ARMA
REFORGER

MARKETING AND BRAND GUIDE

Version 1.01 - 04.04.2022

INTRODUCTION

THIS IS HOW WE ROLL

MARCOM operations are integral to our success. To win hearts and minds we have to ensure group **cohesion**. In the field, we must work as one.

Our brand identity's our uniform — it's our colors, our ensign, our first impression. For this reason, we ask all our service personnel to refer to the rules and regulations in this manual.

Please read through it carefully and follow our guidelines, so we can secure a memorable Arma experience.

TABLE OF CONTENTS

1. VISUAL GUIDE

1.1 DESIGN INSPIRATIONS

- ✚ Inspired by the Cold War era

- ✚ Revisiting Arma's original setting

- ✚ Set in 1989

VOJENSKÝ PROSTOR
MILITARY AREA BOEHHAЯ 3OHA

Copyright: Alan Denney

Copyright: https://military-database.de/manover-in-den-80ern-in-oberfranken-galerie-bittel-2/

Copyright: Alan Denney

Copyright: Alan Denney

On a light background

On a dark background

SAFE ZONE AND MINIMUM SIZE

20 mm / 70 px

A safe zone defines minimal space around the logo which should always be left blank. No other graphic components should appear in this space.
The size of the safe zone is roughly determined by the height of the letter "A".

Minimum height of the logo for print is 20mm. Minimum size for web-based usage is 70 pixels in height.

LOGO — FORBIDDEN USES 1.5

Low contrast against background

Forbidden color fills or other fill effects

Altered proportions:
horizontal and/or vertical deformation

Other deformation, rotation, verticality

Forbidden colors

Breach of the safe zone

1.6 LOGO — TEXTURE

Certain distressed texture overlays, appearing in-game and via official marketing materials, may be applied to all of the logos in this manual.

The logo must be monochromatic or textured with suitably desaturated colors corresponding to thematically appropriate materials (e.g., shades of grey, silver, rust, white, blacks, metal tones, grime with small particles, grunge). No bright colors or unrelated materials should be used.

The logo must also be legible, so use caution when using a distressed texture overlay with a low opacity setting.

When placing the logo on a composite background or another image (e.g., a photograph), make sure the logo creates a natural part of the visual composition. The main requirement is ensuring readability of the logo.

1.8 SUBMARK
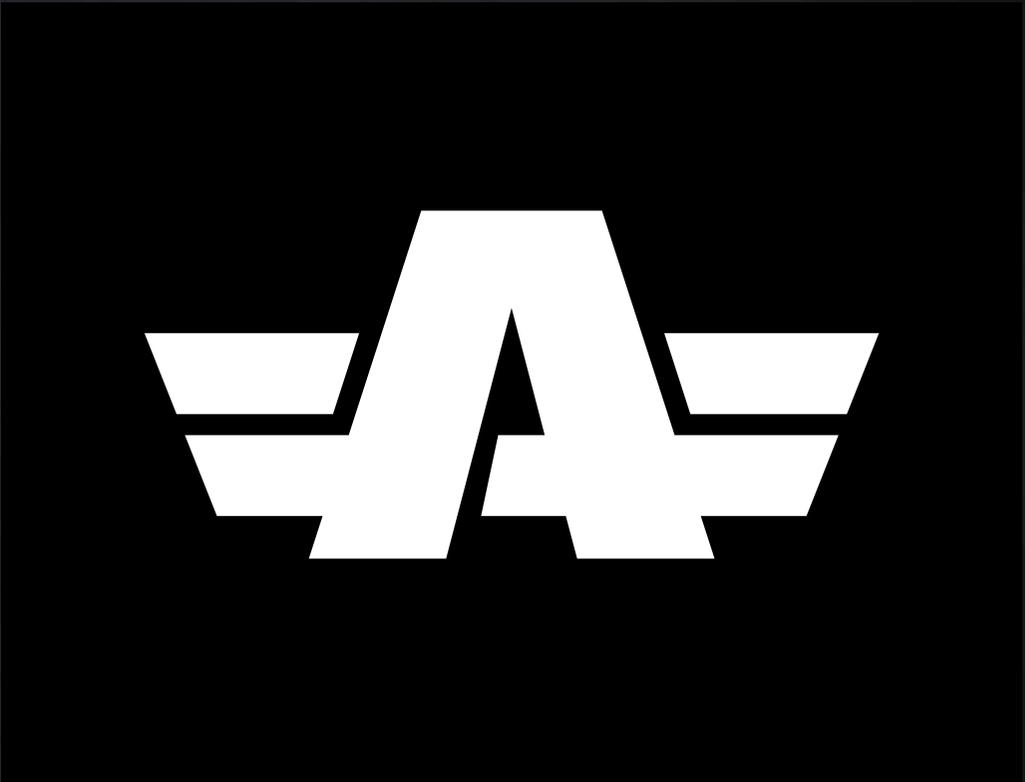
A submark or "shortened" version of the logo can be used for many things, such as an accent to the visual style, a favicon, or a profile picture on social media.

