

# PUBLISHING CASE STUDY



FutureOf  
**VR**

April 2024- November 2024

# Overview

At FutureOfVR, we aim to provide marketing and consulting services that truly meet the needs of VR players and content creators. We want every game we publish to gain real recognition among players and to have a lasting impact and popularity for years to come.

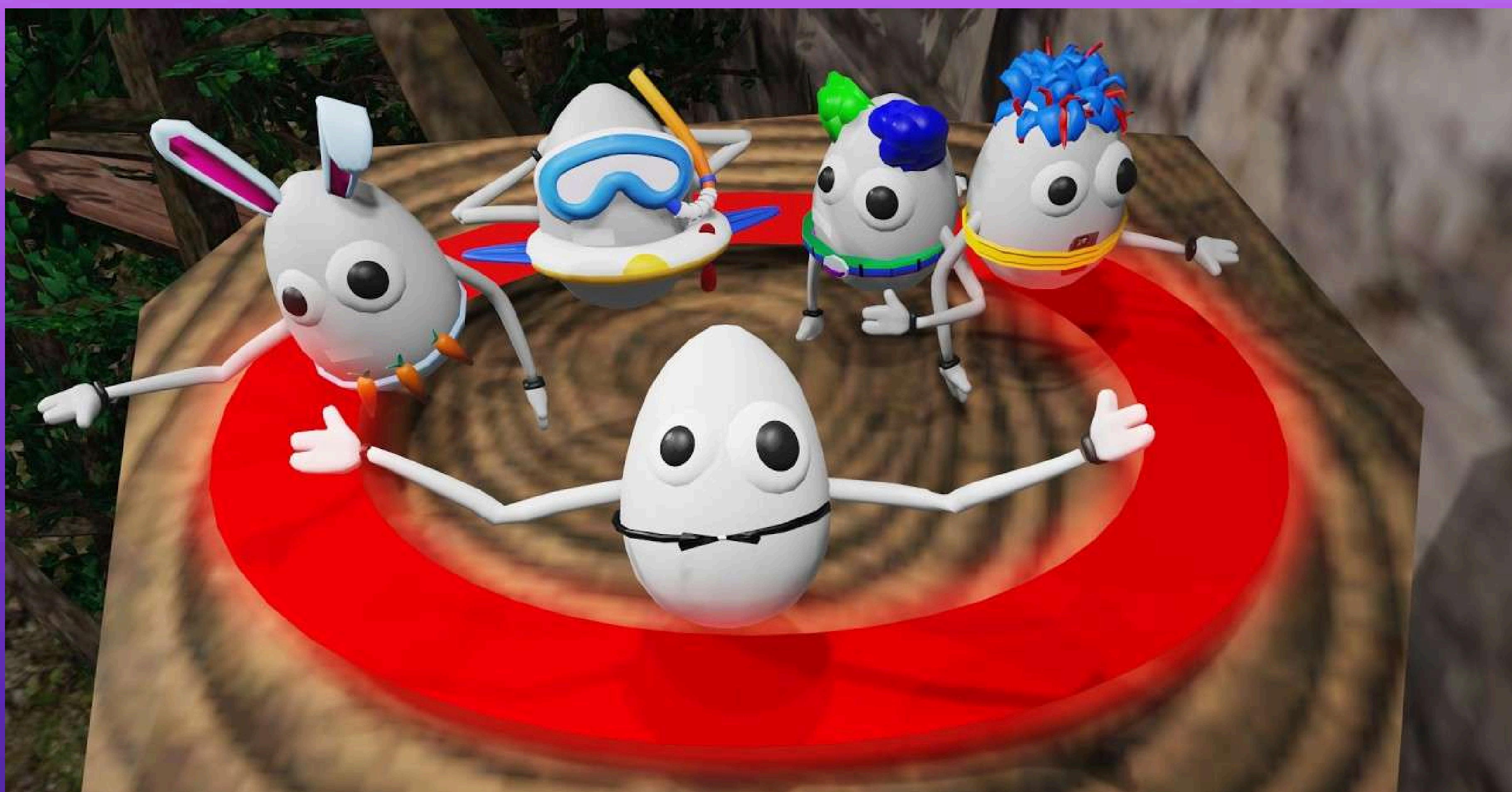
This is a marketing case study for Remio VR, highlighting the following points provided in our service:

- **Community Building and Management**
  - Content Creator Program
  - Tester Program
  - Moderator Program
- **Game Design**
  - Game Modes
  - Game Maps
- **Monetization**
- **Content Promotion**
  - Influencer Marketing
  - FutureOfVR channels

# Community Building and Management

Community Building was a huge part of the process that made Egg VR a success, and for the same reason today it has gone on to develop a cult following and a self-sustainable community.

We started off with carefully choosing the moderators to lead the community, and highly encouraged a mindset among players that stressed on loyalty and helping the game with promotion through content.



Mods would also regularly organize events in the game, and were super loyal to Egg VR, even promoting it in other servers and games. They were also the lead content creators, encouraging new players to follow in their footsteps.

Creating a UGC culture was super important for promoting the game. Content was highly encouraged to be posted in the official server, leading to players competing with each other to become influencers for Egg VR. Good initial engagement and retention of the videos, also prompted the YouTube algorithm to boost the videos posted by our community to other VR players.

# Content Creator Program

Additionally to encourage players, we also introduced a comprehensive content creator program.

Upon hitting a certain number of views, you would get a badge in the game. These badges were divided into tiers so players would be constantly encouraged to level up.





Bronze Badge	1,000 views
Silver Badge	5,000 views
Golden Badge	10,000 views

## Content Creator Badges

The first 3 badges are similar in style, with the color depending on what tier you're in. This is the highest tier i.e. Gold.

These are the view requirements for each tier.

<b>Tier 1: Waffle Egg</b> 	<ul style="list-style-type: none"><li>2 Egg VR long videos with 10k views</li></ul> <p><b>OR</b> 2 Egg VR shorts with 50k views</p> <ul style="list-style-type: none"><li>Must have at least 10k subscribers</li></ul> <p><b>OR</b> complete the Egg VR Ninja Program.</p>
<b>Tier 2: Chicken Toe</b> 	<ul style="list-style-type: none"><li>2 Egg VR Long videos with 30k views</li></ul> <p><b>OR</b> 2 Egg VR Short videos with 100k views</p> <ul style="list-style-type: none"><li>Must have at least 50k subscribers</li></ul> <p><b>OR</b> complete the Egg VR Ninja Program.</p>

## Influencer Badges

The top two badges are intended for 2 types of content creators:

- existing VR influencers
- Egg VR content creators who were aiming to become a VR influencer. For these players, Egg VR helped them stand out from generic games' content



## Update Badges

As another effort to encourage players to post content upon the release of every update, we give out a new "update badge". All you have to do is post a video about the update when it comes out, and you are assigned the badge.

The full document for the program can be accessed here:

<https://drive.google.com/file/d/14n1uGZv0mit9U5JN7kD2mHAmDcXkxrSG/view>

## Tester Program

For testers, we chose players who are spending a lot of time in VR and other games like Roblox and Fortnite. Their feedbacks and ideas were fundamental to the development of the game and finding bugs, and sometimes even the introduction of a new game map or mode.

Testers are given their own private channel in Discord and are given early access to the upcoming game updates. As a tester, you also receive an in-game tester badge. Creating content for the incoming update is also encouraged for the testers.

## Mod Program

As FutureOfVR, we believe choosing the right moderators can make or break your game and its community. For Egg VR, moderators are fundamental to game promotion, community activity, events on top of in-game moderation.

