

GLOBAL ESPORTS AND VIDEO GAMES COMMUNICATIONS AGENCY

Swipe Right Agency Overview

CREDENTIALS

ABOUT

LEADING GLOBAL ESPORTS AND VIDEO GAMES
COMMUNICATIONS AGENCY

WE OFFER EVERYTHING FROM BRAND STRATEGY AND CORPORATE COMMUNICATIONS
TO EVENT MANAGEMENT AND MARKETING CAMPAIGNS

OUR EXPERIENCE SPANS FROM MOBAS TO MOBILE AND OUR CONTACTS RANGE FROM
GAMING AND TECH TO SPORTS AND ENTERTAINMENT

OUR SERVICES

- ❖ PR – bespoke campaign development, analysis of competitors, implementation and evaluation
- ❖ Brand Strategy – creating your corporate or product identity from your positioning statement to your social media presence
- ❖ Events – From 1-1 interviews to 10,000 attendee tournaments, trade shows to international press trips: we plan, coordinate, manage and staff every element for you
- ❖ Influencer Marketing- conducting audits, negotiating fees and selecting the right creators
- ❖ Talent Management- working with pro players, teams, high value creators and celebrities
- ❖ Crisis Management – should you need it
- ❖ Media Training- Bespoke training for CEOs through to developers or pro players

PRESS OFFICE FUNCTIONS

- » Press release writing and adapting
- » Traditional media relations
- » Social media relations
- » Ideas generation
- » Targeted pitching
- » Asset collation and distribution including translation as required
- » Talent interviews
- » Press briefings
- » Press events
- » Campaign evaluation- we pride ourselves on having a high level of reporting

TERRITORIES

SWIPE RIGHT IS A LONDON-BASED AGENCY WITH INTERNATIONAL CONNECTIONS

WE RUN GLOBAL, PAN EUROPEAN AND UK-SPECIFIC CAMPAIGNS DEPENDING ON YOUR NEEDS

WE ALSO HAVE A NETWORK OF LOCAL AGENCIES FROM NORTH AMERICA TO RUSSIA

CLIENTS



Red Bull[®]



VITALITY



PUBLISHING

FACEIT

CHALLENGE YOUR GAME



XSplit



RIOT
GAMES

HELP for
HEROES

SUPPORT FOR OUR WOUNDED



GungHo

PEARLABYSS

ESI LONDON



supersolid[®]

THRUSTMASTER[®]

ESPORTS

AWARDS 2019

SWIPE RIGHT

PR PLAYED RIGHT

BRANDS WE'VE WORKED WITH

Brands we have collaborated with in the last year- supporting them with messaging, announcements, product releases and speaking opportunities



Google Cloud



RENAULT

SONY®

Disney

FOXNEXT
GAMES

STX
ENTERTAINMENT





CASE STUDIES

Campaigns, services and results



Leading European Communications for Riot Games

Swipe Right managed communications for the Dublin, UK and Berlin offices spanning publishing and esports. We coordinated the reveal event for *Legends of Runeterra*, helping Riot put the “s” in Games. We were also tasked with elevating the strength of the European League of Legends esports ecosystem. We helped to launch the UK’s first official regional league, the *UKLC*, acted as the *communications lead for the League of Legends European Championship (LEC)*, the biggest esports league in Europe and we were the EU communications lead for the biggest esports event of the year, the *2019 League of Legends World Championship*.

Our remit also expanded to cover media training, crisis communications and speaking opportunities.



LEC

The LEC launched in January 2019 and quickly became the biggest league in Europe with record viewership and more mainstream sponsors than any other esports league in Europe.

Swipe Right managed all aspects of communications from revealing new sponsors such as Pringles to running point on press attendance for Finals.

- › Managed agencies for regional offices in Spain and France and sourced agencies in Greece and developed the RFP process for Summer Finals
- › Proactive pitching to secure top tier press
- › Copywriting for Lolesports and drafting for announcements eg) Host city bidding process and Pringles
- › Working directly with sponsors and broadcast partners to confirm messaging, speaking opps and any additional media opportunities to assist with ROI
- › Preparation of briefing books for Riot spokespeople, teams, talent and press
- › Managed all logistics for hosted press
- › Sourcing speaking opportunities
- › Media training for Riot spokespeople and talent
- › Created a press experience that offered more opportunities than past events and was highly praised by media

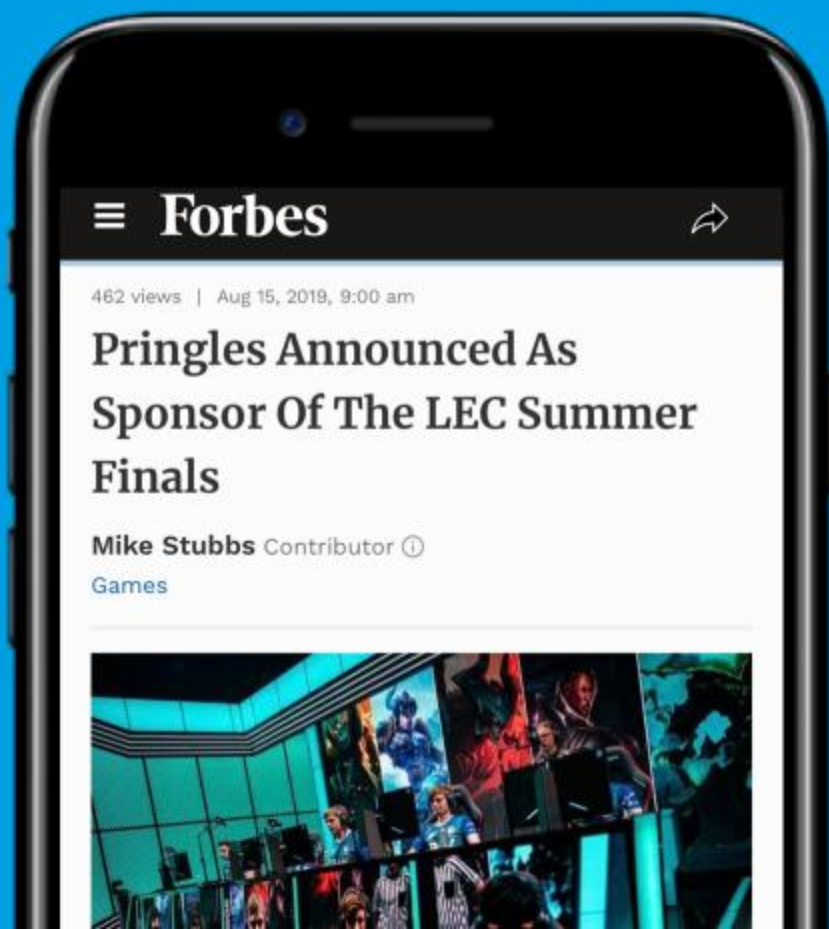
SWIPE RIGHT

PR PLAYED RIGHT



RESULTS

Positive sentiment from press and the community that focused on the strength of EU League of Legends. Coverage spanned UK, Nordics, Germany, France, Spain, Italy, Poland and more.



900+

Pieces of coverage ranging from standings through to interviews and features across esports, gaming, nationals, sports and more

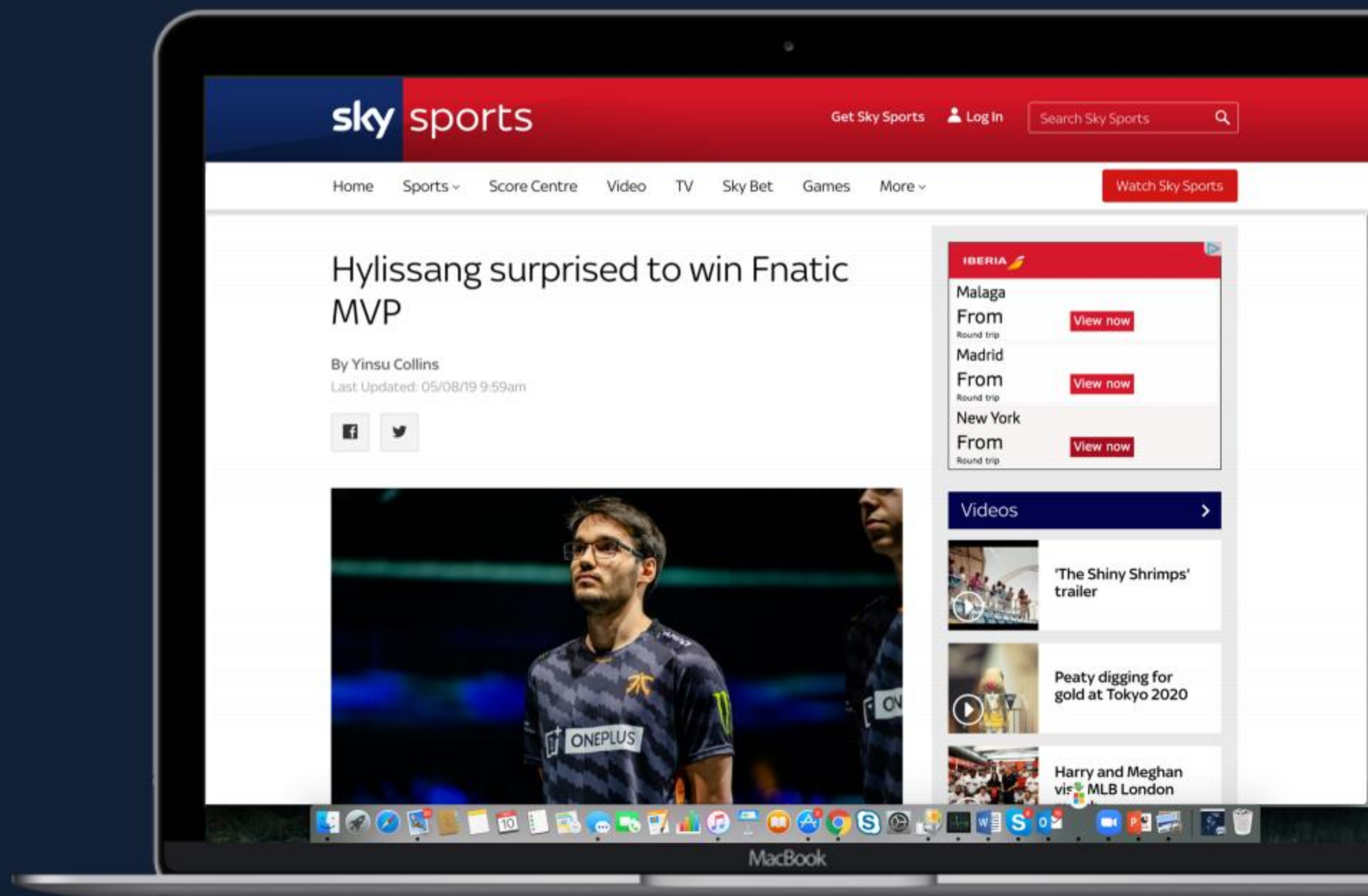
330+

Interviews conducted at speaking opps, for announcements and during finals with Riot spokespeople, talent and players