It is particularly useful where space for the full logo is limited.

RGB: 226/167/80
HTML: #e2a750
CMYK: 0-42-75-2
Pantone®: 7411 C

MAIN COLORS

The basic color palette of Reforger's visual style consists of **green**, **black**, **yellow** and **light gray**. "Reforger **Orange**" is the main color and should be used carefully as an accent since it is very bright and recognizable.

RGB: 48/48/48
HTML: #303030
CMYK: 70-60-56-67
Pantone®: BLACK C

RGB: 86/92/84
HTML: #565C54
CMYK: 61-45-55-40
Pantone®: 417 C

RGB: 34/47/52
HTML: #222f34
CMYK: 84-53-63-67
Pantone®: 5467 C

1.10

COLOR RATIO

Color ratio refers to the optimal distribution and balance of colors when applied to assets.

Color	Ratio
#303030	30%
#565C54	30%
#222F34	30%
#E2A750	10%

#e2a750

#303030

#222f34

#565C54

RGB, CMYK, PANTONE®

ONLINE

sRGB

sRGB

DIGITAL PRINTING

CMYK

CMYK

OFFSET PRINTING
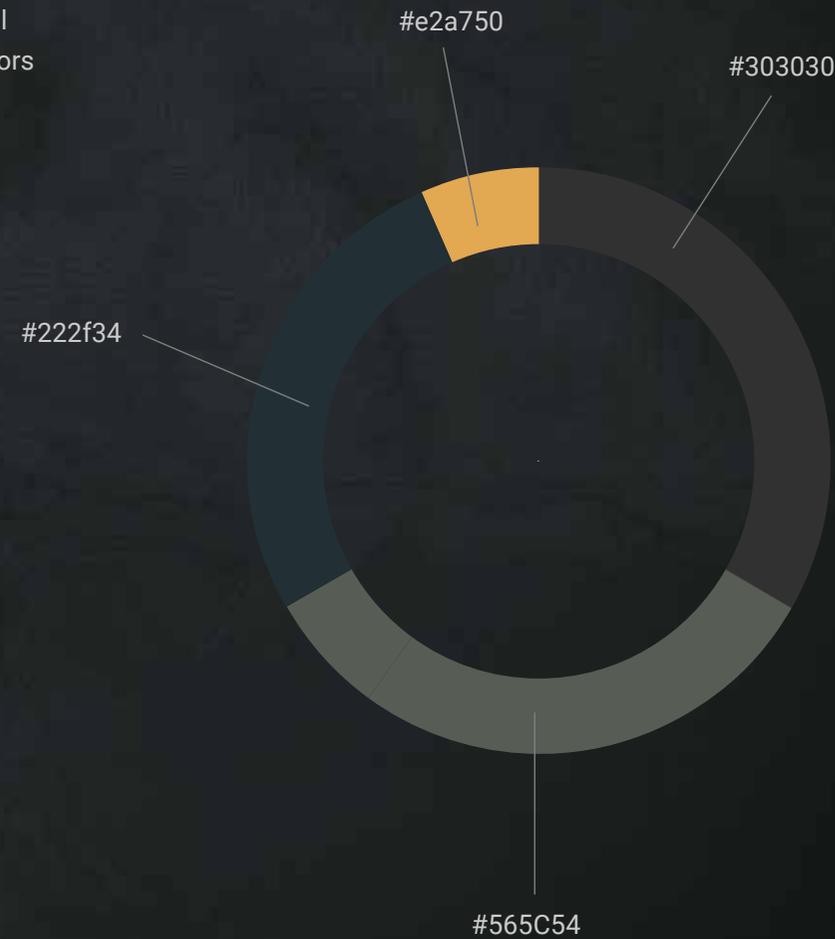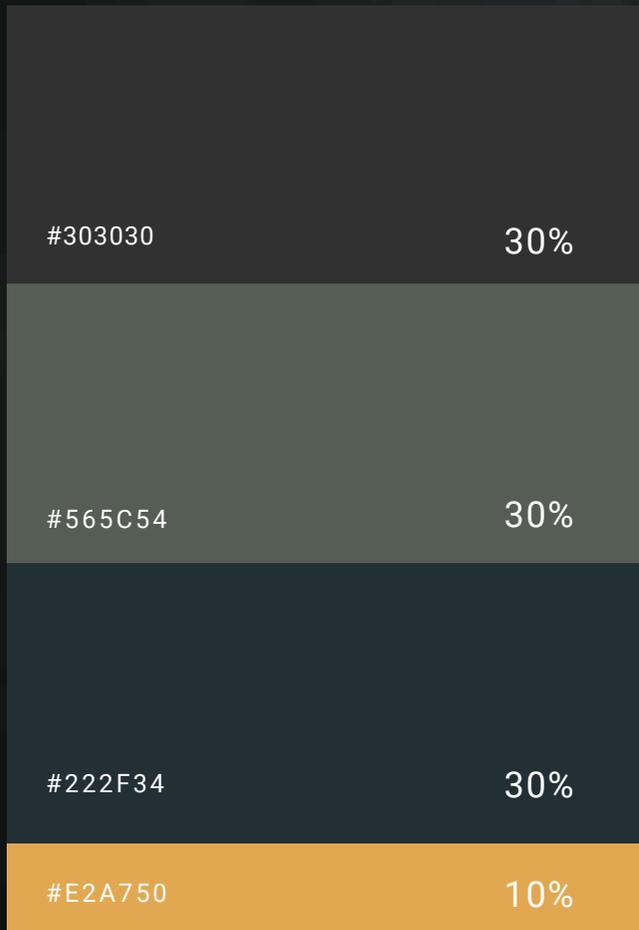
CMYK