We also conducted some moderator competitions where as a player if you create a certain number of videos, you would be considered for becoming a moderator. These competitions also give us an insight into a player's in-game behavior and content creation ability through watching their contents.

Moderators are also considered ambassadors for Egg VR and absolute loyalty to the game is expected on top of fulfillment of moderation duties.



**In-game Moderator Badge**



**In-game Tester badge**

## Game Design

In a nutshell, Egg VR's game design was the second most important factor in making it a success.

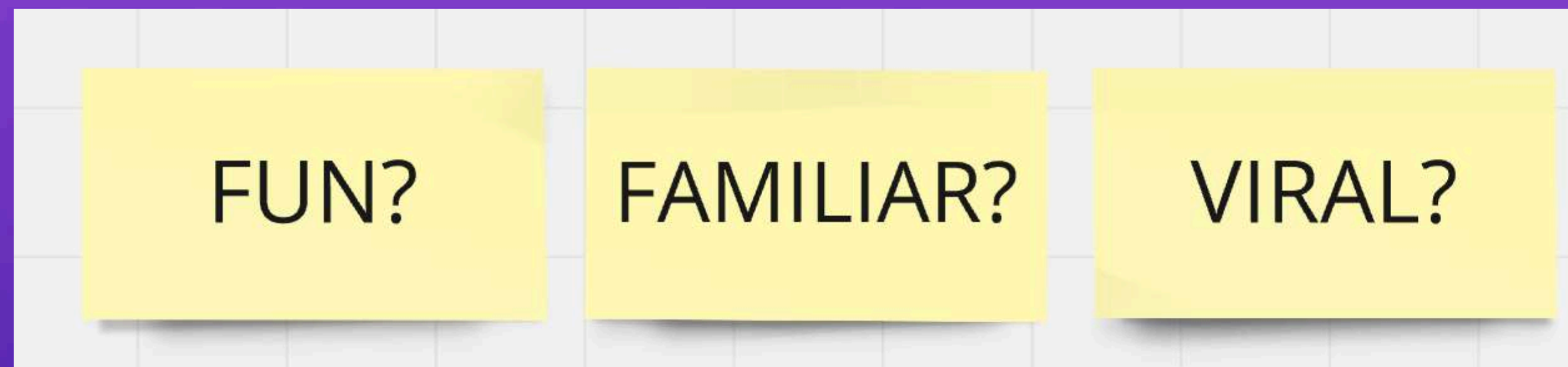
**Firstly**, we made sure that the game followed the principles of Native VR games. The two most important factors are movement and immersion. For movement, we made a super light system inspired by Gorilla Tag. And for immersion, we used real-life elements from maps to labels to make sure there almost no elements in the game that remind players they are in a virtual reality.

Now for game design, we asked ourselves the following 3 questions before deciding on anything:

1- Is it fun?

2- Are players familiar with it in other games?

3- Does it have potential to go viral on social media?



*The 3 questions asked during Egg VR's game design process.*

We worked with a large team of experienced VR players, who spent hours playing popular games like Gorilla Tag, Roblox and Fortnite, and got them to test our game. That way we got feedback directly from our target audience.

For the virality factor, our team spent hours analyzing the best performing social media videos from other games and trends. We analyzed what were the features in these videos that made them go viral, and then incorporated those features into Egg VR. That way we made sure that content was super easy to create and post even for inexperienced players, which in turn helped with our UGC culture mentioned above.

For example, we analyzed that horror videos in Summer 2024 performed best with chase scenes in long tunnels. Accordingly, we designed the horror map in Egg VR with long tunnels.

## Game Modes



### Horror Mode:

Monster chases with jumpscares worked great on social media. Hence, we added egg-style scary monsters for the horror map.



### Smash Mode:

Similar to tag mode in other games, but to relate to the “egg” concept, you smash other players with a miniature pan. To-date, it’s the most popular mode in the game.



### Speed Run:

Initially released to distract players till the later updates came out, speed run introduced more competitiveness among the community and went on to become the second most popular mode.



