



PixxxTale

BRAND CAMPAIGN



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4/14/2025

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PixxxTale

OVERVIEW



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PiXXTale OVERVIEW

DESCRIPTION

PiXXTale is an innovative new studio that is focused on story-driven games that have an emphasis on pixel art. Our brand is built on creativity, reliability, consistency, innovation, and having a player-centric focus. Our mission is to engage players with immersive worlds and stunning stories that will offer lots of replayability. We aim to have a community of players who enjoy the games and share their stories as they play through the games. Our strategy is to create games on all platforms so as many people can enjoy the stories and art, bringing our passion and innovating and delivering stories that reflect that.

COMPETITORS

- Team Cherry
- Supergiant Games
- Studio MDHR
- Heart Machine
- Yacht Club Games
- ConcernedApe
- EXOK Games



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CURRENT POSITIONING

We position ourselves as an indie game studio that blends the charm of retro games with challenging gameplay and amazing stories. By staying true to the pixel style and pushing the boundaries of game design we cater to both modern and retro gaming enjoyers. PiXXTale aims to stand out in the gaming industry by delivering high-quality, and engaging games that players love and play for years.

TARGET AUDIENCE

- 12 - 40 Years old
- Gamers who enjoy challenges
- Gamers who enjoy stunning visuals/stories





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CAMPAIGN DEVELOPMENT



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CAMPAIGN PROBLEM

DESCRIPTION

As a brand-new game studio, PixxTale is launching its Awareness Campaign to introduce players, creators, and industry professionals to our unique vision and bold approach to gaming. Our goal is to build excitement around our studio, showcase our stunning pixel art worlds, and connect with a community that values creativity, innovation, and immersive storytelling. Through social media, engaging videos, and interactive content, we're inviting gamers to join us on this journey and be part of something fresh, fun, and unforgettable. This campaign is all about making PixxTale a name players recognize, trust, and get excited about.



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CAMPAIGN SOLUTION

DESCRIPTION

1. Digital Campaign

- Social Media & Ads: Kinetic typography videos, interactive polls, and game teaser clips.
- Website & Email Marketing: A dedicated campaign landing page with downloadable assets, exclusive behind-the-scenes content.
- Influencer & Community Engagement: Collaborations with streamers, game artists, and content creators to drive organic excitement.

2. Print Campaign

- Posters & Flyers: Distributed in key gaming hubs, comic shops, and conventions, featuring bold pixel-based artwork and QR codes for interactive elements
- Branded Merchandise: Stickers, postcards, and limited-run posters designed to capture the playful yet high-quality essence of PixxTale.

3. In-Person Experience

- Gaming Event Booths & Pop-ups: Attendees can play early demos, interact with developers, and take part in pixel art challenges.
- Live Interactive Installations: Projection mapping and kinetic typography displays to bring PixxTale's brand to life in a visually striking way.
- Merch & Swag Giveaways: Custom merch, including pixel-themed collectibles, to create a lasting impression.



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PIXXTALE: PRESS START

DESCRIPTION

PixxTale is here to make waves in the gaming world! Our Press Start campaign introduces the studio's bold vision, inviting players and creators to explore pixel-perfect storytelling and immersive gameplay. Through live events, digital engagement, and striking visuals, we're bringing the world of PixxTale to life—one pixel at a time.

PIXXTALE LIVE: Play Create, Connect
PIXXTALE ONLINE: Pixel By Pixel
PIXXTALE INK: The Art Of Play



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CAMPAIGN APPLICATION



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EXPERIENTIAL CAMPAIGN



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EXPERIENTIAL OVERVIEW

DESCRIPTION

This immersive, in-person event invites gamers, artists, and storytellers to step inside the world of PixxTale. Attendees will be able to:

- ▣ Play exclusive demos of upcoming PixxTale games before anyone else.
- ▣ Explore interactive art showcases featuring concept art, animation reels, and the creative process behind our pixel-perfect worlds.
- ▣ Attend developer panels and workshops where industry professionals share insights into game design, storytelling, and digital art.
- ▣ Engage in fun activities like cosplay contests, arcade challenges, and meet-and-greets with the PixxTale team.

PixxTale Live is all about hands-on experiences, fostering creativity, and connecting with the gaming community in an unforgettable way.