PANTONE®

CMYK + PANTONE®

When selecting colors, keep the requirements for your specific use case in mind. For graphics intended for projectors, **displays**, tablets or phones, use the **sRGB** color standard.

Use CMYK or PANTONE® colors when preparing materials for **print**. If the product will be printed using digital print, use the CMYK color definitions.

If the graphic design doesn't contain **any full-color photos or graphics** in other colors than the basic Arma Reforger colors, it's preferable to use direct PANTONE® colors rather than CMYK colors.

MAIN TYPEFACES

Roboto

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz (1234567890)

Roboto Regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz (1234567890)**

Roboto Bold

Roboto Condensed

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz (1234567890)

Roboto Condensed

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz (1234567890)**

Roboto Condensed Bold

Arimo

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz (1234567890)

Arimo Regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz (1234567890)**

Arimo Bold

ADDITIONAL TYPEFACES

Roboto Regular and **Bold** are used as the main typeface on the website for headlines.
Roboto Condensed is intended for text bodies. Body font is used in smaller sizes, especially for typesetting and longer texts.
The necessary versions of Roboto are available at **Adobe Fonts**: https://fonts.adobe.com/fonts/roboto and **Google Fonts**: https://fonts.google.com/specimen/Roboto.

Arimo is used mainly in-game for HUD and other UI texts.
The necessary versions of Arimo are available at **Google Fonts**:
https://fonts.google.com/specimen/Arimo.

Apotek Condensed upper case is used as an additional typeface for sales headlines on marketing and social media assets.
The necessary versions of Apotek Condensed are available at Adobe Fonts: https://fonts.adobe.com/fonts/apotek.

APOTEK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (1234567890)

APOTEK CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (1234567890)

APOTEK CONDENSED SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (1234567890)

APOTEK CONDENSED BOLD

1.14 ICONS

+ Thick, simple, geometric

+ Filled, never outlined

+ Sharp edges where possible

+ Consistent style of recurring elements
(e.g., arrows, etc.)

✖ Do not introduce new elements if there are already
similar existing ones

✖ Outlines

✖ Icons that have too soft an edge

✖ Different thicknesses

SPECIAL EFFECTS

MAIN BACKGROUND

DIVIDER

HEADLINE TEXT

100%
Orange

0%
Orange
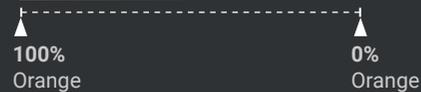
Dividers are to accompany and underscore all headline texts. The distance is 1/3 of the height of the font size used.

BRUSH

Kyle's Dry Media Nupastel 90px - Flow 70%

The ABR brush should be used in conjunction with mask layers in Photoshop for marketing assets.
It must be used with moderation.

BIG FONT

M22 BINOCULAR

Apotek Condensed Regular/Semibold/Bold

Blending Mode:
Overlay 100%
(+Soft Light 50%)

The big font treatment is intended for marketing assets and must be used with moderation.