### Giant Egg Power-Up:

Giant Egg power-up paired with Smash Mode introduced an “Attack on Titan” style game mode where players chased each other as giant and mini eggs.



### Shooter Mode:

This mode was primarily to appeal to competitive players.

# Game Maps

Maps were designed using the same exact strategy, making sure whatever we created had potential to go viral and was easy to create content in, on top of being fun.



## Kitchen:

This was the first map designed. It's designed keeping both smash mode and speedruns in mind, even with a dedicated area for minigames. Since this is the default map, it's designed to allow players to move freely, testing all their movement skills.



## Living Room:

This map works best with the Giant Egg mode, due to its sheer size. As giants, you get room to move and as mini eggs, you get spots to hide in.



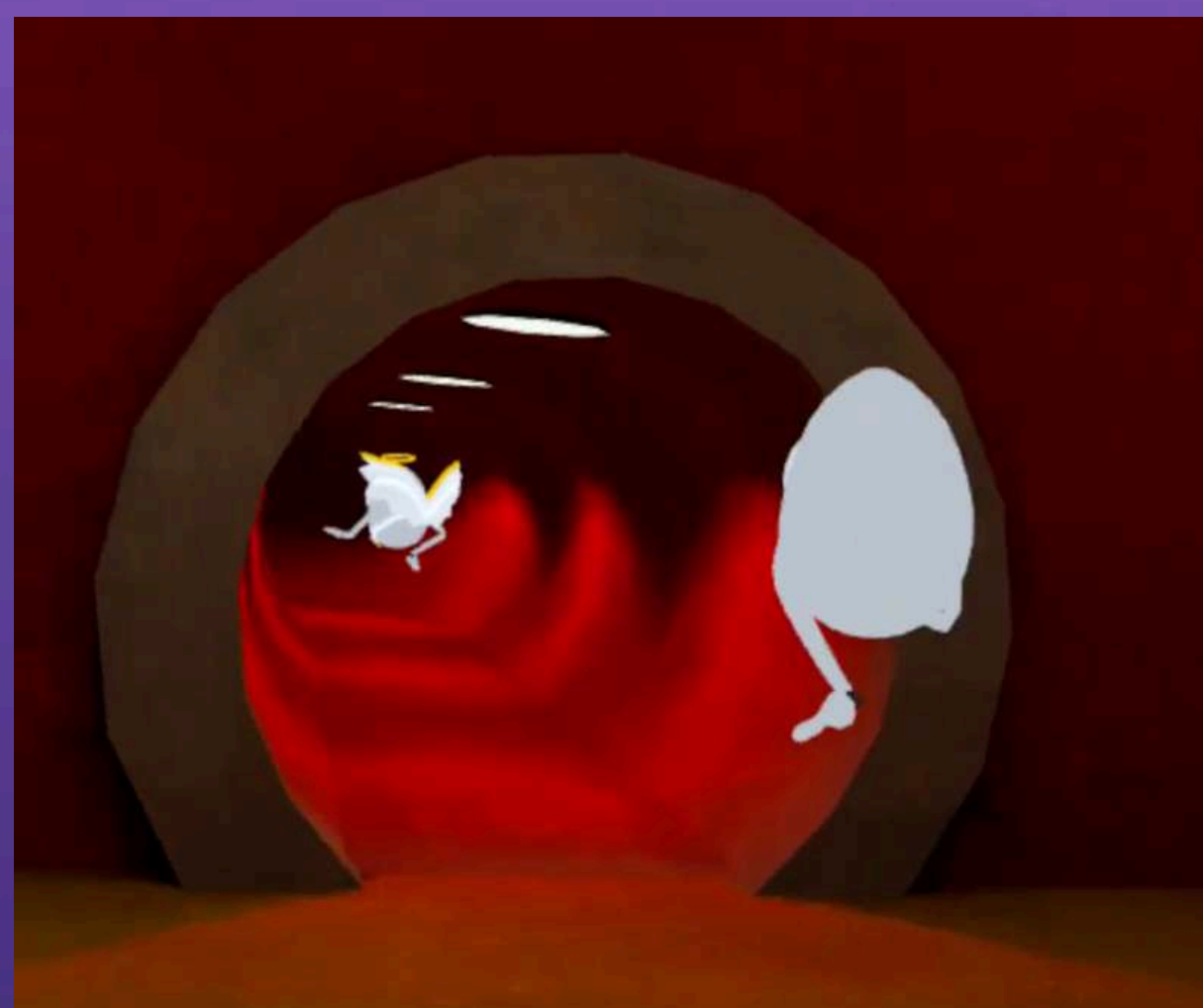
## Store:

This map is inspired by real life shopping malls. It's also one of the most popular maps because players like to spend their time and play minigames in it, while exploring the cosmetics at the same time.



## Attic:

This map is designed specifically for shooter mode and has all kinds of carefully designed places for sniping, hiding and defending. It's inspired from shooter games but with the theme of a house.



## Horror:

Since most chase videos consist of long corridors and tunnels, they were added to horror. We also took some inspiration from backrooms.

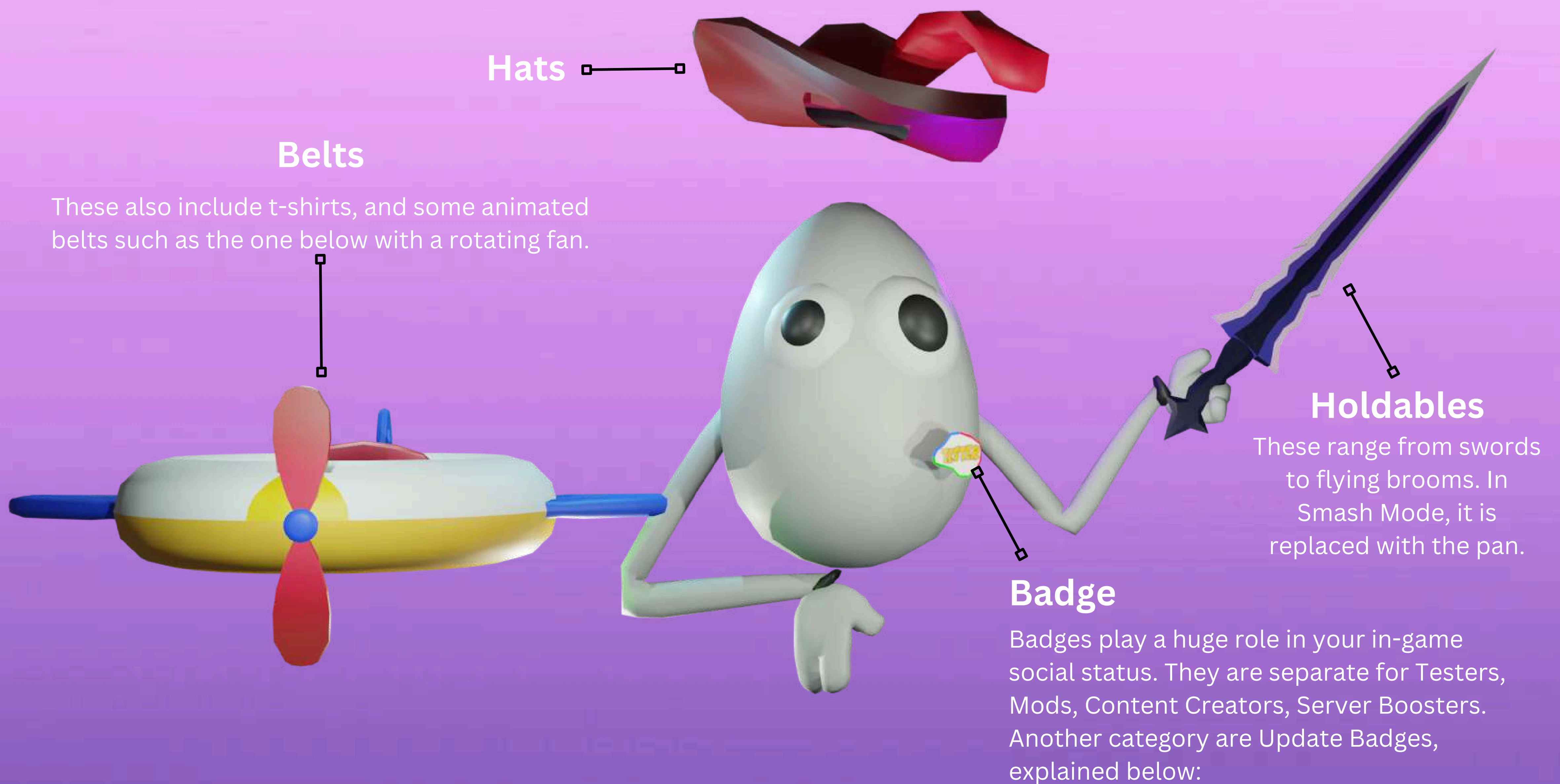


## Garden:

This map is an extension of the living room map.

