



ARTS 3000 FINAL PROJECT
[PROJECT AUDE'S
MARKETING AND
PROMOTIONS REPORT]

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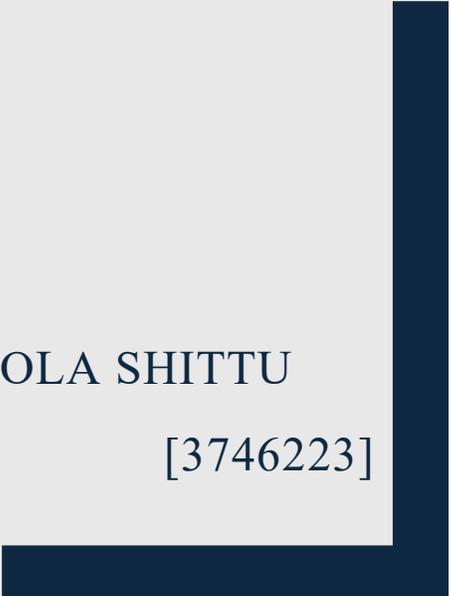


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EXECUTIVE SUMMARY

The existence of every organization that provide goods or services is to create solution for its target audience with the aim of making profit. In making profit, marketing and promotion is required, and that is the case for Resolve’s new game, Project Aude. Project Aude is a game where players role plays as professors who travel back in time to restore important documents which holds the record of UNB’s history. Hence, this report documents the marketing and promotion strategies implemented for a successful launch of Project Aude and a sale of over 50 copies of the game in the first month. This documentation includes a brief history of Resolve and the primary SMART goals of effective marketing promotion through Trivia Nights, ARG (Alternate Reality Game), and News Coverage, and in achieving most of these goals, social media happens to play a huge role in them. In addition, it contains a record of both the successful and ineffective promotional strategies used during Project Aude’s launch month. This provides an insight to the strategic promotional framework used during the launch month and would serve as a guide which could be implemented for future projects organized by Resolve and new interns.

RESOLVE AND PROJECT AUDE

Resolve is an applied game design research group that designs tabletop games to educate, create awareness and entertain players. In the past recent years, Resolve has created “Campus Paths” game, which according to the website is “a strategic simulation of university life. Players take on the role of students, juggling academics, social life, work, and wellness, while acquiring skills and filling their curriculum vitae with experiences as they prepare for their careers after graduation”. Following Campus Paths is Project Aude, Resolve’s second tabletop game. “Project AUDE began in Fall 2022, a collaboration with UNB Archives & Special Collections. It was

created to raise awareness of and promote the archives and special collections among UNB students, researchers, and alumni.”

SMART MARKETING OBJECTIVES

According to George T. Doran, “each corporate, department, and section objective should be Specific, Measurable, Assignable, Realistic, and Time-Related (SMART)”. For this reason, I set three objectives for promoting Project Aude, and following Doran’s words, each of these set objectives follow the SMART guideline.

The first objective was to create awareness about Resolve in the first three months of my internship, and before the end of my internship, gain at least 50 new followers and more engagement on social media, most especially Instagram, and position Resolve as an organization that creates games to educate and entertain, in the mind of the target audience. This objective is specific because it positions Resolve in a detailed manner to the target audience, Measurable because social media analytics helps to track engagement and followers, Achievable because Resolve already have existing social media pages which would be leveraged for the purpose of this objective, Relevant because brand awareness is crucial to Resolve’s game sale and organization as a whole, and Time Bound because there are monthly deadlines attached to the objective.

In addition, the second objective for Resolve was to create promotional pieces that would drive at least 30 pieces of Project Aude and have at least 15 people attend each of the launch events planned for project Aude between the last weeks of January and the first three weeks of February. This objective is specific because it covers what exactly needs to be achieved within a time frame. It is Measurable because of the clear metrics of 30 sale and 15 attendees metrics, Achievable

because there marketing and promotions strategies put in place to increase its success rate. Relevant because the sale and people's attendance at Resolve's launch event would contribute to Resolve's growth and brand positioning, and Time Bound because it has a clear timeframe.

Furthermore, the last objective for Resolve was to attend at least 3 – 4 game showcase or market to promote and sell Project Aude before the end of the year. This is a specific objective because it entails what kind of markets and why we would be going to these markets. Measurable because there's a clear number of targeted events. Achievable because Resolve usually have interns and work study students throughout the year who would be able to assist with preparation and setup for the showcases, and the relevance of this objective is to promote sale and build awareness about Project Aude. The end of the year makes this objective Time Bound and gives enough time to prepare.

