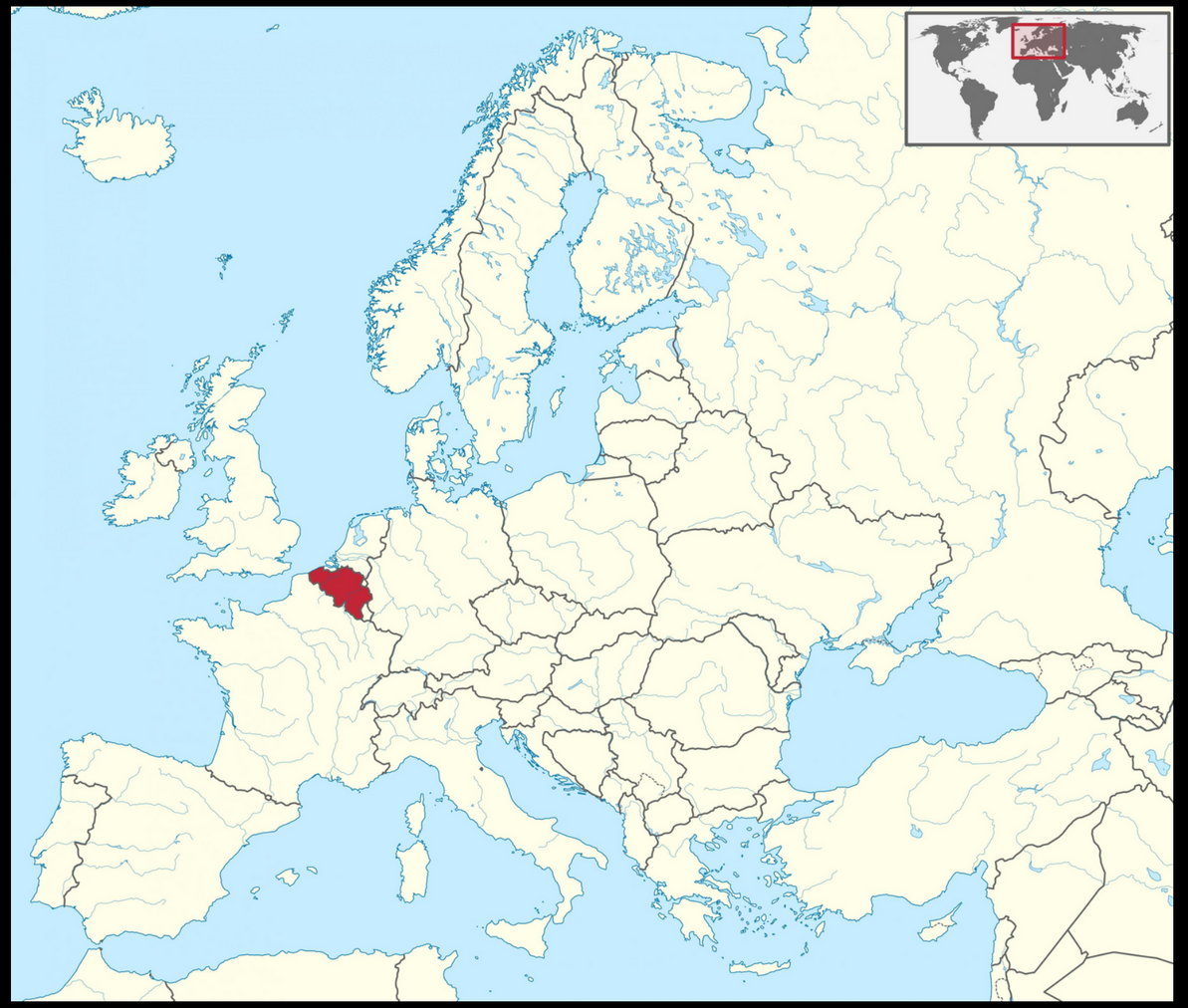
01

ORO INTERACTIVE

Sometimes all you need is someone to take care
of that god d*mn **MARKETING**

WE'RE A SMALL BELGIAN MARKETING & PR AGENCY

We have been doing indie game marketing & PR for over 2 years now. We (actually, it's just me but I prefer 'we' as I feel less lonely this way) started Oro Interactive in January 2020. So far, we have worked on several small and medium-sized projects. Throughout this time, we have learned a lot. At this stage, we are pretty confident in our knowledge & skills. That's why we're looking to take on more amibitious projects!



