





Producing Brand-Enhancing **PUBLICITY**.
Delivering High-Impact **PROMOTION**.
Leveraging Stellar Relationships for High-Value **PARTNERSHIPS**.

< ABOUT US >

WHO *is* ÜBERSTRATEGIST?



Inc.
Power
Partner
2022

Founded in 2014, ÜberStrategist Inc. is a multi-award-winning PR and marketing agency focused on providing the highest level of service to its entertainment and technology clients. Although headquartered in the bustling Raleigh-Durham region of North Carolina, our team of nearly 30 public relations, influencer, event, social media, community management, and content marketing professionals are based across the United States, Canada, the United Kingdom, and Asia, allowing for truly global capabilities.

A recipient of Inc. Magazine's Inc. 5000 and Inc. Power Partner awards, we are one of America's fastest-growing privately owned companies and among roughly 250 global firms recognized for consistently helping our clients grow and achieve success.

Proudly veteran-owned, we celebrate, encourage, and commit to diversity in the workplace, with most of our leadership positions held by women, veterans, and LGBTQ+ team members. As we firmly believe that our role is to leave the world in better shape than we found it, a significant portion of our proceeds also goes to supporting charitable causes.

< ABOUT US >

OUR TEAM

Our team is located in key locations across the United States, Canada, Europe, and Asia — serving clients globally.



MARIO R. KROLL
Founder & CEO
Raleigh-Durham, US



GARETH WILLIAMS
Chief Operations Officer
Bedfordshire, UK



CAROLYN CRUMMEY
Chief Marketing Officer
Raleigh-Durham, US



CHARLEY V.
*Director, Influencer
Campaign Services*
London, UK



LYNDESEY LAMB
Head of Finance
San Diego, US



JESSICA TIMMS
Director, PR Services
Central California, US



KIMBERLEY MASSI
Director of Operations
Toronto, CA



ALEXA TURNESS
Manager, Event Services
Gwynedd, Wales



CJ MELENDEZ
Deputy Director, PR Services
San Francisco, US



TED BROCKWOOD
Sr. Account Director
 Portland, US



JASMINE JAMES
Sr. Account manager
 Wolverhampton, UK



NICK FARRELL
Jr. Account Manager
 Toronto, CA



ALEX HANDZIUKE
Jr. Account Manager
 Toronto, CA



BRENDAN QUINN
Jr. Account Manager
 Vancouver, CA



MICHAEL HRUBY
Influencer Campaign Executive
 Toronto, CA



JAMES ROBINSON
Sr. Account Executive
 Toronto, CA



TABITHA BEIDLEMAN
Account Executive
 Raleigh-Durham, US



KAZUMA HASHIMOTO
Jr. Account Executive
 Los Angeles, US



AUSTIN COLLINGS
Jr. Account Executive
 Toronto, CA



SEAN WALSH
Jr. Account Executive
 Baltimore, MD



SHANNON MCPHERSON
Consulting Publicist
 Sacramento, US



JENNIFER FLOWERS
Sr. Copywriter & Content Strategist
 Chicago, US



MOLLY PARKINSON
Social Media Specialist
 Castlebar, IE



MARIA NORECEL
Graphic Design
 Surigao, PH



ARIS GINETTE
Website Design & Dev.
 Caloocan, PH



RINA ISANAN
Content Assistant
 Valenzuela, PH

< OUR CLIENTS >

WHO *are our* CLIENTS?

At any one time, we partner with a limited number of high-quality clients and currently focus exclusively on the **interactive entertainment industry**.

MEDIA & BROADCAST COMPANIES

HARDWARE & ACCESSORY COMPANIES

DEVELOPERS & PUBLISHERS

ESPORTS ORGANIZATIONS

TRADESHOW & EVENT ORGANIZERS

TECHNOLOGY & SERVICE COMPANIES

CONTENT CREATORS & INFLUENCERS

NOT-FOR-PROFITS & CHARITIES

NON-ENDEMIC BRANDS

< OUR CLIENTS >

Collectively, our team has brought more than 100 games, products and services to market.
Here are **some** that we've had the pleasure of collaborating on with our clients:

BRANDS WE'VE WORKED WITH



< OUR CLIENTS >

Over **90 percent** of our work comes through word of mouth referrals.

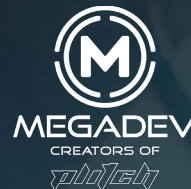
Here are **some** of our past and present clients:

GAMING



< OUR CLIENTS >

EVENTS, ESPORTS, MEDIA & TECH



< OUR CLIENTS >

NOT FOR PROFITS



the
ablegamers
charity

Brazil
Games

**GAME
JAM+**

▲ DEVS IN THE WORLD



**GAME
MARKETING
SUMMIT**



**OPERATION
SUPPLY DROP**




Take This

**JIMMY FUND
LET'S  GAME**
DANA-FARBER CANCER INSTITUTE

 **Thrive
GAMES**

< OUR WORK >

WHAT DO WE DO?