185+

Accredited press for Spring and Summer Finals

RESULTS



WORLDS 2019

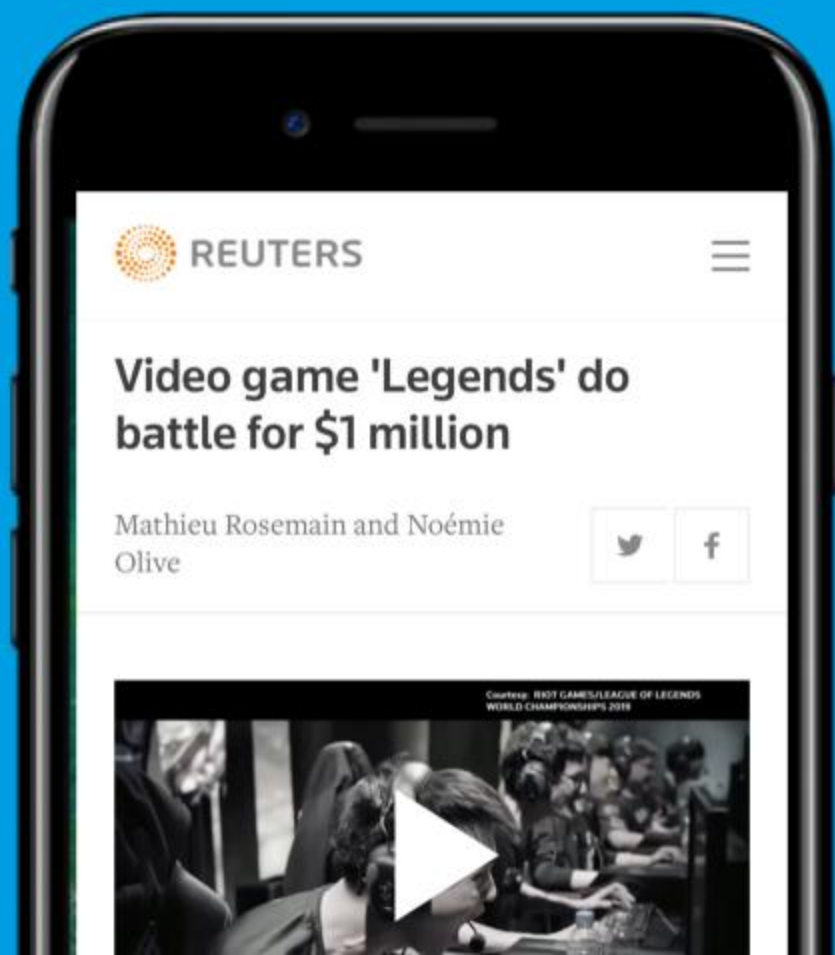
The League of Legends World Championship is the biggest esports event in the world. The tournament was last held in Europe in 2015.

Swipe Right was the European communications lead supporting Riot from the Play-in stage on October 2nd to Finals on November 10th.

- » Managed agencies for regional offices
- » Proactive pitching to secure top tier press in Swipe Right owned territories including UK, Nordics, Italy, Benelux, Hungary and more
- » Supporting announcements such as the Louis Vuitton partnership
- » Managing accreditation for the whole of Europe
- » Preparation of briefing books for Riot spokespeople, teams, talent and press
- » Managed all logistics for hosted press for each stage of the tournament
- » Supporting the central team with all interview requests across all regions including NA, CN, KR and LatAM

RESULTS

Positive sentiment with coverage achieved from newswires, nationals, lifestyle, sports, tech and more. With coverage from Reuters syndicated to multiple mainstream outlets including New York Times and Yahoo.



500+

Pieces of coverage from outlets in territories Swipe Right managed

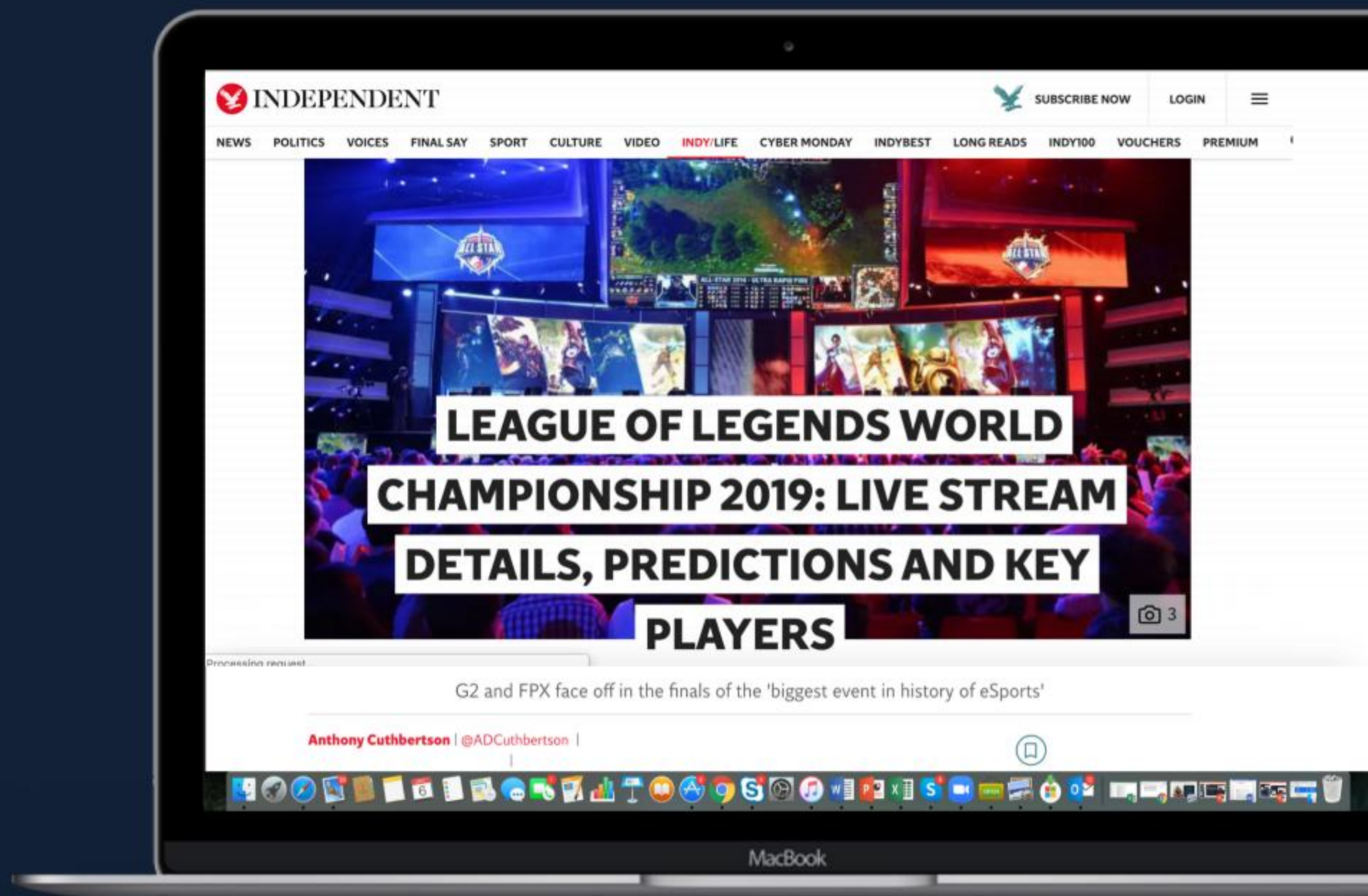
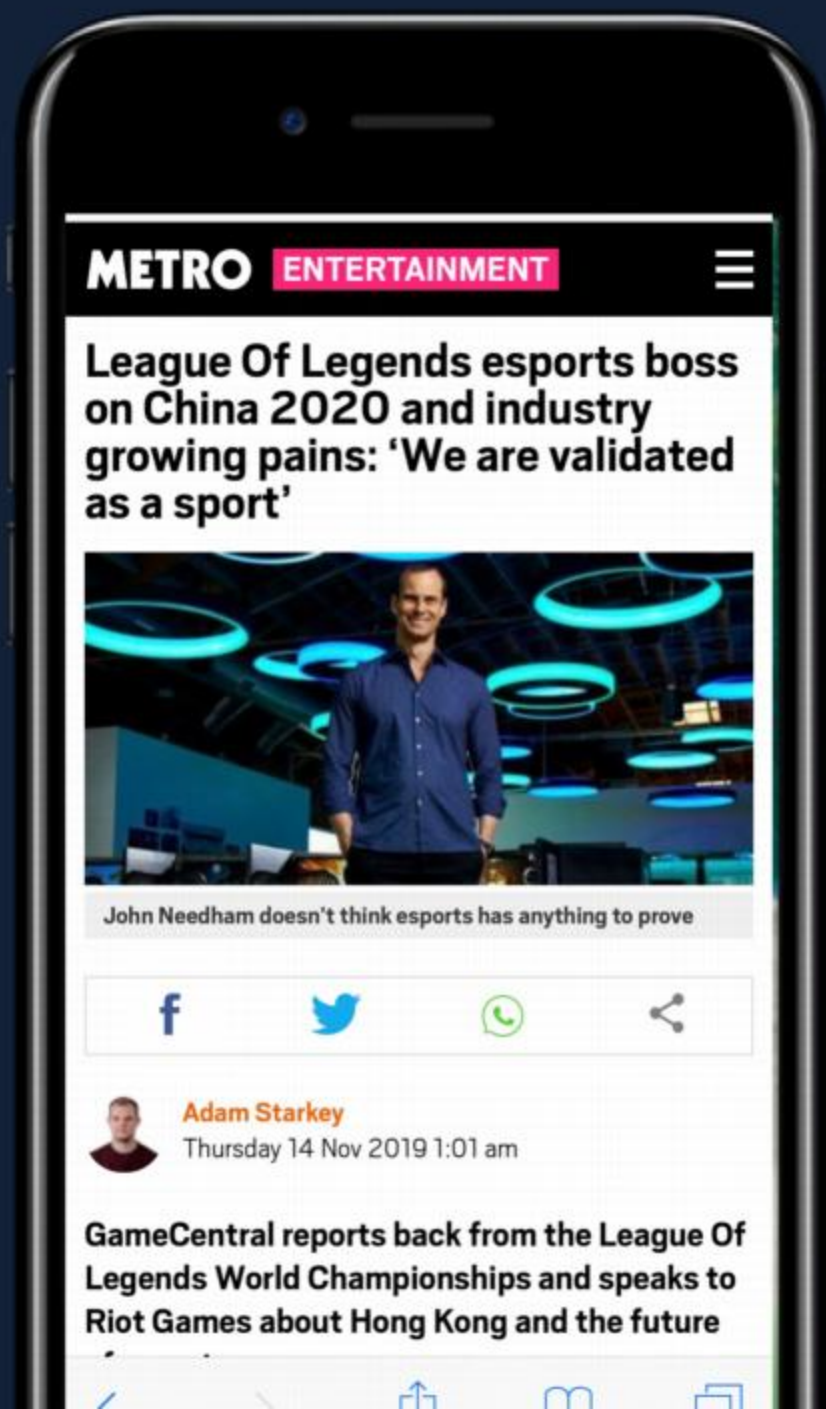
500+

Interviews conducted with Riot spokespeople, talent and teams for all territories

165+

Accredited outlets for Europe

RESULTS





Launching Red Bull's debut esports documentary

Swipe Right has worked with the *Red Bull Gaming Sphere* for over two years supporting all of their events, from grassroots Dota2 and Street Fighter tournaments to the Escape Room World Championship Finals. Our goal is to build national awareness of the space and visibility amongst the UK esports community.

