

«SwissGames Matchbox: Outreach Marketing»

Organising the presence of independent Swiss studios at international platforms such as GDC or Gamescom is an essential part of Pro Helvetia's support for interactive media. With their focus on business meetings, they lay the ground for most of the collaborations between game studios and publishers or investors. Since all those international events have been cancelled due to the Covid-19 pandemic, not only game developers miss their opportunity to meet future investors & publishers to realize their project, but also publishers and investors are struggling to identify new content.

The goal of the «SwissGames Matchbox» is to help connect creatives and industry professionals with two distinctive calls. «SwissGames Matchbox» helps to enhance the situation around business meetings, which has been severely impacted by the cancellations of international platforms. In this manner the program simplifies, accelerates and re-establishes the exchange and deal flow with publishers.

«SwissGames Matchbox: Outreach Marketing» offers up to 5 studios to be supported in marketing outreach, thanks to the support of specialized agencies. The specialized agencies can support interactive media companies in various fields like:

- Market analysis (Target audience, competition, pricing etc.)
- Release strategy (Media campaign, storytelling, platforms, promotion, influencers etc.)
- Communication strategy (Storytelling, platforms, press release, trailer, visuals, ads, localisation etc.)
- Community building (Platform management, crowdfunding etc)
- Matchmaking & interviews (training, pitching etc.)
- Coaching (Knowledge, tools, platforms, communication etc.)

Eligibility criteria

- The «SwissGames Matchbox» is aimed at interactive content designed for computers, mobile phones, tablets, game consoles, virtual reality headsets or similar devices, and any other type of digital content requiring a high degree of interaction from the user
- The project possesses formal and design quality, a high degree of innovation and potential marketability.
- Project execution must meet professional standards
- The principal project owner must be of Swiss nationality or resident in Switzerland.
- The applicant owns copyright and rights of use of the project
- Applicants may submit projects up to seven years after their graduation or within the first seven years of establishing a company (latest date of establishment: 1 April 2014)

The application dossier should include

- A short description of your game(s) outlining the platform, type, genre, gameplay, targeted audience and current development stage
- Visual material (screenshots, link to a trailer, etc.)
- Your expectations and goals for mandating an agency
- A press kit
- Your contact details and any relevant links (website, etc.)

Applications are only accepted via swissgames@prohelvetia.ch until 11 April 2021. Please contact [Oliver Miescher](#) if you have any questions. We are looking forward to discovering your game and will come back to you after 23 April.