



REMIO

MARKETING CASE STUDY

FutureOf
VR

October 2023- July 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
 - Testers
 - Moderators
- **Paid Advertising**
 - Google Ads
- **Content Creation**
 - Minigames Content
 - Game Content
- **Game Feedback**

Community Building and Management

To keep the community active, we organized weekly events every weekend. We usually played minigames inspired by similar games like Gorilla Tag and Minecraft, with a touch of creativity relating to Beastcraft VR.

One of our most popular events were **Builder Rush**, where players would build something off of a theme, for example “forest” theme in this one:



<https://youtu.be/swcY8T87jNQ?si=nghTeDhSao4PcbK8>

The community was also deeply interconnected with the content creation. Players would join events announced on Discord where we would create content within the events. The community was always involved this way in the video creation step.

Upon posting, these players would watch, share and engage with the videos posted on the official channel, leading to good initial engagement and retention, prompting the YouTube algorithm to boost the video to other related players.

Other Minigames that our community enjoyed were:



Web Race:

Players stick their web to a block at the bottom and attempt to climb a staircase.



The Backrooms:

Players find the Polly in a Backrooms map and must return without letting the Polly escape with them.



Lava is Floor:

Inspired by the popular kids' game, players attempt to cross a lava pit by placing blocks.



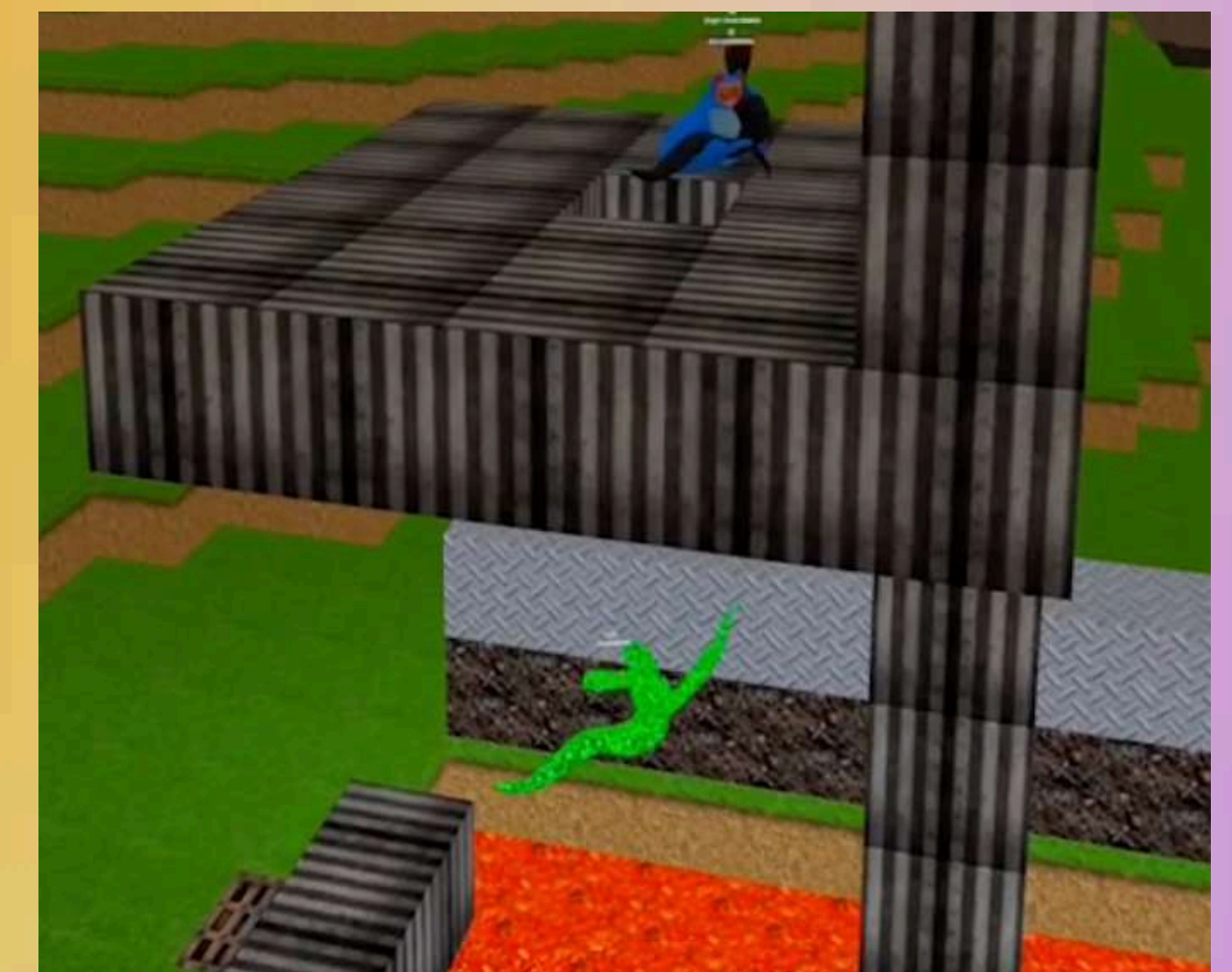
Hide and Seek:

Players hide in builds they build themselves, while seekers find them.



Don't Fall:

Players choose a block to stand on; some blocks having lava beneath them. When the referee says "Go!", everyone breaks their block, those who fall into the lava are eliminated.



Infection Parkour:

Players must cross the parkour course without getting tagged or falling into the lava.

Content Creator Program

Players with potential to be content creators were encouraged to make videos in the games, getting rewarded with exclusive cosmetics and avatars in return. As a result, many players became exclusive content creators for Beastcraft or Remio, increasing search results for Remio games and reaching their audience.

These were the requirements set for eligibility:



The banner features the title "BEASTCRAFT CONTENT CREATOR PROGRAM" at the top. Below it, three badge tiers are listed: Bronze, Silver, and Gold. Each tier includes a badge icon and a description of the requirements and rewards. A character with a black body and a red, dripping mouth is visible on the right side of the banner.

Badge	Requirements	Rewards
Bronze Badge	Once you reach 1000 views with Beastcraft videos, you need to fill the form in #apply-here and you'll get the Bronze badge, Polly and 5000 REMZ!	Polly and 5000 REMZ
Silver Badge	Upon hitting 10,000 views on your Beastcraft videos in total, you'll be upgraded to Silver badge with 20,000 REMZ!	20,000 REMZ
Gold Badge	This is the ultimate badge for selected Beastcraft influencers! We will give this badge to players with 50,000 views alongwith 50,000 REMZ!	50,000 REMZ

Initially, the content team was prompted to create 1 video every week with a penalty of losing the Polly avatar otherwise. However, most of the content team players were quite inconsistent with regular posting, and to compensate with that and to make them more focused on getting views rather than posting lots of content, we changed the rules from posting more to getting more views.

Hence, the badges were given to content creators based on number of views they got on their Remio videos. For some it took a few videos with many views, for others, it took a large number of videos with fewer views. Either way, it proved to be a win-win, also increasing the consistency of players at their own pace, in the pursuit of higher level of badges.

The price REMZ were also in line with the price of most expensive cosmetics e.g. Thor's Hammer, so the winners could buy those cosmetics as well.

Testers

More players were interested in getting the tester role but to weed out players who just wanted the role to show off, the Tester role required players to give feedback for the game after playing it and create at least 2 videos in the game. As a result, most of the testers were also a part of the content team.

The sole purpose of testers was to come up with ideas for the game and test out any beta versions provided in apk file format. They were also given exclusive tester cosmetics and avatars. Testers also actively participate and organize events in the Discord and help incoming Discord members. As a tester they are more loyal to the game and keener to help out.

These were the requirements for Testers to be eligible:



BEASTCRAFT TESTERS PROGRAM

To become a tester, you need to

- post 2 videos of you playing Beastcraft / Remio on either TikTok/ YouTube and use #beastcraft and #remiovr, send in #content-promo
- be active in our Discord server and help others
- give atleast ONE idea in #give-ideas
- then apply using the form in #apply-here

After selection, you will get 2000 REMZ, Tester Hat, and the Alpha Bean avatar. You'll also be testing the upcoming Remio/ Beastcraft updates along with other Testers!

Moderators

Trainee Mods are selected from the most active testers with good conduct history. Mods are selected after staying as a Trainee Mod for 1- 2 months. As a T-Mod, they go to “Mod school” where one of the existing Mods trains them for Mod responsibilities. If they passed the Mod school exam with a good score, they are promoted to Mod.

Paid Advertising

Google Ads

We ran ads on YouTube with the CTA asking viewers to join the Discord because we didn't see many conversions directly to the Meta Store. From the Discord, players would download the game directly or apply to become a tester.