This year we were entrusted with the launch of Red Bull's first esports documentary, *Against the Odds*, created by the *Emmy Award winning Red Bull Media House*



AGAINST THE ODDS

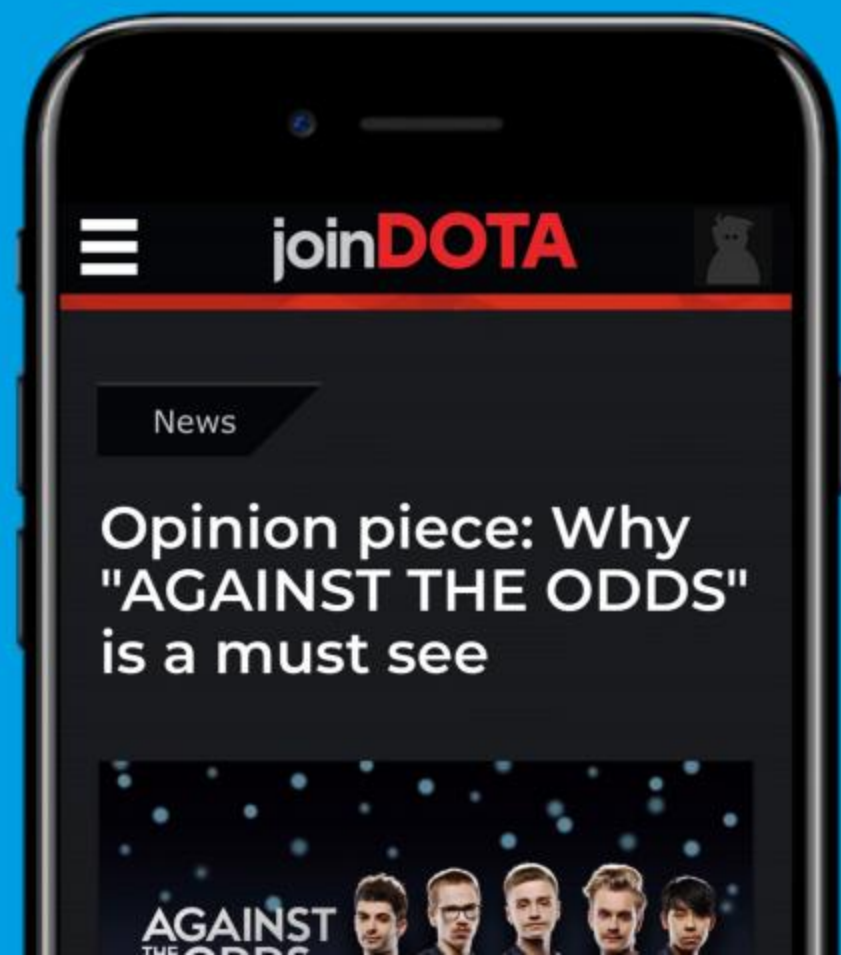
Against the Odds is a feature length film that follows the epic underdog story of Team OG who found themselves competing for the biggest prize pool in gaming, US\$12 million, at The International in 2018. However, just two months earlier the team was in tatters.

Swipe Right managed global press outreach for the launch and coordinated and executed an immersive press and influencer screening in London designed to drive hype and viewership for launch.

- » Sourced the venue
- » Created the event concept- a pop up cinema screening combined with a gallery showcasing the history of the team and The International and an immersive Dota2 cocktail reception complete with edible in-game "Tango" truffles
- » Organised a live holographic Q&A with the Director and Producer who beamed in from LA
- » Sourced cosplayers
- » Managed press and influencer outreach and attendance
- » Organised interviews with Team OG providing scheduled and briefing books for their management
- » Prepared the launch announcement

RESULTS

Overwhelmingly positive sentiment amongst the core Dota2 community who called the documentary a "must see." Coverage spanned NA, LatAm and EU.



70+

High profile press and influencers attended our private screening

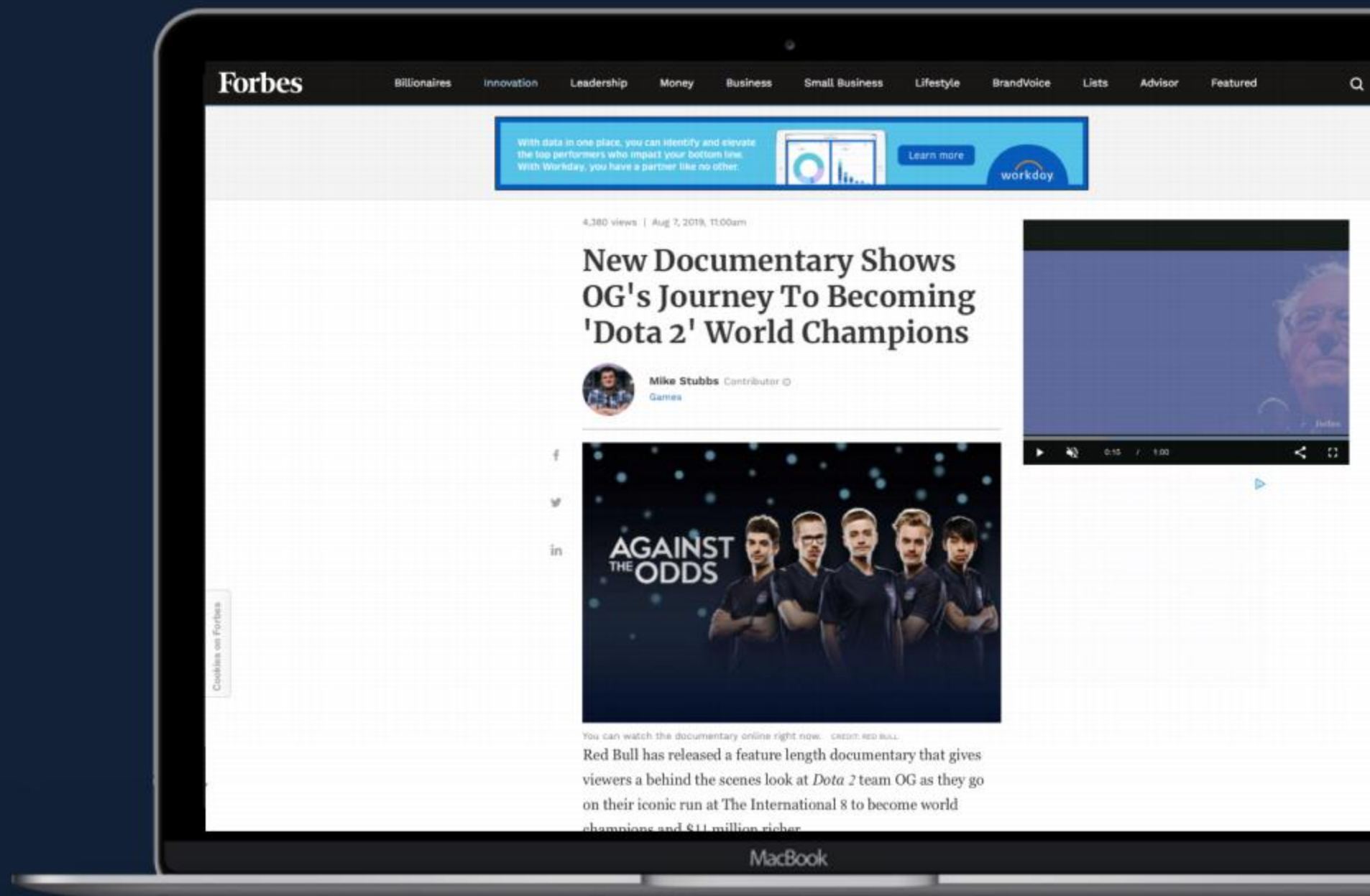
40+

Pieces of launch coverage spanning endemics through to nationals

500k+

Followers on Twitter alone of influencers who attended the screening

RESULTS





Global brand strategy for B2B and B2C

Swipe Right looks after the entire brand and communications strategy for Outright Games, the world's leading family entertainment publisher who holds the licenses for *Disney*, *Nickelodeon*, *Dreamworks*, *Universal*, *FOX*, *Cartoon Network* and more.

Swipe Right is responsible for developing Outright's brand, engaging with licensors and distributors and driving sales for game releases surrounding major entertainment releases for franchises such as *Jumanji*, *How to Train Your Dragon*, *Ice Age*, *Paw Patrol* and *Ben 10*.



JUMANJI: THE VIDEO GAME

Jumanji: The Video Game launched ahead of the 2nd film Jumanji: The Next Level. The game was designed to be family friendly.

Swipe Right's core objective was to drive sales at launch.

The campaign ran from June to December.

- » Working with first-parties and collaborating with the licensor (Sony) and distributor (Bandai Namco)
- » Preparing the global communications strategy
- » Preparing first drafts of all messaging and announcements
- » Securing and managing an influencer marketing agency
- » Organising the creation of a AAA press and influencer kit for launch
- » Sourcing family focused media and influencer targets such as mummy bloggers, supermarket magazines
- » Social channel strategy and support
- » Provided strategic counsel on team and film collaboration for socials and premieres

RESULTS

Globally positive sentiment from announce through to launch, with content hitting across mainstream entertainment sites, film cast socials, gaming media and high profile influencers.