PUBLICITY

PR STRATEGY PLANNING & EXECUTION
PRESS TOURS & EVENTS
CONTENT CREATOR COMMUNICATION
MOCK REVIEWS & BUILD EVALUATIONS



PROMOTION

SOCIAL MEDIA MANAGEMENT
TRADE SHOWS & EXPERIENTIAL ACTIVATIONS
GO-TO-MARKET ADVICE
ORGANIC & PAID PROMOTIONAL GUIDANCE

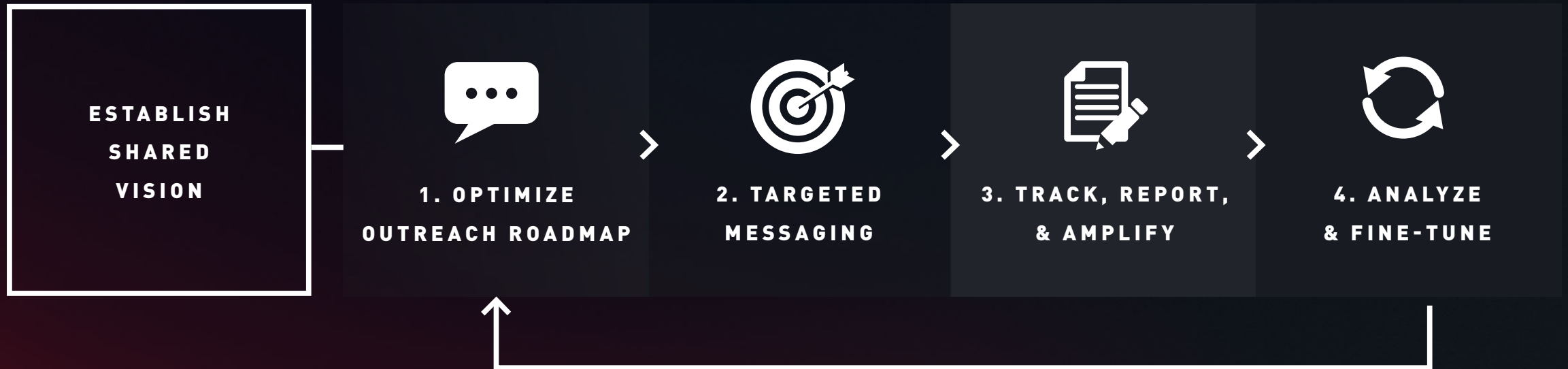


PARTNERSHIPS

INFLUENCER CAMPAIGNS
HIGH-VALUE INTRODUCTIONS
STRATEGIC PARTNERSHIP BROKERING
PUBLISHER & INVESTOR PITCH EVALUATIONS

< OUR PUBLICITY PROCESS >

OUR PUBLICITY PROCESS



TELLING YOUR STORY

Our priority with any client is to intimately know them and their business.

We want to deeply understand your vision for your game or service – its backstory, mechanics, target audience, inspirations, competitors, and aspirations. This will help us craft a compelling story that the media and gamers want (and need) to hear. Go wild; this is your baby!

Once your game or service is available, we put it through its paces. Why? So we can provide honest feedback from an outsider and industry veteran perspective.

We build a flexible outreach roadmap based on your milestone timetable. We consider asset availability, pending features, industry trends, the competition, and important variables to recommend ideal outreach timing and content. We'll also help you discern what's newsworthy for maximum focus and positive impact.

Collaboratively, we compose the most effective messaging. We share your voice but “translate” it into a format and dialect that is most likely to elicit a positive response from editors, bloggers, and content creators (YouTube streamers, Twitch broadcasters and others).

< OUR PUBLICITY PROCESS >

OUTREACH THAT WORKS

We target outlets and influencers most likely to respond to your offer through targeted one-on-one media pitches and compelling outreach.

We distribute your approved press releases and media alerts to appropriate segments of our editorial database – **nearly 10,000 gaming, entertainment, technology, business, esports, and lifestyle editors.**

We also work with **over 3,500 content creators** – from up-and-coming streamers to influencer rockstars, athletes and esports pros, celebrities, and stream teams – to offer both organic and paid opportunities that showcase your product or service in **meaningful, engaging, and exciting ways on live streams and on-demand**

video channels. As an added value, we also **amplify your positive coverage achieved on our social media channels.**

These are carefully segmented by geography, platform, genres, circulation and numerous other key demographics that allow us to precisely target your outreach to the influencer audience that is most likely to respond positively.

We track opens, clicks and replies, following up tactfully with personalized outreach and ICYMI (In Case You Missed It) alerts, without nagging (or annoying) editors. Then we analyze results, collaborate with you to enhance or add messaging, and plan the next outreach activity by updating the outreach timeline.

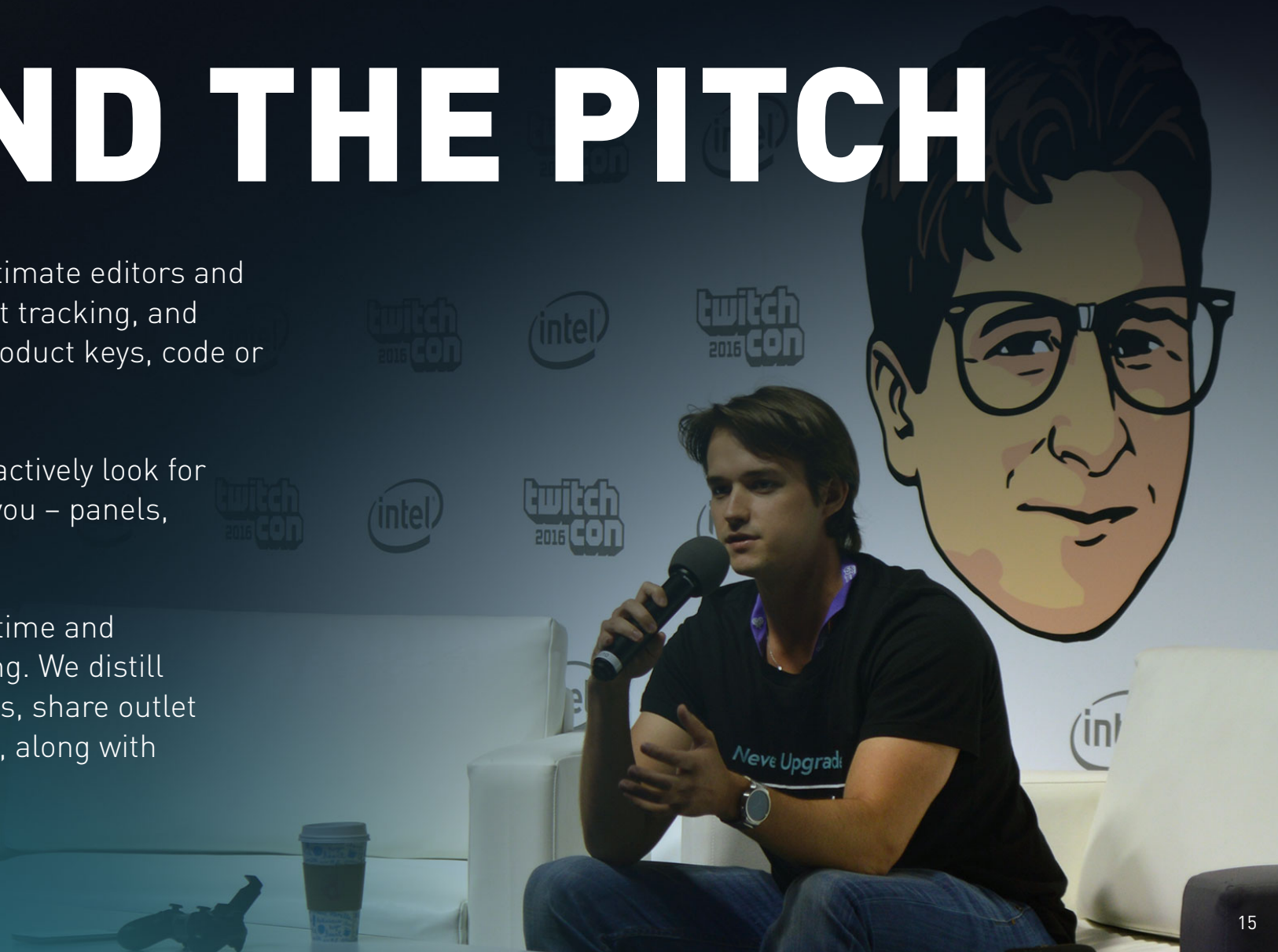
YouTube • Twitch • TikTok • Instagram • twitter

