



Experts in Games

Since 2008



About ICO

Unlocking your self-publishing potential.

ICO is a UK based self-publishing agency for video games.

We help our partners bring their games to market, supporting them with communications, marketing, and crowdfunding.

We have launched titles like Baldur's Gate 3, Tunic, Lies of P, SMITE, League of Legends, Chicory, Magic: The Gathering Arena and many more.





Our Mission

**Help you self-publish
your game**



About ICO

What We Do



1

Communications

2

Marketing & Creative

3

Crowdfunding



About ICO

What We Do

Communications

Crowdfunding

POLYARC |
WIZARDS OF THE COAST
INFLEXION GAMES

Marketing

Creators

Strategy

SHIRO GAMES
FINJI

Branding

Social Media
Consulting

Tools

ROCKET PANDA GAMES
GAMELOFT
MOTION TWIN
TEBURU

Press Kits



In a Nutshell

- ❖ Award-winning games agency with a range of clients from AAA to indie studios.
- ❖ Specialises in self-publishing and games as services.
- ❖ Communications, Marketing and Crowdfunding.
- ❖ Support for Europe and North America.
- ❖ Data-driven reporting and tracking with dedicated tools.
- ❖ Work with major players in media, trade bodies, studios, and publishers.
- ❖ Deep contacts across international media, not just major countries. Gi.biz best place to work winner 2021 & 2023 in the UK.
- ❖ 4-days work week.



1 Industry

We understand news cycles, production pipelines, business models, and everything about publishing video games.

2 Games as Services

Half of our partners have games under this model and we understand their unique features and challenges.

3 Europe & North America

We build long-term relationships with media, content creators, and local companies.

4 Crowdfunding

We're crowdfunding power-users and experts who have extensively researched the space and worked across many projects. We can give you the guidance you need.



Who We Reach



Who We Reach

International

International Focus

We cover Europe & North America in-house

- ❖ Distribution to over 4,000 media outlets in 24 different countries.
- ❖ Targeted communications segmented by language, types of games covered and interest.
- ❖ Satellite verticals covered (anime, board games, fandom, tech).
- ❖ Access to tens of thousands of content creators via internal database and partner network.





How We Work



Just a chat

Initial discussions to understand your needs, goals and work practices.

We define a timeline of events and key beats to work back from.

Thinking

Together, we create a communications calendar that defines all that we will do.

This becomes the brief for the campaign.

Planning

We join the dots between strategy, tactics and timeline and create a plan of record.

Dependencies are identified and any requirements we might have from you will be shared at this stage.

Doing

Our team delivers the plan of record, keeping in touch with you weekly.

We constantly analyse the efficiency and effectivity of our tactics and iterate to ensure we meet KPIs.

Reporting

We produce regular reports with key metrics.

We present these qualitatively and quantitatively thanks to our proprietary tools.



How We Work

What You Get

What You Get

- ❖ Dedicated project manager and coordinator.
- ❖ An international team of native speakers for outreach, creator relations, media relations, etc.
- ❖ All territories handled in-house, no other agencies involved for Europe.
- ❖ Ability to localize communications to any European language.
- ❖ Europe and North America reach.
- ❖ Access to 4,000+ media outlets in 24 countries.
- ❖ Best-in-class consulting for operations, networking, and publishing.
- ❖ Marketing experience across varied titles, genres, and platforms.
- ❖ Operational support for planning, execution and wrap up events and media tours.