500k+

Pieces of coverage globally across mainstream entertainment and specialist gaming media

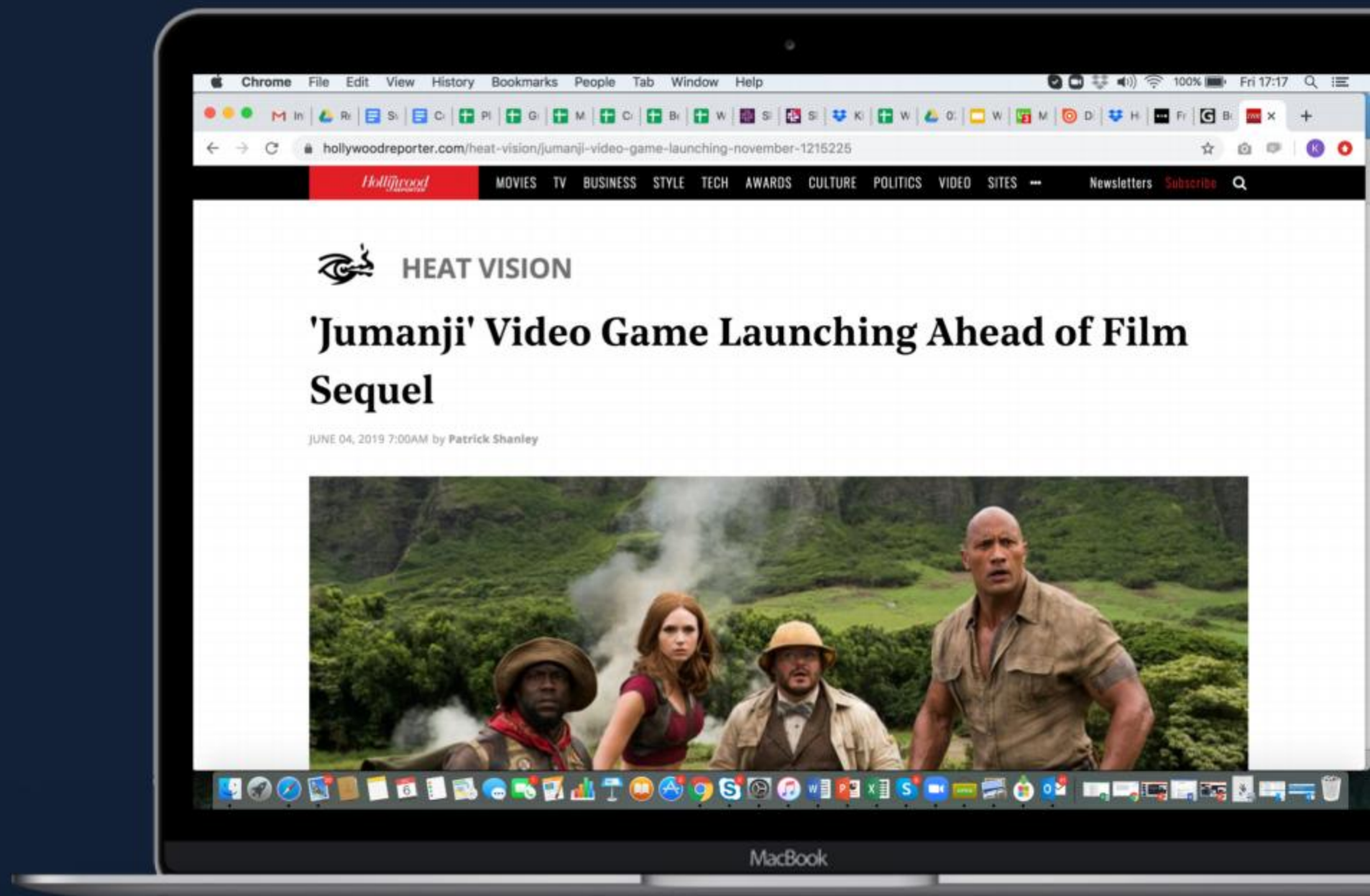
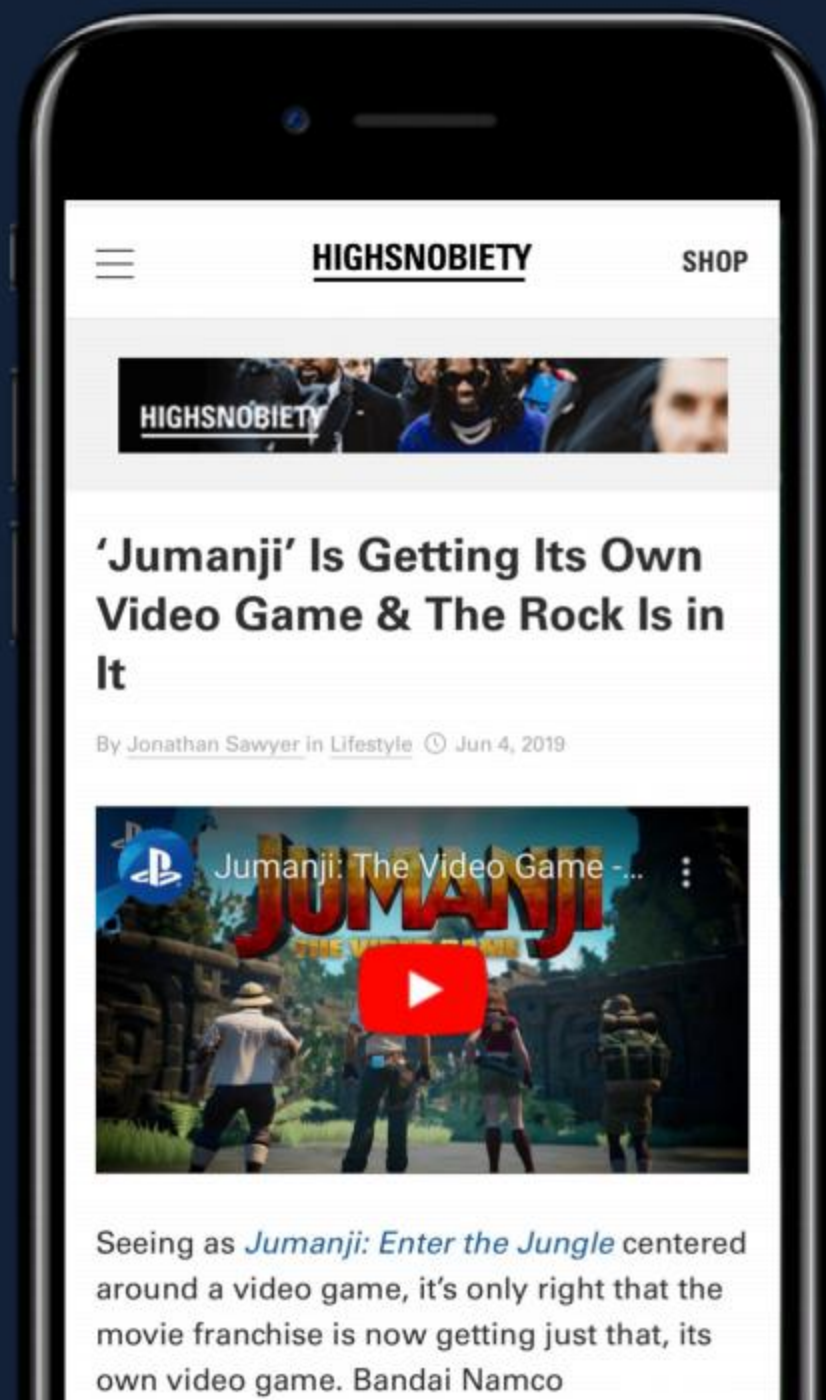
200k+

Pieces of global launch content

22m+

Reach on YouTube across the launch influencer campaign including Jack Black's official channel

RESULTS





Global communications for all FACEIT products

Swipe Right has managed communications for all aspects of the FACEIT brand for over four years. We aim to drive awareness for each tournament including their flagship league the *Esports Championship Series (ECS)*, the *FACEIT Global Summit: PUBG Classic* and the *FACEIT Major*.

FACEIT is also the world's most active platform for competitive gaming and this year we helped announce the integration of *Battalion 1944* and had the pleasure of helping unveil *Minerva*; *the world's first AI admin for esports*.



THE FACEIT MAJOR

The FACEIT Major was a CS:GO tournament that took place at London's Wembley Arena. The four day event sold out with 10,000 people in attendance each day and attracted the third most views in esports history.

Swipe Right managed the entirety of the press campaign, from the first reveal in February 2018 through to the Finals in September 2018.

- » Preparing the global communications strategy
- » Preparing first drafts of all messaging and announcements
- » Supporting sponsors and partners
- » Proactive pitching for each stage of the tournament
- » Managing the onsite press experience confirming everything from catering to branding required
- » Managing media days for each stage of the tournament
- » Organising two breakout events during the Final to introduce young entrepreneurs and brands to esports
- » Working alongside London and Partners
- » Coordinating all interviews for FACEIT, players and talent
- » Creating all briefing books

RESULTS

More non-endemic press than ever before covering a Major in real depth and a series of mainstream pieces that clearly communicated key messages.