BACKGROUND INFORMATION

Education & previous professional experiences

Even though I don't believe that degrees tell much about your skills, I obtained the following degrees:

- Bachelor of Science: Applied Economics
- Master of Science in Business Economics specialization Marketing (Magna Cum Laude)
- Master of Education: Economics

3+ years profesionnal experiences:

- Freelance Marketing
  - Arclands, Chrono Sword, Pumpkin Jack, DeckRX, ...
- G.Round & GTR (Business Development & Scout)
- Tropos AR (Business development)
- Brandimpact (Growth Marketing Consultant)

Master's disertation on "The effect of XR Gamification on consumer perceptions" - 80% score

ENOUGH BRAGGING. SHOW ME SOME GAMES YOU HAVE WORKED ON...

04

ARCLANDS

Marketing & Kickstarter assistance

Over the course of 8 weeks we helped John Keller, developer of Arclands with:

- Setting up a Kickstarter page
- Setting up a marketing plan
- Executing of that marketing plan
- Monitoring & adjusting the campaign while live

Result? Success.

- €46,234 collected
- 1,905 backers
- >4000 wishlists
- >500 Discord members
- 3200 -> 7500 Twitter followers

https://www.kickstarter.com/projects/jonkellerdev/arclands

Jon Keller @jonkellerdev · Nov 5, 2020

Arclands is an RPG inspired city builder. Grow your village, give other banished people shelter and uncover the secrets of the Arclands.

🙀 Arclands on Kickstarter🙀
kickstarter.com/projects/jonke...

🙀 Wishlist Arclands on Steam 🙀
store.steampowered.com/app/1462160/Ar...

#gamedev #indiedev #pixelart

21 310 1K

Jon Keller @jonkellerdev · Nov 14, 2020

Things your citizens will do for you in the Arclands

⛏️ Mine for minerals ⛏️
🐟 Fish for vitamin B12 🐟
🌱 Grow nutritious crops 🌱
🌳 Cut down trees 🌳

Check out the Kickstarter, we're on our last 3 days!
👉 kck.st/2Hjtati

#pixelart #indiedev #screenshotsaturday

4 59 247

Posted by u/Zestyclose_Teacher67 9 months ago

412

I wanted to share Arclands, a 2D city-building RTS RF solo-developed by my friend Jon Keller! Show him so deserves it

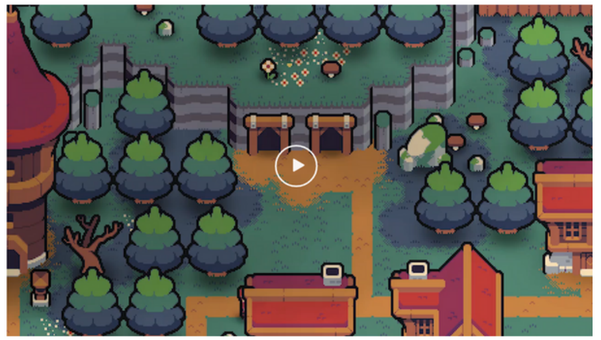
30 Comments Share Save Hide

Posted by u/Zestyclose_Teacher67 9 months ago

610

Showcasing some activities your villagers are required to do in order to keep the village growing! :) Arclands is a 2D city building RTS RPG solo developed by my dear friend Jon who's a little shy. Therefore I help with the marketing of this game! What do you think?

Feedback?



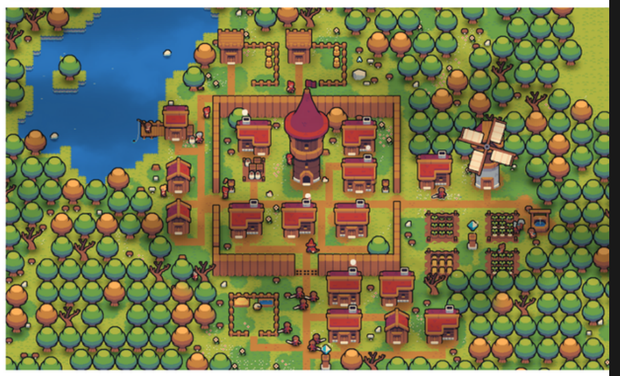
39 Comments Share Save Hide 99% Upvoted

Posted by u/JonKellerDev 9 months ago

549

Really happy how villages built in Arclands are turning out. Hoping I can make this game a reality!

OC



30 Comments Award Share Save Hide Report 99% Upvoted

Posted by u/Zestyclose_Teacher67 9 months ago

1.1k

I wanted to share Arclands, a 2D city-building RTS RPG, that is entirely solo-developed by my friend Jon Keller! Show him some love <3 He deserves it

24 Comments Share Save Hide 99% Upvoted

Posted by u/Zestyclose_Teacher67 9 months ago

684

I wanted to share Arclands, a 2D city-building RTS RPG, that is entirely solo-developed by my friend Jon Keller! Show him some love <3 He deserves it

Upcoming!

