

POWER PARTNERSHIPS SCRIPT

INFORMATION	
Length of Video/Speech	105 seconds

VIDEO SCRIPT

COPY		
TIMESTAMP	SCRIPT	VISUAL SUGGESTIONS
0:05 - 0:13	<p>Want to boost your game sales and player engagement?</p> <p>Find out how Game Icons partnered with New Games to create a successful pre-order campaign for <i>Fading Glow 3</i>.</p>	<p>Text overlay: GAME ICONS: POWER PARTNERSHIPS</p> <p>Intro: The video opens with upbeat music playing in the background and a montage of dynamic gaming scenes related to Game Icons</p> <p>Transition to the title screen: "NEW GAMES PRE-SELLS FADING GLOW 3"</p>
0:18 - 0:28	<p>Imagine selling your games and pre-orders directly to your most passionate fans.</p> <p>That's exactly what New Games asked: "How can we bring our games directly to our audience?"</p>	<p>Text overlay: REACHING PLAYERS DIRECTLY</p> <p>Cut to a scene showcasing New Games' iconic games</p>
0:33 - 0:40	<p>Based on the success of iconic titles like <i>Fading Glow</i> and <i>Mastersmith</i>, New Games wanted to pre-sell <i>Fading Glow 3</i>.</p>	<p>Text overlay: GAMING POWERHOUSE WITH A BIG DREAM</p> <p>Video transitions to showcase Game Icons' interface and game sales ventures</p>
0:45 - 0:56	<p>That's where Game Icons stepped in, partnering with New Games to integrate Game Icons Bazaar, a unified solution that helps them manage their game portfolio, drive traffic, and showcase <i>Fading Glow 3</i>.</p>	<p>Showcase the integration of Game Icons' solutions</p>
1:01 - 1:13	<p>Fast forward to success! The campaign yielded 10% of the overall sales and an impressive 15.5% conversion rate! All thanks to 500+ payment options and seamless global checkout.</p>	<p>Text overlay: THE RESULTS SPEAK FOR THEMSELVES</p> <p>Visuals that illustrate the success metrics alongside gameplay footage</p>
1:18 - 1:22	<p>Success isn't just numbers - it's the journey.</p>	<p>Text overlay: GAME ICONS SALES IN ACTION</p> <p>Showcase the customizable website interface and promotional banners</p>
1:27 - 1:35	<p>Are you ready for your game to exceed your expectations? Create your free account or connect with us to learn how our tailored solutions can work for you.</p>	<p>Text overlay: TAKE YOUR GAMES GLOBAL WITH GAME ICONS</p> <p>Brief video snippets showcasing website features and payment options</p>
1:40 - 1:45		<p>Text overlay: CREATE AN ACCOUNT SPEAK TO AN EXPERT</p> <p>End with the Game Icons logo and contact information</p>

VIDEO INFORMATION	
YOUTUBE TITLE	How Fading Glow 3 pre-sale exceeded expectations
YOUTUBE DESCRIPTION	A look at how the partnership between iconic game studio New Games and game commerce experts Game Icons boosted their game revenue

NEW GAMES PRE-SELLS FADING GLOW III

New Games Studio tapped Game Icons to help pre-sell Fading Glow III directly to their players

Talk to an expert

ASK

NEW GAMES WANTED TO SELL GAMES AND PRE-ORDERS DIRECTLY TO THEIR PLAYERS

Solutions used:



Website Creator



Game Marketplace



Global Pay

Challenge

New Games boasts a vast catalog of unforgettable video game experiences including Fading Glow, Fading Glow 2 – The Missing Link, and Mastersmith.

In 2023, New Games stakeholders and Game Icons experts got together to figure out how New Games could offer pre-orders of Fading Glow III, and make available its entire back catalog, directly to players.

Solution

Together, Game Icons and New Games defined a strategic combination of products into one comprehensive solution: Game Icons Bazaar, a combined integration of products (Website Creator, Game Marketplace, and Global Pay) which allows the publisher to create a custom branded online web store with multiple features.

RESULT

EXPONENTIAL GROWTH

Result

The website pre-order campaign for Fading Glow III generated 10% of overall sales, with a conversion rate of 15.5%. This success was partly due to the availability of localized payment methods at checkout, which came from a pool of over 500 globally available options.

Technical aspects included:

Game Icons Bazaar

- Built a comprehensive website to manage and sell their entire portfolio of game titles direct to their customers, in one convenient location
- Provided customizable tools for driving traffic
- Promoted their latest title Fading Glow III prior to launch

Marketing and support

- Paired with a strong email marketing campaign that drove traffic to their new comprehensive web store
- Enabled New Games to use special promotional codes to motivate players to make purchases
- Customizable website interface including promotional banners for highlighting discounts on unique bundles and premium editions

Want to pre-sell your new game? Or perhaps offer your back catalog to gamers on your own terms? Contact Game Icons today and find out how we can help you with multiple solutions and expert insight.

Result in numbers:

10%

Generated from the pre-order campaign

15.5%

Website conversion rate

500+ PAYMENT OPTIONS

Available globally, offered localized at checkout

First Name

Last Name

Email Address

Company

Country

Contact us