BEYOND THE PITCH

We handle the cumbersome bits: vetting legitimate editors and established content creators, future interest tracking, and managing requests for preview or review product keys, code or samples.

We help fine tune interview responses and actively look for non-traditional exposure opportunities for you – panels, advisory calls, roundtables, etc.

You're always in the know. We provide real-time and comprehensive campaign coverage reporting. We distill coverage highlights, recommend pull quotes, share outlet reach, and summarize tone of the coverage, along with suggested follow-ups.



< P U B L I C I T Y >

We help you get the maximum amount of **meaningful, positive publicity** for your company, product or service. Our clients were recently featured in:

VIDEO GAMES & TABLETOP GAMES

3DJuegos

4P
4PLAYERS.DE

[a]list daily

BLEEDING
COOL

BOARD
GAME
GEEK

DESTRUCTOID

develop

Dicebreaker

EUROGAMER

G
GAMASUTRA

gameinformer

GamesBeat

GAMERANT

Game
GLOBAL GAMING NEWS park

GAMESPOT

gamesradar+

★
GameStar

GIANT
BOMB

IGN

jeuxvideo.com

KOTAKU

MCV

mm RPG

multiplayer.it

nintendolife

PC
GAMER

PC
GamesN

PLAYER.ONE

PlayStation®. Blog

PS
PlayStationLifeStyle.net

Polygon™

ROCK
PAPER
SHOTGUN

SHACKNEWS

STRATEGY GAMER

VANDAL

VG24/7

WARGAMER

waypoint

XBOX
OFFICIAL XBOX MAGAZINE

Outlets represent some of the coverage achieved for our clients.

< PUBLICITY >

INTERNATIONAL, NATIONAL & LOCAL



Bloomberg

BUSINESS
INSIDER



CBC



The Daily Star

Entrepreneur

Forbes

FORTUNE

HOBBYCONSOLAS

THE
HUFFINGTON
POST



THE
IRISH
TIMES

LAWEEKLY

Los Angeles
Times

Mashable

METRO



NEW YORK POST

Newsweek

The
News & Observer

San Francisco
Chronicle

The Telegraph

The
Washington
Post

WSJ

Outlets represent some of the coverage achieved for our clients.

< PUBLICITY >

TECH & HARDWARE

TopTenREVIEWS

ANANDTECH

ars TECHNICA

c|net

CHIP

Computer
Bild

ct

DIGITAL
TRENDS

engadget

GIZMODO

HEXUS

HOT HARDWARE

IEEE
SPECTRUM

linus
techtips

MAXIMUMPC

MOTHERBOARD

NOTEBOOKCHECK

PC
MAGAZINE

PC-WELT

Pocketlint

<> recode

SLASH
GEAR

TE
TechCrunch

TECMUNDO

tom's HARDWARE

VentureBeat

THE VERGE

Windows
Central

WIRED

YAHOO!
TECH

ZDNet

Outlets represent some of the coverage achieved for our clients.

< PUBLICITY >

LIFESTYLE & MUSIC



Outlets represent some of the coverage achieved for our clients.

< PUBLICITY >

ESPORTS

The Daily Dot

ESPN

THE
ESPORTS
REPORTER



LEGAL SPORTS REPORT

TEO

ESI ESPORTS
INSIDER

MOBILE

48Apps
.com

ANDROID
AUTHORITY

androidcentral

ANDROID
POLICE

DRUID
GAMERS

Mac Life

POCKET
GAMER

Touch
Tap
Play!

toucharcade

WE GOT THIS
COVERED

Outlets represent some of the coverage achieved for our clients.

< OUR PROMOTION PROCESS >

PROMOTION

With extensive senior level expertise in advertising, marketing, and promotional events, we provide you with tried-and-true and out-of-the-box ideas to help you achieve maximum exposure at reasonable costs.



The background of the slide features a stylized illustration. On the right side, there is a person wearing a wide-brimmed hat and a light-colored shirt, leaning over a red surface. On the left side, there is a large, dark silhouette of a person's head with a brain icon inside it. The overall color palette is dark with blue and red accents.

< OUR PROMOTION PROCESS >

INFLUENCER MARKETING

We get your brand or product in front of creators and their audiences on platforms such as Twitch, YouTube, Tik Tok, Twitter, and Instagram.

Would you like to get your brand featured on creators' channels but have no idea how to start? That's where we come in.

Our experienced, dedicated influencer team – with previous content creator campaign success on behalf of GungHo Entertainment, Wizards of the Coast, Blizzard, Gameforge, Bossa Studios, and many others – is here to help you achieve your campaign goals.

As a technology-forward company, we use a leading influencer platform that helps us find and engage with perfectly targeted content creators across a plethora of demographic criteria – geography, language, preferred game genre, competitive title played, audience characteristics, and many more. We can even provide you with a self-service dashboard where all campaign content, channel links, and influencer stats are available to you in near real-time.

Let us help you execute a perfect influencer campaign to meet your objectives, from a creative custom-tailored one-time product launch activation to long-term nurture, brand-advocate, or affiliate campaigns.