1120+

Pieces of coverage globally

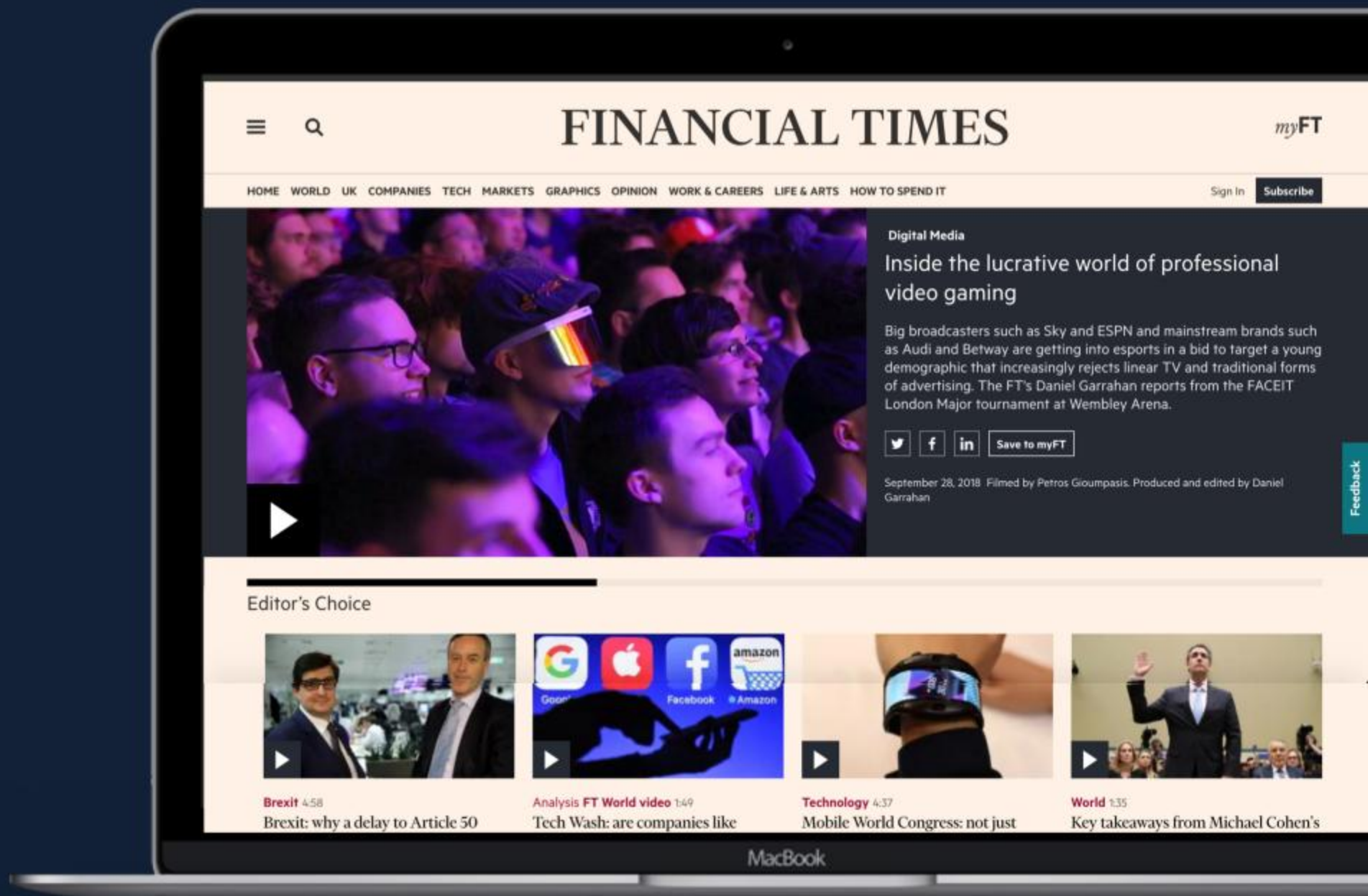
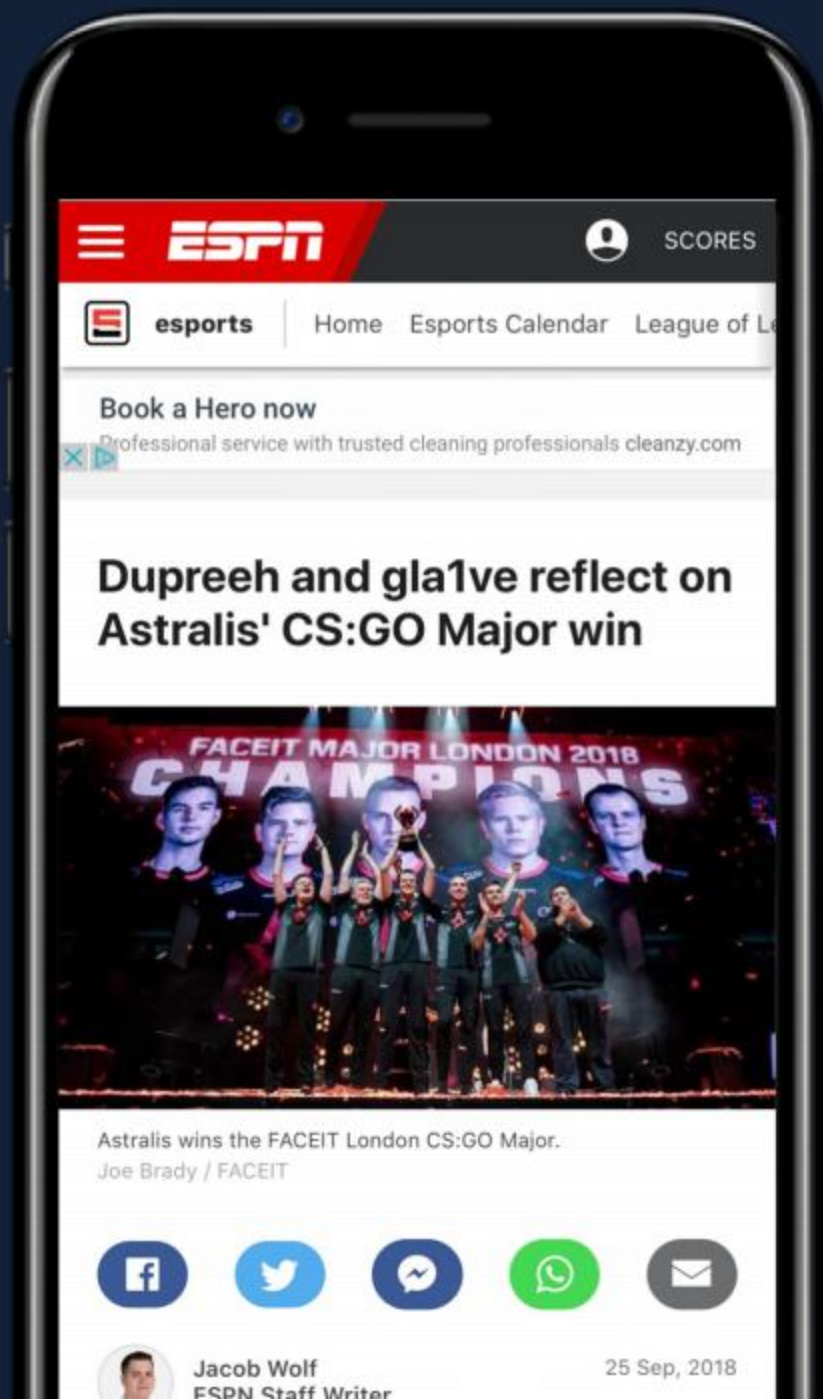
100+

Press in attendance at the Champions (Finals) stage

275+

Interviews coordinated across x7 media days

RESULTS



MINERVA

Toxicity is a key issue in competitive gaming. Minerva is an AI trained Admin developed in collaboration with Google Cloud and Jigsaw. She uses machine learning to learn what toxicity is and assigns appropriate punishments for bad behaviour at scale.

Swipe Right was tasked with revealing Minerva and the first figures.

- » Worked alongside Google to produce a case study with how Jigsaw can be used assisting with esports and gaming terminology
- » Drafting the blog post for the FACEIT platform to introduce the community to Minerva
- » Determining the findings/numbers that would be of interest for media
- » Working alongside Google to confirm the strategy for the blogpost and case study findings
- » Organising an exclusive with Forbes
- » Distributing the news to wider press globally

RESULTS

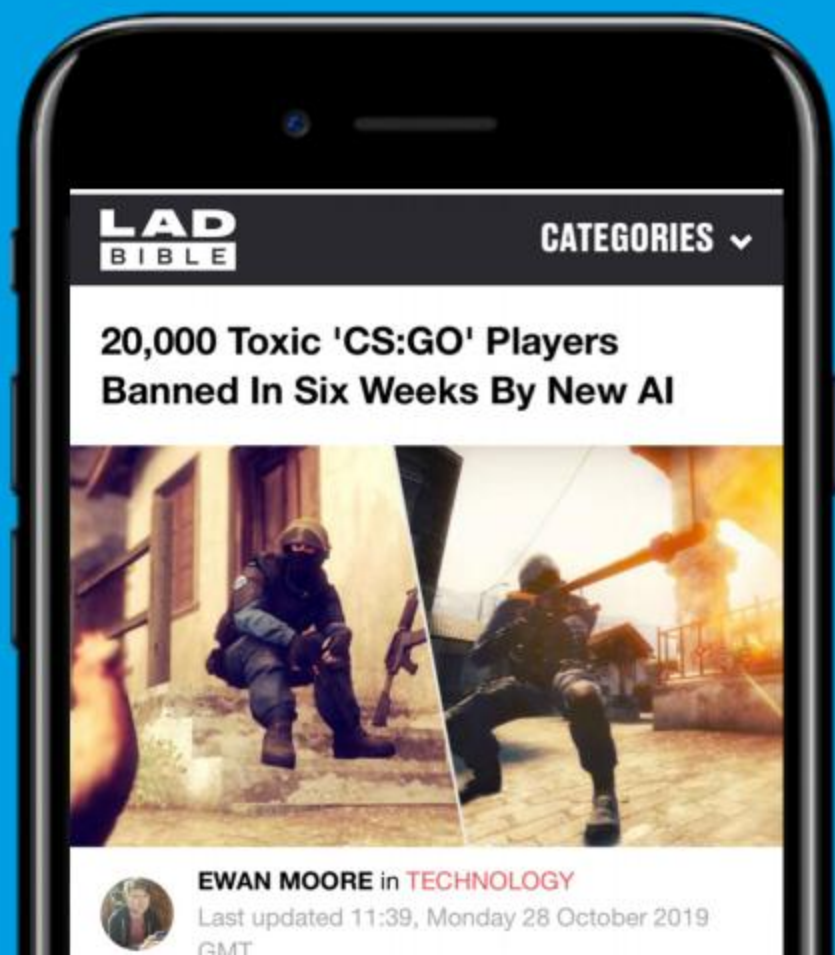
Sentiment was positive with outlets outlining the AI functions and using the statistics to give context. The statistic that Minerva issued 20,000 bans was at the forefront of the majority of coverage with many outlets using it in their headlines.