32 Comments Share Save Hide

06

CHRONO SWORD

Marketing, PR & Kickstarter assistance

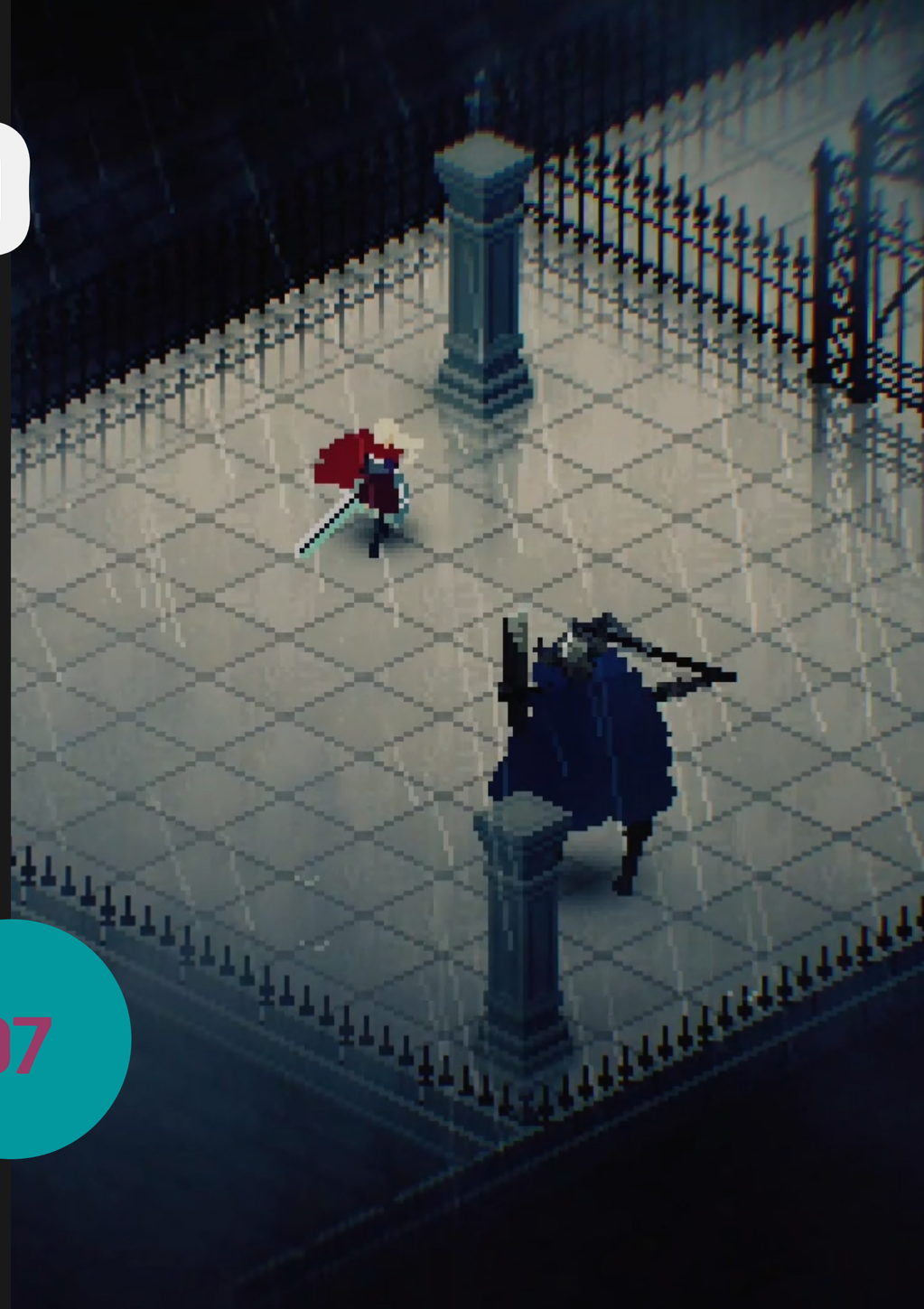
Over the course of 4 weeks we helped the team of 21c. Ducks with:

- Improving their live Kickstarter
- Setting up a short-term marketing & PR plan
- Executing that marketing & PR plan
- Monitoring & adjusting the campaign while live

Result? Success.