All these objectives are a step towards positioning Resolve appropriately in the market, and the mind of the target audience. With strategies which would be discussed in subsequent paragraphs, we were able to achieve most of the set objectives and identify which of them were and were not effective.

MARKETING STRATEGIES

In creating the marketing strategies, an analysis of Resolve's Target audience was done. Resolve's primary audience include UNB students and faculty, local community members, UNB alumni, and history enthusiasts, while the secondary audience include educational institutions or organizations who would like to share or teach about their organization in through game. Putting these audience into consideration, the age demographic falls between 16 and 80 and based on research, these audience typically consume content through social media, that is: Instagram,

Facebook, Twitter, and TikTok, but since Instagram Resolve's most active social media, social media in this context would be Instagram. These demographics are also somewhat connected to school, they consume content through the university's communication which are also done through social media, and newsletters. Moreso, word of mouth goes a long within this demographic. Hence, Nalin's guide on how to market a board game helped in strategizing the right way, because according to Nalin Chuapetcharasopon, there are four levels to the marketing model for board game success. They include making people aware of your game, educating people about your game, making people want your game, and getting people to act on your game. Each of these levels were acted upon and resulted into a successful marketing and promotion season for Resolve.

MARKETING TIMELINE AND STRATEGY IMPLEMENTATION

As mentioned in earlier paragraphs, Project Aude period lasted between the last week of January and the third week of February, but before this launch month, there was a need to re-introduce Resolve as an organization and prepare the mind of our audience for what they would be seeing from us in coming months and create a sense of anticipation in them. This made us divide the strategy into the pre-launch phase, the launch phase, and the post-launch phase. The pre-launch phase was to make out audience familiar with Resolve, the launch phase was to promote and sell copies of project Aude, and the post-launch phase was to reflect and analyse what worked and did not work through surveys and social media insights.

Since the first objective includes creating awareness in the first three months (September – November), it was a great opportunity to implement the first strategy of the pre-launch phase, which was to create a detailed social media calendar that captures contents to be created, and things needed to achieve them. (See Index 1.0) This helped in proper coordination of social media

contents, and time management. The posts in the pre-launch phase includes introducing the faces of the team behind the smooth running of the organization, remind them of the reason for Resolve's existence, and fill them in on what we've been up to during our social media down time over the months. This was done to create a sense of connection between the audience and Resolve. In making use of this strategy, the existing social media platforms were used as leverage and it proved to be successful as we got up to 15 new followers on our social media during this phase, and over 30 engagements per post in this phase. (See Index 6.0)

After the pre-launch phase came the launch phase, which entails achieving the second objective, to sell at least 30 pieces of Project Aude and have at least 15 people attend each of the launch events planned for project Aude between the last weeks of January and the first three weeks of February. The strategies used here includes planning entertaining events like a month-long weekly Decades Trivia and ARG to promote Project Aude, creating a media list, and sending out press release (See index 7.0) to maximize media coverage in the community, UNB's communications department, and other student communication bodies on campus. In addition, by following Nalin Chuapetcharasopon's marketing model, we made people aware of and desire our game by creating a nice promotional video and that captures the essence of Project Aude. To get people to act on it, a directional social media reel to the purchase location was shared with our audience. Also, the social proof and FOMO (Fear of Missing Out) strategy was used to increase the number of attendees each Trivia Nights. By leveraging our resources, social media posts, reposts from other student associations, sending out press release, and planning Trivia night, we sold over 40 copies of project Aude, had an average 15 people for each of our Decades Trivia nights, and got featured in a couple of newsrooms like the Bruns, and the Aquinian, and CHSR FM

The last objective for Resolve, which is to attend at least 3 – 4 game showcase or market to promote and sell Project Aude before the end of the year falls under the post-launch phase, is currently where we are at. So far, we have gone as far as making posts about how the launch event went, and pictures of the winners from the Trivia. We also carried out a survey to help measure how successful it was and to what extent social media helped in getting the word out to our audience. (See index 5.0).

WHAT WORKED AND WHAT DID NOT?