85+

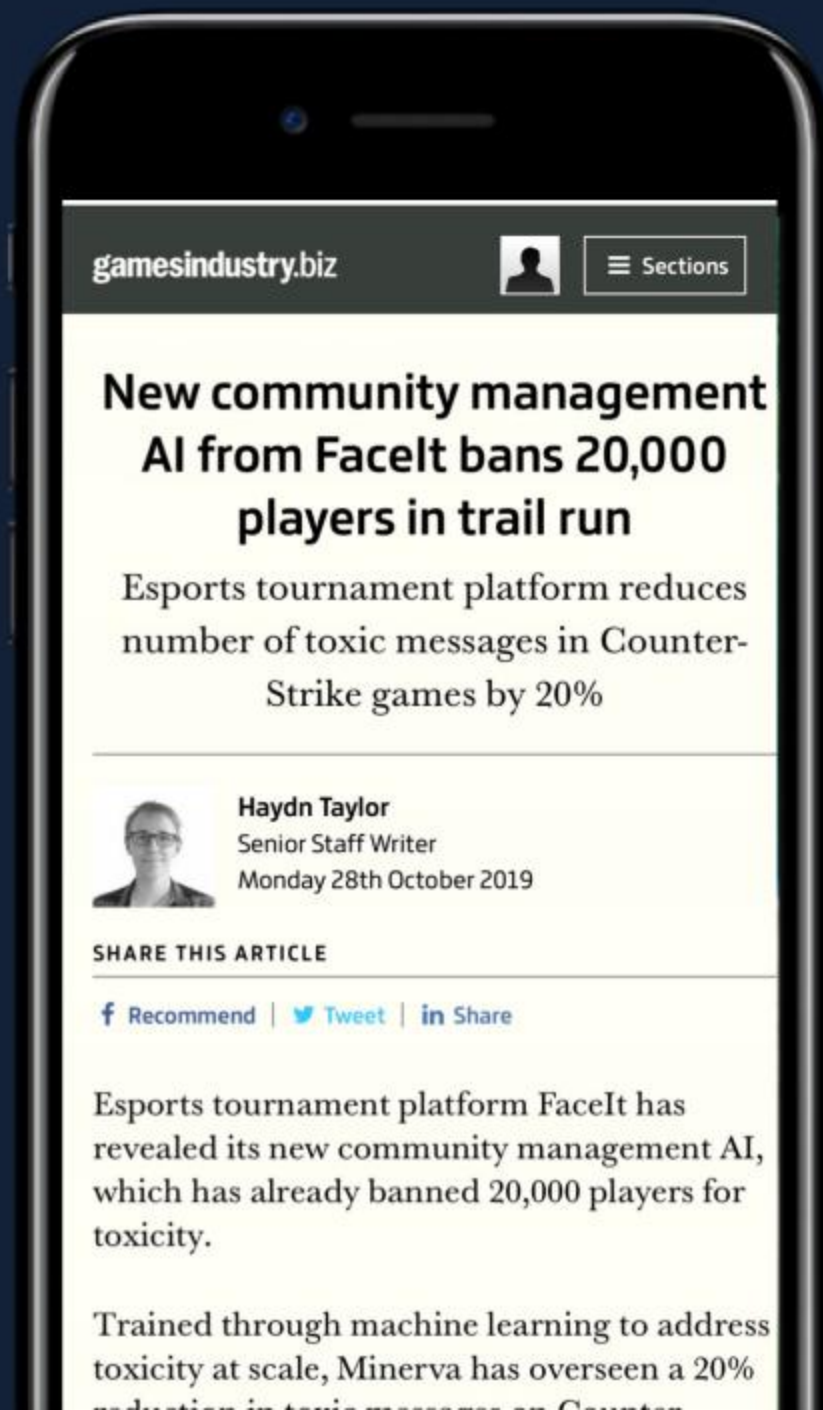
Pieces of coverage globally

“Work on Minerva will continue, and if the tech is as effective as they’re making out, perhaps the era of the griefer will one day be just a bad memory.” - [Rock Paper Shotgun](#)

“The numbers do look impressive. A 20% decrease in toxic messages on a CSGO platform in just a month is immense, given the toxic nature of the community.” - [DailyEsports](#)



RESULTS



gamesindustry.biz



Sections

New community management AI from Facelt bans 20,000 players in trail run

Esports tournament platform reduces number of toxic messages in Counter-Strike games by 20%



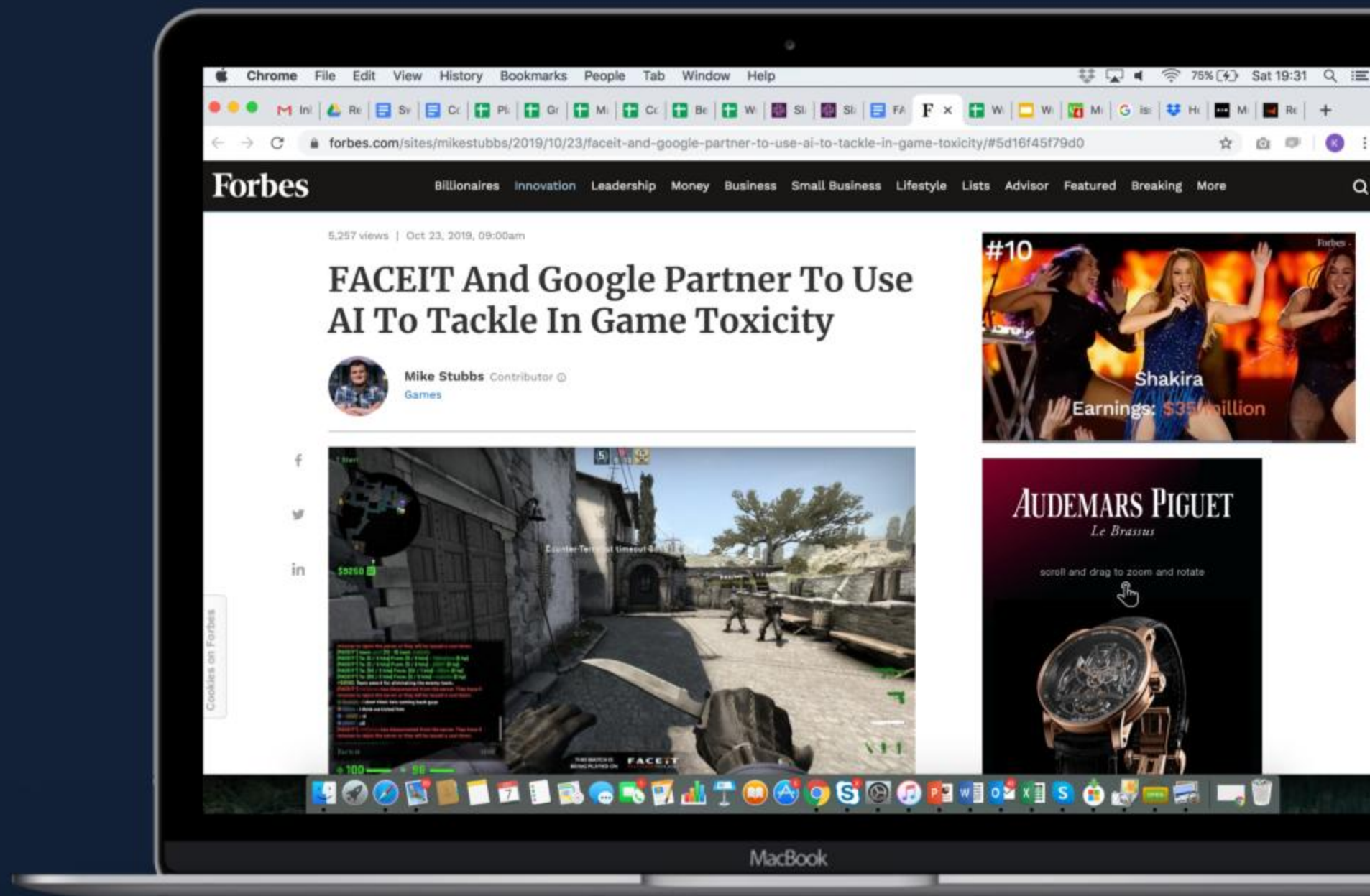
Haydn Taylor
Senior Staff Writer
Monday 28th October 2019

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Esports tournament platform FaceIt has revealed its new community management AI, which has already banned 20,000 players for toxicity.

Trained through machine learning to address toxicity at scale, Minerva has overseen a 20% reduction in toxic messages on Counter



Chrome File Edit View History Bookmarks People Tab Window Help

75% Sat 19:31

M In Re Sv Cc Pk Gr Mi Cr Be W Sl Si FA F x W W Mi G Isi Hk M Ri +

forbes.com/sites/mikestubbs/2019/10/23/faceit-and-google-partner-to-use-ai-to-tackle-in-game-toxicity/#5d16f45f79d0

Forbes

Billionaires Innovation Leadership Money Business Small Business Lifestyle Lists Advisor Featured Breaking More

5,257 views | Oct 23, 2019, 09:00am

FACEIT And Google Partner To Use AI To Tackle In Game Toxicity



Mike Stubbs Contributor @ Games



MacBook



Global mainstream communications for Team Vitality

The leading European esports team, home to more than 50 incredible athletes that play across ten different games including CS:GO, League of Legends and Rocket League. Swipe Right was brought on board to help the team grow an international presence and to specifically focus on mainstream media attention.

Swipe Right helps with all levels of communications from maximising the teams presence at tournaments to securing speaking opportunities and working alongside all partners to elevate the organisation as a global lifestyle brand.



V.HIVE, ADIDAS & RENAULT

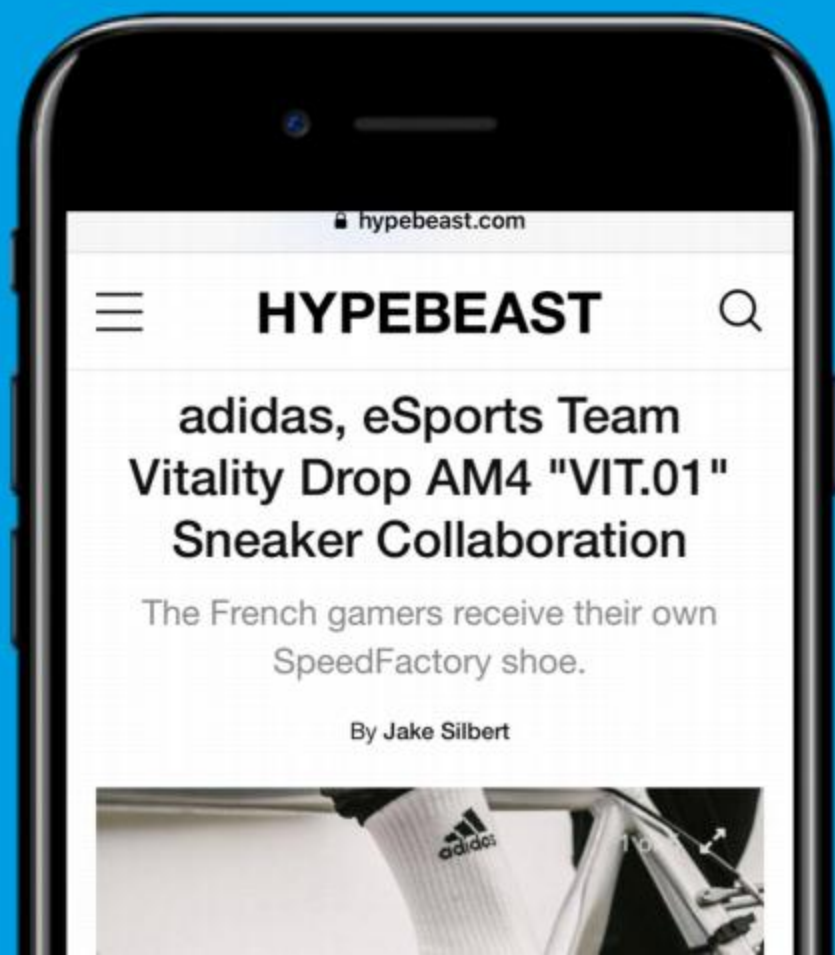
In just two months Swipe Right managed the outreach strategy for three key beats:

- 1) The launch of V.Hive- the new \$14m HQ in the heart of Paris
- 2) The first esports sneaker designed by adidas
- 3) Press day detailing the partnership with Renault and the Vitality

- » First drafts of messaging and announcements
- » Organised x2 media days in Paris to celebrate and promote the opening of Team Vitality's V.Hive, along with the Stade de France partnership
- » Teased and pre-seeded the adidas partnership to select press to ensure day one news coverage
- » Worked with Renault to organise a press day at Renault Sport Racing
- » Securing thought-leadership coverage that focus on a number of hot topics to go beyond news stories
- » Speaking opportunities with high profile b2b sports conferences such as Leaders in Sport and SportsPro

RESULTS

Top tier coverage across broadcast, newswires, nationals, lifestyle, apparel and more. Coverage was global and educational. The overarching narrative from press who attended media days was that what Vitality is achieving with V.Hive, Stade de France, adidas and Renault is the future of European esports.