Recent Work



Consumer Communication Work



League of Legends



Northgard



Magic: The Gathering



Baldur's Gate 3

Corporate Communication Work



Crowdfunding Work

Reviewed 30+ campaigns for indie studios [Read More](#)



Goal \$195k
Raised \$265k



Goal \$640k
Raised \$765k



Goal \$545k
Raised \$615k



Goal €150k
Raised €1.1M



Goal €200k
Raised €311k



Goal \$25k
Raised \$145k

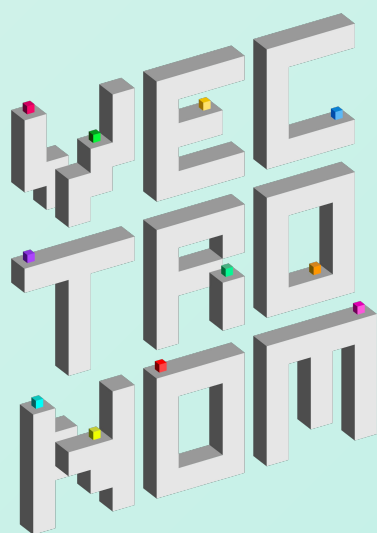
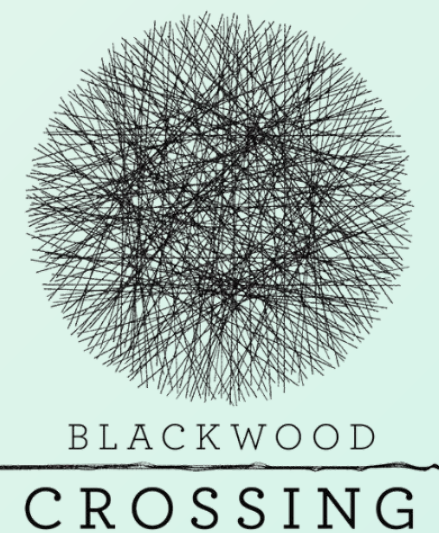
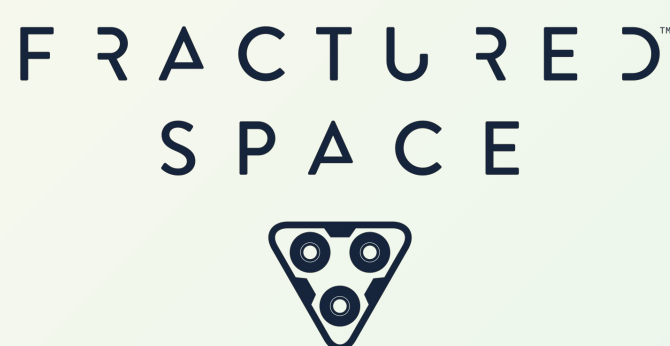


Goal \$100k
Raised \$170k



Goal €100k
Raised €700k

And...







Reporting



Reporting

Data

Data-Driven Communications

Interactive, on demand with Footprints

- ❖ Competitor data included
- ❖ Volume + sentiment
- ❖ Clippings available
- ❖ Instantly evaluate ROI and track against KPIs
- ❖ Regular reporting
- ❖ Weekly check-ins and calls.

The screenshot displays the TUNIC Media Feed interface. At the top, there's a search bar and buttons for FILTER and EXPORT. Below is a table with columns: Media, Title, MUV, Media Score, Language, and Date. The table lists several articles from sources like IGN.com, resetera.com, and jeuxvideo.com. Overlaid on the table is a WIRED article preview titled "Tunic Is the Game of the Year That No One's Talking About" with a game screenshot and a short description. Two filter overlays are also visible: "Add a Custom Tag" with a dropdown menu showing options like "Game of the Year", "First Person Shooter", etc., and "Filter Coverage" with options for Languages (English, Spanish, Korean) and Media Score Range (All time, Specific period).

Media	Title	MUV	Media Score	Language	Date
IGN.com	Tunic: A Long-Awaited Update from the...	95M	10	EN	2022-02-22
resetera.com	Picture Link in your head, did you picture him...	10M	9	EN	2022-02-20
jeuxvideo.com	Tunic sera bientôt jouable en démo sur Xbox...	10M	8	FR	2022-02-15
	me Tunic...	9M	7	RU	2022-02-04
	For Switch	8M	7	EN	2022-02-08
	Sch			N	2022-10-16
	I			H	2022-08-06

WIRED

Tunic Is the Game of the Year That No One's Talking About

AN INDIE VIDEO game published by Finji, Tunic pulls from the Zelda and Souls series in a reverent manner that feels both cohesive and transformative. After playing it, I'm convinced the game is a masterpiece worth celebrating, a small gem strewn among the heap of blockbuster releases in 2022.

