



AMBER

**MARKETING  
SERVICES**

Crafting epic experiences for the gaming industry



# AMBER + PATTERN

**AMBER + Pattern** is a creative agency alliance at the intersection of creativity and technology. We have the know-how to infuse cutting-edge, gaming-tuned marketing and comms to successfully launch marketing campaigns and reach their full-throttle potential.

## Why us?

- A natural extension of your (marketing) team
- Senior team with Gaming & Advertising expertise
- Part of a global game development group, with direct access to the latest insights, real-time data on gamers and highly skilled games scientists and developers (including BI team)
- One single point of contact, efficient and quality-driven



# Games Industry Clients



Disney



King



ROVIO



ROBLOX



RIOT  
GAMES



EPIC  
GAMES



GAMELOFT



twitch



METAMOKI



NZ



BIG  
FISH



ROCKETRIDE



# Non-Gaming Clients

A  
M  
B  
E  
R  
  
M  
A  
R  
K  
E  
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I  
N  
G

SAMSUNG



PORSCHE

Ray-Ban

GENUINE SINCE 1937



Coca-Cola



# Advertising Awards



# Our Offering



## CREATE

Framing a brand's core offering, codifying insight into a robust platform for brand identity and communications.

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RESEARCH

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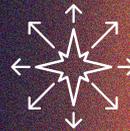
BRAND POSITIONING & STRATEGY

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VISUAL IDENTITY

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BRAND MANUAL



## ADAPT

Crafting inspiring creative assets that make a mark in the hearts and minds of the consumers, no matter what generation they belong to.

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VISUAL ASSETS

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COPYWRITING

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2D & 3D ANIMATIONS

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VIDEO EDITING AND POST-PRODUCTION

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UX & UI DESIGN

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VIDEO TRAILERS

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IN-GAME CINEMATICS

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WEB ENGINEERING

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SOUND DESIGN



## EVOLVE

Planning and ideation of a strategy, while weaponising it to power cohesive, commercially driven campaigns.

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CAMPAIGN STRATEGY

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CONTENT MARKETING

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SOCIAL MEDIA

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COMMUNITY BUILDING

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PERFORMANCE MARKETING

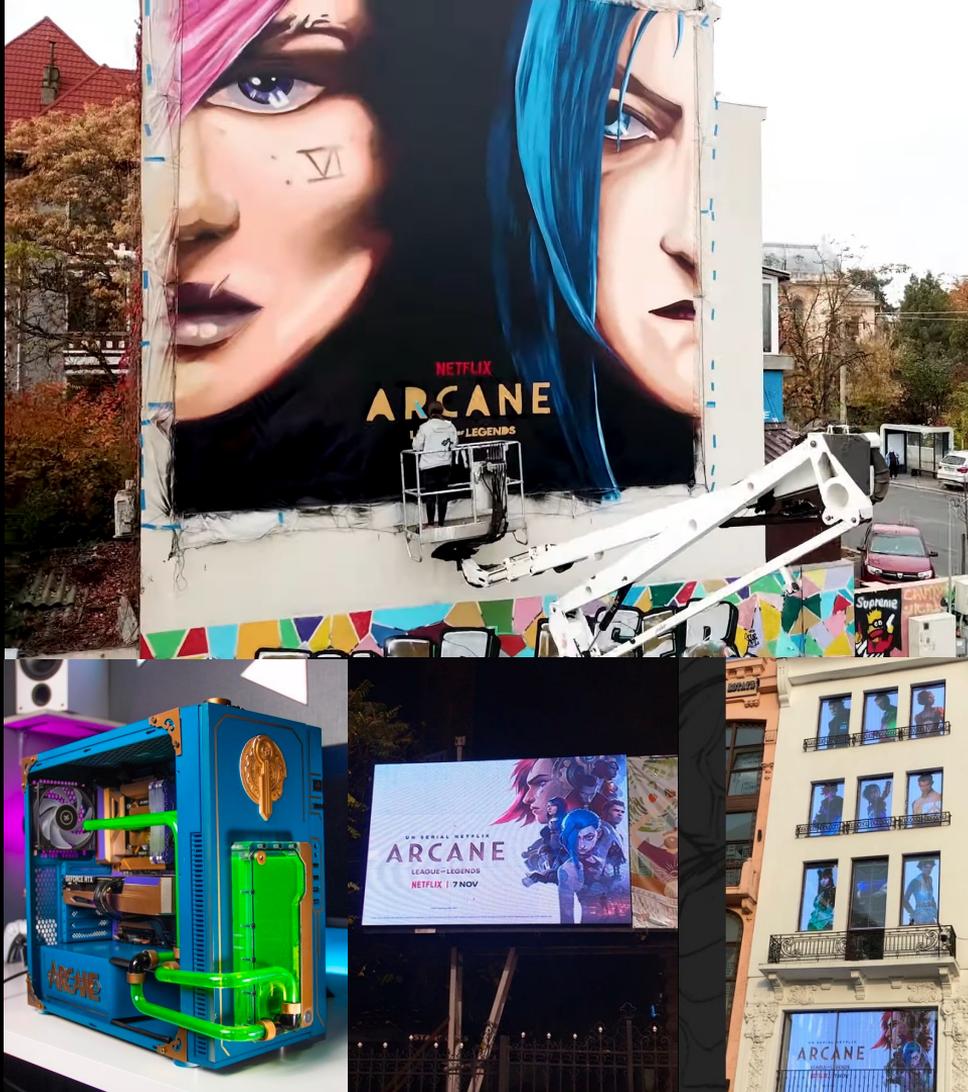
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EMAIL MARKETING