120+

Pieces of coverage in two months

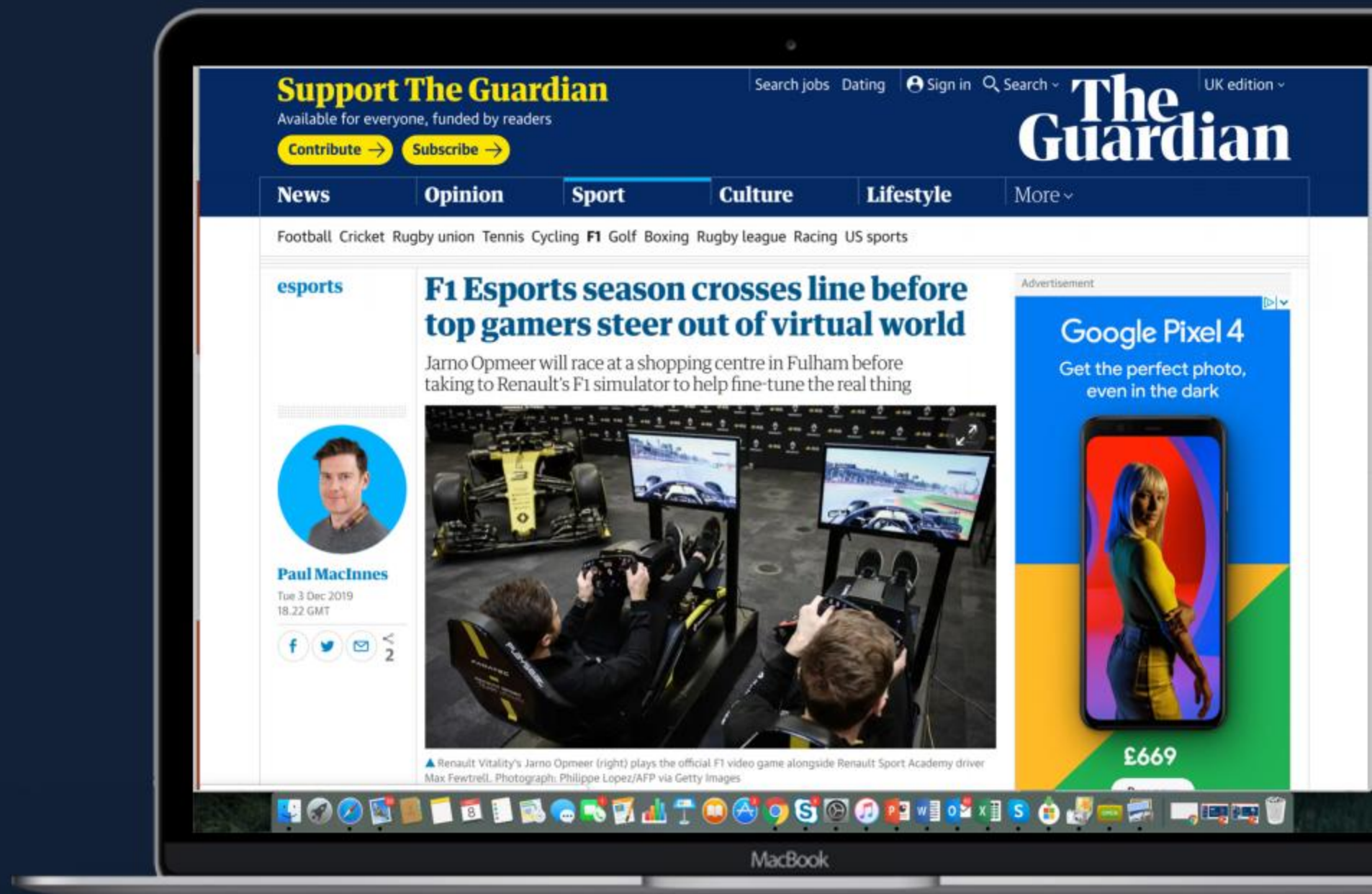
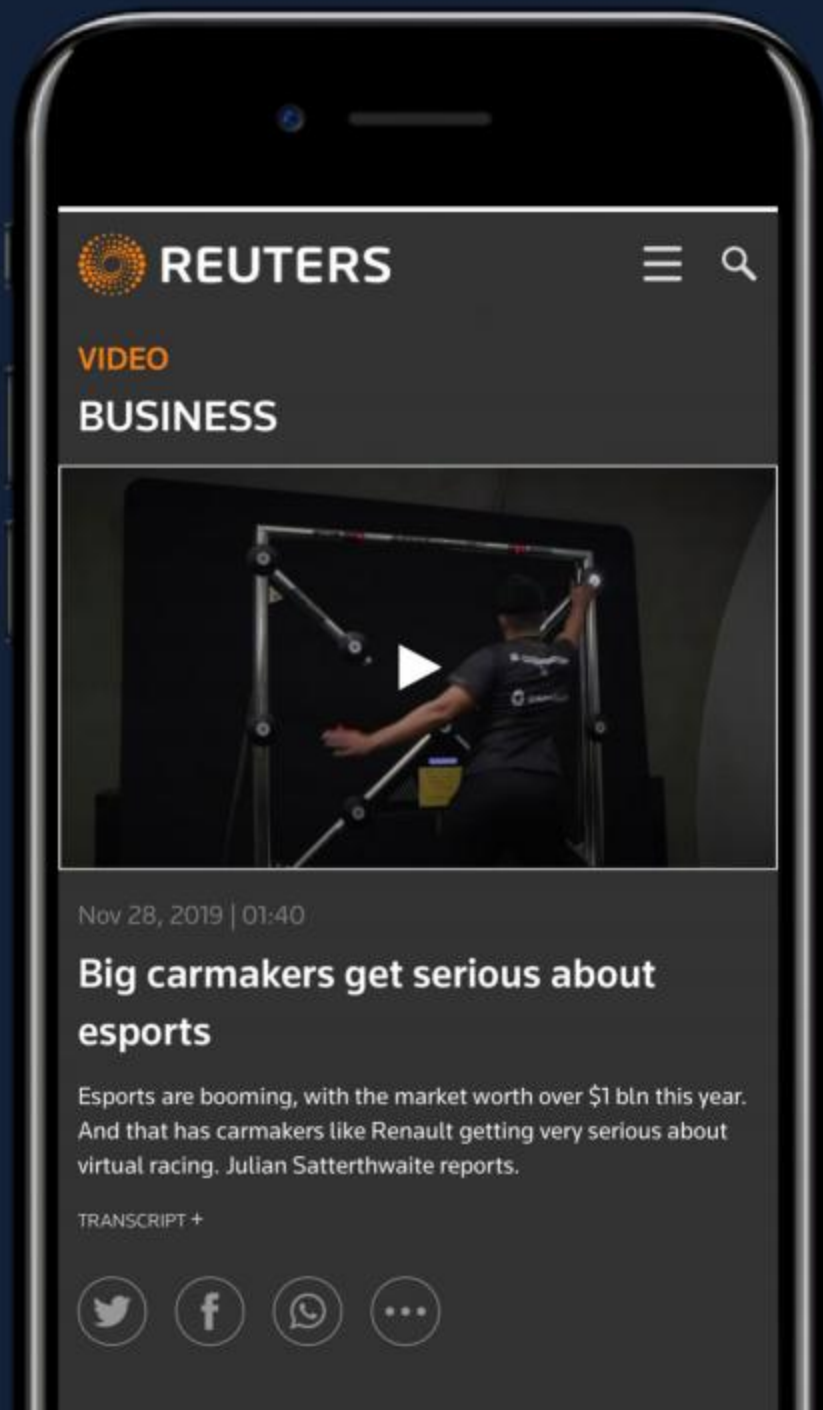
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Top tier press and influencers secured across three media days