Add a Custom Tag

Select or type a new Tag

- Game of the Year
- First Person Shooter
- NFT Articles
- Open-World Game
- The Game Awards
- Trailer Launch

Filter Coverage

Languages: English x Spanish x Korean x

Media Score Range: [Slider]

☐ All time
☒ Specific period

Oct 1st, 2022 - Oct 30th, 2022

APPLY

A digital painting of a bearded man with a glowing eye and a raven on his shoulder. The man has a long white beard and a crown with intricate designs. He is holding a scroll in his hands. A raven is perched on his shoulder. The background is a mix of blue and purple hues with some glowing elements.

Services & Pricing



Retainer

- ❖ Variable monthly retainer based on work volume.
- ❖ Usually for communications, creative and marketing work.
- ❖ Scope of work agreed in advance. Minimum 3 months engagement, not necessarily consecutive.
- ❖ Special activities are treated on case-by-case basis. Subject to separate proposals for client approval.

Project Based

- ❖ One-off fee based on scope of work, usually for crowdfunding.
- ❖ Initial consultation and quote provided before starting.
- ❖ Can encompass any period of time, long to short term projects.
- ❖ Special activities are usually included in the on scope of work and final budget.
- ❖ If you are a small studio or recurring partner we are happy to review based on needs.

Small studio or recurring partner?

We are happy to review costs based on your needs.



Services

Communications

Communications

- ❖ PR strategic planning.
- ❖ Drafting communications in English.
- ❖ Translation of communications to other EU languages (48h heads up required).
- ❖ Distribution of comms to our contact database.
- ❖ 1-on-1 pitches to media and relationship building.
- ❖ Coverage monitoring, reporting.
- ❖ Regular communication with your team.
- ❖ Corporate and brand PR, awards submissions, conference submissions, speaking opportunities.
- ❖ Planning and execution of in-person/digital interviews, media shows, trade shows or desk visits.
- ❖ Media Training for employees and eSports players.





Marketing & Creative

- ❖ Digital store page reviews (Steam, Epic Game Store, GOG.com...)
- ❖ Marketing pre-production decks: Get your game launch plan with USP definition, launch strategy, pricing, marketing channel plans, budget, asset definition.
- ❖ Partnership support. Helping evaluate deals (publishing, investment, partnership).
- ❖ Media campaign strategic consulting.
- ❖ Creative services: Branding, press kits, visual assets, video trailers, pitch decks.
- ❖ Localization of marketing copy.





Publishing Support

- ❖ Early studio support, input and feedback on publishing challenges.
- ❖ Support management decision making, sharing experience and best practices.
- ❖ Always-on consulting, strategic direction support, networking support, business development opportunities.
- ❖ Research, data insights and industry trends.
- ❖ Customized reports.
- ❖ Crowdfunding campaign consulting and reviews.
- ❖ Publishing operations support.





Services

Creators
Marketing

Creators Marketing •

- ❖ Discovery of organic and paid creators.
- ❖ Management of key requests from content creators all over Europe.
- ❖ Key distribution to content creators via semi-automated platforms (we use Keymailer).
- ❖ End-to-end management of paid creator campaigns, including: discovery, outreach, briefing, contracting, tracking, reporting and payments.