< OUR PROMOTION PROCESS >


CONTENT CREATION & CO-MARKETING

We work with you to learn about your preferences, unique needs, value propositions, goals, budget, and target audience.

Our extensive network of proven, competent partners – media agencies, creative firms, event organizers, content creators, videographers, and more – helps us scale and provide specific expertise.

We help you identify and suggest potential marketing partners likely to offer you high-impact organic and paid promotional opportunities. Once approved, we make introductions, help steer the conversation and monitor agreed-upon execution to achieve a positive outcome.

We remain the primary point of contact or have you work with them directly, based on your preference.



< OUR PROMOTION PROCESS >

EVENTS & TRADESHOWS

We have successfully organized over a hundred attention-earning press tours, themed press events and trade show appearances.

We can do as little or as much as you require: help identify suitable venues, schedule editor or partner meetings, assist you with memorable activations or procure hardware and accessories. We can also bolster your “boots on the ground” team, connect you with cosplayers, spokesmodels, shoutcasters, celebrities, and more – or staff the entire event.

Or we can execute a soup-to-nuts completely custom press tour, community event, launch party, or handle your trade show participation, including exhibitor booth or hospitality suite. All you need to do is tell us your business objective and provide the budget. We’ll do the rest!

< OUR PROMOTION PROCESS >

SOCIAL MEDIA & COMMUNITY

We can help with your social media and community management. For our active PR clients we automatically amplify all positive press coverage through our own social media channels.

We also have programs to supplement your social media content posting or can completely manage your channels with regular, engaging, and audience-optimized content, supported by monthly reporting.

< OUR PARTNERSHIPS PROCESS >

PARTNERSHIPS

We have conceived and brokered **\$10+ million in reciprocal marketing partnerships** and executed mutually-beneficial sponsorships with fashion, music, technology, entertainment, sports, and big box retail brands.

< OUR PARTNERSHIPS PROCESS >

AMD



astro
VIDEO GAMING EQUIPMENT



EVGA

GIGABYTE™



Metal Blade
Records

msi™



Pixio



twitch



< OUR PARTNERSHIPS PROCESS >

CONNECTING THE DOTS

We specialize in high-value introductions and developing strategic partnerships to benefit you.

We routinely work with developers, publishers (including first party), hardware manufacturers, accessory makers, music artists and labels, athletes, esports teams and organizers, content creators, talent agencies, and even select investors.

In short, we can provide you with access to just about anyone in and around the video game industry. We make initial introductions, but are happy to develop, negotiate and manage value-add partnership programs and brand sponsorships on your behalf.

OUR EXPERTISE *to fit* **YOUR BUDGET**

We do all this on a monthly retainer, with pricing based on services needed, the length of engagement, and a few other variables.

However, we love collaborating with folks just starting out, non-profits and smaller indies. We'd be thrilled to discuss working together with you in a manner that prioritizes your most pressing needs and fits your budget.

< O U R R E S U L T S >

CASE STUDIES

The following are a few of our client success stories. A full collection can be found on our website at <http://www.uberstrategist.com/case-studies>.

LEADING DAILY FANTASY PLATFORM FOR ESPORTS

ALPHADRAFT

AlphaDraft entered the DFS (Daily Fantasy Sports) market for esports in early 2015 with less prominence than its two outspoken primary competitors. The company approached us to enhance visibility of their services, with the goal of securing a successful seed round and setting the stage for potential acquisition.

We leveraged key **AlphaDraft** partnerships with competitive-gaming focused game studios, esports celebrities, and prominent backers — including former NBA commissioner David Stern — for top-tier coverage in gaming, lifestyle, financial, and esports media, including an **ESPN** print edition cover story. We positioned **AlphaDraft**'s CEO as an emerging fantasy esports industry expert and sought-after panel participant and negotiated several prominent promotional opportunities, including premium Twitch E3 and PAX West sponsorships.

AlphaDraft quickly gained prestige and was acquired by industry leader FanDuel during our six-month campaign.

- Assisted in a successful **\$5 million seed round**
- Secured **300+ pieces of coverage** from launch announcement to **WSJ-featured** acquisition by FanDuel
- Notable top-tier coverage includes **Forbes, Fortune, TechCrunch, LA Times, Dot Esports, VentureBeat, ESPN, The Wall Street Journal, Sports Illustrated, IGN, Fox Sports, and Playboy**

“At AlphaDraft, pro video game players become stars of fantasy sports.”

Los Angeles Times

A METAVERSE PIONEER

8 CIRCUIT STUDIOS

In 2018, **8 Circuit Studios** enlisted ÜberStrategist to promote its ambitious and trailblazing ecosystem that married blockchain technology and gaming to sow the seeds of the Metaverse. We put the founders of the studio front and center, highlighting their past experience in technology well-known video games. We developed an unfolding PR narrative for the studio, which promoted individual gaming projects, technology partnerships, and the overarching **8 Circuit Metaverse**. Press were very receptive to **8 Circuit Studios'** blockchain-based projects and noted the potential for the technology.

- Secured **166 pieces of coverage**
- Reached a potential audience of **over 450 million**
- Received notable coverage from **MSN, Forbes, Venture Beat, Blockchain Gamer, Massively OP, Hackernoon, and Bitcoin Exchange Guide.**

“8 Circuit Studios wants to build the foundation for eliminating the barriers between game worlds, while also creating a platform to make entry easy for both gamers and developers.”

VentureBeat

LONG-TERM PR AND INFLUENCER SUPPORT FOR LEADING INDIE PUBLISHER

ASSEMBLE ENTERTAINMENT

Multi-award-winning German publisher **Assemble Entertainment** hired us for a turn-key PAX West activation and launch campaign for a new **Leisure Suit Larry** installment. Since then, Assemble has steadily expanded our scope, trusting us as their PR and influencer agency for the Americas and select territories in Asia, Oceania, and Western Europe.

In addition to guiding PR strategy, we've collaboratively drafted and distributed announcements, pitched exclusives, placed features, and supported nearly a dozen very successful game launches, including full (p)review cycles. We've also provided business development and facilitated their physical and virtual event participation.

