

ΜΥΤΗΟΛΟΓΥ

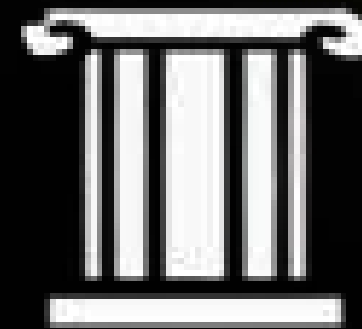
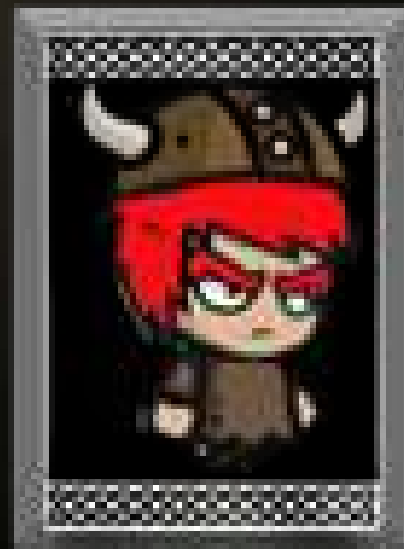


ΜΑΤΗΕΜ

GAME LAUNCH CAMPAIGN BY: KELLSAI KIMBALL

INTRO

This campaign is to successfully launch
Mythology Mayhem with a \$30,000
marketing budget.



BRIEF

Mythology Mayhem is a mythological fantasy action-adventure for teens ages 14–17 who enjoy story-driven games and exploration. Players switch between 2D and 3D perspectives to solve puzzles, battle gods like Medusa and Osiris, and explore worlds inspired by Greek, Norse, Egyptian, and Incan myths. Blending action, creativity, and culture, the game invites players to defy the gods and uncover their own mythic destiny.



MEET THE TEAM

Kellsai Kimball
Campaign Manager
Borderlands 4
Fallout 4



Harry Potter
Graphic Designer/
Video Editor
Fortnite
Sims 4



Hermione Granger
Event Organizer
7 Days to Die
Disney Dreamlight Valley



Ron Weasley
Social Media Manger/
Content Creator
Minecraft
Schedule 1



MARKETING

Ads	\$10,000
Contests	\$4,500
Conventions	\$10,500
Influencers	\$5,000
Organic	\$0
Communities	\$0
In Game Currency	\$0
Total	\$30,000



Platforms: TikTok, Instagram, YouTube
Goal: Drive awareness, conversions, and retention through always-on retargeting

Strategy Highlights

- Lead with short-form cinematic teasers to hook attention fast
- Build and retarget audiences from the first ad onward
- Scale spend heavily in Week 4 for the final countdown push
- Blend affiliate & fan content to boost authenticity
- Use launch trailer + reactions to fuel post-launch momentum
- Maintain a consistent theme across all creatives

ADS



\$10,000

CONTESTS AND GIVEAWAYS

Contest: Loop giveaway

To enter contestants must follow all X pages the contest page follows.

The contest page will follow Mythology Mayhem main page and 2 influencer pages.

Each influencer and can give away one of two exclusive secret lab chairs.

\$4,500



CONVENTION LAUNCH PLAN – LVL UP EXPO 2026

Event: LVL UP EXPO 2026

Location: Las Vegas, NV

Dates: April 24 – 26, 2026

Est. Attendance: 144K+

Why It Fits?

