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
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
BRANDS WE’VE WORKED WITH

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

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.
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.

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

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

Accredited press for Spring and Summer Finals
Why European Teams Are Poised to Seize the Esports Throne in ‘League of Legends’

Matt Porter  Oct 7

European team Fnatic won the first ever *League of Legends* World Championship back in 2011. Eight teams attended, three from Europe, three from North America,
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.

- Pieces of coverage from outlets in territories Swipe Right managed: 500+
- Interviews conducted with Riot spokespersons, talent and teams for all territories: 500+
- Accredited outlets for Europe: 165+
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 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
Each team consists of five players, and they each play a specific role during the match.

Each of the five players on a Dota 2 team has a specific role, similar to a basketball team. For example, a "carry" player will typically have the strongest hero and be in charge of leading the team to victory. Other roles might include "support" players who assist the carries, "offlanes" who provide teamwork, and "lanes" who push the enemy turrets.
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.
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
‘Jumanji’ Is Getting Its Own Video Game & The Rock Is in It

By Jonathan Sawyer in Lifestyle  Jun 4, 2019

Seeing as Jumanji: Enter the Jungle centered around a video game, it’s only right that the movie franchise is now getting just that, its own video game. Bandai Namco
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
Dupreeh and gla1ve reflect on Astralis' CS:GO Major win
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.

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
New community management AI from Facetit bans 20,000 players in trial run

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

Esports tournament platform Facetit 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-Strike, with further reductions expected as the AI learns from its interactions with players.
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
- **27** Top tier press and influencers secured across three media days
- **78** Interviews with a variety of spokespeople across three media days
Big carmakers get serious about esports

Esports are booming, with the market worth over $1 bln this year. And that has carmakers like Renault getting very serious about virtual racing. Julian Satterthwaite reports.
Bullish entrepreneurs and investors say esports will end up like European soccer, dominated by elite teams and big money

Charlie Wood  Dec 3, 2019, 9:31 AM
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
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