# Our Work





VISUAL CREATIVE ASSETS

COMMUNITY BUILDING

OFFLINE

VIDEO PRODUCTION

MARKET RESEARCH

# ARCANE

LEAGUE OF LEGENDS



## The Challenge

introducing and building anticipation for Arcane in Romania, with a focus on reaching the most relevant audience to drive attention to the TV series. With Arcane marking Riot Games' first venture into TV production, as a brand-new animated series, the bar was set high.



## The Solution

A multi-layered marketing strategy which included 6 OOH and 12 DOOH ads in high-traffic Bucharest areas, referencing Arcane's narrative and release date. By partnering with local artists, we crafted a mural showcasing Vi and Jinx, along with 4 interactive Hextech lamp art pieces.

A making-of video spotlighting the Hextech object was promoted across social media, the strategy featuring 11 content creators organizing giveaways with prizes including custom Arcane-themed gaming PCs, custom sneakers, interactive Hextech lamps, Arcane hoodies, and Hextech Chests. We used local League of Legends social media for cross-posting giveaways, along with FB Ads and the content creators' channels.

#1

On Netflix

#1

For 8 days

+ 8.5k

Followers in  
3 weeks

+ 400%

Facebook  
engagement

+ 15k

SoMe  
mentions

+ 3.5m

SoMe reach



VISUAL CREATIVE ASSETS

COMMUNITY BUILDING

VIDEO PRODUCTION

MEDIA BUYING

MARKET RESEARCH

INFLUENCER MARKETING



VALORANT



### The Challenge

Introducing and hyping up VALORANT within the Romanian gaming community, aiming to spark excitement and discussions among current and potential players. The key challenge was that VALORANT had been released for just one year, with modest level of recognition.



### The Solution

Teaming up with Killa Fonic and Roxen for a [music video](#), the two artists brought in their impressive 1M+ social media followers and 1.5M+ monthly Spotify listeners.

Their lyrics seamlessly integrated VALORANT terminology, Killa Fonic's distinctive style, and Roxen's catchy chorus. The video portrayed the transition from reality to the virtual world.