- $70,039 collected
- 1,984 backers
- >8000 wishlists
- >800 Discord members
- 5100 -> 9800 Twitter followers

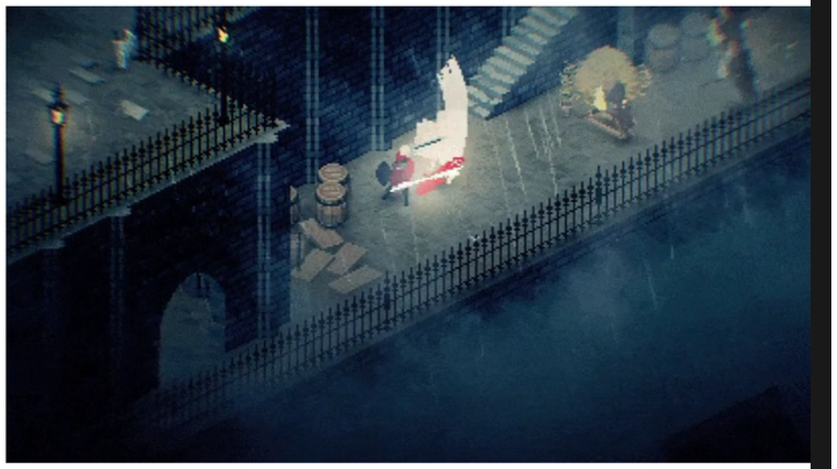
https://www.kickstarter.com/projects/gameround/chrono-sword-0



Posted by u/Zestyclose_Teacher67 9 months ago

1.5k

If Hyper Light Drifter and Dark Souls had a baby, they'd call it Chrono Sword! What do you think? :)



96 Comments Share Save Hide ... 99% Upvoted

Posted by u/icotom 8 months ago

1.8k

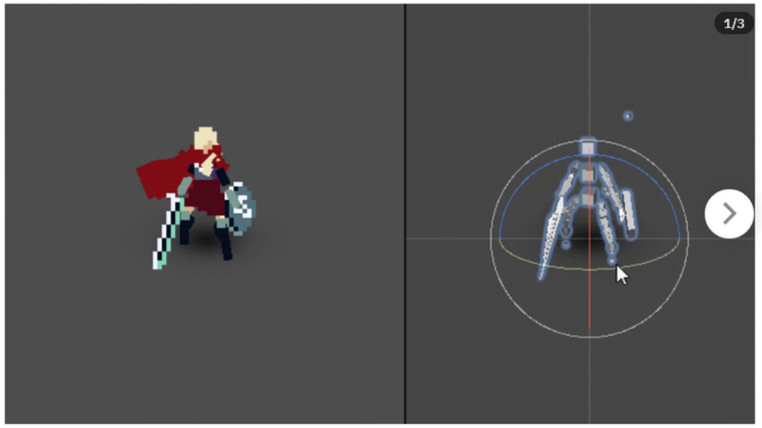
Aenor - from Chrono Sword

11 Comments Award Share Save Hide Report 99% Upvoted

Posted by u/SpaceDuck0316 9 months ago

4.7k

I have my own tool to make 3D animations into pixel art for my game Chrono Sword. It's not a rendered 3D. Notice the hand-drawn sword rotation :D



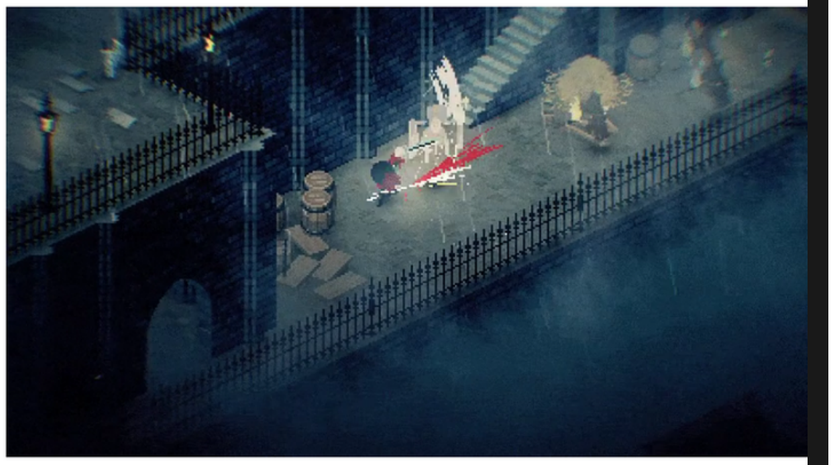
185 Comments Award Share Save Hide Report 99% Upvoted

Posted by u/Zestyclose_Teacher67 9 months ago

443

If Hyper Light Drifter and Dark Souls had a baby, they'd call it Chrono Sword! What do you think? :)

Feedback?



55 Comments Share Save Hide ... 99% Upvoted

Posted by u/Zestyclose_Teacher67 9 months ago

466

Chrono Sword is a souls-like pixel art game inspired by games such as Hyper Light Drifter and Dark Souls. Enjoy the trailer! Let me know what you think! Would you play it?