Meet The Team

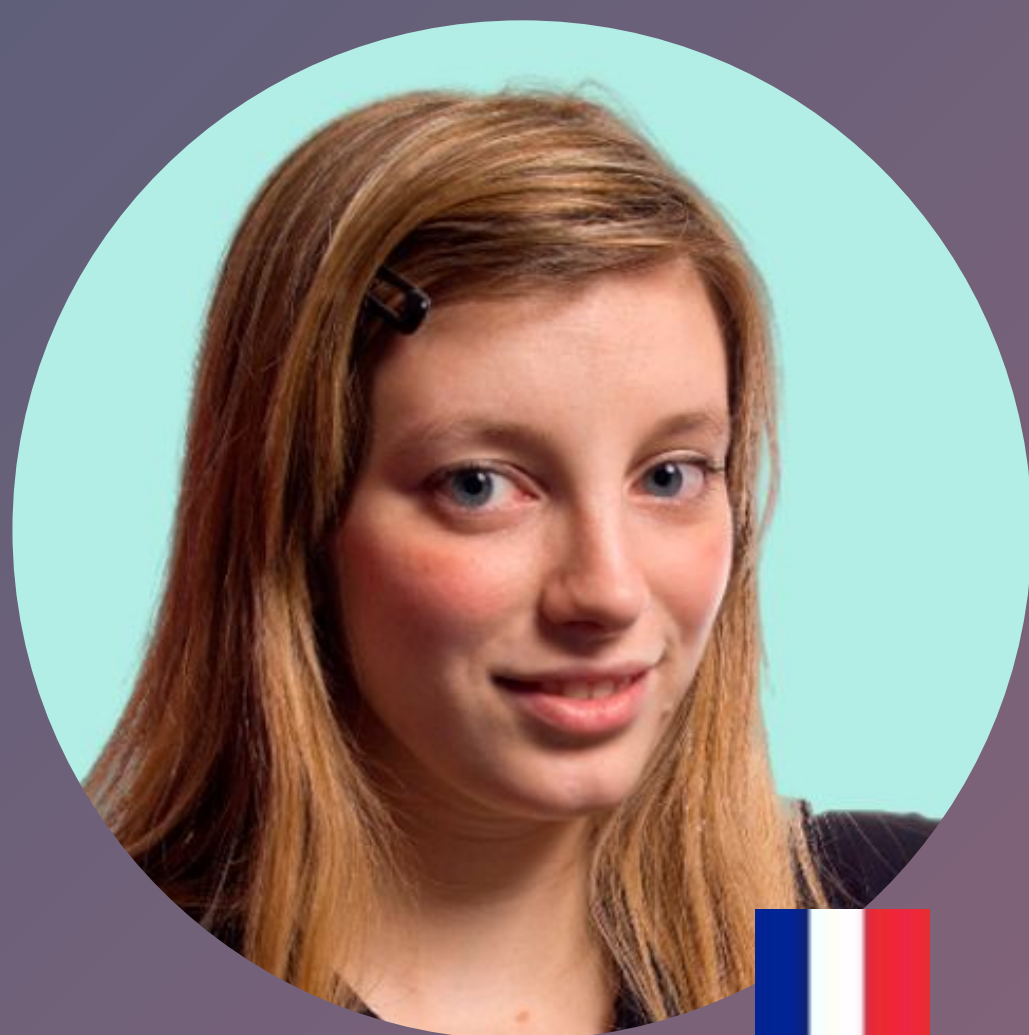


Thomas Bidaux

CEO & Co-Founder

Previous: Director of Products – NCsoft Europe

Thomas began his career in online games at France Telecom in 1999. In 2004 he set up and grew the European office of NCsoft as Director of Products. He established ICO Partners in 2008 to share his expertise of online game publishing. An authority on crowdfunding, he is invited to speak at conferences all around the world ([GDC talk](#)).



Diane Lagrange

Chief Analyst & Co-Founder

Previous: Business Development Manager – NCsoft Europe

Diane started her career at Ubisoft in France in Marketing, before being hired by NCsoft Europe as Business Development Manager, managing 3rd party product evaluation and market research. In 2008, she founded ICO Partners with Thomas, where she specializes in market intelligence, marketing and monetization topics.



David Ortiz Lapaz

Chief Analyst & Co-Founder

Previous: Head of Communications & Product Marketing – Kano

A computer engineer with 15 years experience in the games industry and games journalism, David launched Guild Wars 2, built [ArenaNet's influencer marketing programs](#) and lead the community team in Europe. Recently he helped Kano Computing be named as the 2nd 'Most Innovative Company' in Consumer Electronics in the world.