The marketing strategies implemented for a successful launch and sale of project Aude proved to be very effective. First, the content calendar was a huge step in managing time and getting all the marketing materials ready to go when it was needed. It helped to track content creation and avoid content repetition, and the accessible document made it easy for the entire team to know where we were at in terms of promotion. In addition, leveraging Resolve's existing social media platform, and a repost on other student association social media stories helped with the visibility of Project Aude and Resolve in general. Furthermore, the Trivia events and social media contents with call to actions were great ways in promoting sales for Project Aude. This is evident in the number of game copies sold, the total number of followers (52) gained before the end of my internship, and the number of attendees who were present at our weekly Trivia nights on campus. Although most of the marketing strategies that were implemented for a successful launch and sale of project Aude were effective, a strategy like fill in your opinion story post was not as effective.

FUTURE RECOMMENDATIONS AND CONCLUSION

Since Project Aude is still in its post-launch phase, I recommend creating more contents that gives the audience some in-depth but fun facts about project Aude as this would increase the

audience curiosity and influence their post-purchase behavior. This could also include a fun interpretation or explanation of the rulebook and a short but detailed how to play Project Aude video. I would also recommend leveraging social media platforms like YouTube and TikTok. Since these platforms require more time dedicated, it might be helpful to limit the number of posts planned weekly or monthly according to the number people available to work on them. Note that there are more engagements when posts are made in the late afternoon or evening.

The Facebook page is a huge avenue to promote Resolve to Alumni and people who belong to the older age demographic of Resolve's audience, therefore a revamp of the page is recommended. The third objective could not be completed due to time constraint, research on events happening in the summer be a good way to promote and make some sales. Moreso, a record of every event and a survey of event organized should be done to help prepare better. For example, if there is ever a Trivia happening again, a weekly survey is recommended.

Ultimately, Resolve's social media engagement improved within the last few months, due to these strategies that were implemented, and great teamwork. Therefore, this report provides a structured approach to marketing future games designed by Resolve. By building on this existing strategy and refining some of the approaches, future marketing and promotions can be better and more efficient.

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Social Media Content Calendar	No introductory phase- Once a week - Wednesday	Pre				All images and videos can be found under		
RESOLVE								
CONTENT	POST EXPLANATION	POSTING SCHEDULE	POST CAPTION	TO DO	MEDIUM	IMAGE AND VIDEO URLS	INSTAGRAM POST STATUS	FACEBOOK POST STA
REINTRODUCE RESOLVE	Re-introduce resolve for the new session. An image, or a video with the group image as post cover photo.	2024-11-06	Resolve is back!! You enjoyed puzzle pursuit? Guess what? We are starting this session with both familiar and new team members who are really excited to bring you something even more interesting. Curious about what we have in store for you? Stay tuned! #resolve#gamesdesigners#warlock#team#introduction	NA	PICTURE	Group image from the drive was used.	POSTED	
HINT ON NEW PROJECT?	Use a poll or Q/A to engage people on the cases by asking about what they think the	2024-11-13	POLL 1. Which do you prefer? a. Card Games b. Board Games c.	NA	INSTAGRAM STORY POLLS	Instagram post and GIFS.	POSTED	
POLL RESPONSE	This would include responding to the poll answers, and maybe a little information about project Aude. We might need a video or graphics for this.	2024-11-20	POLL ANSWERS	Get poll answers from story archives.	INSTAGRAM STORY TEXTS	Instagram story texts and GIFS	POSTED	
CONFERENCE POSTS	Image post about conference details like name, date, place, and a little description.	2024-11-27	Let's play Catch Up with Resolve. Here's a glimpse of what we've been up to. On the 15th of June 2024, we presented a demo of our soon-to-launch game at the Canadian Game Studies Association's annual conference that took place from the 15th-18th of June. Also in October, Resolve's Group Coordinator Katie Roger attended the Atlantic Canadian Queer/Trans+ History Virtual Symposium where she presented on the underrepresentation of the 2SLGBTQIA+ community in conventional archival records. In addition, she discussed her research and the potential that tabletop games have in finding new ways to remedy historical biases and platform diverse voices for the 2SLGBTQIA+ community and beyond. #ResolveCgS#Gamesdesigners#Gameswithresolve	Get images taken at conference.	IMAGES FROM CONFERENCE	https://www.instagram.com/p/C6W1LjCAlu6/ https://www.instagram.com/p/C6W1LjCAlu6/	POSTED	
REEL	A post recording a video of each team member introducing ourselves, our role, and a fun fact about Resolve.	2024-12-04	Have you ever wondered about what more Resolve has to offer? Get to know who we are, our individual roles, and some fun facts about Resolve! #Resolve#MeettheTeam#Funfacts#Gamesdesigners	Record Reel.	INSTAGRAM REEL	Edited reel. Used capcut in editing	POSTED	
REEL	A post asking each team member what game we hope to play during the holiday or what game recommendations we have.	2024-12-11	Here are some of the games that our team at Resolve play with our family during the holidays! What games do you play this season? Feel free to name them in the comment section as we would like to hear from you. Happy Holidays! 🎁 #resolve#gamesdesigners#tabletopgames#meettheteam#holidaygames#holidaygames	Record Reel.	INSTAGRAM REEL	Edited reel using Capcut.	POSTED	
HAPPY HOLIDAYS POSTER	Graphics saying "Happy Holidays from all of us at Resolve" and maybe include a Rabbit Hole that can be used later during ARG?	2024-12-18	Happy Holidays from all of us at Resolve! #resolve#gamesdesigners#christmas#holiday#tabletopgames	1. DESIGN GRAPHICS	POSTER	Edited graphics with canva	POSTED	
HAPPY HOLIDAYS TEAM!								
								