Video

60 Comments Share Save Hide ... 98% Upvoted

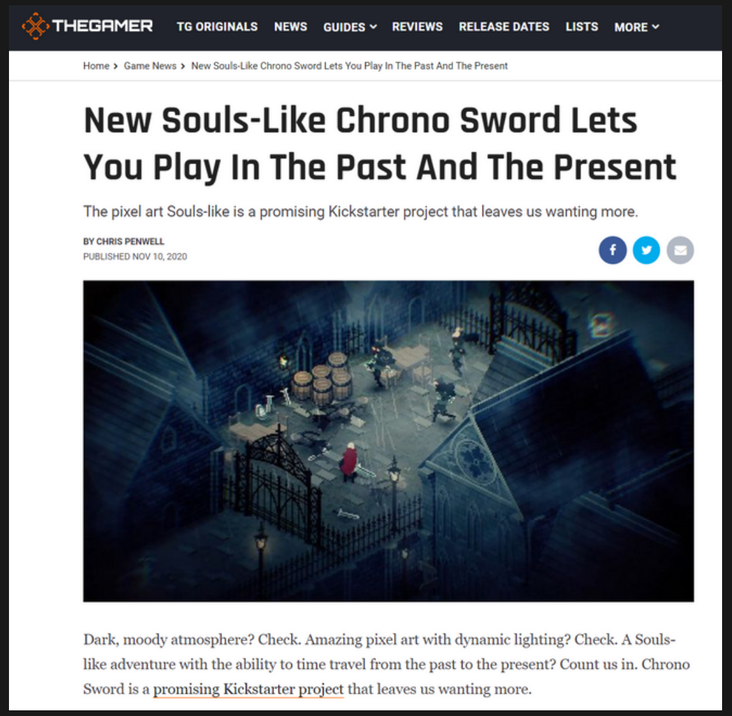
Posted by u/SpaceDuck0316 9 months ago

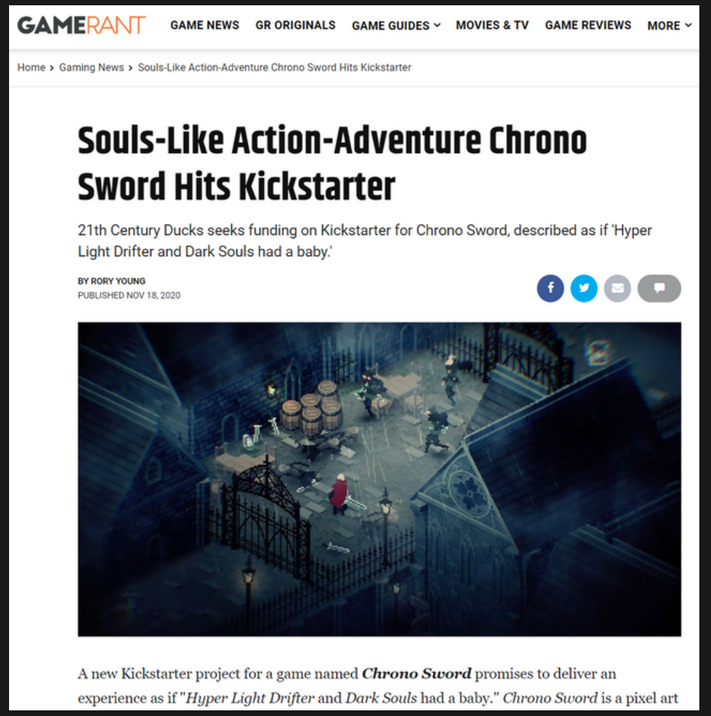
433

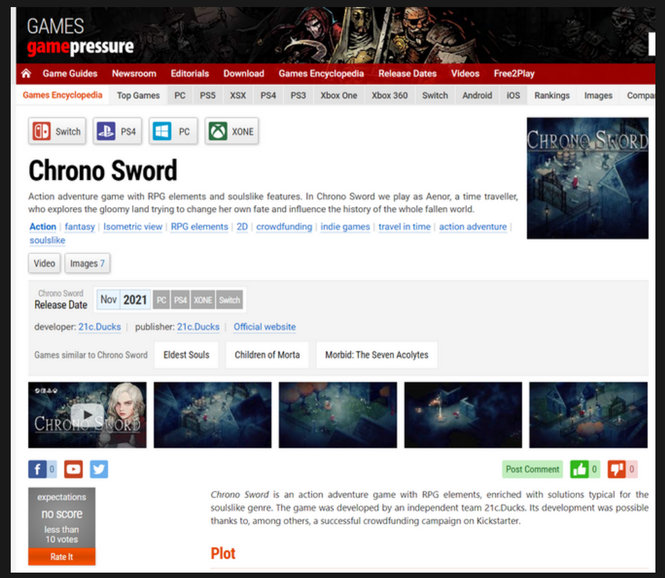
Screenshots from Chrono Sword - my ongoing project (WIP)