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EXPERIENTIAL CAMPAIGN DESIGN 1/3



PixxTale
PRESS START

COME PLAY THE
BRAND NEW GAME


BLADEBOUND
CHRONICLES



PixxTale
PRESS START



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EXPERIENTIAL CAMPAIGN DESIGN 2/3



PixxTale
PRESS START

PLAY BRAND
NEW DEMOS

PANEL TALKS WITH
DEVELOPERS

GET FREE LOOT!

ZONE C

11-6



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PixxTale
PRESS START

PLAY BRAND
NEW DEMOS

PANEL TALKS WITH
DEVELOPERS

GET FREE LOOT!

ZONE C

11-6



EXPERIENTIAL CAMPAIGN DESIGN 3/3

ZONE C

PT

3PM

PixxTale

DEVELOPER PANEL



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EXPERIENTIAL CAMPAIGN MOCKUP 1/3



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EXPERIENTIAL CAMPAIGN MOCKUP 2/3



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EXPERIENTIAL CAMPAIGN MOCKUP 3/3



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DIGITAL CAMPAIGN



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DIGITAL OVERVIEW

DESCRIPTION

The digital side of the campaign brings PixxTale's energy to the online world, building hype across social media, streaming platforms, and gaming forums. This includes:

- ▣ Teaser trailers and animated shorts showcasing the studio's unique art style and storytelling.
- ▣ Social media takeovers featuring fun challenges, behind-the-scenes content, and developer Q&As.
- ▣ Interactive web experiences like pixel-art generators, mini-games, and digital collectibles that fans can engage with.
- ▣ Influencer collaborations and live-streamed events that let fans dive deeper into PixxTale's creative universe.

By meeting players where they are—on their screens and in their feeds—PixxTale Online builds excitement and interaction, pixel by pixel.



