



Worlds '22

Ace Alcantara



OUR COMPANY

Riot Games is an international game development company with over 150 Million active monthly users.

CORE VALUES

01

Player Experience First

To make meaningful, lasting game experiences.

02

Dare to Dream

Chase bold ideas to make impossible dreams come true.

03

Thrive Together

Respect each other, invest in each other, and succeed as one team

04

Execute with Excellence

Operational excellence will unlock us to deliver better experiences.

05

Stay Hungry, Stay Humble

There is always more to learn from each other, from players, and from the world.

Target Audiences



The Angry Teens

Likely only working a part-time job or only going to school, they have the most amount of time to spend on video games. Though they spend the most time on games, they don't have the funds to support in material ways.



The Rising Scholar

These consumers likely spend most of their day at work/class. They may only have a few days a week to play video games due to their schedule, but have some spending money that they would be able to use for products.



The Boastful Breadwinners

Many of these consumers would have a full time job that would take up a majority of their day. While they may not have the most amount of time to dedicate to video games, they have the most amount of spending money on our services.

COMPETITOR ANALYSIS

Epic Games



STRENGTHS

1. Epic Games Store has a wide catalogue that can appeal to different kinds of people
2. Owns their own development software.



WEAKNESSES

1. Main game has lost mainstream traction on multimedia platforms.
2. Can no longer have their products on the app store.

WHAT SETS US APART?

Esports Presence

Riot Games has one of the best Esports presence out of any game developer and *League of Legends* has pioneered the way for modern Esports events.

More Industries

Riot Games has projects in other industries besides gaming that appeal to a larger audience.

Overall Goal

Create a memorable and positive consumer experience regarding League of Legends 2022 World Championship.

1. Increase positive consumer engagement for 2022 League of Legends World Championship on social media by 20% by the beginning of 2023.
2. Reach over 3 Million people in concurrent viewership through streaming platforms for the 2022 League of Legends World Championship by the end of 2022.
3. Sell 7,000 tickets for the 2022 League of Legends World Championship final event in person by October 2022.
4. Create events based around the show Arcane at 2022 League of Legends World Championships Finals and have over 2,000 visitors to the event before the end of the tournament.
5. Utilize interest and organic advertising on social media and paid advertising to increase *League of Legends* player count by 10% by the end of February 2023.

THE STRATEGIES

GOAL 1

Social Media

GOAL 2

Twitch

GOAL 3

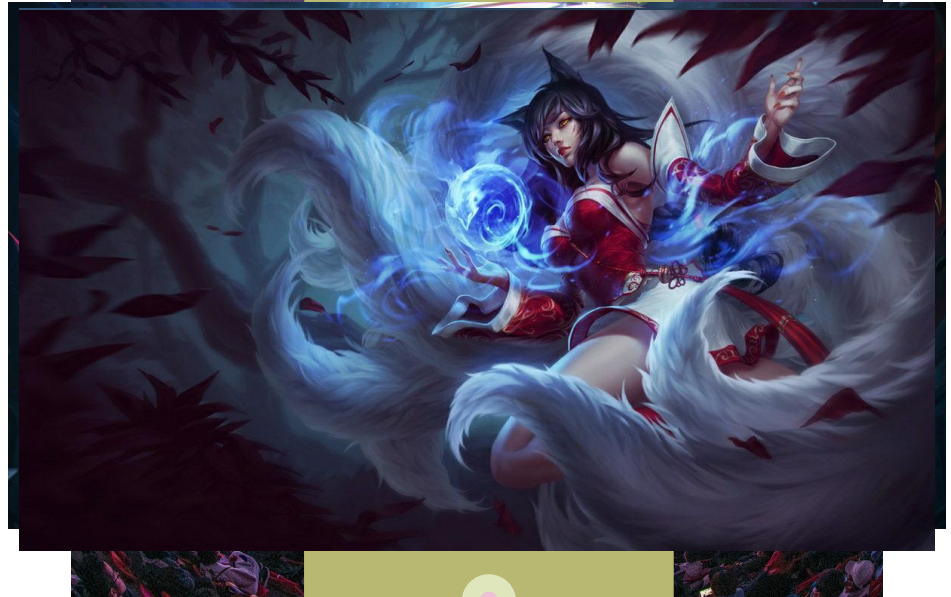
Traditional Advertising

GOAL 4

Arcane

GOAL 5

Organic Advertising





THANK YOU

Do you have any questions?
joehannaalcantara@gmail.com
riotgames.com/en



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik** and illustrations by **Stories**

Please keep this slide for attribution