+ 6 mil  
total views+ 10 mil  
impressions+ 2.4 mil  
YouTube  
views+ 1.5 mil  
TikTok  
views+ 250k  
Spotify  
listeners

# PROVOCAREA VALORANT

LIVESTREAM //////////////// 19 IANUARIE ORA 19:00



THEBLUERAVEN



NAMIPX



SKAARO



THEREALRED



KNOXNETIC

FACEBOOK.COM/PLAYVALORANTROMANIA



FACEBOOK.COM/PLAYVALORANTROMANIA



VALORANT



## The Challenge

Boosting engagement within the Romanian player community, generating excitement and discussions about the game, and motivating people to give it a try. VALORANT had been out for about a year, and the existing player base and social media community in the local scene were relatively small.



## The Solution

We partnered with local Twitch and YouTube streamers who hosted live, interactive broadcasts and promoted the page with in-game challenges on a dedicated Facebook post.

We also promoted the campaign on the official VALORANT Romania Facebook page, and the content creators announced the livestreams on their personal channels to enhance its reach.

+ 30k  
People  
reached

500%  
Followers >  
prev month

+ 8k  
YouTube &  
Twitch views

+ 1.5k  
Hours  
watched





VISUAL CREATIVE ASSETS

COMMUNITY BUILDING

INFLUENCER MARKETING

MARKET RESEARCH

MEDIA BUYING

VIDEO PRODUCTION

LINK  
TWIN**The Challenge**

Link Twin is an exciting and stylistic puzzle game with fresh mechanics, visually stunning art and a haunting soundtrack. Our challenge was to develop the Global Launch marketing plan and make it a success.

**The Solution**

Created the game website ([link-twin.com](http://link-twin.com)), built the community around the game, activated fans on social networks and managed the app store presence. Additionally, media buying services were offered, pitch decks development and a video trailer for their Global launch.

Soon on





DIGITAL MARKETING STRATEGY

COMMUNITY BUILDING

VISUAL CREATIVE ASSETS

CONTENT MANAGEMENT STRATEGY

VIDEO PRODUCTION

DESIGN &amp; WEB DEVELOPMENT

## Rumble Heroes



### The Challenge

Rumble Heroes is a real-time, action-packed, Street Fighter themed strategy mobile game set in an alternate retro futuristic 1987. We needed to make a splash with awesome marketing assets for the game launch, so our team did just that and so much more!



### The Solution

We developed the [official website](#) and [game trailer](#), marketing assets for all comms, a strong UA campaign via ads and social media, as well as app management for Samsung Galaxy Apps, Google Play and App Store.





VISUAL CREATIVE ASSETS

COMMUNITY BUILDING

DESIGN &amp; WEB DEVELOPMENT

VIDEO PRODUCTION

## Tap Busters



### The Challenge

Tap Busters is a fun RPG / idle mobile game, in which monsters have taken over the Galaxy and the player must crush them by tapping the screen. Our challenge was to develop the Global Launch marketing plan and make it a success.



### The Solution

We created the game's website, managed their social networks including Facebook Ads & app store presence and wrote the script for a funky game [launch trailer](#).

The game has been published by Tilting Point, one of the most well-known game publishers in the world, gathering hundreds of thousands of downloads.



# DUNGEON BOSS

DIGITAL MARKETING STRATEGY

COMMUNITY BUILDING

CONTENT MANAGEMENT STRATEGY

VISUAL CREATIVE ASSETS

MARKET RESEARCH

## Dungeon BOSS



### The Challenge

Maximizing all game KPIs, focusing on improving retention and boosting the overall monetization. In other words, keeping the players engaged.



### The Solution

Alongside AMBER's BI team, added new content and features to the game, launch new events and tournaments, continual product improvements and community management.

Built and maintained a highly engaged Discord community of 1,000+ users with over 200 daily messages. Actively listening to feedback from the community led to a VIP System rework which led to re-engagement from lapsed players leading to increased Installs of up to 15%.

We've also done custom-tailored communication via community focus groups and online summits to discuss product matters and to actively listen to users' needs.



**THANK YOU!**

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