OVERLAYS

Gradient map

SUPPORT YOUR DEV EARLY SO THEY CAN CARRY YOU LATER.

AXEL LAMURY
Producer

Black
#303030

Dark Sage
565c54

Orange
e2a750

Gradient mapping should be applied as a visual treatment for pictures on marketing assets but ought to be used sparingly.

Vignette

Vignette effects and gradients overlays are acceptable in cases where they improve the readability of texts and/or logos.

ARMA
REFORGER

PHOTOGRAPHIC POST-PROCESSING

1.17 KEY ART — VERTICAL

ANNOUNCEMENT TEMPLATE

BACKGROUND:
MAIN KEY VISUAL

IDEALLY WITH
CHARACTERS AS
"MAIN FOCUS"

ARMA
REFORGER

OUT NOW

LOGO

CTA

PLATFORM LOGOS
OR WEBSITE (OPTIONAL)

ANNOUNCEMENT

1.21 BOHEMIA WEBSITE

BOHEMIA BLOG BANNER

STEAM BANNERS

Main capsule image

Header image

Small Capsule image

Examples of logo and submark usage on assorted merchandise.

2. BRAND GUIDE

BRAND GUIDE

2.1 SITUATION

The Arma community is eagerly anticipating the announcement of Arma 4 and is aware that it will be made using Bohemia's new Enfusion engine. This will be the first time that an Arma game is built on entirely new technology.

Due to the challenges in switching to our new Enfusion technology, as well as internal/external goals for the product, Bohemia will not be able to deliver the full scope of Arma 4, with all its planned assets and mechanics, immediately on release.

Therefore, the plan is to release a more focused title first, a showcase for Arma 4 and a platform for community feedback. This is Arma Reforger.

THE PURPOSE OF ARMA REFORGER IS TO:

+ Introduce Arma to a new (console-oriented) audience

+ Establish new operational processes, pipelines, and communications with our players

+ Test new technology and design decisions to form the foundation for Arma 4

+ Invite the community to share feedback on Enfusion-powered game mechanics, while providing a platform to learn the new modding tools

+ Rebrand our social media, engaging a wider audience and establishing continuity in our communications

+ Secure an additional revenue stream to help fund future (Arma) development

2.1 SITUATION

Arma Reforger will have a very **strong multiplayer focus**, but promises a degree of longevity with its Game Master scenario editor and dedicated modding support (including its own workshop).

✚ Contrary to prior instalments in the franchise, future Arma releases will be **multi-platform** titles. Arma Reforger is expected to launch on PC, Xbox (One/Series X), and PlayStation ($^4/_5$ in the future)

✚ Arma Reforger will be a **premium product** with stable and appropriate pricing

✚ There should be some basic in-game monetization in the future, but **no DLCs** or microtransactions are currently planned

Arma Reforger delivers a polished sample of **Arma 4** gameplay built upon our brand new **Enfusion technology** and serves as a "community foundation" release for Enfusion-powered Arma.

The game provides **tactical depth** and yet remains accessible to a broad audience, including console users. It also supports user modification for custom scenarios.

Set in an alternate 1989, players will develop a persistent military career and join either US or Soviet forces in a fierce battle for the strategic **island of Everon**.

GENRE

Military simulation game
(as opposed to "simulator")

Tactical military shooter

Military sandbox

2.3 PRODUCT GOALS

1. RAISE AWARENESS

Raise awareness of the Arma brand, and specifically Arma Reforger, among the target groups and our wider audience.

2. CREATE PURCHASE INTENT

Create purchase intent for Arma Reforger among the target groups.