								
social media planner +								



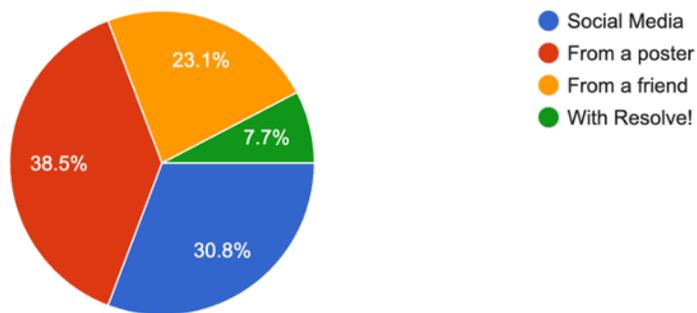
2.0





How did you find out about our trivia events?

13 responses

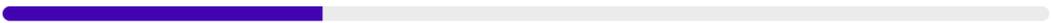




Engagement ⓘ

Accounts engaged **36**

Followers
 69.4%

Non-followers
 30.6%

Post interactions **38**

♡ Likes 36

▽ Shares 2



FOR IMMEDIATE PRESS RELEASE

Resolve Launches Project AUDE: The UNB History Card Game.

Fredericton, New Brunswick, 22nd of January, 2025 – *In the near future, disaster has struck the UNB Archives and Special Collections. A terrible fire has destroyed all the incredible photographs, papers, and artifacts that document UNB's history. But, wait... all is not lost! Out of the shadows step a group of professors to announce the completion of a long-running secret research project. Codenamed Project AUDE (short for Accelerated Universal Dimensional Engine), it is the world's first functioning time machine! The professors reveal their plan to save the university's history by sending their best student assistants back in time to recover the artifacts and photographs lost in the fire.*

In this fun and approachable tabletop card game, players engage in a friendly competition, scoring points by building time travel missions (rows of cards in chronological order), while learning about the history of the university from the photographs and descriptions on each card. The game contains 102 unique artifact cards, each with an original historic photograph or object contained in UNB's Archives and Special Collections.

All game design, graphic design, and illustration for Project AUDE was done at the University of New Brunswick by Resolve. Resolve is the applied game design research group led by Dr. Scott Preston (Associate Professor, Dept of Culture and Media Studies, UNB Fredericton) and made up of undergraduate students in the Faculty of Arts. Between 2022 and 2024, seven students participated in the creation of Project AUDE through a combination of work-study, course-credit or paid internships, and summer jobs.

Beginning on January 28, 2025 and continuing for four weeks, Resolve will be celebrating the launch of Project AUDE with a series of events on the UNB Fredericton and UNBSJ campuses. Copies of the game will be available for purchase at the Bookstore in the Student Union Building on the Fredericton campus, at various bookstores and game stores in Saint John and Fredericton, or online by emailing us at tabletop@unb.ca

For media inquiries, contact Adeola Shittu, Promotions Assistant at adeolaangelshittu.1@unb.ca

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Resolve is an applied game design research group led by Dr. Scott Preston, Associate Professor in the Department of Culture and Media Studies at the University of New Brunswick Fredericton. We design games that educate, inform, engage and change. We also work to promote awareness of and interest in tabletop games on campus and in our community. Board games, card games, and role-playing games are a rich and diverse medium with a long history of tackling serious topics, fostering shared experiences, and promoting social change. Our name refers to our determination to study how games work and apply this knowledge towards finding answers to problems, helping change the world around us. Learn more about Resolve at <https://tabletopunb.wixsite.com/resolve>