Leading gaming outlets **PC Gamer, Windows Central, IGN (multi-region), GamesRadar+, Vandal, TechTudo, Android Police, 4Gamer Japan, Jeux Video, Nintendo Life, Screen Rant, Playground, Pocket Gamer,** and **Rock, Paper, Shotgun** have covered **Assemble**.

- **2,200+ articles** and pieces of streamed content
- **1.1 billion** eyeballs saw our roguelite zombie survival **Deadly Days** launch campaign
- Our Lovecraft-inspired **The Innsmouth Case** launch campaign **reached over 184 million**

“Endzone: A World Apart has the potential to be the best apocalypse simulator ever.”



Windows Central

ORGANIC SOCIAL MEDIA LAUNCH SUPPORT FOR MEGA-BRAND CLASSIC ARCADE GAME

ATARI — CENTIPEDE: RECHARGED

Atari tasked us to create and execute a brief social media campaign for the newest game in the long-standing, and much loved, **Centipede** franchise — **Centipede Recharged**, which was released on PC and console.

For the campaign, we crafted 22 pieces of social content that focused on the original game, and the new features the **Recharged** version introduced. As part of the campaign, we coordinated a cross-promotion with PC manufacturer **Alienware**, who hosted a special giveaway that increased buzz around **Centipede Recharged**.

COMBINED TOTAL:

- Estimated Organic Reach: **82,653**
- Total Organic Impressions (Twitter): **428,138**
- Clickthrough on Links: **913**



ATARI'S FIRST NEW GAMING SYSTEM IN 25+ YEARS: FROM CONCEPT TO RETAIL

ATARI VCS

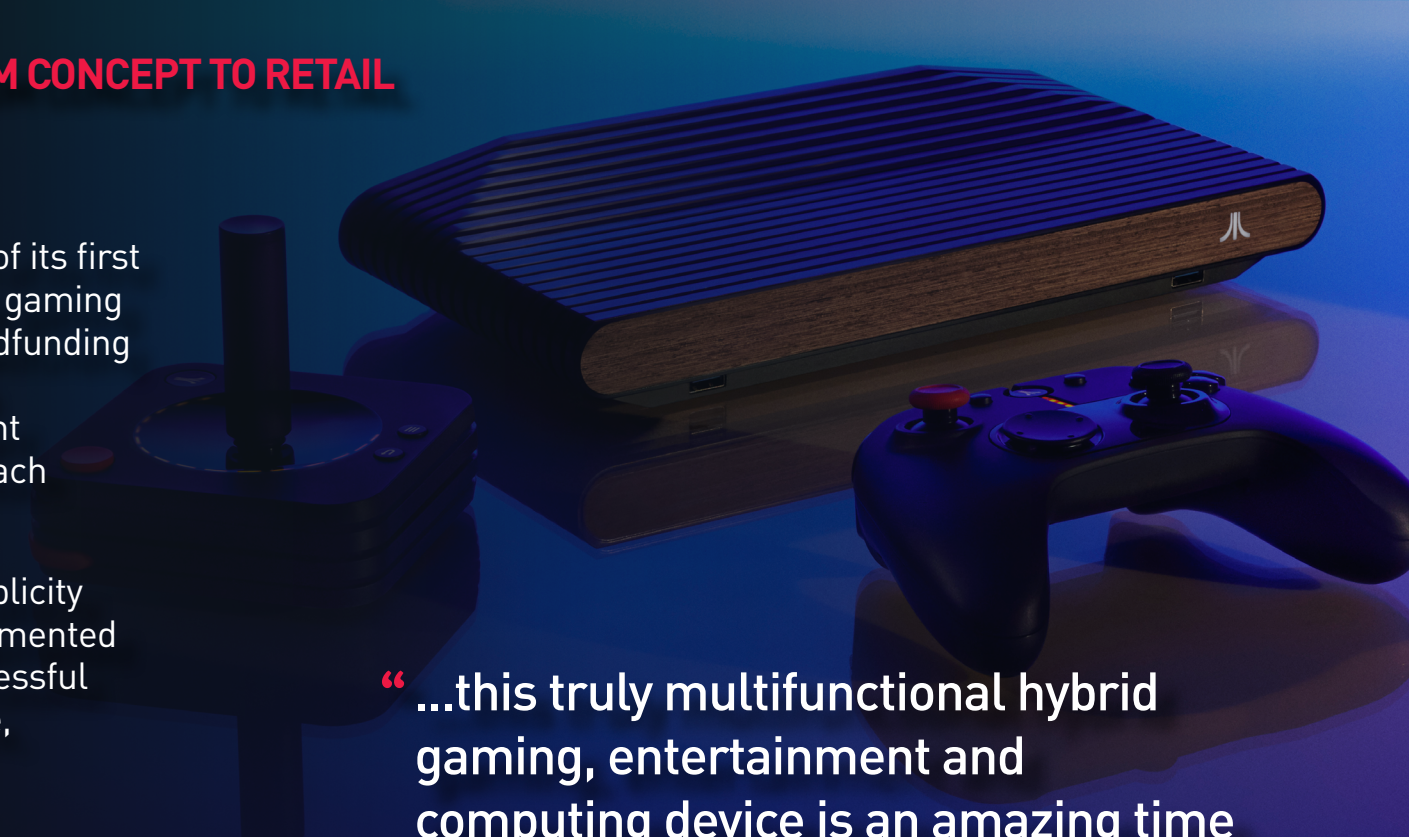
Legendary games brand **Atari** enlisted us to support the launch of its first gaming device in nearly three decades: the **Atari VCS**, a versatile gaming and entertainment mini-PC for the living room. Through its crowdfunding phase, preorder cycle, supply chain challenges, and ultimately a successful launch, our collaborative PR efforts secured significant industry and non-endemic interest in the **Atari VCS**, helping it reach critical acclaim from consumers and media alike.

Through regular B2C outreach and strategically planned B2B publicity opportunities, crisis communication advice, and support, complemented by a thorough product review cycle, the **Atari VCS** enjoyed a successful North American launch during a very challenging window of time, ultimately exceeding Atari's expectations.

- Secured **500+ pieces of coverage** from announcement to post-launch
- Reached a potential audience of **10+ Billion**
- Notable news, interview, and review coverage from **Bloomberg, IGN, Forbes, Newsweek, JeuxVideo, WIRED, PC Gamer, TechRadar, Engadget**, and more

“...this truly multifunctional hybrid gaming, entertainment and computing device is an amazing time machine to both the past and future.”