3. DEVELOP A POSITIVE ATTITUDE

Develop a positive attitude towards Arma Reforger (and how it relates to Arma 4) among the target groups and our wider audience.
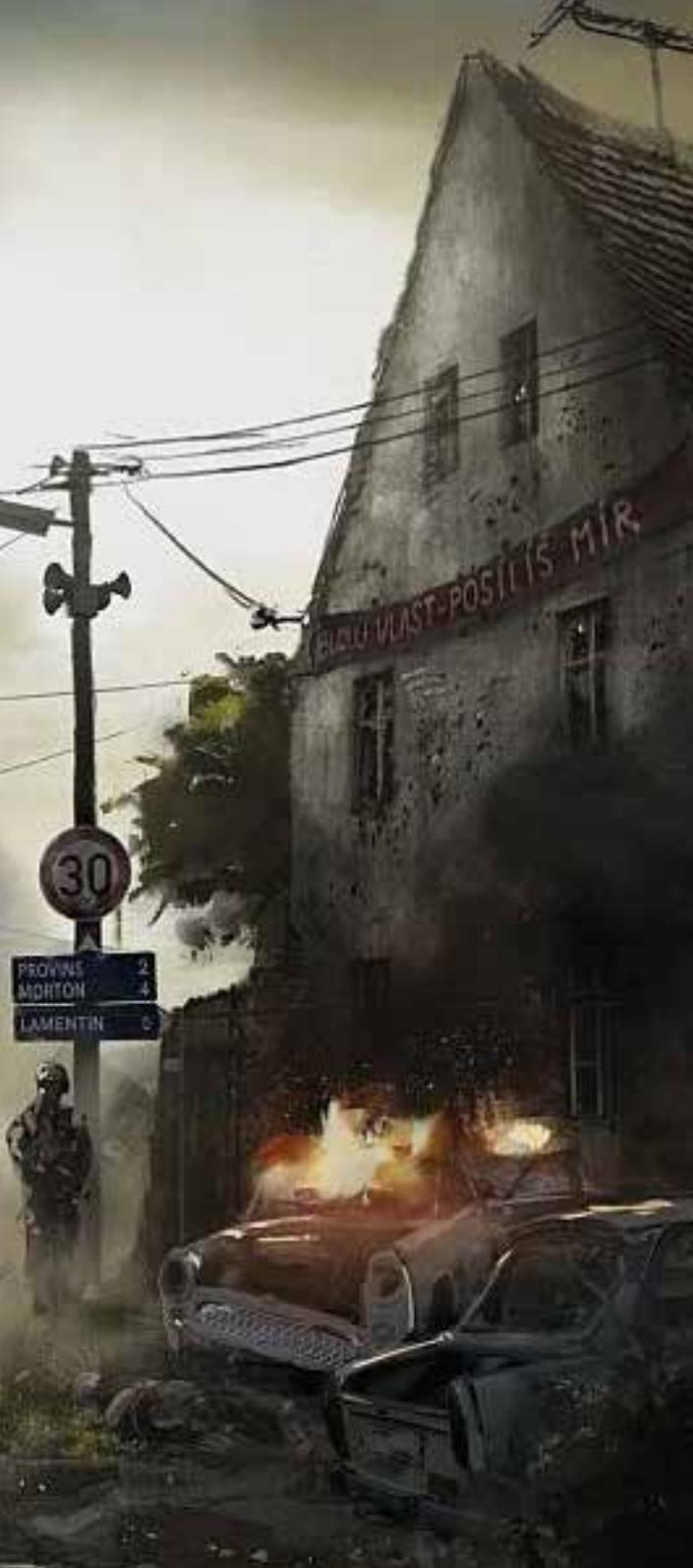
PRODUCT OBJECTIVES 2.4

+ Manage expectations regarding Arma Reforger and its aims, as well as extent of its post-release support

+ Launch Arma on a new platform and share its unique gameplay mechanics and mil-sim focus with an audience of console gamers

+ Introduce Enfusion and involve the modding community to its possibilities

+ Successful rebranding of social media channels and deployment on both Instagram and TikTok

+ Net increase in subscribers, followers, and participants across all Bohemia/Arma channels

+ Popular coverage of Arma Reforger via the media and community influencers and streamers

+ Develop well-established and continuous streams with an eye towards growing a dedicated viewerbase

+ Establish an enthusiastic and professional relationship with key figures in the Arma community

+ Present Bohemia Interactive as a great place to work!

2.5 KEY FEATURES

- 1980's Cold War setting

- Everon - a mid-Atlantic island, spanning 52km^2

- Multiplayer game mode, featuring competitive and cooperative gameplay

- Conflict - large-scale warfare, showcasing infantry combat

- 3 factions, 6 vehicles (with 18 variants), 15 weapons, 2 types of grenades, and 13 dedicated combat roles

- Battlefield communications and logistics

- Game Master scenario editor, multiplatform Workshop, and full modding support

- Persistent player profiles

CLAIMS AND TAGLINES 2.6

Reforging Arma

———

Road to Arma 4

———

Arma is a creative platform for players and modders

———

First playable military sandbox on Enfusion

———

2.7 VALUES

AUTHENTICITY

COMMUNITY

CREATIVITY

DIVERSITY

CURIOSITY

SURPRISE

OUR PLAYERS

AT EVERY

GIVEN

OPPORTUNITY

COMMUNICATION VALUES

+ **Honest** communication and wording

+ **Compassion** for players

+ **No empty promises**

+ **Calm** and **direct** responses

+ Ability to make **intelligent fun** of ourselves

+ **Apolitical** - no siding with US or USSR

COMMUNICATION GOALS

+ Evoke **strong emotive connection** through various types of content.
  - paratexts, video, photo, experience, contests, etc.
  - organic reach

+ Website / Social media = **Community hubs**
  - quality content - returning habits

+ Make use of community and third-party engagement

+ Let players feel **involved** inside/outside the game

+ Assure our community we are always **listening**

+ Brief community 'Opinion Leaders' to speak on our behalf

2.9 NARRATIVE CONTEXT

WELCOME TO EVERON!

