



GAME MARKETING & PITCHING

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LET'S MEET



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Narrative Designer

10+ years in Game Development,
making PC, Mobile & Board Games
that bring joy millions players
worldwide.

Pissourians



Catherine Chudinova

Game Producer

Games we've made:

BLITZKRIEG 3



TRAINING GOAL

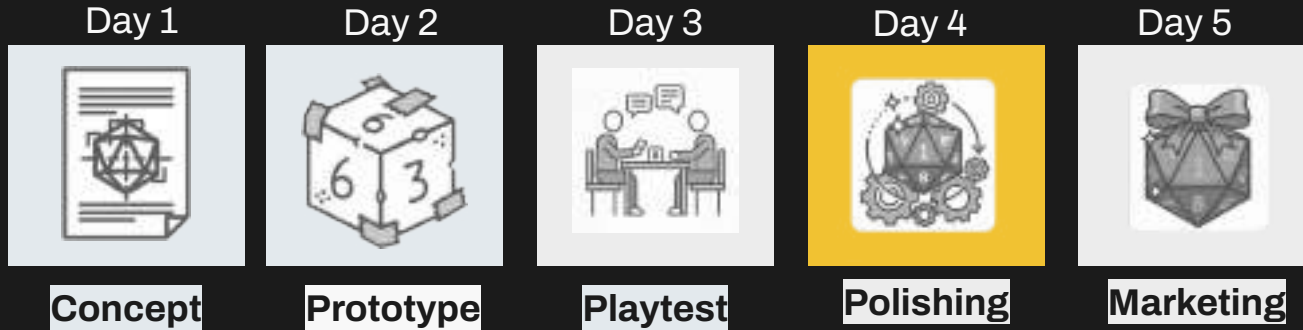
Create a board game that will help:

- build new connections between people
- bring together people from different cultures, backgrounds, and interests
- include people with disabilities through accessible and inclusive design
- have fun! :)

GAMECHANGE: COURSE STRUCTURE

Day 1	BECOME A GAME DEVELOPER	✓ Learn Game Design theory basics ✓ Turn a real social problem into a clear “game mission” checklist ✓ Create a concept of the future board game
Day 2	BUILD A PROTOTYPE	✓ Build your first playable prototype ✓ Create narrative conception of the future game ✓ Test your game inside the team
Day 3	PLAYTEST IS THE KING	✓ Let other students play your game (and watch what REALLY happens 🧐) ✓ Collect the honest feedback ✓ Upgrade your game: filter, transform feedback in a game improvements
Day 4	POLISH & PITCH	✓ Polish your final version so it looks clean and professional ✓ Improve the gameplay so it feels fair and exciting ✓ Prepare a short pitch: explain your game in 30 seconds like a creator
Day 5	FINAL GAME EXPO	✓ Present your game to everyone + show how it fights the social problem ✓ Let others play your final version (demo mode!) ✓ Vote for the best game and celebrate your finished project 🎉

GAME DEVELOPMENT STAGES



Make final polishings of your game
Prepare for pitching your game

TODAY'S TASK: PLAYTEST YOUR PROTOTYPE

- ✓ Polish your final version so it looks clean and professional
- ✓ Improve the gameplay so it feels fair and exciting
- ✓ Prepare a short pitch: explain your game in 30 seconds like a creator

WHY PITCHING & MARKETING MATTER

Creating a good game is not enough.
If people don't understand it, they won't play it.

- Pitching and marketing help you:
- Communicate your idea clearly
- Show the value of your game
- Convince others it deserves attention
- Turn a concept into something people want to try



WHAT IS A **PITCH**?

A great idea **without a clear message** gets ignored.

A clear message **gives your game a chance to succeed.**



WHAT IS A *PITCH*?

✗ A pitch is NOT:

- A full explanation of rules
- A design document
- A story about your development process

✓ A pitch IS:

- A clear promise of value
- A persuasive summary
- A structured argument



WHAT IS A **PITCH**?