Newsweek



WINDOWS PC RETRO GAME REMASTER

BLOOD: FRESH SUPPLY

Originally released in 1997, **Blood** is an iconic first-person shooter (FPS) created with the same engine that fueled Duke Nukem 3D. Nightdive Studios, which specializes in restoring and enhancing video game classics for modern PCs, approached us for global launch PR for their fully updated 4K-compatible version of the classic. We secured a **PC Gamer** exclusive, broadly placed new screenshots, and executed a quick review cycle. Despite **Blood: Fresh Supply** being an updated 23-year-old game at its core, we secured over **185 pieces** of strongly positive coverage, including **22 reviews** with an **84% average score**.

- **185 overwhelmingly positive** pieces of coverage
- Reached a global audience in excess of **453 million**
- Notable top-tier coverage from **4Players, Bleeding Cool, Bloody Disgusting, Destructoid, Eurogamer, Gematsu, JeuxVideo, Vandal**, and **Rock, Paper, Shotgun**

“**Fresh Supply** is a fantastic way to dive into a game that exemplifies what made the classic FPS era so fun.”

PC GAMER

OFFICIAL PR AGENCY OF THE BRAZILIAN VIDEO GAME INDUSTRY

BRAZIL GAMES

Brazil Games, the Brazilian Games Export Program, is a government-funded initiative to promote global awareness of Brazil's thriving video game industry and its 150+ member development studios. While in-person trade show attendance was an initial core focus of our planned strategy, the Covid-19 pandemic required us to pivot to virtual events, improvised developer one-on-ones, and securing feature stories about the Brazilian games industry.

We also helped to promote, plan, and coordinate editor attendance at the first digital edition of **Brazil's Independent Game (BIG) Festival** (normally held as a physical event). Supporting **BIG**, we secured over **160 pieces** of global coverage, as well as **33 interviews** with the executive team and studios.

- Secured **400+ pieces** of global coverage
- Reached more than **24 Billion** readers, viewers, and listeners
- Over **100 Top-Tier Outlets**, including **IGN, GameSpot, PC Gamer, VentureBeat, The Hollywood Reporter, The Gamer, Shacknews, GamesDaily, SPIN Magazine, JeuxVideo, Push Square**, and **4Players** covered BIG Digital, Brazil Games, and Brazil-based member studios.

“Brazil leads the Latin American video game market and is the 11th top country overall for games revenue... with 13.5% year-over-year growth in revenue in 2020, higher than the U.S.”

TECHRAPTOR

DOCUMENTARY FILM ABOUT MIDWAY GAMES

INSERT COIN

Film distributor **Cargo Films and Releasing** engaged us to build buzz for the release of their Midway Games documentary, **Insert Coin**. It follows the game studio from its humble beginnings as a coin-op arcade darling to its meteoric rise to billion-dollar publisher, and featured the creators of **NBA Jam**, the **Mortal Kombat** series, and other iconic franchises.

We had one month during the holiday season to build excitement for the film, which had seen a very limited SXSW-based pre-release earlier in the year. We announced the digital release, secured numerous interviews with fan-favorite game designers, and pitched screener review opportunities.

Our outreach earned more than **60 news stories** and interviews, engaging an **estimated audience of 11.3 billion**.

- Broke the news of the impending digital release via Shacknews, which was picked up by **24 other outlets**, including **GameSpot** and **IGN**
- Secured **multiple on-air interviews** with **Game Informer's podcast**, **Shacknews live streams**, and a head-to-head streamed gaming session with **Hot 97's HipHopGamer**
- Notable top-tier coverage included **Game Informer**, **IGN**, **GameSpot**, **Famitsu**, and **Ars Technica**

“It’s a great opportunity to see a deep look at one of the most interesting contributors to modern arcade and home gaming history.”



MOBILE GAME CUSTOM COMMUNITY EVENT

LORDS MOBILE

Mobile games publisher **IGG** approached us to produce a US-based community event as part of their global third-anniversary celebration of their highly popular **Lords Mobile**. We brainstormed and suggested three creative game-themed activation options. Ultimately, the client settled on an upscale Downtown Los Angeles nightclub that would accommodate 100+ enthusiastic **Lords Mobile** fans.

We secured and staffed the venue, procured all game-themed decorations, organized fully branded catering and specialty drinks, coordinated a live broadcast mini-tournament, and activity stations: a 3D live GIF photo booth, an indoor archery range, and three party-game stations. We hired popular comedian Jeff Leach to MC the event, with Herman Li of the world-renowned rock band **DragonForce** performing a live private concert that incorporated the game's soundtrack. **Lords Mobile** character cosplayers and plenty of game-themed swag tied to on-site social media activity rounded out the memorable evening.

- Offered multiple creative concepts and executed client's favorite themed variant
- Delivered and fully staffed a turn-key custom event for 100+ hardcore fans and influencers
- Amplified impact through creative activities, celebrity hosts, and incentivized social media amplification

LONG-TERM PR AND INFLUENCER CAMPAIGN FOR PC AND ACCESSORY MAKER

MAINGEAR

Custom PC builder **MAINGEAR** hired us to help elevate its North American brand reputation and awareness for its expanding lineup of computer systems, gaming accessories, and lifestyle merchandise. We assisted with the launch of the company's **VYBE** and **RUSH** desktop refreshes, **ELEMENT** and **VECTOR** laptops, **PRO WS** workstation, and **MAINGEAR** gaming lifestyle products — **FORMA** chairs and **Classic Backpack**.

In addition to securing numerous high-profile exclusive features, leading product round-up inclusions, and multiple award-winning and “best of” designations, we also negotiated several top-tier influencer activations (organic and sponsored) with channels such as **Matthew Moniz**, **Linus Tech Tips**, **SnazzyLabs**, and **randomfrankp**.

- Significantly expanded Maingear's presence in the media, securing **470+ news stories** and **30 positive reviews**
- Reached an audience of roughly **29.6 billion**
- Notable top-tier coverage from **Business Insider**, **CNET**, **Engadget**, **Fox News Radio**, **Forbes**, **PC Gamer**, **Tom's Hardware**, and **Windows Central**

“Maingear has taken their proven design approach mobile, collaborated with chip-giant Intel, and produced a brand-new gaming notebook – dubbed the Element – packed with some of the most powerful hardware currently available.”

