

# Go to market strategy: Digi-Dodgy

## 1. The core strategy: "The no-jump challenge."

Unlike generic platformers that compete on "vibes," Digi-Dodgy competes on mechanics. Our marketing will leverage the "No Jump" constraint to create natural, high-stakes moments for content creators, driving organic visibility through "Rage Game" style content (similar to Getting Over It or Pogostuck), balanced with a "Wholesome" aesthetic that retains a casual feel.

## 2. Audience targeting & channels

Target segment	The "Hook"	Primary channels	Key tactic
<b>The nostalgic collector</b> (Ages 25 - 40)	"A modern evolution of the N64 era."	<b>Twitch &amp; Youtube</b> (Speedrunner/Variety)	<b>"Sponsored challenges"</b> : Paying streamers to beat specific "Hard" levels without dying.
<b>The guardian parent</b> (Ages 30 - 45)	"Safe skill-based fun for kids."	<b>Press &amp; events</b> (Wholesome direct/IGN)	<b>"The seal of quality"</b> : Securing placements in family-friendly showcases to validate safety.
<b>The Roblox graduate</b> (Ages 8 - 14)	"The new high-skill hobby."	<b>TikTok &amp; Shorts</b> (Clip culture)	<b>"Viral fails"</b> : Short-form content highlighting funny fails and satisfying wins.  Also, lean into Digi being cute and collectable - plushies!!

### 3. Launch timeline (Phased Execution)

#### PHASE 1: Awareness & Validation (Months -6 to -3)

- **Key Event:** Steam Next Fest (The primary wishlist driver).
- **Action:** Release polished "Beta Demo."
- **Ad Spend:** Low. Focus on retargeting users who play the demo.
- **Goal:** 15,000 Wishlists.

#### PHASE 2: The "Hype" Cycle (Months -2 to Launch)

- **Key Event:** Influencer Seeding.
- **Action:** Distribute keys to 50+ mid-tier creators. Embargo lifts 3 days before launch.
- **PR:** Reviews outreach to IGN, PC Gamer and Eurogamer.
- **Goal:** 30,000+ Wishlists; Day 1 "New & Trending" placement.

#### PHASE 3: Sustain & Scale (Months 1 to 12)

- **Key Event:** Console Launch (Switch/PS5).
- **Action:** Paid campaigns shift from Steam to the console ecosystem.
- **Update:** "Speedrun mode" update to re-engage streamers.
- **Goal:** Long-tail sales, 50% discount sales during seasonal events.

### 4. Publisher support budget (\$150,000 ask)

Investment required to execute this GTM plan and ensure global readiness.

#### MARKETING & PR (\$75,000)

- \$40k: Influencer Sponsorships (10-15 mid-tier videos).
- \$15k: PR Agency Retainer (Launch window coverage).
- \$20k: Events & Paid Social Retargeting.

#### PORTING & OPTIMIZATION (\$40,000)

- Nintendo Switch & Console certification (Crucial for the "Family" market).

#### QA & LOCALIZATION (\$35,000)

- Steam Deck verification testing.
- Localisation into 7 languages (EFIGS + JP + PT-BR) to maximise global reach.

### 5. Launch KPIs (Definition of success)

- **Wishlists at launch:** >30,000 (conversion estimate: 10-15%).
- **Steam review score:** >90% positive ("Very positive").
- **Medium playtime:** >2 hours (Ensure refund rate stays <8%).