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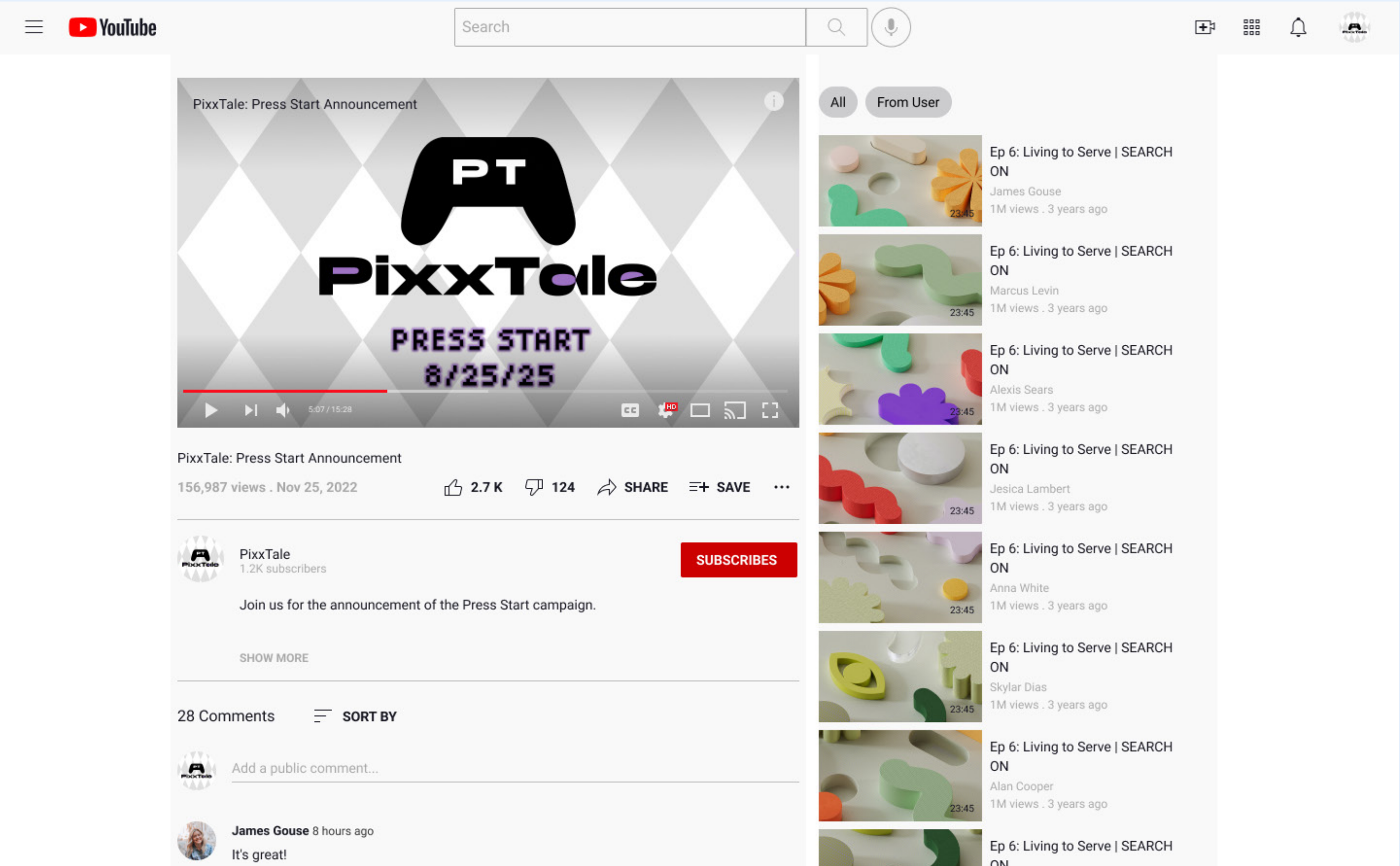
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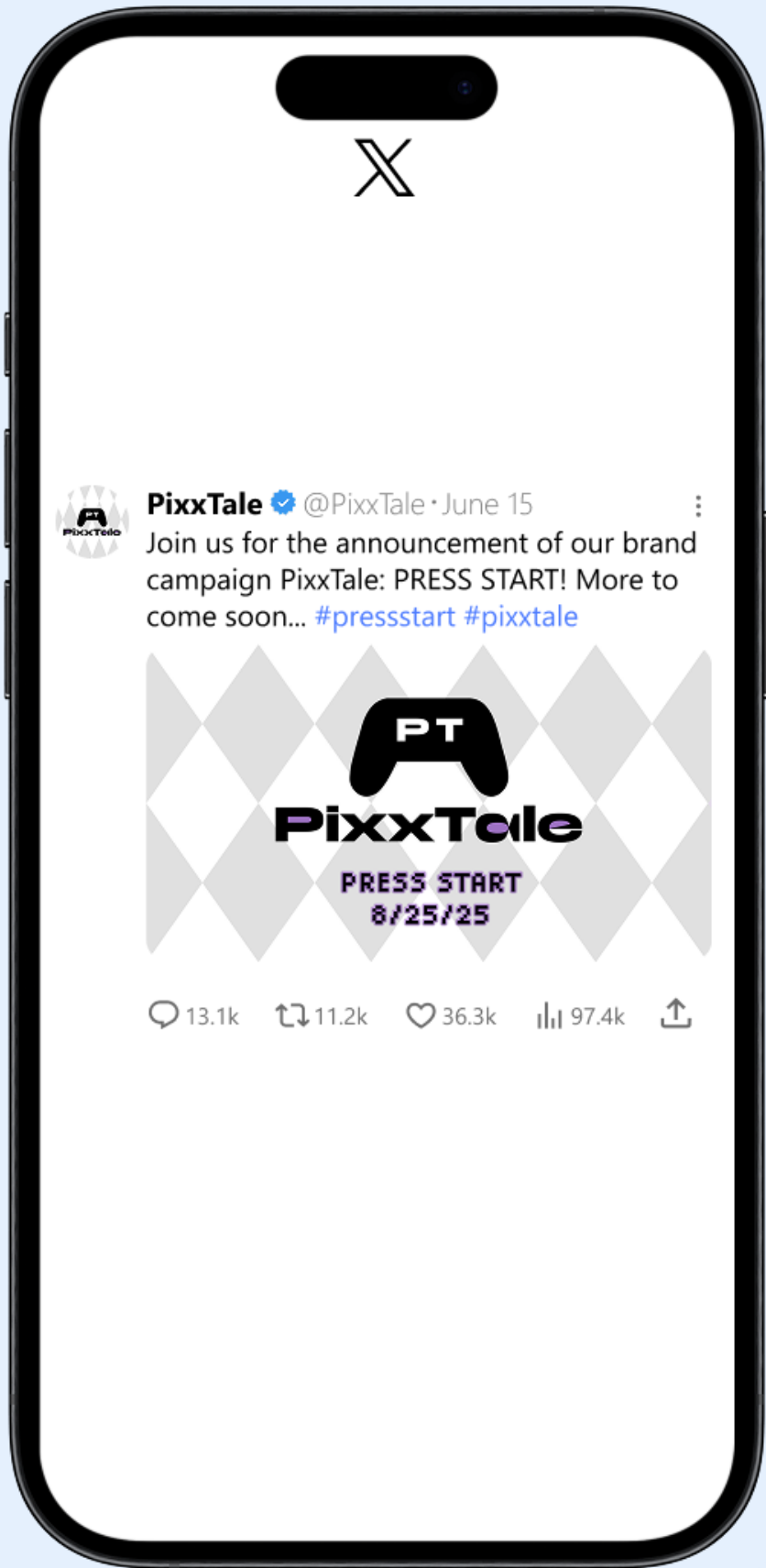
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DIGITAL CAMPAIGN DESIGNS 2/3