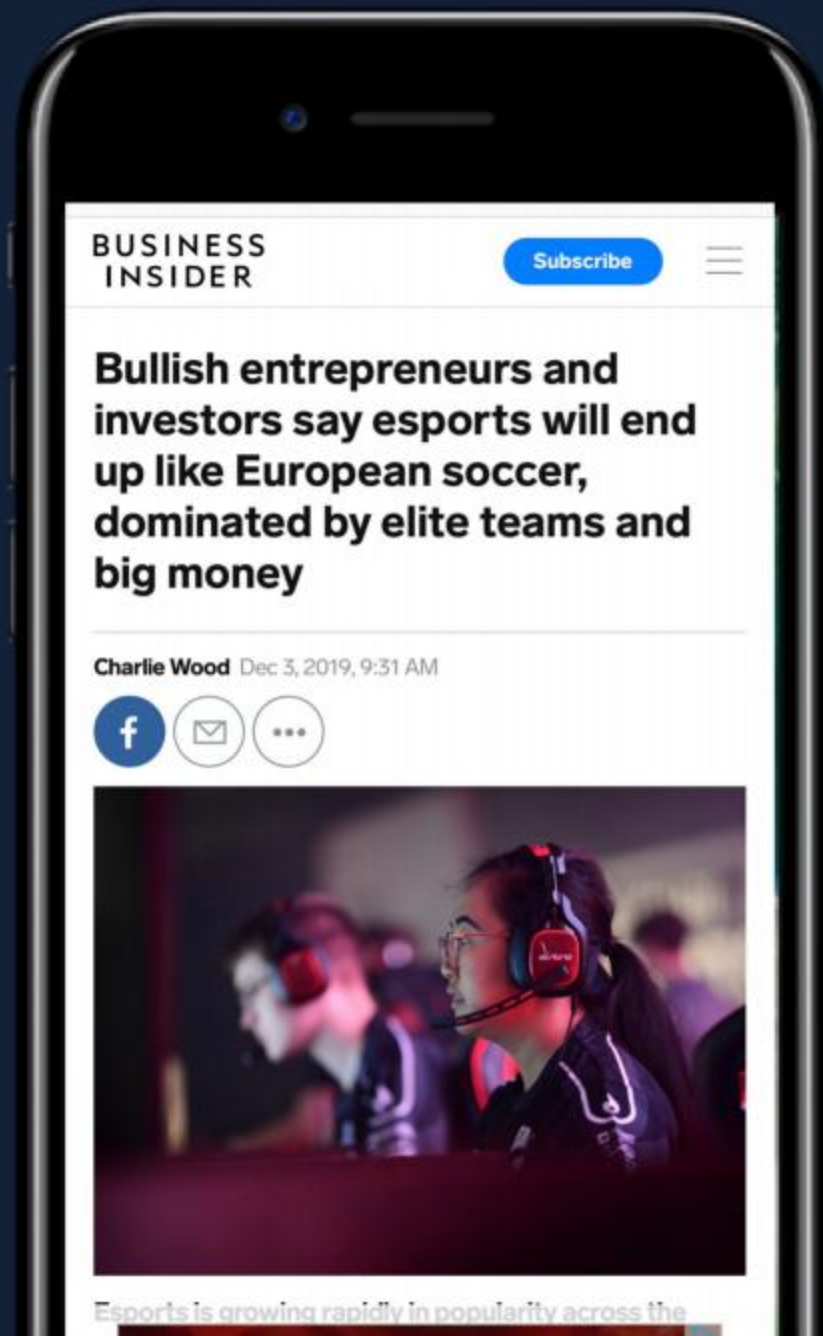
78

Interviews with a variety of spokespeople across three media days

RESULTS



RESULTS





Communications lead for all Coffee Stain products

Makers of the iconic *Goat Simulator*. For over two years we have supported the team globally on all products, drafting messaging, conducting influencer and media audits, coordinating desk tours and working with first parties. We've gone hands on, managing demo stations and schedules for major shows (including Gamescom, PAX, Paris Games Week and PCGamer Weekender) and even hand making press kits!

We launched *Satisfactory*, one of the most celebrated indie games of 2019, into Early Access, and revealed two new projects at E3's PC Gaming Show, *Midnight Ghost Hunt* and *Songs of Conquest*.



SATISFACTORY

Made by the original development studio behind Goat Simulator and Sanctum.

Satisfactory is an immersive first-person factory builder that launched into Early Access exclusively on the Epic Games Store in Spring 2019.

Swipe Right has supported outreach since the reveal at E3 2018, the Early Access launch and all updates with the objective of driving downloads.

- » Conducted a media and influencer audit of comparable titles
- » Drafted messaging, announcements and media alerts for updates
- » Advised on the influencer outreach strategy
- » Assisted with drafting marketing materials and store copy
- » Advised on the asset calendar
- » Pitched to top tier games press for access to the launch build
- » Conducted remote developer preview presentations with select top tier media ahead of launch

RESULTS

Established a network of international evangelist press who continue to follow the development of Satisfactory. The international hype and universal positive sentiment around the Early Access launch cemented Coffee Stain's reputation as a world leading developer capable of crafting both quirky iconic games, and complex titles that the core gaming community can get lost in.



172

Pieces of launch coverage

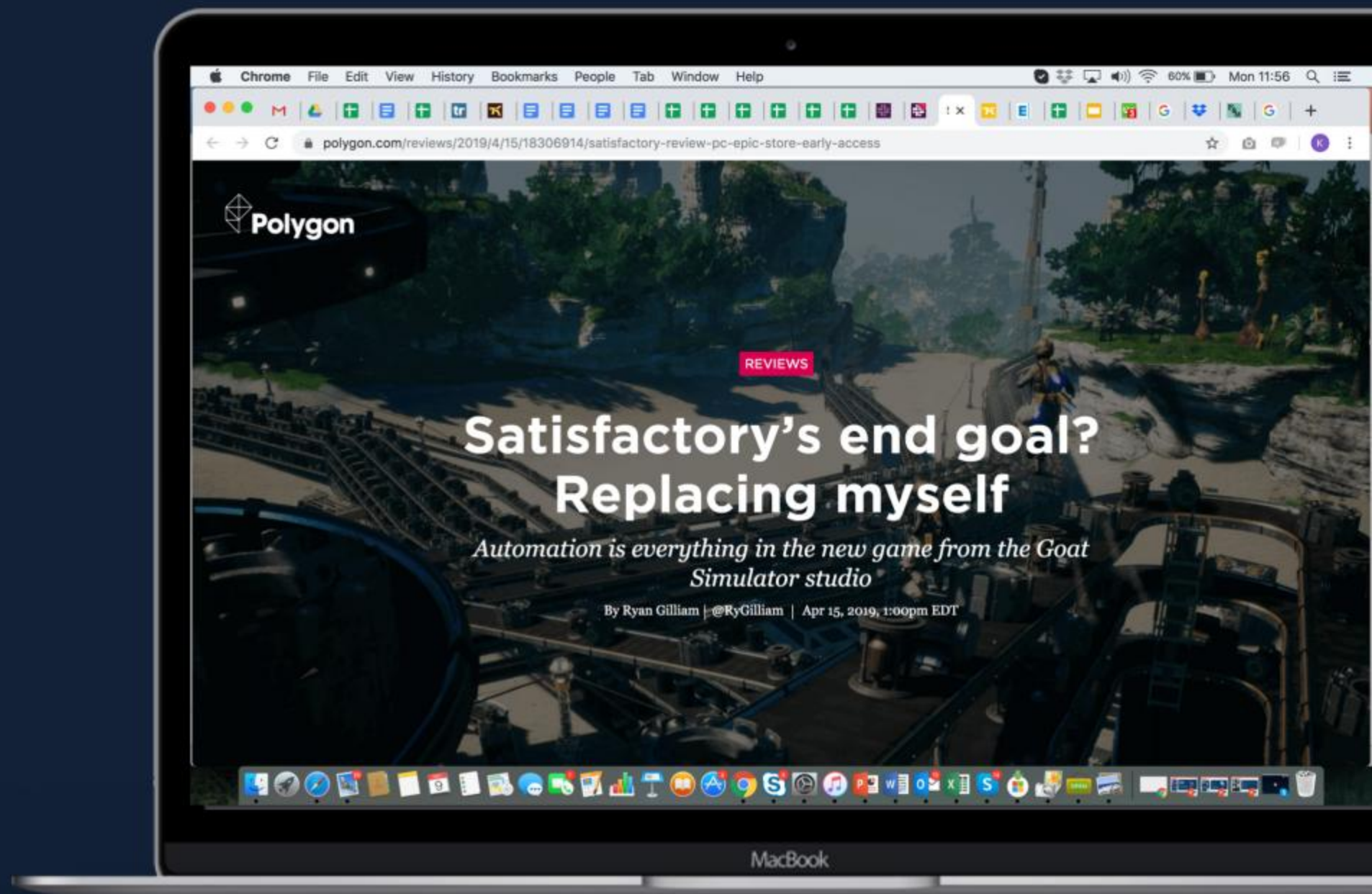
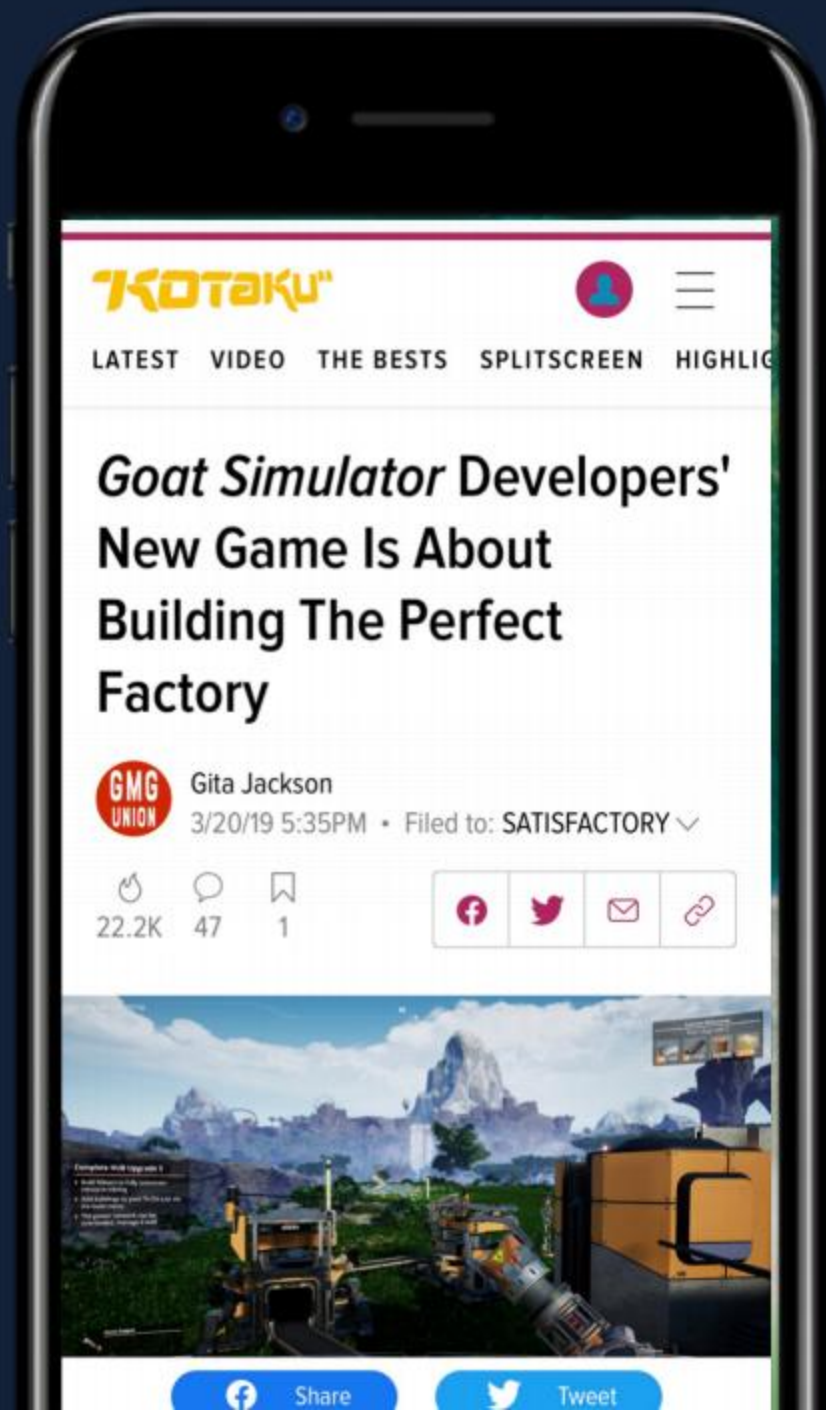
23

Early Access previews at launch

28

Territories reporting on the launch

RESULTS



THANK YOU



SWIPE RIGHT

PR PLAYED RIGHT

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