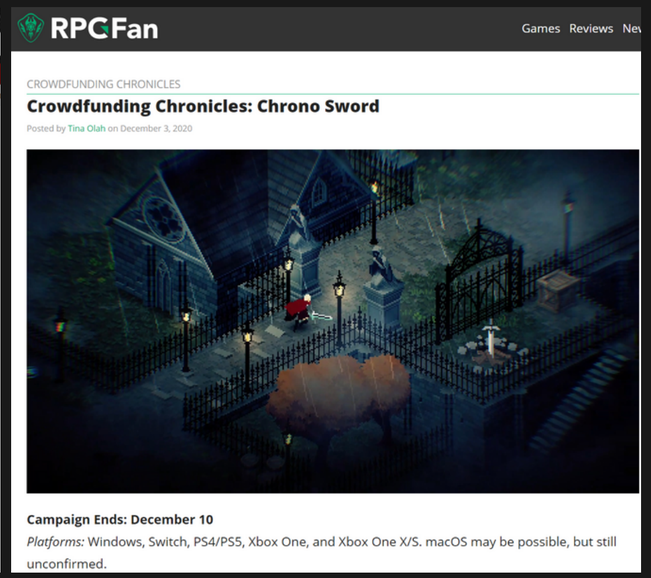
46 Comments Award Share Save

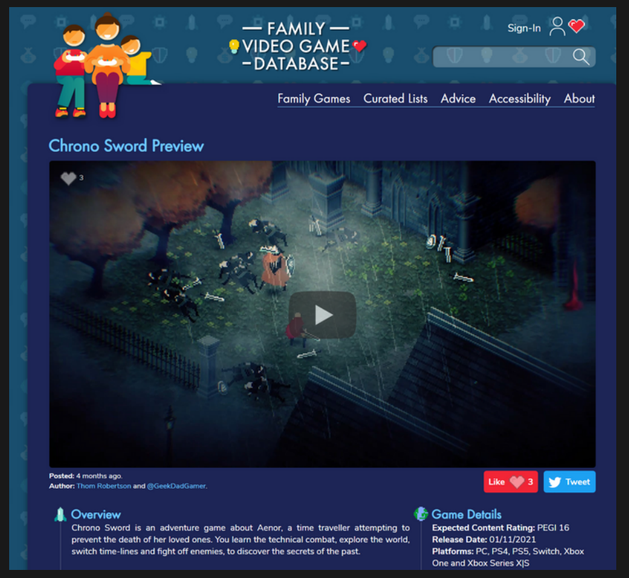
08


THEGAMER
TG ORIGINALS NEWS GUIDES REVIEWS RELEASE DATES LISTS MORE
Home › Game News › New Souls-Like Chrono Sword Lets You Play In The Past And The Present
New Souls-Like Chrono Sword Lets You Play In The Past And The Present
The pixel art Souls-like is a promising Kickstarter project that leaves us wanting more.
BY CHRIS PENWELL
PUBLISHED NOV 10, 2020
Dark, moody atmosphere? Check. Amazing pixel art with dynamic lighting? Check. A Souls-like adventure with the ability to time travel from the past to the present? Count us in. Chrono Sword is a promising Kickstarter project that leaves us wanting more.


GAMERANT
GAME NEWS GR ORIGINALS GAME GUIDES MOVIES & TV GAME REVIEWS MORE
Home › Gaming News › Souls-Like Action-Adventure Chrono Sword Hits Kickstarter
Souls-Like Action-Adventure Chrono Sword Hits Kickstarter
21th Century Ducks seeks funding on Kickstarter for Chrono Sword, described as if 'Hyper Light Drifter and Dark Souls had a baby.'
BY RORY YOUNG
PUBLISHED NOV 18, 2020
A new Kickstarter project for a game named Chrono Sword promises to deliver an experience as if "Hyper Light Drifter and Dark Souls had a baby." Chrono Sword is a pixel art


GAMES
gamepressure
Game Guides Newsroom Editorials Download Games Encyclopedia Release Dates Videos Free2Play
Chrono Sword
Action adventure game with RPG elements and soulslike features. In Chrono Sword we play as Aenor, a time traveller, who explores the gloomy land trying to change her own fate and influence the history of the whole fallen world.
Release Date Nov 2021
developer: 21c.Ducks publisher: 21c.Ducks Official website
Games similar to Chrono Sword Eldest Souls Children of Morta Morbid: The Seven Acolytes
expectations no score less than 10 votes Rate It
Chrono Sword is an action adventure game with RPG elements, enriched with solutions typical for the soulslike genre. The game was developed by an independent team 21c.Ducks. Its development was possible thanks to, among others, a successful crowdfunding campaign on Kickstarter.
Plot


RPGFan
Games Reviews
CROWDFUNDING CHRONICLES
Crowdfunding Chronicles: Chrono Sword
Posted by Tina Olah on December 3, 2020
Campaign Ends: December 10
Platforms: Windows, Switch, PS4/PS5, Xbox One, and Xbox One X/S. macOS may be possible, but still unconfirmed.