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DIGITAL CAMPAIGN MOCKUP 1/3



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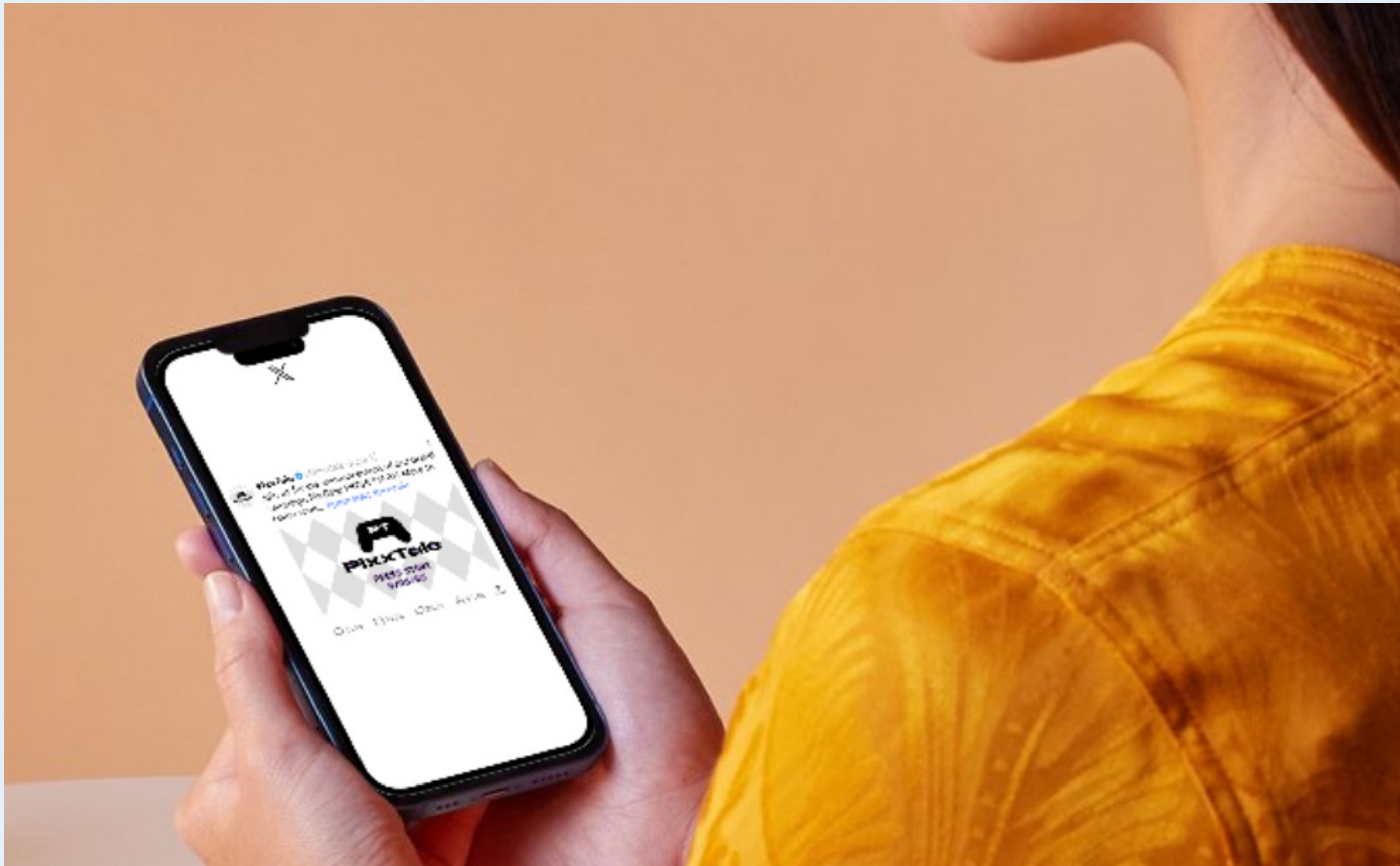
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DIGITAL CAMPAIGN MOCKUP 2/3



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PRINT CAMPAIGN



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PRINT OVERVIEW

DESCRIPTION

A visually stunning print campaign that captures the beauty and craft behind PixxTale's games through high-quality materials. This campaign will include:

- Large-scale posters and billboards teasing what is coming soon
- Limited-edition art books that take fans behind the scenes of Pixx Tale's world-building, character designs, and animation techniques.
- Branded merchandise like sticker packs, postcards, and fold-out mini-comics that bring PixxTale's universe into the hands of fans.