A good pitch answers:

- What is it?
- Who is it for?
- Why does it matter?



THE CORE FORMULA



Your pitch must clearly show:

- What social problem exists
- Why it matters
- How your game addresses it
- What changes because of your game



YOUR GAME IN ONE SENTENCE

If you can't explain your game clearly, your audience won't understand it.

Formula:

This is a [type of game] for [target audience] where players [core action], in order to [core outcome].

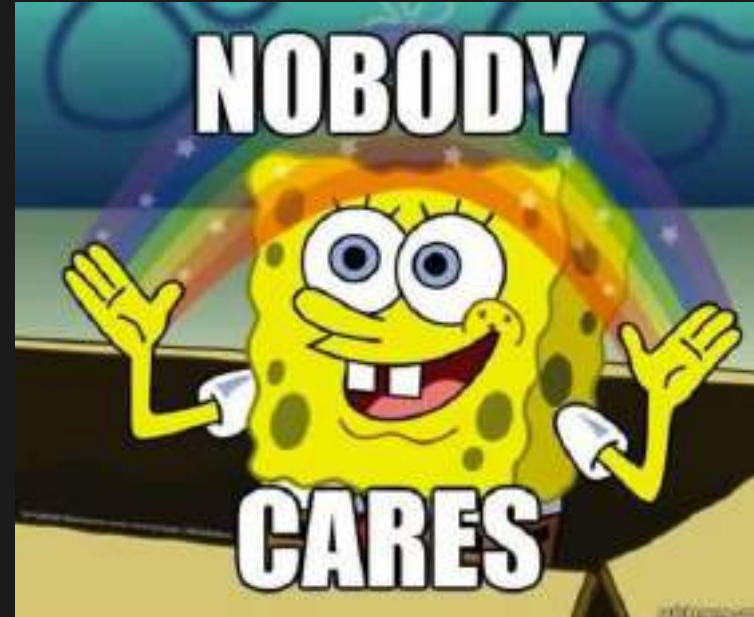
Example:

A cooperative board game for young adults where players negotiate limited resources to understand economic inequality.

Key principle: Keep it simple!

MAIN QUESTION

Why should anyone care?



THE 6P MODEL: A SIMPLE MARKETING FRAMEWORK

Product

What is your game?

Problem

What need does it address?

Player

Who is it for?

Promise

What experience or value does it deliver?

Positioning

How is it different?

Place

How is it distributed?



THE 6P MODEL: **PRODUCT**

What exactly is your game?

Use Pitch Formula to answer this question.

If someone asks, “So what is it?” — can you answer in 15 seconds?

Tips:

- Explain the core idea in one sentence.
- Avoid listing components (“cards, tokens...”).
- Focus on the gameplay loop, not all rules.
- If it sounds complicated when you explain it, simplify.



CORE GAMEPLAY LOOP

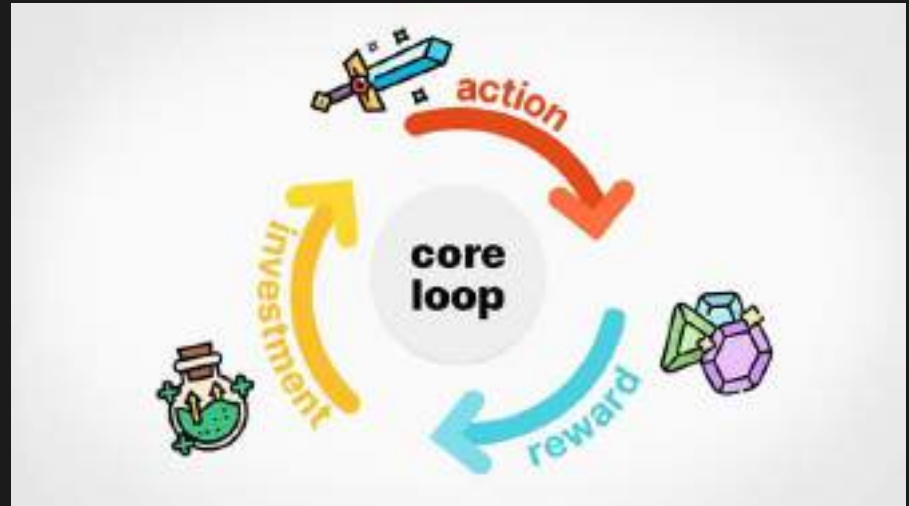
Instead of explaining all rules, show:

- What players do repeatedly
- What decisions they make
- What creates tension

Example structure:

- Players draw scenario cards
- They must make a decision under constraints
- The group faces consequences

Clear > complex.



THE 6P MODEL: **PROBLEM**

What need your game address?

You already defined the social issue earlier — now frame it briefly and strategically.

Does your problem clearly connect to what players experience in the game?

Tips:

- Keep it short (1-2 sentences).
- Be specific, not abstract.
- Don't repeat the entire lecture on the problem.
- Focus on relevance for players.



THE 6P MODEL: **PLAYER**

Be specific. Not: "Everyone."

Specific audiences make marketing realistic.

Would your chosen audience actually choose to play this voluntarily?

Tips:

- Be specific.
- Imagine a real person.
- Match complexity to audience.
- Make sure tone and mechanics fit the target group.



THE 6P MODEL: *PROMISE*

What does the player gain from this experience?

This is emotional and experiential.

- What will players feel?
- What will they understand?
- What will change after playing?

Is your promise strong enough to make someone curious?

Tips:

- Use verbs: experience, discover, negotiate, survive, reflect.
- Combine engagement + impact.
- Avoid “They will learn a lot.”



Promise $\neq$ features.

Promise = outcome.

THE 6P MODEL: *POSITIONING*

Marketing always requires some research.

- How is this different from other games?
- Why is it better than a lecture or discussion?
- What is your twist?

If your game sounds like “another card game about discussions,” it needs sharpening

Tips:

- Identify one clear differentiator.
- Don't claim “totally unique” unless it truly is.
- Avoid copying popular mechanics without adaptation.



THE 6P MODEL: **PLACE**

Where does this game will be played?

Think practically.

Answer:

- Who would buy or use it?
- Where would it be played?
- How would people find out about it?

Tips:

- Think realistic distribution.
- Schools? NGOs? Game stores? Online?
- Consider price and format.
- Keep it plausible for your scale.



THE 6P MODEL

Before present your pitch don't forget to make a final check:

- Is my **Product** clear?
- Is the **Problem** relevant?
- Is the **Player** specific?
- Is the **Promise** compelling?
- Is the **Positioning** distinctive?
- Is the **Place** realistic?

If one P is weak, your pitch feels incomplete.



EMOTIONAL HOOK

Marketing is emotional. What do players will feel?

- Pressure?
- Empathy?
- Competition?
- Cooperation?
- Urgency?

If there is no emotional engine, there is no marketing power.



COMMON PITCH MISTAKES

- **Explaining rules** instead of explaining value
- **Talking about components** instead of player experience
- **No clear connection** between mechanics and **social problem**
- The problem is **too vague**
- No defined **audience**
- **"It's fun"** without explaining why
- **No differentiation** from existing games
- **Overcomplicating** the concept
- **Unrealistic claims** ("This game will solve climate change")
- **Poor time management** (too long or too rushed)



HOW TO ATTRACT PEOPLE TO YOUR BOOTH

- Clear headline
- 1-sentence explanation
- Visual prototype visible
- Invite interaction
- Ask a question



You can even teach them a 10-second attract line:

"Do you want to try solving ___ in 5 minutes?"

THE 5-SECOND HOOK CHALLENGE

The First 5 Seconds Decide Everything

People decide in seconds whether they care or not.
If your opening is weak, they stop listening.

Your goal: make someone curious about your game in 5 seconds.

Tips:

- A provocative question
- A bold statement
- A dramatic scenario
- A challenge
- No rules. No long explanations!