FAMILY VIDEO GAME DATABASE
Sign-In
Family Games Curated Lists Advice Accessibility About
Chrono Sword Preview
Like 3 Tweet
Overview
Chrono Sword is an adventure game about Aenor, a time traveller attempting to prevent the death of her loved ones. You learn the technical combat, explore the world, switch time-lines and fight off enemies, to discover the secrets of the past.
Game Details
Expected Content Rating: PEGI 16
Release Date: 01/11/2021
Platforms: PC, PS4, PS5, Switch, Xbox One and Xbox Series X|S

PUMPKIN JACK

Marketing & Business Development consultancy

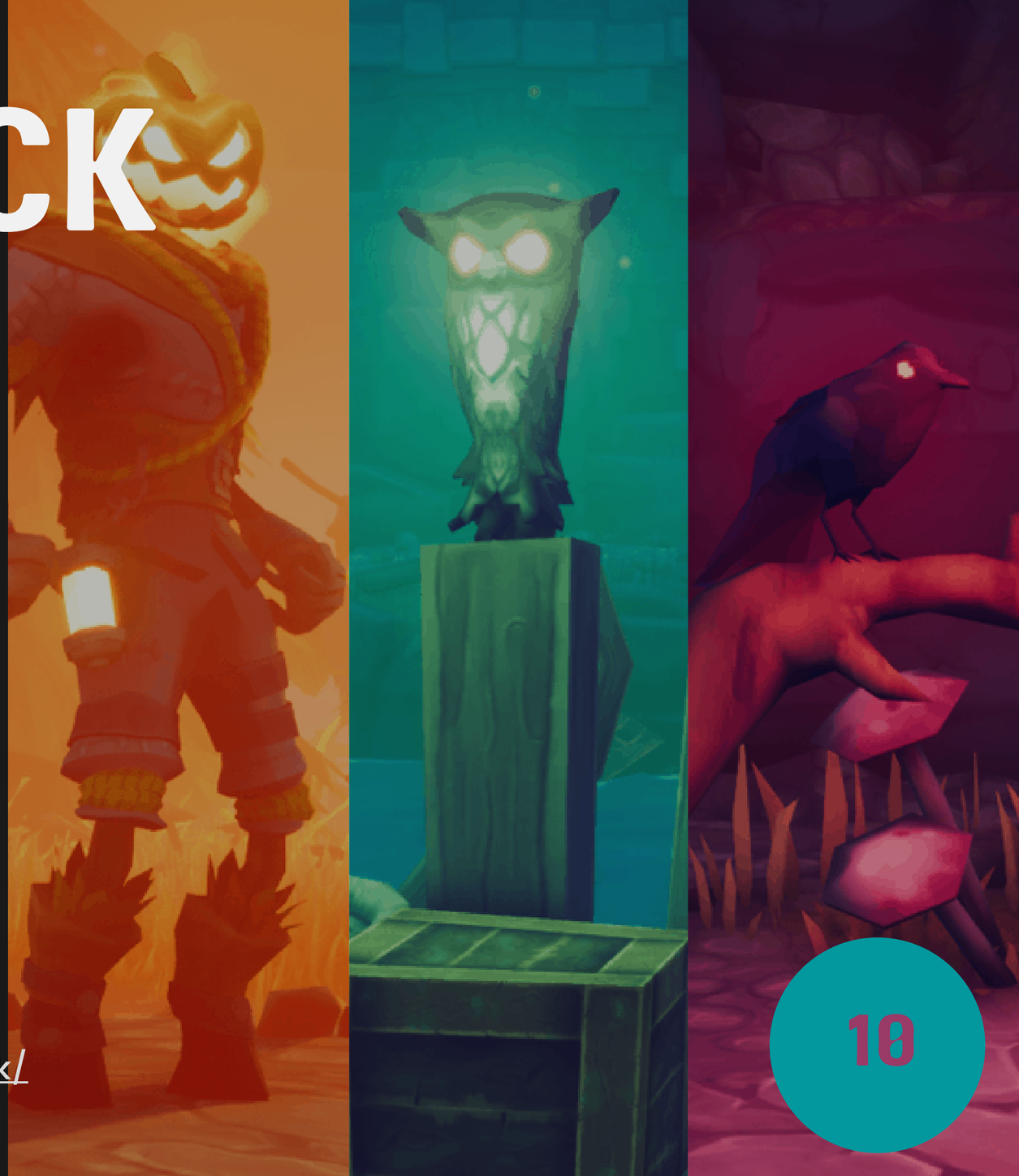
Over the course of 5 weeks we helped Nicolas Meyssonnier, solo developer of Pumpkin Jack with:

- Settting up a marketing plan
- Executing that marketing plan
- Monitoring & adjusting the campaign while live
- Scouting for a suitable publisher

Result? Success.