PixxTale Ink celebrates the fusion of gaming and art, transforming every printed piece into an extension of the game itself.



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PRINT CAMPAIGN DESIGNS 1/3

Billboard



Poster



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PRINT CAMPAIGN DESIGNS 2/3

Artbook



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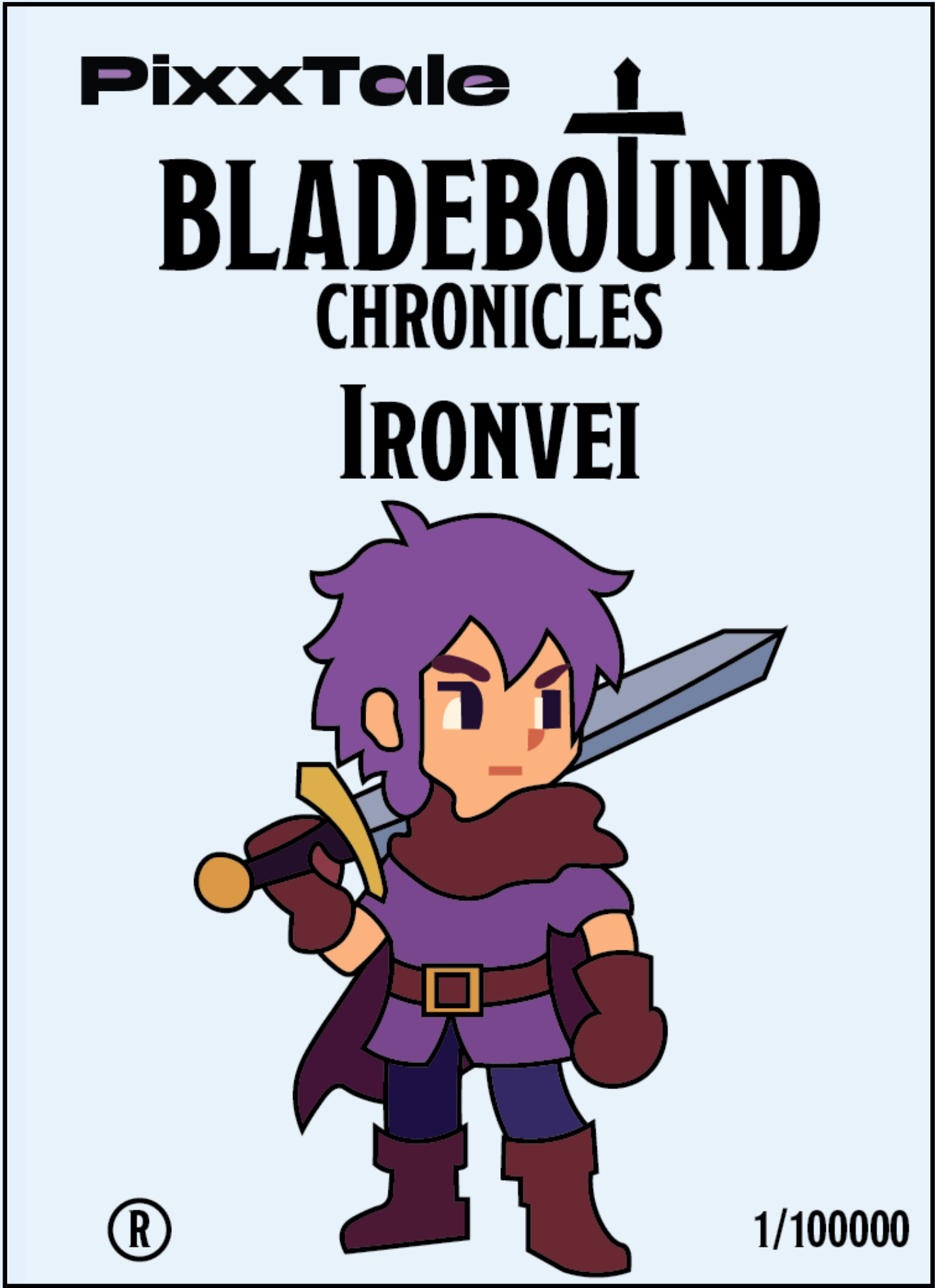
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PRINT CAMPAIGN DESIGNS 3/3