Enrique García Perez

Senior Communications Manager

Previous: Meristation.com, Vandal.com, Mangafest Seville

Enrique has a Bachelors in Journalism and a Masters in Narrative and Scripting. He's been in the Spanish games industry for over 15 years and has been a news editor and social media editor for top tier gaming and general interest outlets. He recently organised one of Spain's largest Japanese-themed festival, Mangafest in Seville.

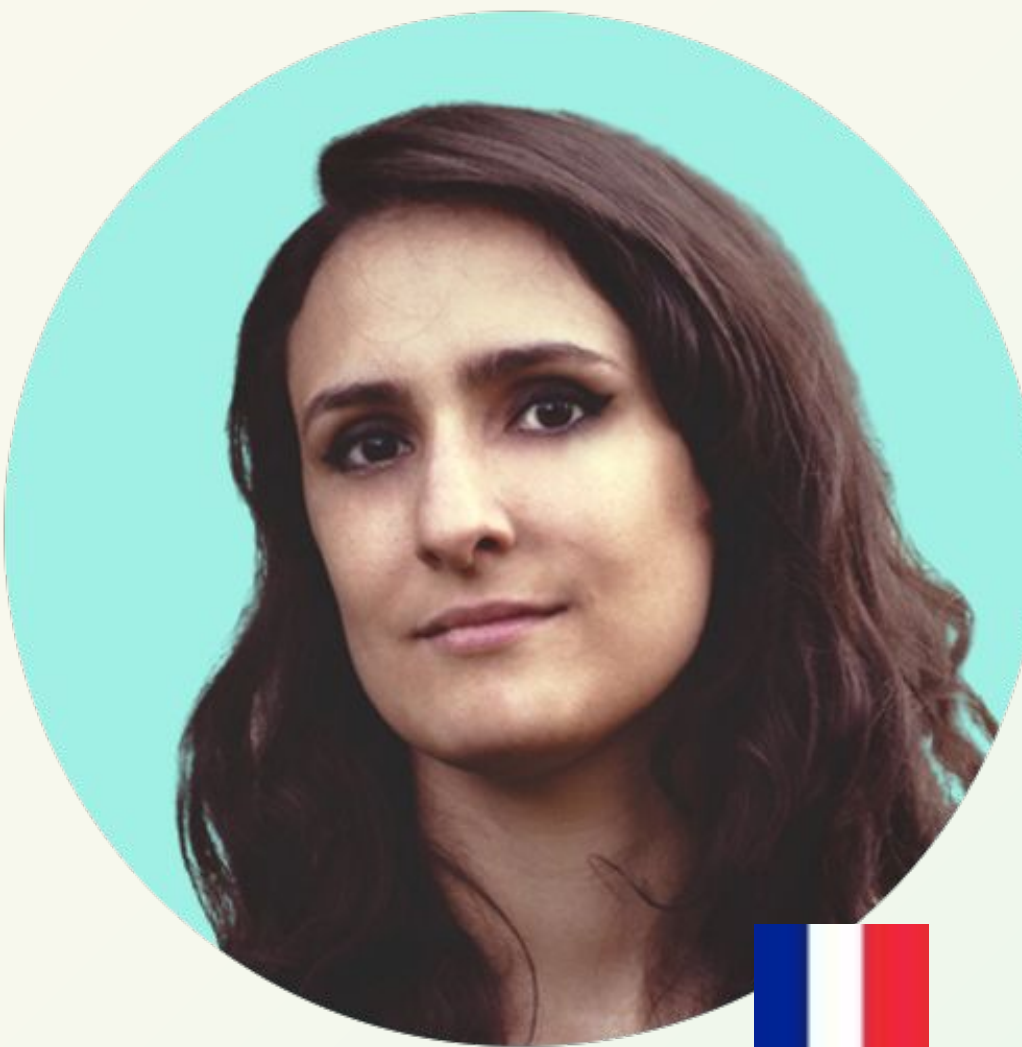


Lewis Burnell

Senior Communications Manager

Previous: PR Manager – Vicarious PR

Lewis has worked across multiple roles in the video game industry for more than 10 years. After studying journalism and writing for media outlets such as 'Rock, Paper, Shotgun', 'Kotaku' and 'MMORPG.com', he jumped the fence to PR. He brings a unique perspective with his love for indies, and his wealth of experience.



