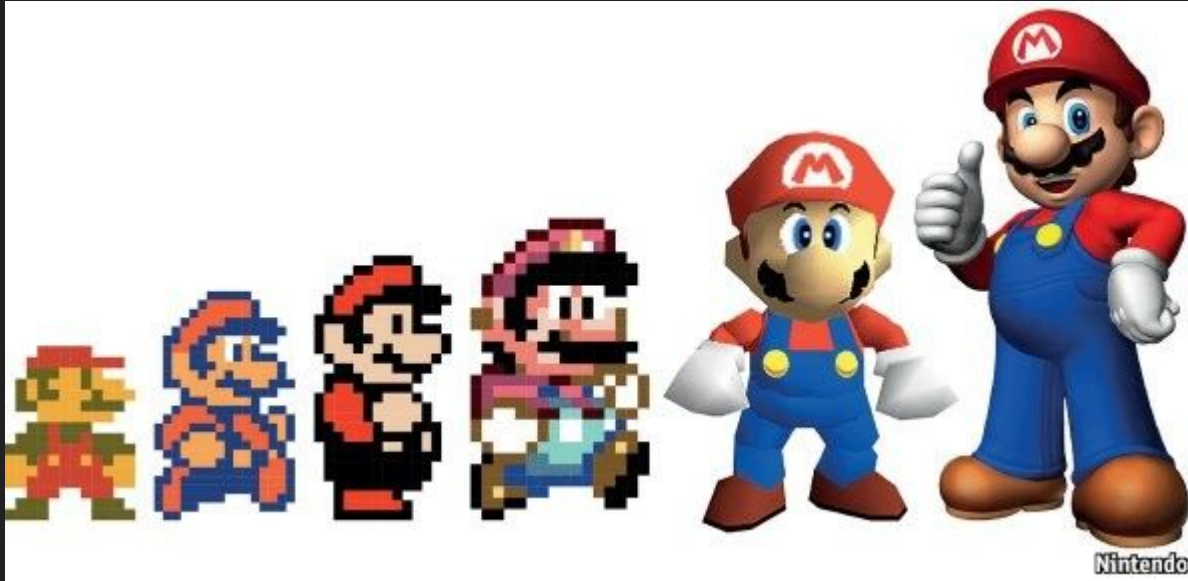
“Random is Fun”



(Mulder, 2017)

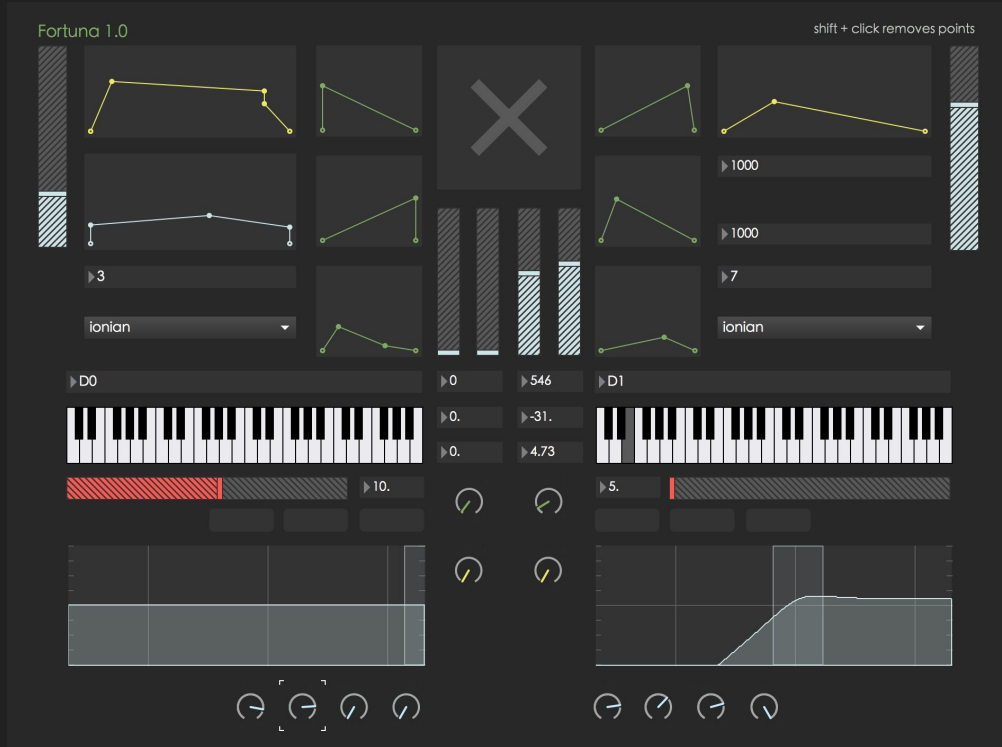
Marketing

“Constraints stimulate creativity”



(McLaughlin, 2022)

