
NERF Ultimate Championship

Twitter

Overview

NERF UC Launch Campaign

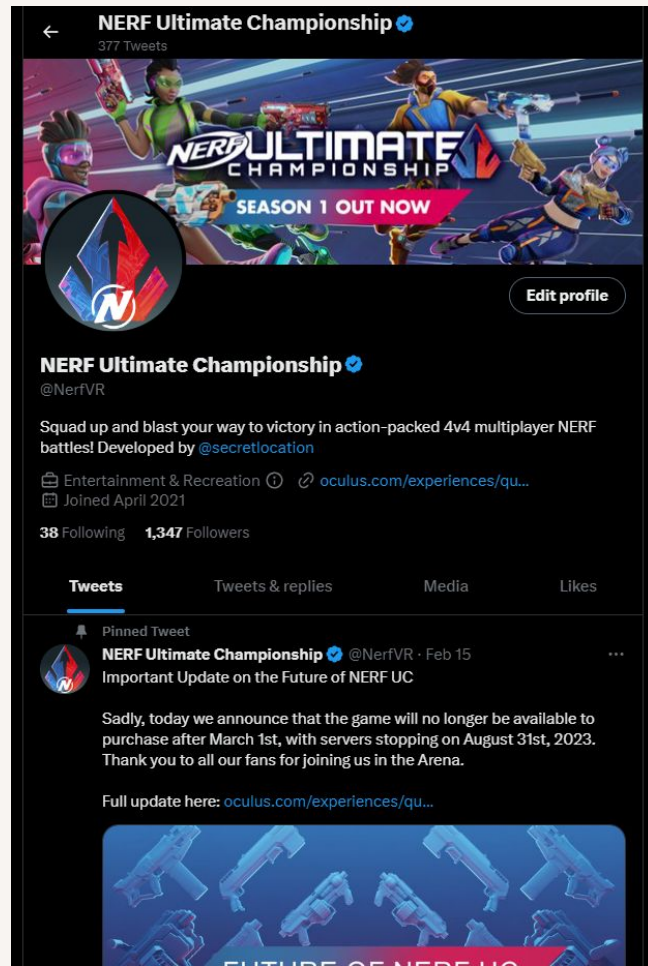
Highlights

- Growth and Campaigns
- Best Tweets
- Working with NERF Brand

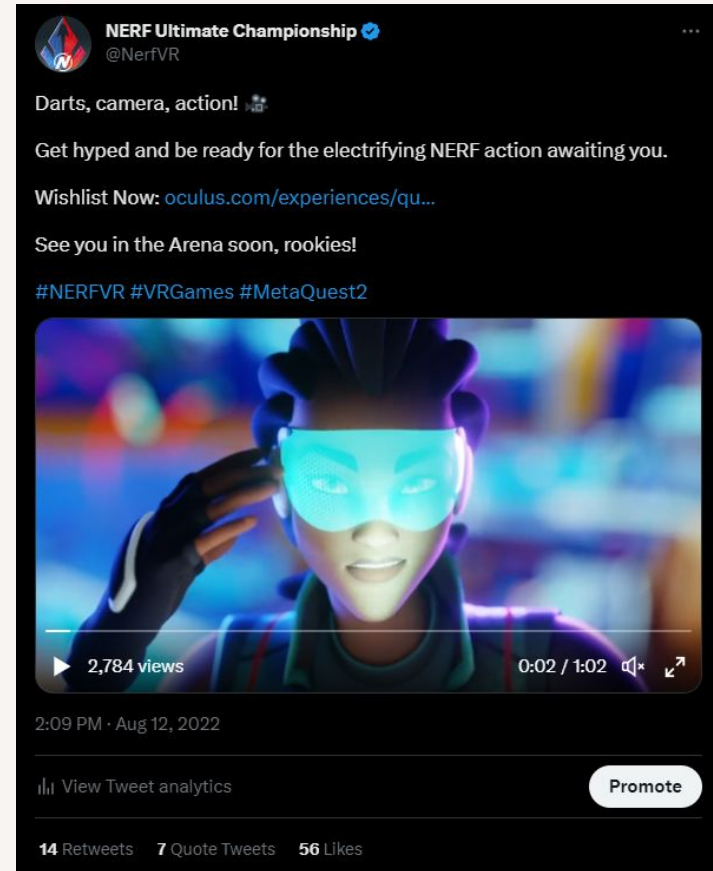
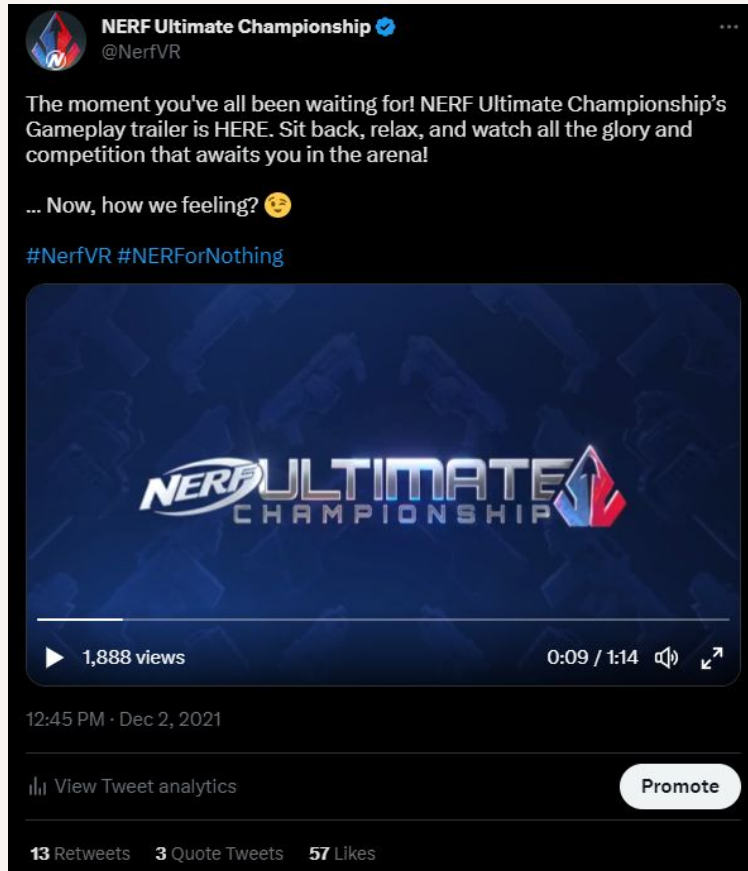
Growth and Campaigns