Collectors
Card



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PRINT CAMPAIGN MOCKUP 1/3



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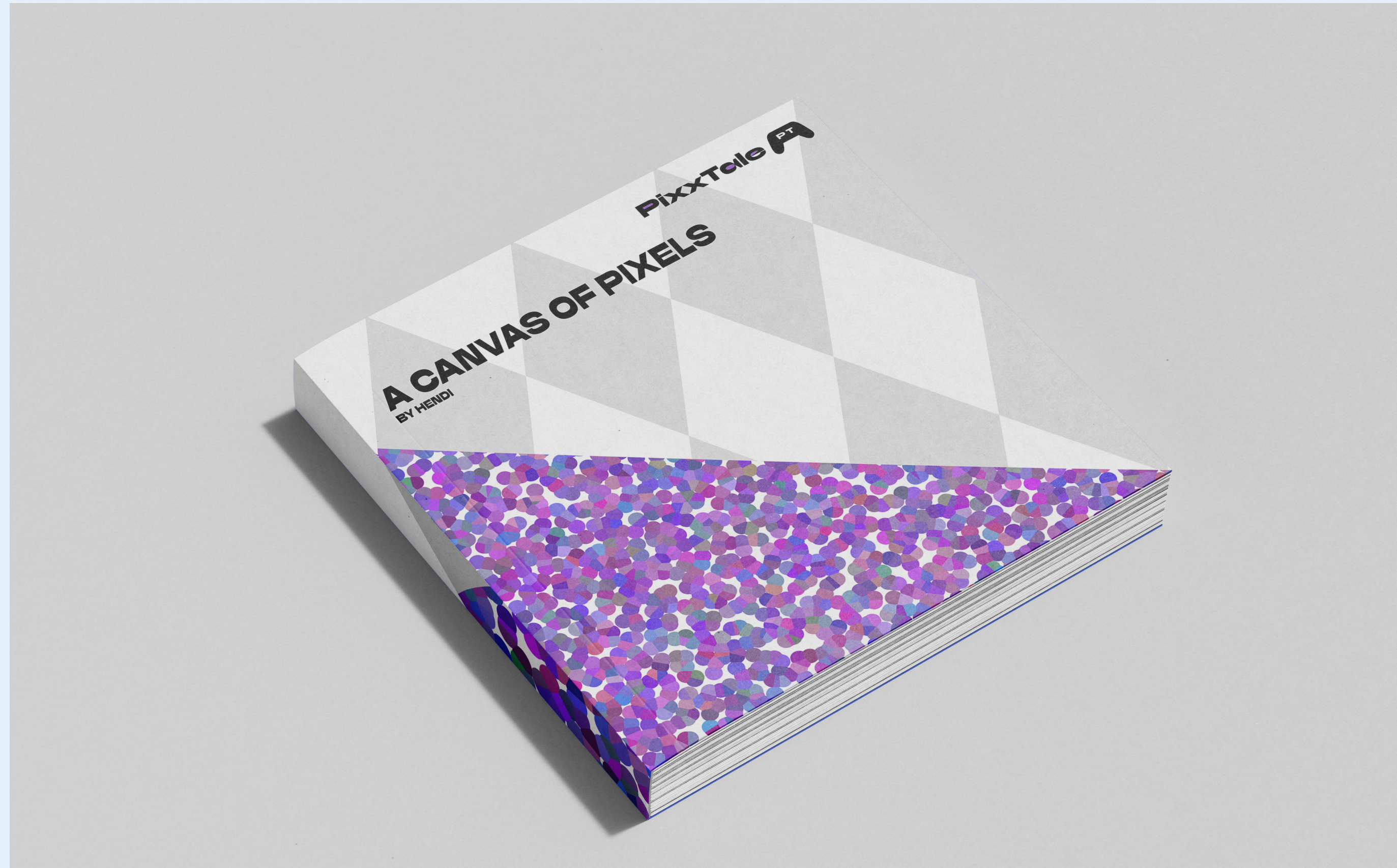
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PRINT CAMPAIGN MOCKUP 2/3



