NERF Ultimate Championship Newsletters

Overview

NERF UC Launch Campaign

Highlights

- Stats and Conversions
- Marketing Newsletters
- Community Updates

Stats and Conversions

Our marketing newsletters were tactical and sparse, so as to not burnout our fans while the game was in development. I've collected stats from Hasbro's Klaviyo account and displayed them here for three of our major newsletter campaigns with two key metrics: Open Rate and Click Rate.

Wishlist Now campaign: Open Rate (39.4%) and Click Rate (8.6%)

Game Launch campaign: Open Rate (52.5%) and Click Rate (9.6%)

Community Update - Season 1 campaign: Open Rate (38.8%) and Click Rate (4.7%)

Marketing Newsletter - Wishlist Now

Season Pass for some exclusive skins to kit out your blasters and avatars with!

Darts, Camera, Action! New Trailer!

Of course, along with our Wishlist page going live we had to drop a new trailer! Check out all the action, hype, and NERF energy coming at you!

WATCH TRAILER

Marketing Newsletter - Wishlist Now

Flinging foam and parkour battles await you! From Blast City to Mesa, we've got you covered across four maps of electrifying NERF action!

JOIN THE COMMUNITY!

Our Discord server is *the* place to be for everything NERF Ultimate Championship.

As we approach launch, you'll find exclusive events like an AMA with the team and get the chance to meet others in our LFG channels to form your squad for the bib day! You'll also never miss any important updates we have.

FIND YOUR SQUAD ON DISCORD

See you in the Arena, August 25th!

NERF UC TEAM

Marketing Newsletter - Game Launch

NERF Ultimate Championship is OUT NOW!

It's been just over a year since we first announced the game, **but it's finally here!** The game is now LIVE on the Meta Quest Store, awaiting you! Along with the game launching, we have a few extra exciting things going on, like a contest being run by our friends at VAL for an **exclusive Merch Kit**, the **Pre-Season Pass details**, and our **Roadmap** for future content!

Well, what are you waiting for?! Get the game and find your squad on Discord!

GET IT NOW!

Pre-Season Pass -- Don't miss out!

Marketing Newsletter - Game Launch
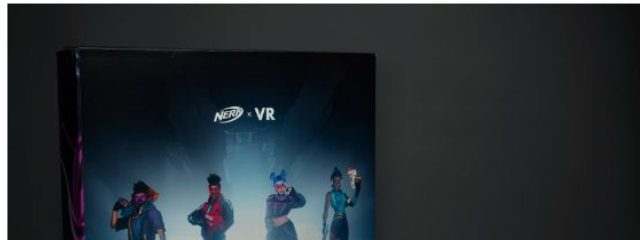
Marketing Newsletter - Game Launch

The Road Ahead -- We're only getting started!

With multiple seasons of free content already planned for and started, we're in it for the long haul! Here's what you have to look forward to over the next six months.

Win a limited-edition NERF UC Merch Kit!

ENTER THE GIVEAWAY!

Marketing Newsletter - Game Launch

Win a limited-edition **NERF** UC Merch Kit!

ENTER THE GIVEAWAY!

To celebrate our release on Meta Quest 2, we teamed up with **Virtual Athletics League** (VAL) and **HelloReal** on some exclusive merch kits worthy of a **NERF** champion! Check out the unboxing videos circulating around the Twittersphere and enter for chance to win!

GET THE GAME NOW

See you in the Arena, Rookies!

Community Update - Season 1

Season 1 is HERE!

We're little over a month into our roadmap and that means the beginning of **Season 1 is here!** This brings with it a whole suite of new content, **a new blaster, a new map, and a FREE new 40-level Season Pass!** If you've been on the fence about playing before, now is the best time to jump in!

We didn't stop there though! We've got a few Community focused events on the horizon, including community game sessions and a showcase for content creators! Both events are happening over on our Discord server, so if they sound interesting to you, join here.

It's time to jump into Season 1, Rookies! Get the game and find your squad on Discord!

GET IT NOW!

Community Update - Season 1

Season 1 Pass – Don't miss out, it's FREE!

Season 1 – A whole bunch of new content!

Season 1 brings with it a whole bunch of content for you to dive into! Master the **new Elite Stryfe blaster** and dominate your competition on our **new map Broadcast**, all the while earning yourself **a bunch of slick skins** to show off!

Broadcast – Our latest Team Battle Map!

Get ready for our first asymmetrical game map, featuring cliffside vistas and plenty of waterfalls to explore! Some of them might even have something hidden behind them...

New Season 1 trailer!

It wouldn't be a new Season without a new trailer, now would it? Check out our latest trailer for the launch of Season 1!

You still have a chance to win a limited-edition NERF UC Merch Kit! Contest closes: September 27th at midnight PST!

ENTER THE GIVEAWAY!

Community Update - Season 1

You still have a chance to win a limited-edition **NERF UC Merch Kit**! Contest closes: September 27th at midnight PST!

ENTER THE GIVEAWAY!

To celebrate our release on Meta Quest 2, we teamed up with **Virtual Athletics League** (VAL) and **HelloReal** on some exclusive merch kits worthy of a **NERF** champion! The contest closes **very soon**, so don't delay and get your entries in for a chance to win!

Winners will be announced on VAL's socials on September 30th and contacted via email!

GET THE GAME NOW