Major gaming & cosplay crowd — high engagement

Ideal creator/influencer networking

Aligns with pre- & post-launch momentum

Strong media & fan exposure in major U.S. market



\$10,500

INFLUENCERS-SPLATTERCATGAMING

Platform: YouTube

Channel Link: <https://www.youtube.com/splattercatgaming>

Follower Count: 951K subscribers

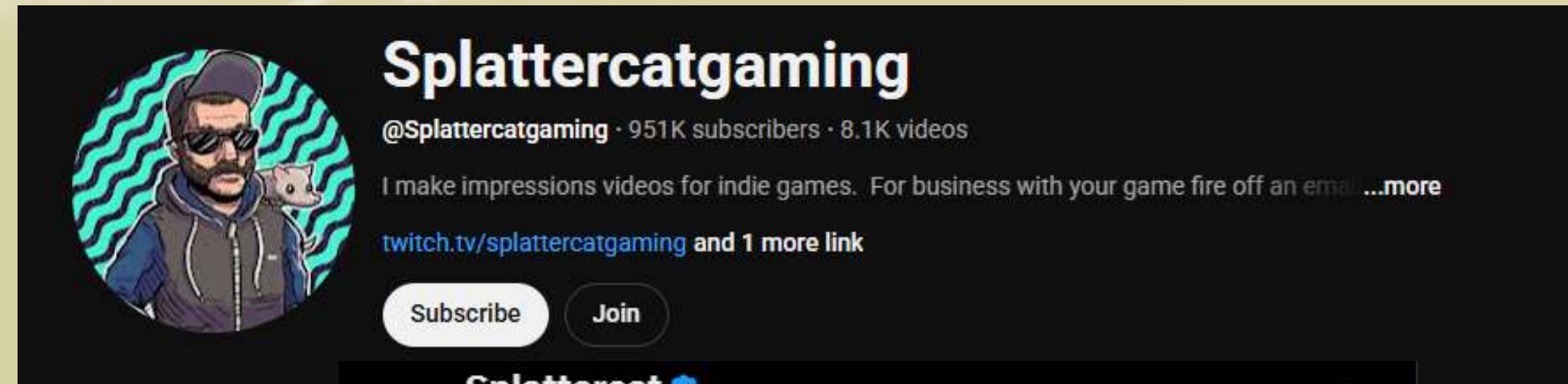
Demographics:

Age Range: 14–17 primary engagement, extending into early 20s

Gender: Mixed (slight male skew)

Location: United States, United Kingdom, Canada

Interests: Indie and roguelike games, early-access discovery, story-based mechanics



INFLUENCERS - WANDERBOTS

Platform: YouTube

Channel Link: <https://www.youtube.com/user/Wanderbots>

Follower Count: 513K subscribers

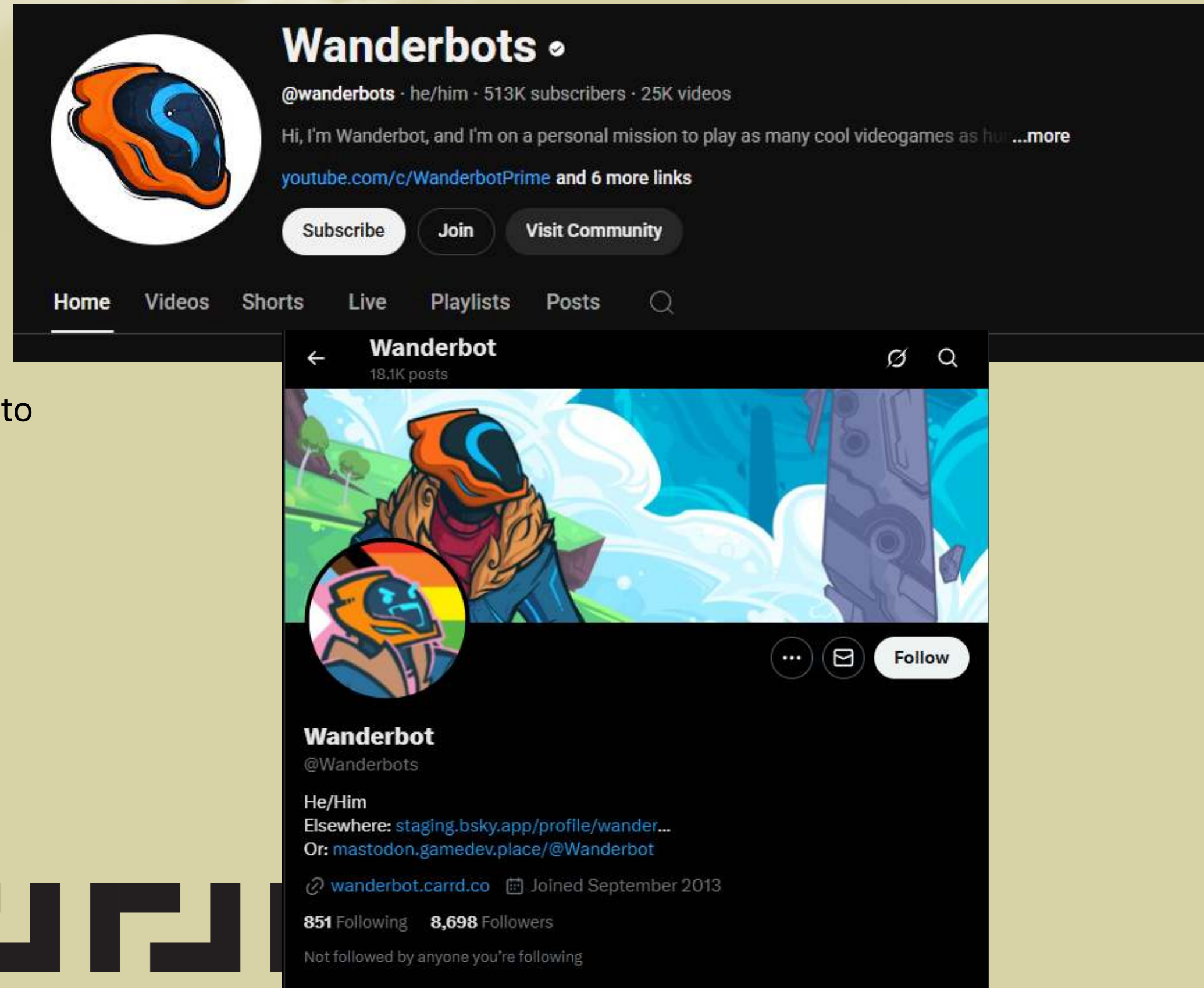
Demographics:

Age Range: 14–17 core engagement, with extended reach into mid-20s

Gender: Mixed (balanced male/female engagement)

Location: Primarily U.S., U.K., and Canada

Interests: Indie titles, creative storytelling, narrative design, cooperative and roguelite systems



ORGANIC MARKETING

Goal:

Grow awareness and loyalty through authentic, player-driven engagement.

Key Tactics:

Community events and fan spotlights on socials and Discord

UGC campaigns like #MythicMoments to drive participation

Consistent storytelling posts (lore, challenges, teasers)

Creator collaborations and cross-community partnerships

Result:

Builds trust, engagement, and long-term visibility without paid ads.



COMMUNITIES

Instagram:@MythologyMayhem

X:@MythologyMayhem

TikTok:@MythologyMayhem

Discord:Mythology Mayhem Official



DIVINE SIGILS

Bundle Name	Amount of Divine Sigils	Suggested Price*
Starter Blessing	500	\$4.99
Hero's Offering	1,250	\$9.99
Champion's Tribute	3,000	\$19.99
Divine Boon	8,000	\$49.99
Immortal Vault	20,000	\$99.99



KPIS

Organic & Community Growth

1.5 K Discord members by launch

3 K Instagram followers | 2 K TikTok followers

8 % average engagement rate across organic posts

4 community events per month (polls, AMAs, reveals)

Advertising Goals

1.5 M total ad impressions (Meta, YouTube, TikTok)

2.5 % average CTR across paid platforms

15 K website visits from ads

1 K demo downloads or early access sign-ups

Contests & Giveaways

2 K participants across all events

10 K total social interactions (likes, shares, comments)

+500 new Discord members during campaign

Conventions & Events

300 booth interactions per day ($\approx$ 900 total)