Jessica Richard

Senior Communications Manager

Previous: PR Manager – Dotemu

Jessica has loved video games since Penguin Adventure on the MSX. She studied Literature and Communication, was a journalist and community manager, then worked at Dotemu and The Arcade Crew as a Communication Manager. At ICO she focuses on the French market. She loves cheese and dogs but not mixed together.



Lisa Kneidl

Senior Communications Manager

Previous: Netzpiloten online editor

With a passion for videogames and cosplay, Lisa always wanted to have a career in the Entertainment Industry. She graduated in 2016 with majoring in Media, Game and Theatre Studies. Before joining ICO in 2018 she worked as a Tech and Games Journalist in Germany's Gaming-Capital Hamburg, still continuing her passion for writing today.



Maria Khodaeva

Communications Manager

Previous: Take-Two Interactive

With a bachelor's degree in Financial Management and a master's degree in Marketing & Sales from top European business schools, Maria brings a unique blend of analytical thinking and creative flair to ICO. At Private Division, she ran PR campaigns for indie and AAA games across EMEA and APAC markets.



Fanny Moreaux

Communications Manager

Previous: Bandai Namco

Fanny has been passionate about video games, indie creators and mangas since she was very young. She specializes in Digital Communications and holds a bachelor and a masters degree on the subject. Previously she held different roles between PR, Events, CM and Graphic Design.



Jenie Grabowski

Communications Manager

Previous: Copywriting

Equipped with a degree in German and Literature with a focus on Game Studies, Jenie gained experience in editing, writing, marketing, and podcast production and management. Turning her passion for video games into a career she worked as an editor and social media manager for an iGaming company and now ICO.



Lisa Eliasson

Communications Manager

Previous: Events Manager – Unity

Lisa is bringing her knowledge of the developer community and event landscape to ICO. She has spent the past 5 years at Unity supporting game developers across EMEA by organising Unity Developer Days, game jams, online events and networking events.



Charlotte Parker

Sales & Marketing Manager

Previous: Sales & Marketing Manager

Charlotte has worked in international sales publishing books, tabletop games and video games. She is dedicated to using her experiences to build new partnerships and provide a smooth service as Footprints' first point of contact.



James O'Leary

Marketing Manager

Previous: Brand Manager – MAD Lions

James has 10 years experience in esports, commentary, analysis, broadcast hosting and community management at Riot Games on League of Legends and the LoL World Championships. He also worked with Team Dignitas with Alienware, Intel, and HyperX on marketing strategies, pro-teams, personnel, and event management.



David Almodovar Mateos

Marketing Manager

Previous: Community Manager – Ubisoft

David studied Tourism and Corporate Communications, and applies that knowledge to the video games industry. After working as a Junior Public Relationship Manager for PlayStation Spain and a Community Manager at Ubisoft, David helps clients bolster their Social Media presence, and manages influencer marketing.



Aaron Hinchion

Creative Director

Previous: Executive Creative Director – Kano

A media-neutral writer, designer, and art director with 25 years experience building brands and creating advertising campaigns for a range of famous brands. He also conceived and developed award-winning products that saw Kano Computing named as the 2nd 'Most Innovative Company' in Consumer Electronics in the world, ahead of Google.



Hyunah Chun

Brand Manager

Previous: Game Producer – NCsoft

Before becoming an International Producer at NCsoft Europe, Hyunah worked at NHN Japan as a lead game designer and a game designer at NCsoft Korea. She has extensive experience in online games, licensing entertainment properties from Korea and Japan, and has a background in Film and TV production.

Thank You

contact@icopartners.com