Part of the Malden Islands archipelago, this geostrategic nation is famed for its austere and rural beauty.

Surrounded by the Atlantic Ocean and buffeted by relentless Westerly winds, it is a hardy land of fishermen and farmers, quietly pursuing a socialist ideal.

To the north, pastures and pine forests rescind towards the sea, while to the south, sublime mountains rise from granite bedrock and loom ominously over coastal fogs.

Though scarred by the scourge of war and rattled by news of another, Everon longs for peace — and freedom from foreign powers.

Everon's central region features charming rural villages, a large lake, and a patchwork of fields and low-rolling hills, criss-crossed with tranquil streams and forests.

FEATURES

Spanning 51 km², Everon is one of the larger islands in the archipelago.

A former French colony, it became independent in 1965. Owing to its colourful, bipartal history and the direct actions of Louis the Just of France, who welcomed Bohemian settlers in the early 17th Century, it is now a Czech-speaking microstate with a flourishing Franco-Bohemian culture.

Known throughout the world for its superior timber, quality tonewood and wooden products, Everon is also an important stop-over for transatlantic trade. The capital, Saint-Philippe, and its sister town, Saint-Pierre, are both home to major ports, handling thousands of tons of maritime freight every year.
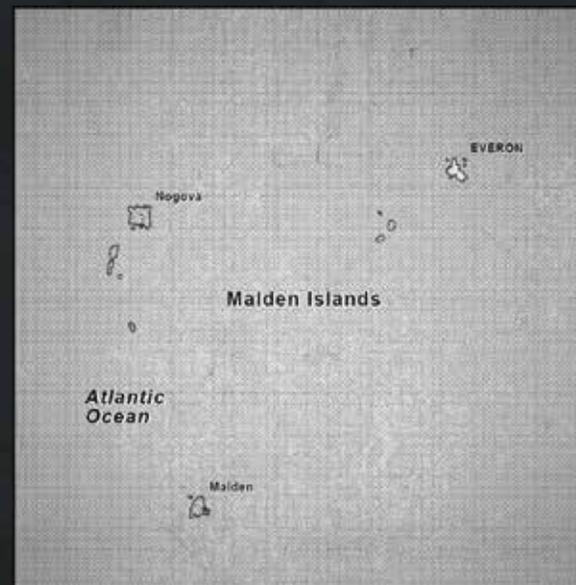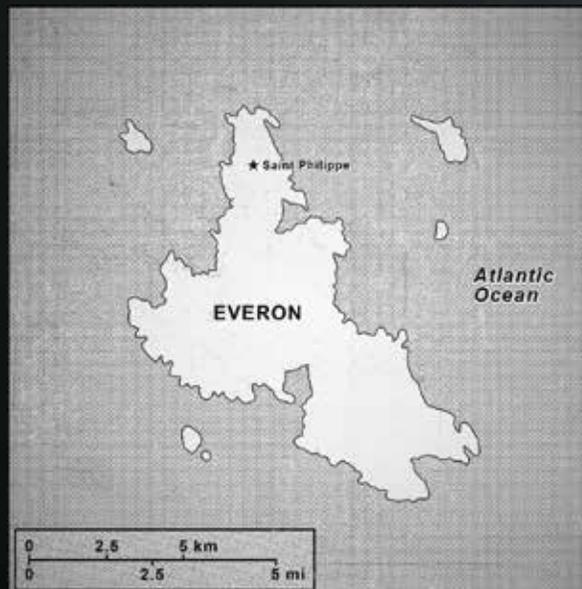
2.9 NARRATIVE CONTEXT
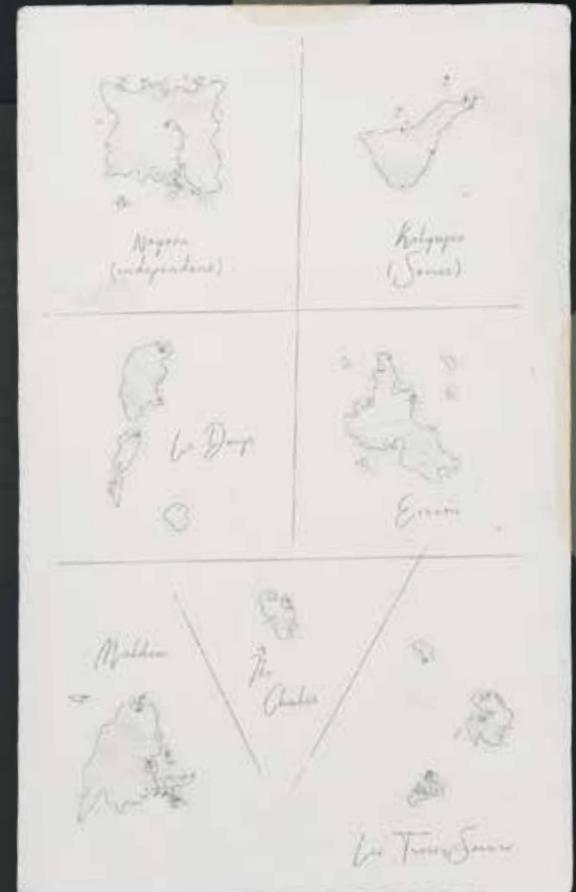
Strategic overview
Photographs
Malden Islands
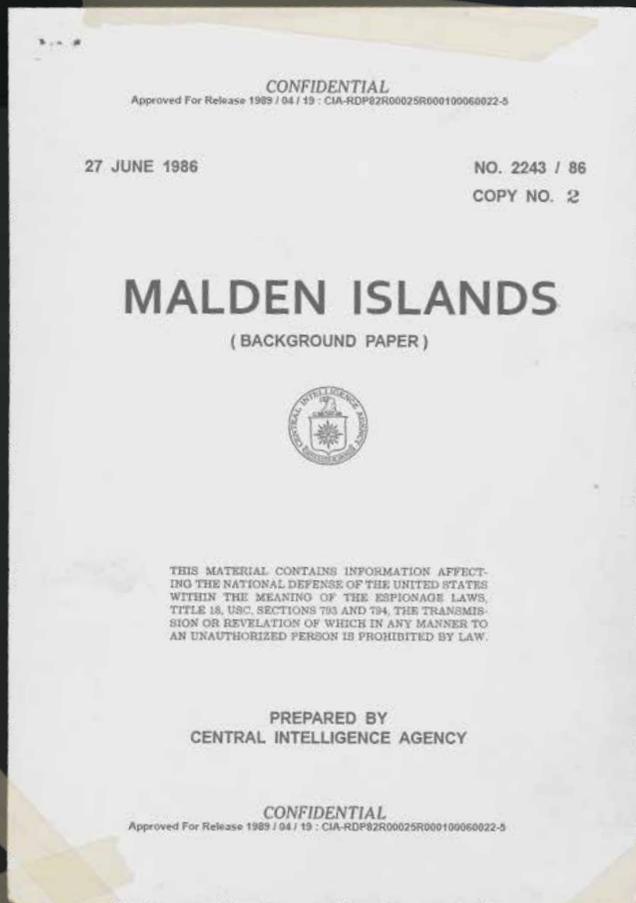
CIA paperwork
Armaverse airline ticket
General Guba

NARRATIVE CONTEXT

NATIONAL FLAG

Everon's national flag is rich with meaning. The **blue** symbolizes the surrounding Atlantic Ocean, as well as freedom and self-determination.

The **white lozenge** stands for the peaceful Everonian people and their continued concord with both France and the former federation of the Malden Islands.

The **three red stars** signify the island's three main harbors: Lamentin, Saint-Pierre, and Saint-Philippe. The color represents strength, courage, and valor.

NATIONAL ANTHEM

Má vlast, jsouc jata v rozbouřeném moři,
větrem i vodou vyzývána k sváru,
jednou se hřeje ve zlatavém žáru,
jindy se do mlh dávných borů noří,
však bouře láme jako skála tvrdá,
udolat nelze, nezlomená, hrdá.
Toť naše zem, nám dána rukou boží,
svornému lidu, jejž nic nerozloží.

Our home upon the restless human sea
Rough-hewn and strengthened by eternal tides
Where golden reservoirs of light collide
Where ancient pinewoods sift their sighs and sleep
Where storm clouds break, then peacefully subside
Stands strong — unbroken and unbowed — our pride
For this one land of ours, unites us!
Our home, from God's great hands set forth, unites us!

