

Clash of Clones

The Importance of Standing Out

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About Me

- CEO, President & Principal Owner – Paradox Interactive
- Shipped 70+ titles in last 10 years
- Involved in 5 Million+ selling franchises
- Specializes in Business Development



Paradox Interactive

- Fast-growing hardcore publisher
- HQ in Stockholm, Sweden
- 150+ employees, 4 internal studios
- 10+ studios on contract



What Is Cloning?

“Clones are organisms that are exact genetic copies. Every single bit of their DNA is identical”

- Biological definition



Clash of Clones!

- History & Background
- Clone-Inspiring Games
 - Space Invaders (Clones include: Super Invader, Galaxian, Galaga, Phoenix, TI Invaders and many more)
 - Asteroids (Clones include: Stardust, Sinistar, Comet Busters!)
 - Other games that spawned clones: DotA, Super Mario Bros, Guitar Freaks and numerous mobile games.



Cloning Games

- Direct Copy
- "Inspired By"
- "Spiritual Successor"



Impact (1/2) - Pros

- Known market size
- Proven game design
- Quality benchmark



Impact (2/2) – Cons

- PR Challenge
 - What does the press actually want?
- Demanding Target Audience



The PR Challenge

Negative perception less of an issue with:

- Low-engagement target audiences
- Underserved niches
- Abandoned games



Target Audience

- Specific ideas about game design, price and product plan
- Fans are your best friend – don't turn them into a liability



Standing Out (1/2)

- Game Design
 - Characters
 - Art / Level Design
- Marketing
 - Trailers
 - Communication

Play it
Read it
Wear it
Watch it
Build it
Preach it
Live it!



Standing Out (2/2)

- Business
 - DLC Policy
 - Consumer Promise
- Technology



Methods (1/2) – The Market

- Benchmarking
 - Competitive edge
 - Satisfying or not?
- Market Analysis
 - Customer needs
 - Market size



Methods (2/2) - Internal

- Organizational strengths
- SWOT
- How to fulfill customer needs
- Studio USPs



Getting Started

- Setting your own Product Vision
- Use yourself as benchmark
- Be crazy



Setting the Vision

- Selling the idea internally
- Easy to understand
- Good for communication
- Keeping the vision true – as a team



Consumer Promise (1/2)

- “The Player Fantasy”
 - What is our commitment to deliver?
- Name and Brand



Consumer Promise (2/2)

- Elevator Pitch / Hook & Twist
- KPIs / Follow-up



Engaging Fans (1/2)

- Respect & Trust
- Listening vs. Hearing



Engaging Fans (2/2)

- Feedback
- Mods and User-generated Content



Building Your Fan Base

- Culture
- Language
- Ceremonies
- Reference
- Symbols/Iconography
- Legends
- Sense of Belonging



Passion Makes Perfect

- Set your vision and get team onboard
- Communicate your vision so fans understand
- Follow your heart when it comes to design, marketing and business
- Conquer the world!