200 new email subscribers from QR sign-ups

3 influencer collabs or media mentions secured

INFLUENCER KPIS

1) SplatterCatGaming

Campaign View Goal

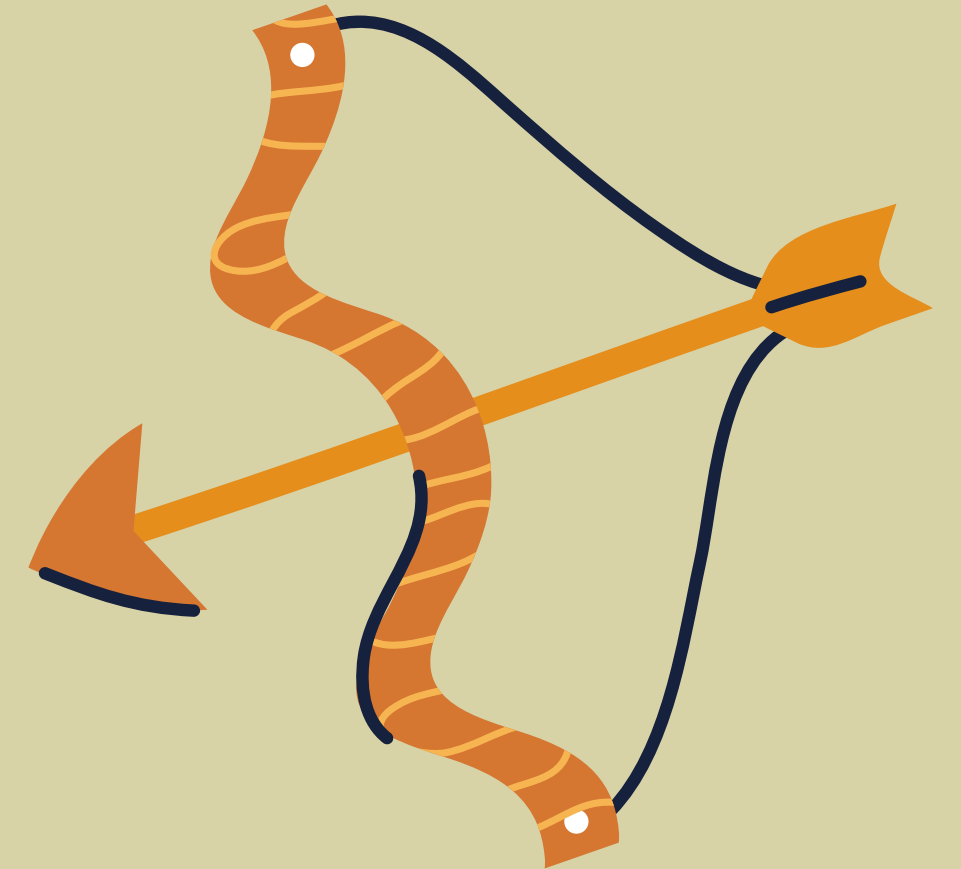
- Target: 120 000 views on main sponsored video within 7 days

Click-Through to Pre-Order Page

- CTR Goal: 2.5 % – 3 % of total views

Expected Results

- Views: 120 K – 150 K
- Clicks to Pre-Order Page: 3 000 – 4 500



2) Wanderbots

Campaign View Goal

Target: 100 000 views on sponsored “First Impressions” video

Click-Through to Pre-Order Page

CTR Goal: 2 % – 2.5 % of total views

Target Clicks:

$100\,000 \text{ views} \times 2\% = 2\,000 \text{ clicks}$

Expected Results

Views: 100 K – 130 K

Clicks to Pre-Order Page: 2 000 – 3 250

TIMELINE

Pre Launch: Build awareness

Week 1:

- Finalize ad creative and teaser trailers.
- Begin affiliate outreach and community recruitment.
- Set up socials: Discord, Instagram, X, TikTok

Week 3:

- Continue storytelling content series (“Legends Reimagined”).
- Post behind-the-scenes dev interview.
- Push trivia and myth challenges.

Week 5:

- Launch Day
- Post Launch

Week 2:

- Run pre-order bonus spotlight posts.

Week 4:

- Final countdown campaign begins (“One Week Until You Defy the Gods”).
- Showcase fan submissions from contests.
- Hype final trailers and gameplay clips.

TIMELINE

Pre Launch: Pre Orders

Week 1:

- Open pre-orders on Steam and Epic.
- Launch paid ad campaign promoting the pre-order bonus.
- Announce “Defy the Gods” pre-order giveaway.

Week 3:

- Retarget ad campaign at viewers who engaged but didn’t pre-order.

Week 5:

- Launch Day
- Post Launch

Week 2:

- Attend first convention to demo gameplay and capture live content for socials.
- Expand community ads to TikTok and YouTube Shorts.
- Launch first lore post: “The Trial of Medusa.”

Week 4:

- Last-chance pre-order reminders across all platforms.
- Collaborate with affiliates to drop “Final Call” videos.
- Announce pre-order giveaway winners.

HEADING: AMATIC SC BOLD
YOU HAVE ANGERED THE GODS.

Subtext: Aptos
You have angered the gods.

D8D2A7

Dutch white

C9773F

Caramel

2E282A

Raisin black

BRANDING



CONTACT

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