- >14000 wishlists
- >600 Discord members
- 2200 -> 5500 Twitter followers
- Publishing deal with Headup Games
- ~53k-146k copies sold (Steamdb)

https://store.steampowered.com/app/1186640/Pumpkin_Jack/



SERVICES OFFERED

GENERAL MARKETING SERVICES

- Competitor Analysis, Positioning, USP Definition
- Creation of a Marketing Strategy
- Defining Communication and Sales Strategies
- Ads (Facebook, Google, Others)

GENERAL PR SERVICES

- Creation of a Press Relations Strategy
- Managing Video Game Press Codes
- Creation of Press Kits & Press Releases
- Selecting & reaching out to targeted Press & Media

INFLUENCER MARKETING

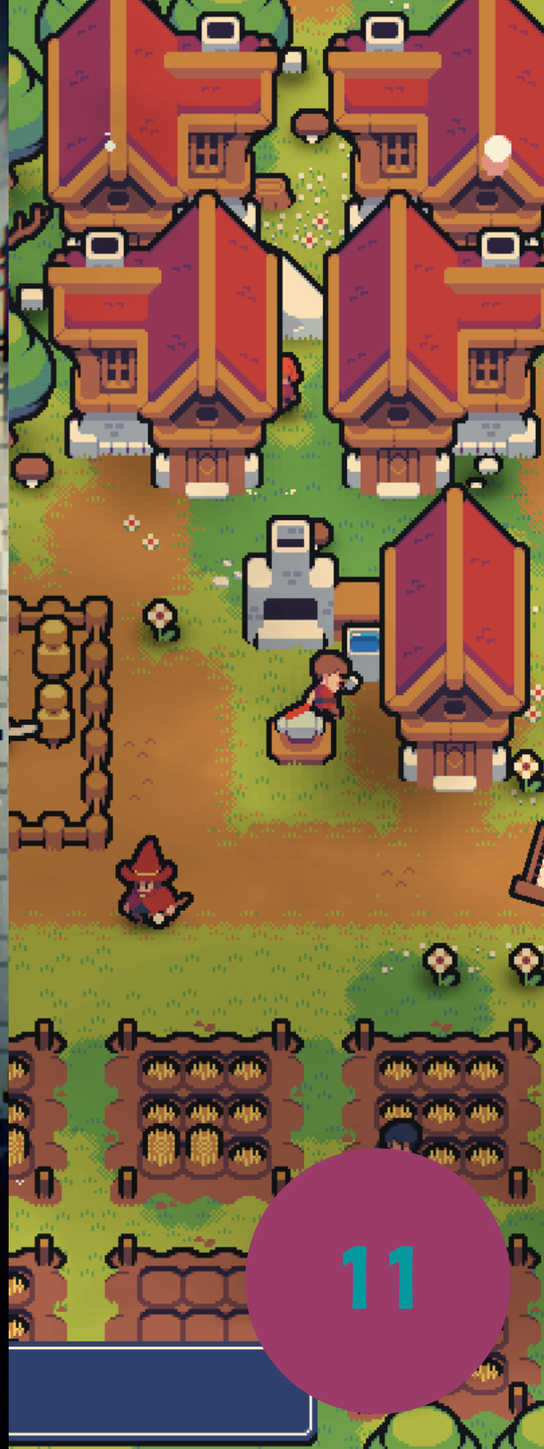
- Selecting & Reaching Out to Targeted Influencers
- Managing Content Creator Game Codes
- Maintainance of Influencer Relationships

SOCIAL MEDIA MARKETING

- Creation of a Social Media Strategy
- Social Media Content Creation
- Organizing, Scheduling, and Posting for Social Media

MARKETING ASSET CREATION

- Gameplay Trailer Creation
- 2D Promo Material Design & Creation
- Screenshot and GIF Creation



PRICING?

€400 / DAY (EXCL. VAT)
MINIMUM 1 DAY / MONTH
CANCEL AT ANY MOMENT

YUP... THAT'S IT. NO HIDDEN COSTS.

CONTACT US

Feel free to reach out to us! We love to have great conversations with like-minded people while sipping on our home brew coffee.

Email Address
sam@orointeractive.com

Website
https://www.orointeractive.com/