Forbes

POPULAR ARCADE CLASSIC COMES TO ANDROID AND IOS

MISSILE COMMAND: RECHARGED

Released in 1980, **Missile Command** remains a seminal favorite among classic arcade games. For the iconic game's 40th anniversary, **Atari** engaged us to promote **Missile Command: Recharged**, a reimagined, augmented-reality-infused take on the classic for iOS and Android devices. We worked with **Polygon** to break the news, then executed a preview and review campaign aimed at mobile, core gaming, and lifestyle editors. We secured more than **20 reviews** for the free-to-play mobile title with overwhelmingly positive sentiment and paved the way for a successful follow-up Windows PC and Nintendo Switch version.

- Secured **175+ pieces of coverage**
- Reached a global audience in excess of **1.8 billion**
- Notable Top-Tier Coverage from **MSN, IGN, Kotaku, PCMag, Areajugones, Screen Rant, Comic Book, Destructoid, Pocket Gamer, Polygon, and GeekTyrant**

“...a wonderfully brisk arcade experience and acts as a template for how other retro arcade games should pursue a rebirth on mobile.”

DESTRUCTOID™

ONGOING PR SUPPORT FOR TABLETOP ROLE-PLAYING GAME CREATOR AND PUBLISHER

MODIPHIUS ENTERTAINMENT

Award-winning tabletop boardgame and role-playing game publisher and developer, **Modiphius Entertainment**, hired ÜberStrategist for ongoing media outreach for their ever-expanding produce lineup, including titles such as **Achtung! Cthulhu 2d20**, **Dune: Adventures in the Imperium**, **Star Trek Adventures**, and **Fallout 2d20**.

For over a year, we've provided PR strategy, outreach, and p/review support for the company, its games, and accessories. Our outreach has expanded their coverage outside of traditional boardgaming outlets, securing features on lifestyle, film, horror, and other genre-focused publications.

- Secured more than **750 pieces of coverage** across tabletop gaming, general entertainment, and video games media
- Reached an audience in excess of **40 billion readers**
- Covered by more than **70 top-tier outlets** including **Polygon**, **IGN**, **Geek Native**, **Bell of Lost Souls**, **Dicebreaker**, **PC Gamer**, **PC GamesN**, **The Gamer**, **Kotaku**, and **Bleeding Cool**

“One of my favorite miniature games this year has definitely been **The Elder Scrolls: Call to Arms** by Modiphius Entertainment...”



SPONSORED INFLUENCER CAMPAIGN FOR FPS LAUNCH

SNIPER GHOST WARRIOR CONTRACTS 2

CI Games' single-player FPS title, **Sniper Ghost Warrior Contracts 2**, was released in June 2021, **CI Games** engaged us to support the game's launch. Our main goal was to source as many sponsored influencers as possible, while providing additional influencer support organically. Our campaign was a complete success, securing more than **8 million impressions** and more than **72 hours streamed** via influencers.

- Total estimated impressions: **8,100,000**
- Total YouTube views: **844,000**
- Total hours streamed: **72**

“They’ve made a fantastic game, and I’m thoroughly enjoying it so far.”

Tomographic

ORGANIC INFLUENCER CAMPAIGN

SURGEON SIMULATOR 2

Ahead of the official launch of their tongue-in-cheek **Surgeon Simulator 2**, **Bossa Studios** hired us to amplify their pre-release organic influencer outreach. Our goal was to identify the most engaged content creators across Twitch and YouTube that we would then work with through post-launch. Based on our results, **Bossa** retained us to manage their entire influencer outreach for the title, including their pre-existing in-house champions program.

- **57 pieces of content created** for Twitch and YouTube
- Over **90 hours of content streamed** on Twitch
- **11,825 average views** on Twitch

“We actually started recording it about 10 minutes after you sent us the codes.”

NERD

BRAND BUILDING VOICE MODULATION SOFTWARE AS A SERVICE FOR THE METAVERSE

VOICEMOD

Following a successful PR campaign for the launch of its mobile app, **Voicemod** approached us to support its brand building and B2B PR efforts as it prepared for its Series B funding round. Through a strategic rebranding, we messaged **Voicemod** and its PC desktop application as Software as a Service (SaaS) ideal for the emergence of the Metaverse and online anonymity. Using a mix of consumer-focused outreach and strategically develop business-oriented topics, we captured the attention of relevant mainstream press, and assisted in securing a number of high-value partnerships that would ultimately grow the **Voicemod brand** and extend its reach across metaverse-focused markets.

- Secured **240+ pieces of coverage**
- Reached a global audience exceeding **34 billion**
- Notable top-tier coverage from **Yahoo!, MSN, Techcrunch, Screen Rant, Makeuseof, Dot Esports, Venture Beat, Spy**, and **Dexerto**

“[Voicemod] allows you to gamify your content, drawing your audience even further into the experience you’re creating for them.”



< HEARD ABOUT US? >

THE BUZZ

"Working with ÜberStrategist has been a great pleasure and sound business decision for Atari. Always pleasant and professional, they are superbly responsive, give wise counsel and continually overdeliver. They consistently help us achieve an impressive amount of press coverage regardless if it's for our classic games on new platforms, brand new IP or our connected devices – including the Atari VCS."

Todd Shallbetter, COO, Atari

"As a 25-year-old tabletop role-playing company transforming into a transmedia entertainment brand, White Wolf Entertainment's challenge has been to explain to legacy and new audiences why the brand is more relevant now than ever. Mario and his team's strategic advice and tactical execution have been instrumental in our success and have delivered awesome results."

Tobias Sjögren, CEO, White Wolf Entertainment

"I'm delighted at the professionalism and the fantastic results that ÜberStrategist delivered. They showed great creativity and executed a successful press tour and a truly tailor-made, effective launch campaign. Their connections to key media and industry contacts were invaluable. I'd favorably compare their skills, expertise, and results against any other agency, including much bigger competitors."