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PRINT CAMPAIGN MOCKUP 3/3



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CAMPAIGN TIMELINES



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CAMPAIGN TIMELINE

DESCRIPTION

Our campaign follows a strategic roll-out to build anticipation, engage audiences, and create lasting impact. It begins with print media (Month 1-2), using billboards, posters and collectible prints to introduce PixxTale’s bold pixel-art aesthetic while mysterious QR codes tease more to come. The digital phase (Month 3-4) follows, driving engagement with animated teasers, social media challenges, influencer collaborations, and interactive web experiences like pixel-art generators and ARG elements. Finally, the experiential phase (Month 5-6) brings everything to life with a live PixxTale event featuring game demos, panels, interactive art, cosplay contests, exclusive merch drops, and arcade challenges, all amplified through live-stream coverage. This layered approach builds excitement organically, turning early curiosity into an immersive, fan-driven experience.



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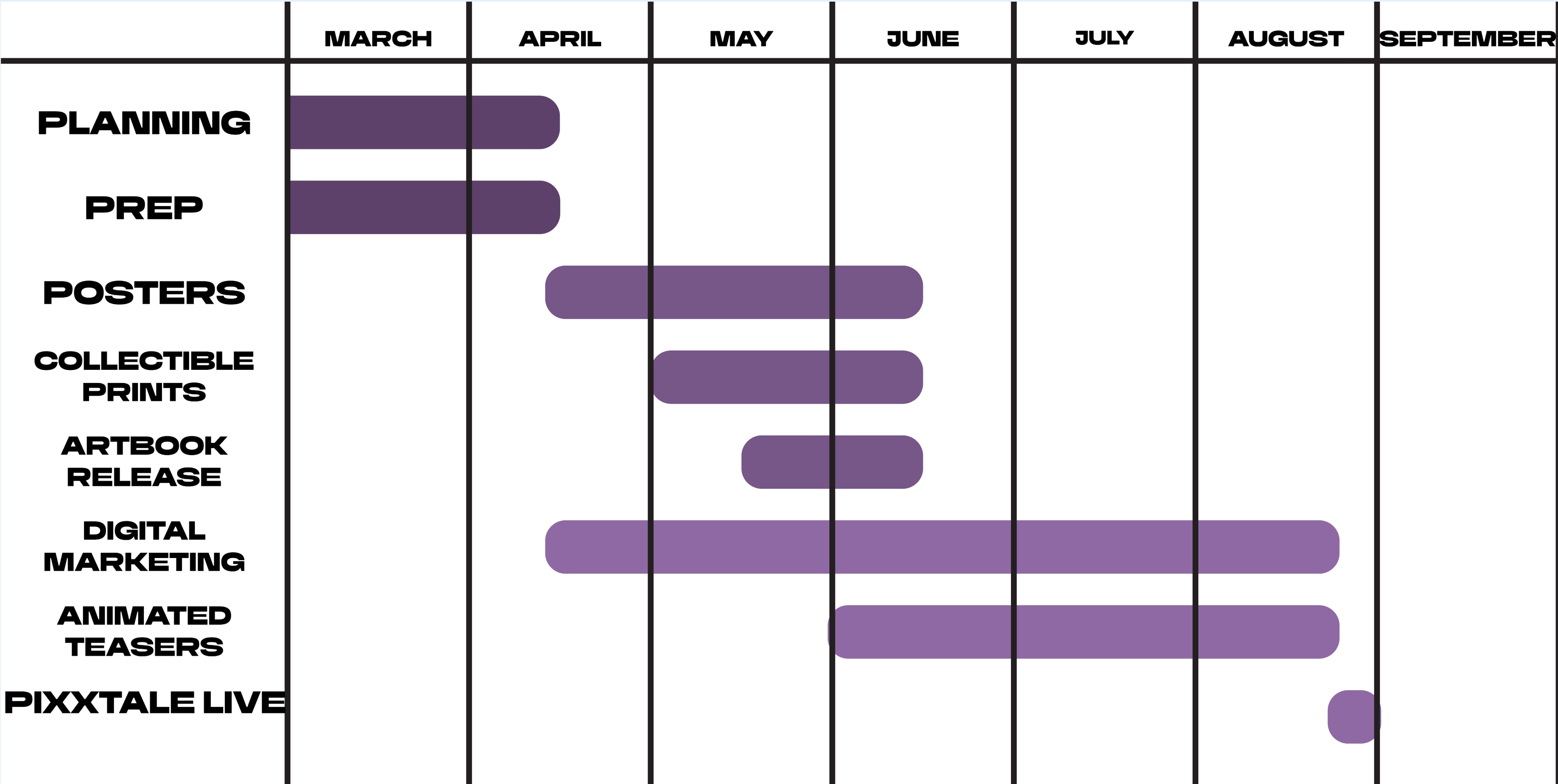
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CAMPAIGN TIMELINE - OVERVIEW