After extensive A/B Testing, we ran 2 advertisements that performed the best. These are their statistics:

Ad 1

Ad Link:

<https://youtube.com/shorts/CPi86D07yIU?feature=share>

\$0.32 cost/ conversion
\$0.12 cost/ click

Ad 2

Ad Link:

<https://youtube.com/shorts/dMj99htoMkM?feature=share>

\$0.31 cost/ conversion
\$0.12 cost/ click

Content Creation

For content, we mainly focused on reaching Gorilla Tag and Minecraft audience. A lot of views also come from the search term “**remio vr**”. Hence the hashtags usually used are: **#gorillatag**, **#minecraft** and **#remiovr**. Recently **#beastcraft** is also used to increase search volume of the term “beastcraft”.

Minigames Content

The tutorials for the mini games performed well the most, with game play videos getting good retention as well.

→ **Backrooms:**

<https://www.youtube.com/shorts/mGI7vp73wlc>

→ **How to make a horror fangame:**

<https://www.youtube.com/shorts/CR1wuu3Q9jg>

→ **Hide and Seek:**

<https://www.youtube.com/shorts/TB8o1bjHdhM>

→ **Don't Fall:**

<https://www.youtube.com/shorts/cLQ6hnXzs9s>

→ **Floor is Lava:**

<https://www.youtube.com/shorts/LGShg1jwVJk>

→ **Parkour**

<https://www.youtube.com/shorts/kmHiiF2S97s>

→ **WebRace**

<https://www.youtube.com/shorts/ITLextXxH30>

Game Content

Most of the best performing content was explaining the game and showing the game mechanics. We tried different genres of videos including gameplay, meme videos, viral trends, role-play etc. but the explainer videos performed the best and resonated well with the audience.

These were the best performing videos:

→ **Crafting Tutorials:** <https://www.youtube.com/shorts/ywe-gBCfMHs>

→ **Comparison videos:** <https://www.youtube.com/shorts/dViaUjo3HXI>

→ **Update videos:** <https://www.youtube.com/shorts/o5yySLCaO9M>

→ **Infection mod:** <https://www.youtube.com/shorts/63s9CcSFu38>

→ **How to play Beastcraft:** https://www.youtube.com/shorts/6WK2lCmj_88

Feedback

We also provided feedback on what elements could be added to make better marketing for the game.

Here's an example for some game modes that can be added in Beastcraft VR, based off the nature of that game, and how we will market them:

Game Modes

Treasure Hunt Mod

Treasure hunt can be the main game mode and we can build everything on it. There are five treasure ruins below, and four of them have a concept. The other one is just buried in the ground. We should create this style of places to hide treasures. The video is 16 minutes long, but you should definitely watch it to understand how we can implement the treasure idea for Yoshi.

After you've watched the video, continue reading



In the main lobby where we respawn, there can be a large map that shows the world, similar to the map in Avatar. We can display the maps that we've created and place question marks on the maps we haven't published yet.



Players can see other zones like The Village and other players' locations in the main map. We can sell compass and holdable map.

- A compass can be cheaper than the holdable map, and players try to figure out where to go according to the main map in the respawn zone.
- A holdable map can be expensive as it will show the maps and the player's location.
- Only the main map will show the other players' locations.
- We can also add special maps that show unique treasures. Instead of selling cosmetics, we can sell maps and adventures to reach those cosmetics (perfect for content creators).
- We can sell bags for storing items, or checkpoint items like the bed in Minecraft.

This treasure hunt concept can be added initially, and with every other game map update (like Asgard), the game can become more fun and mysterious.

Here's the marketing strategy for that game mode mentioned above:

Marketing

The treasure hunt is popular among Minecraft players and it's also really fun to play in VR. While we can create content for it, we can also reach out to Minecraft content creators who have 100k-200k subscribers (there are an insane amount of Minecraft content creators and they try to make money from YouTube), gift them a Quest 3, and make a short and maybe long term deal for treasure hunt videos.

If one of their Yoshi videos gets views, they can produce lots of VR content. This can trigger a chain reaction and Minecraft content creators also start to produce content for Yoshi.

Survival and Creative Mode Update

We should have an option to choose the game mode as creative or survival, like Minecraft, before we start the game.

- In survival mode, players can kill each other and loot their free items. In the future, we can add NPCs to the maps, like in Dark Forest.
- In creative mode, players can do anything they want.