Simon Gerdesmann, Managing Director, Phantom 8 Studios

"Besides being professional and hard working communicators for World of Tanks: Mercenaries and World of Warships: Legends from Wargaming in North America, Mario and his team are gaming nerds by heart. This makes it even more joy not just to work with them, but also to talk shop about the business and games in general."

Ingo Horn, Global Communications Manager, Wargaming.net

< HEARD ABOUT US? >

THE BUZZ

"Mario's vast and varied experience in all things gaming, from both the client and vendor side, across multiple marketing disciplines, gives him a unique perspective, and amazing network with which to help gaming companies grow their business. He truly is a "do-it-all" kind of guy. On top of that, he is a complete pleasure to work with - great team player, always accessible - that you forget he is not a full-time member of your in-house team."

Kim Salzer, Startup Advisor and Former Activision Executive

"Mario and his team are a value-add across the board. They were able to get an amazing amount of coverage in gaming, esports, mainstream, consumer and tech outlets, along with handling interviews, speaking engagement requests and industry event participation. The ÜberStrategist team continuously goes above and beyond what is expected."

Matt Reilly, Co-Founder, AlphaDraft

"ÜberStrategist delivers! From obtaining press coverage to opening up all the doors we didn't even know existed, they helped our cloud gaming startup become a recognized industry name. Every event I went to, people knew our name, thanks to Mario and his team. They're very flexible, making my life much easier as a time-crunched startup. I'm grateful for ÜberStrategist and highly recommend them."

Jason Kirby, Chief Revenue and Marketing Officer, LiquidSky

"Mario and his team have been invaluable in increasing our visibility in the highly competitive PC gaming industry through high-impact PR coverage, opening partnership doors, significantly bolstering our social media presence, and all around being a trusted and well-connected partner that fully integrates with our marketing team. We typically forget they're an agency."

Joshua Triplett, COO, Xotic PC

< HEARD ABOUT US? >

THE BUZZ

"The ÜberStrategist team completely and immediately understood what makes Leisure Suit Larry great, and helped us showcase that to the press. From news and content updates, previews and reviews, to organizing our soup-to-nuts appearance at PAX West, ÜberStrategist delivered fantastic results. We could not have asked for better support for our game."

Stefan Marcinek, Managing Director, Assemble Entertainment

"Mario has a deep understanding of clients' needs, and does a fabulous job at matching partners together for projects that maximize resources and visibility for everyone involved."

Amber Dalton, Director of Event Sponsorships, Twitch

"The team at ÜberStrategist were a pleasure to work with, from start to finish. They are super pro-active, organized and delivered excellent results. I look forward to working with them again in the future!"

Andy Pearson, Chief Marketing Officer, PQube

"Thank you for having us believe in PR again!"

Patrick Ewald, Epic Pictures and Dread XP

"A first-time publisher, I worked with ÜberStrategist on two new titles. The team is great, very responsive and available. They take care of campaigns, carefully craft messaging and show genuine interest in the results. They generated a huge amount of media and influencer attention resulting in very strong sales. ÜberStrategist went above and beyond and I unreservedly recommend them."

Richard La Ruina, Producer, Super Seducer and Super Seducer 2

"We've worked with a few different PR companies over the years and this is the first time that we've felt like we absolutely made the right choice. It's just that your team 'gets it' and we instantly see this on the other side. I'm glad we went with our gut and chose ÜberStrategist."

Wallace Santos, CEO, MAINGEAR

< HEARD ABOUT US? >

THE BUZZ

"Mario and his team played a key role in our North American expansion. Their experience and connections in the video games industry were crucial, helping our studio to participate successfully at key trade shows, as well as identify and secure business and co-marketing opportunities for Heavy Metal Machines."

SJ Santos, Marketing Director, Hoplon Infotainment

"ÜberStrategist is the only PR agency Nightdive works with. They're that good."

Larry Kuperman, Director of Business Development, Nightdive Studios

"Mario and his team are just going above and beyond ALL THE TIME. 10/10 would recommend."

**Laurent Mercure, Chief Communications Officer,
Chainsawesome Games**

"I hired ÜberStrategist to help expand our outreach to both endemic and non-endemic press, and they delivered well beyond my wildest expectations. Their approach is incredibly nimble and highly collaborative, and their ability to identify new opportunities and angles for press exposure resulted in a tremendous increase in media coverage and higher-than-anticipated ticket sales. ÜberStrategist is the finest PR firm I've ever worked with."

Kris Longo, Managing Director - Long Beach Comic Con and Expo

"If you have a product, company, or vision that needs to reach your intended audience, market, or community, then ÜberStrategist is the special forces team you have to have on your side. Not only did they maximize our ability to connect and engage with the people who shared our vision, but they carefully guided us through the process every step of the way."

James Mayo, Managing Director, 8 Circuit Studios

< HEARD ABOUT US? >

THE BUZZ

"We are an indie studio with limited resources and ÜberStrategist made it worth the investment. They managed to give visibility to our game in the crowded PC environment – despite the fact that "Fallback" was our first game. The team has always been very responsive and it felt like they were genuinely interested in making the project a success. 10/10 would recommend."

Florian Le Gouriellec, CEO, ENDROAD

"Helped us get a foothold with our new competitive gaming technology in North America, thanks to their excellent network and exemplary PR work."

Arne Peters, Vice President, ESL Technology

"ÜberStrategist is the best PR firm I have worked with! They understand your brand by understanding you as a person and as a company. Their attention to detail and fast communication is superb!"

Joanna Liu, CEO, Cartographr Technologies, Inc

"I had an unusual project that was outside the standard ÜberStrategist offering and they knocked it out of the park! Between their innovative ideas, excellent contact network, and hands-on approach they helped my project succeed better than I could have possibly expected."

ÜberStrategist came to me highly recommended, and now I can't recommend them enough! "

B. Dave Walters, Filmmaker, Dear America, from a Black Guy

"As a startup in the tabletop role playing space, ÜberStrategist helped us with our first-ever press activity and introduction to the world, and was excellent at navigating both the gaming space and the tech startup space. In particular we loved how the team were true blue tabletop fans and deeply understood what we were trying to accomplish as a team! They were generous with their time and contacts and it was a pleasure to work with them."

Tiffany Li, COO, Multiverse

< VERIFY US! >

REFERENCES



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< LET'S GET STARTED >

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