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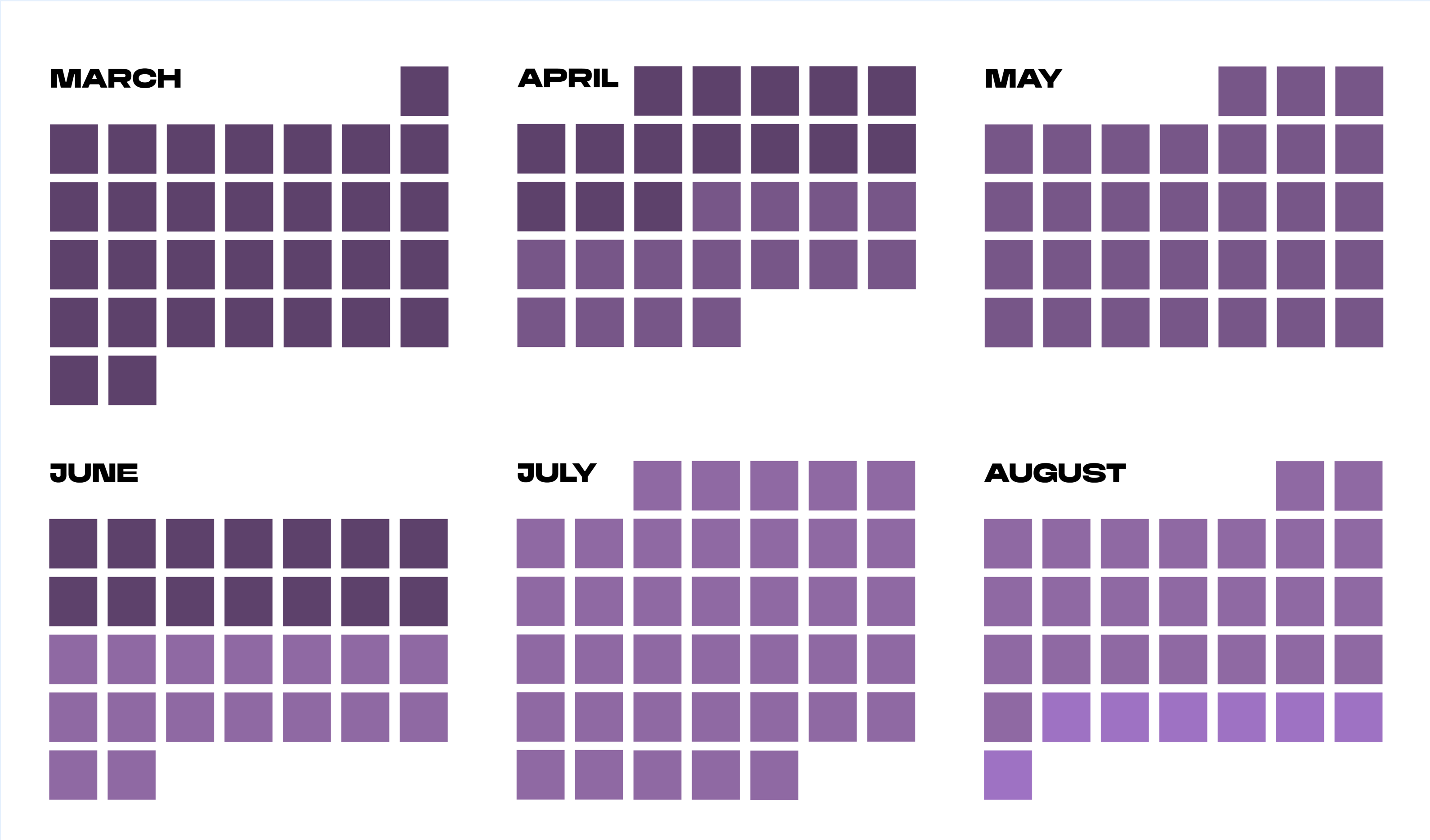
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CAMPAIGN TIMELINE - CALENDAR



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CREDITS

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Images



THANK YOU

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BRAND GUIDELINES



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