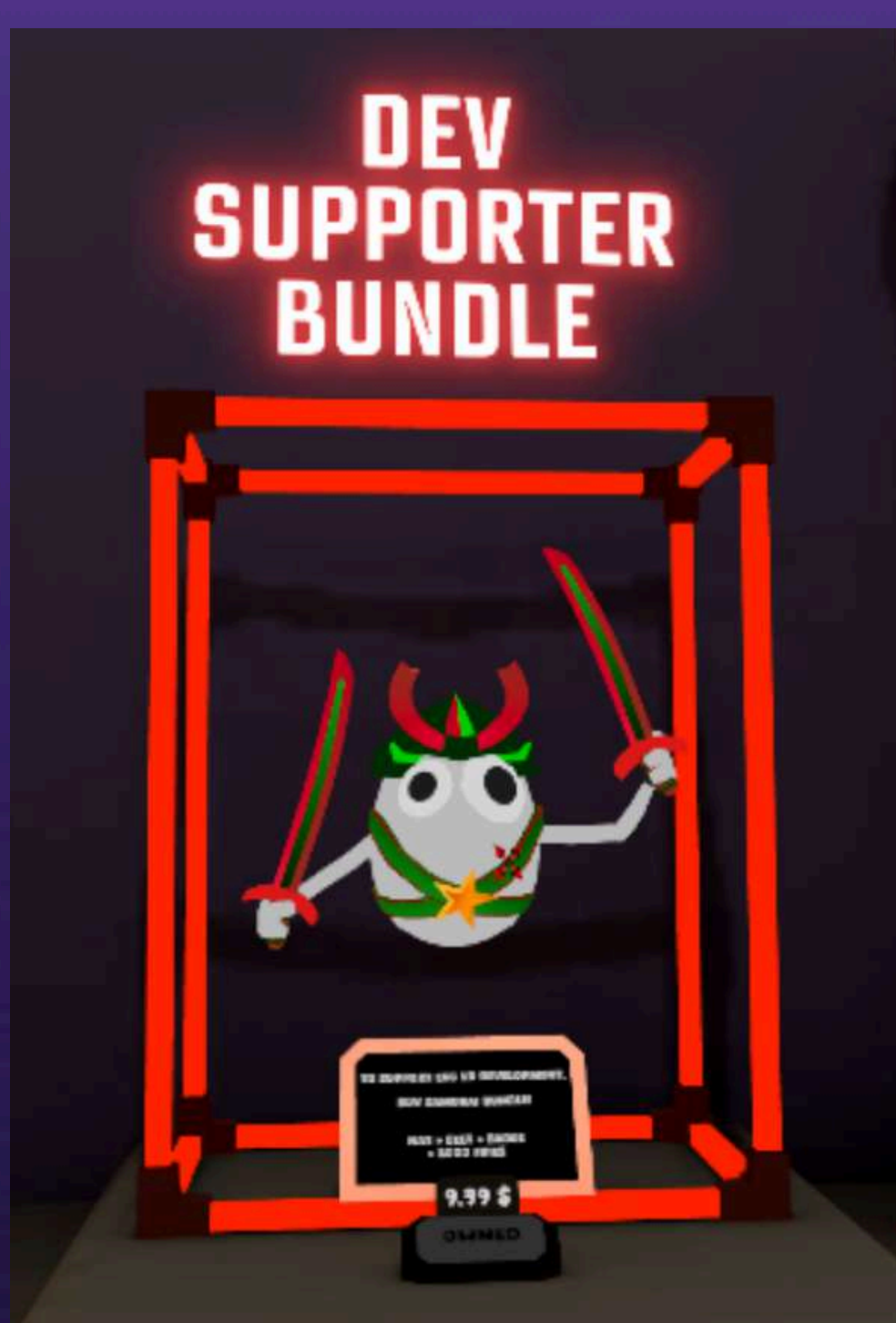
# Monetization

Egg VR is a free-to-play game with in-game monetization. The players have the choice to customize an otherwise completely blank egg.



## In-Game Currency

To buy those cosmetics, you must pay with the in-game currency of “fries”. These fries can be bought at the store entrance with real money. To encourage retention, players are given free fries for every day they log into the game.



## Bundles

In addition to individual cosmetics, players can also buy bundles directly with real money. These bundles usually come with a themed cosmetic from each category i.e. belt, hat and holdable.

Each update is released with it's exclusive bundles available only for a limited time.



# Content Promotion

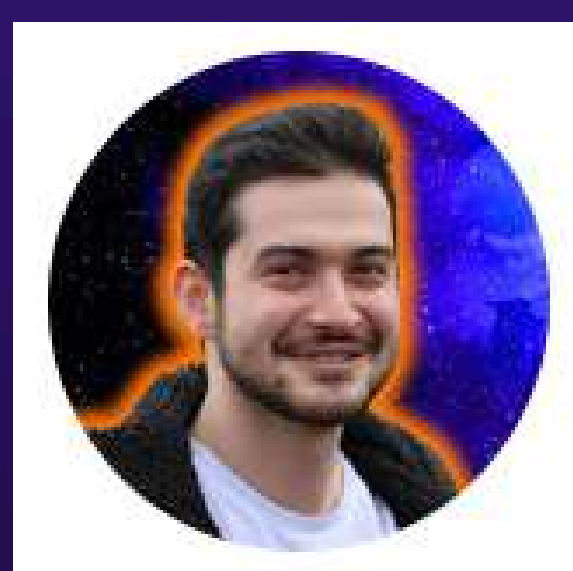
## Influencer Marketing

We focused on creating Egg VR as a game that Influencers would enjoy to play and not just created paid-content for. As a result, many Influencers that we worked with ended up creating content for Egg VR out of their own will as well. We mainly focused on working with Middle Influencers with communities of their own, and this in-turn, grew the popularity of the game through word-of-mouth as well.



## FutureOfVR channels

In addition to influencers, FutureOfVR's own team also focused on creating Egg VR content and accumulated 5M+ views



**Bican VR - 22k subs**

Focused mostly on viral, easy-to-create gameplay content. Also led the community by testing various types of viral contents



**EbbyDebbyDoo - 50k subs**

Focused mostly on creating long videos to reach other VR players.



**Cem VR - 1.2k subs**

Focused mostly on SEO explainer content and things players are searching for.