Took over a small Twitter account, only having a few posts and just 200 followers and nurtured it through organic posts to over 1300 followers. Navigated a balance between an authentic voice and brand considerations, the tone for the Twitter was a process of trust building between myself and the Brand team.

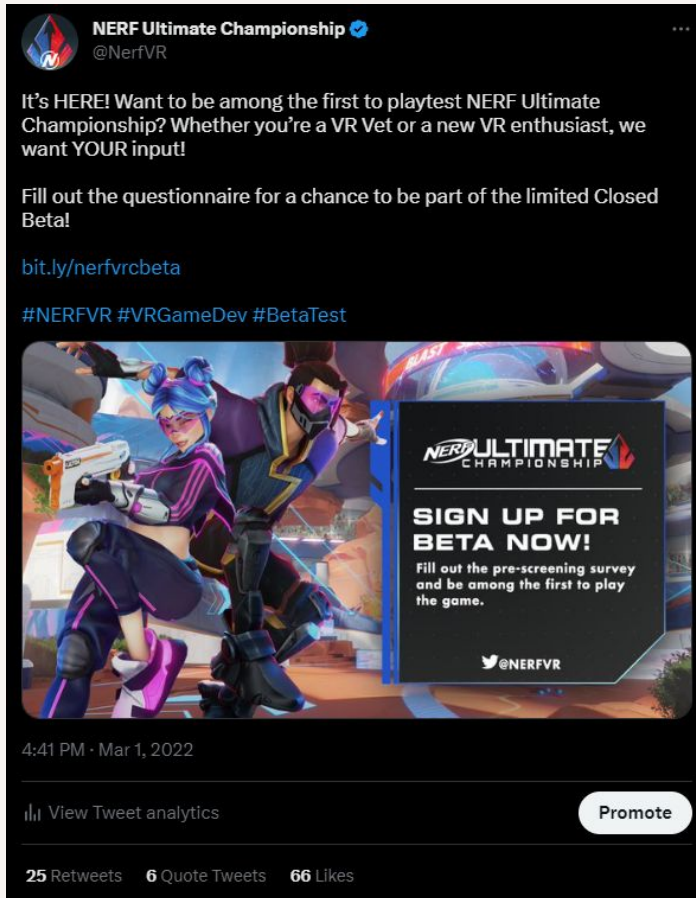
Main campaigns included: Trailer hype, Blaster Highlight series, Beta announcements, launch day marketing push, retweeting influencer unboxings, and answering player questions.




Best Tweets



Best Tweets




Best Tweets

 **NERF Ultimate Championship** ✓
@NerfVR

You get a blaster, and you get a blaster, AND YOU GET A BLASTER! 😄

[#NERFVR](#) [#VRGames](#) [#GameDev](#)




▶ GIF

3:49 PM · May 12, 2022

📊 View Tweet analytics

4 Retweets 28 Likes

Promote

 **NERF Ultimate Championship** ✓
@NerfVR

The first day of April is here and we thought, hey, why not do a poll for a Totally Real and Not Fake game mechanic for NERF Ultimate Championship?! What do you think community, which should we Definitely Add No Jokes Really? 🙄

[#AprilFoolsDay](#) [#NERFVR](#) [#VRGames](#)

Golden Blaster	23.5%
TRIPLE Jump	31.4%
Clean Up The Darts Mode	41.2%
Other (Comment below!)	3.9%

51 votes · Final results

10:46 AM · Apr 1, 2022

📊 View Tweet analytics

1 Retweet 4 Likes

Promote

Working with NERF Brand

NERF is a big brand, appealing to all ages with a particular set of concerns when it comes to its public and social presence. Almost every Tweet was first read over by Scott Ozarski, the Brand Manager for NERF at the time. We worked closely and collaboratively on crafting messaging and tone, ensuring both that the needs of our small, indie game studio were balanced against the wider brand considerations.

This was a very fruitful and mutual relationship, as both Scott and I would often bounce ideas and copy off of each other, and I am quite comfortable now with working within a larger brand as well as appealing to a smaller niche community, having written and advocated considering boths unique needs.