Branding



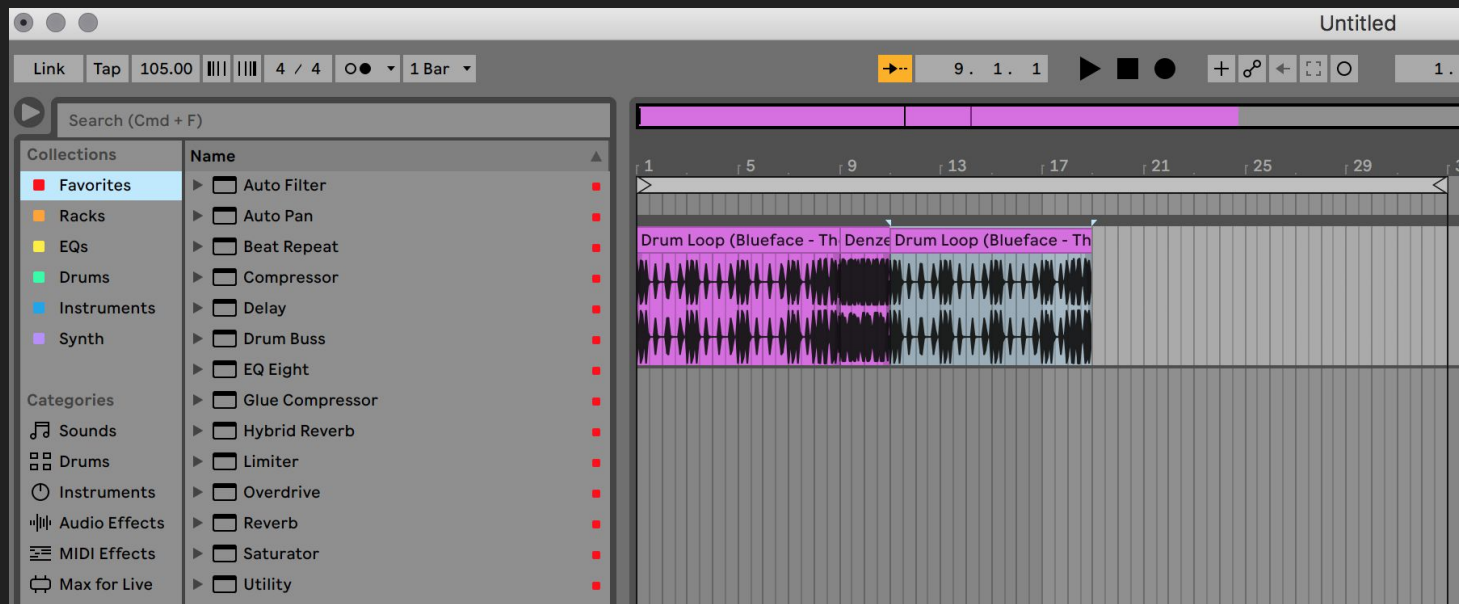
“Minimalism leaves something to think about and something to feel. Simple designs, shapes, and colors [...] make for easy remembrance.” (S, 2020)

facebook



Advantages

Simple, Versatile applications



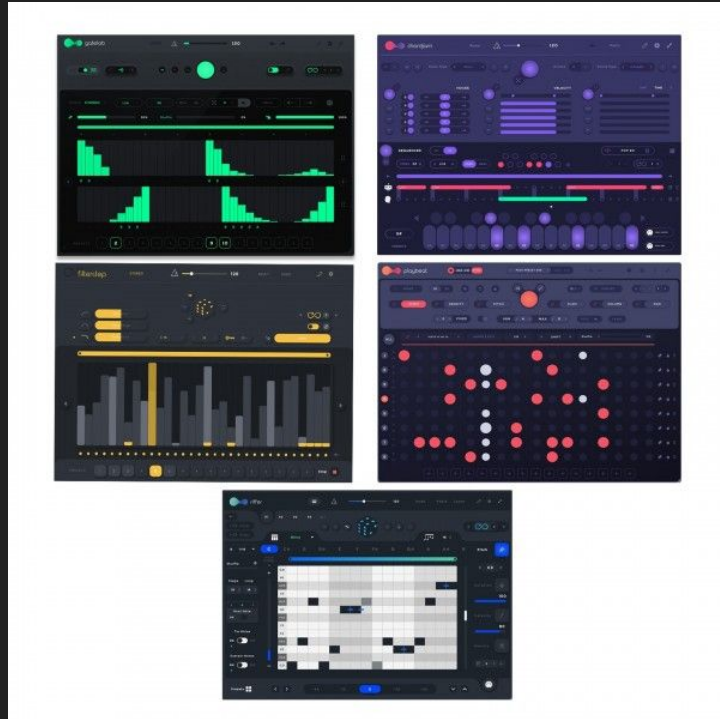
Benefits

Inspiring, Free upgrades, PWYW structure



(Rose, 2013)

Competition Analysis



- Audiomodern bundle

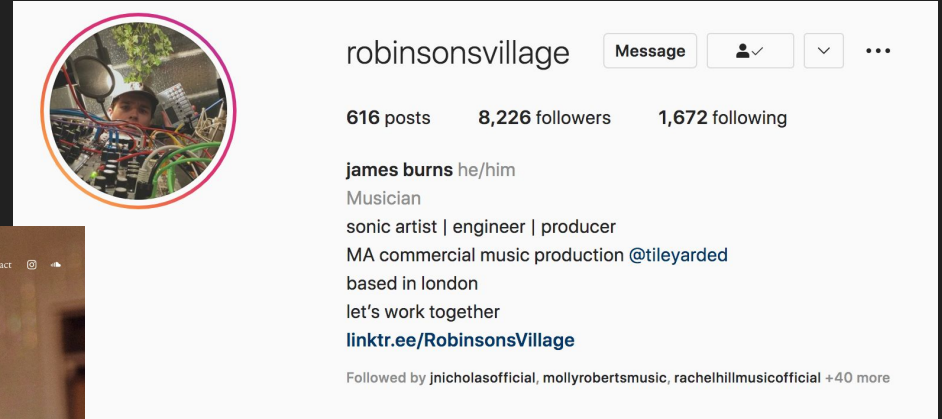
Target Audience

Varied, no real age target



Marketing Strategy

- Website
- Instagram influencers



- Regular Updates, Videos

Release Timeline



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- Rose, Mike, and 2013. "Dwarf Fortress in 2013." *Game Developer*, 2 July 2013, www.gamedeveloper.com/business/dwarf-fortress-in-2013. Accessed 30 Mar. 2022.
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