SAFE CONDUCT PASS

INSTRUCTIONS FOR U.S. FORCES

ГАРАНТИЯ
НЕПРИКОСНОВЕННОСТИ

MEZINÁRODNÍ LETIŠTĚ
EVERON
INTERNATIONAL AIRPORT
PARKOVÁNÍ NA VYHRAZENÝCH STÁNÍCH
DBEJTE POKYNŮ OSTRAHY

Pekařské slavnosti
2. - 8. červenec 1989

VÍTÁME VÁS
VE VEŘEJNÉM TÁBOŘIŠTI
MIVA

PŘÁTELSKÉ FOTBALOVÉ UTKÁNÍ
★ SK FIGARI ★
FK DYNAMO MONTIGNAC

PÁTEK 26. SRPNA 1989 HŘIŠTĚ MONTIGNAC
VSTUP 2,- ₸

Partnered for Peace 1949–1989

PŘES HORY A DOLY
CYKLISTICKÝ ZÁVOD EVERONEM – XXII. ROČNÍK
5. - 6. 5. 1989

EVERONSKÉ STÁTNÍ LESY s.p.
PILA RÉGINA

EVERONSKÁ SOCIALISTICKÁ REPUBLIKA
1 F
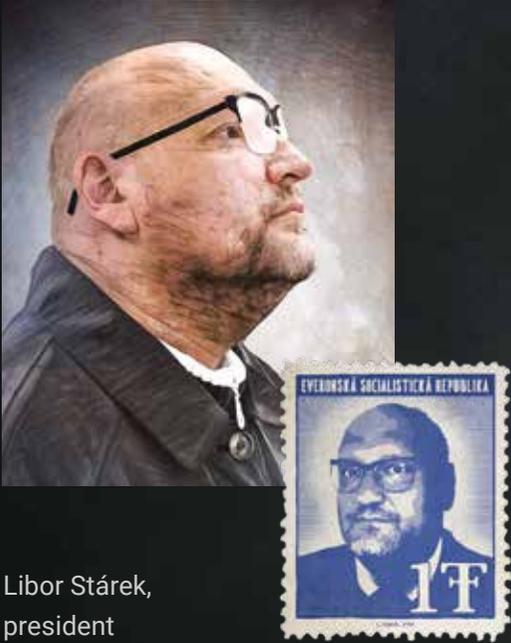
Libor Stárek,
president

HOSTINEC

2.10 COOPERATION WITH THE ICRC

SUPPORTING PEOPLE AFFECTED BY CONFLICT AND VIOLENCE

Since 2011, Bohemia Interactive has been cooperating with the **International Committee of the Red Cross (ICRC)**:

+ The ICRC has assisted in presenting both the Laws of Armed Conflict and International Humanitarian Law in Arma 3

+ Consultation with the ICRC has allowed developers to explore the field in depth

+ Arma 3's Laws of War DLC and Art of War Charity Pack in particular, helped raise awareness regarding International Humanitarian Law and Cultural Property

+ Part of Bohemia Interactive's profits from the Arma3 Karts DLC and the Laws of War DLC, as well as 100% of all its profits from the Art of War Charity Pack, were donated to the Czech Red Cross and ICRC

+ Imagery and footage created using Arma 3 has been used by the ICRC for humanitarian purposes

Note that although players in ARMA Reforger can currently exchange their uniforms for those of the opposing side and commit acts of perfidy, contravening the Laws of Armed Conflict, we plan to address this in the future by implementing appropriate game mechanics.

ICRC

INTERNATIONAL COMMITTEE OF THE RED CROSS

The ICRC is an independent, neutral organization ensuring **humanitarian protection** and assistance for victims of armed conflict and other situations of violence.
It takes action in response to **emergencies** and at the same time promotes respect for International Humanitarian Law and its implementation in national law.

Our plans will focus on **restoring** related features from past Arma titles, as well as cultivating the **anti-war**, **humanitarian focus** of the series. Throughout development, we will:

+ Correctly use **protective symbols** with the permission from the ICRC (e.g., red crosses, red diamonds, red crescents)

+ Continue to expose, disseminate, and promote **International Humanitarian Law** in-game

+ Explain and indentify violations of International Humanitarian Law to our playerbase, as much as possible

+ Teach players that actions have consequences

+ Take time to emphasize the impact of war on non-combatants, while simultaneously examining the responsibilities of military forces

+ Acknowledge the ethical and legal challenges surrounding the practial application of International Humanitarian Law in complex environments

2.11 CONCEPT ART
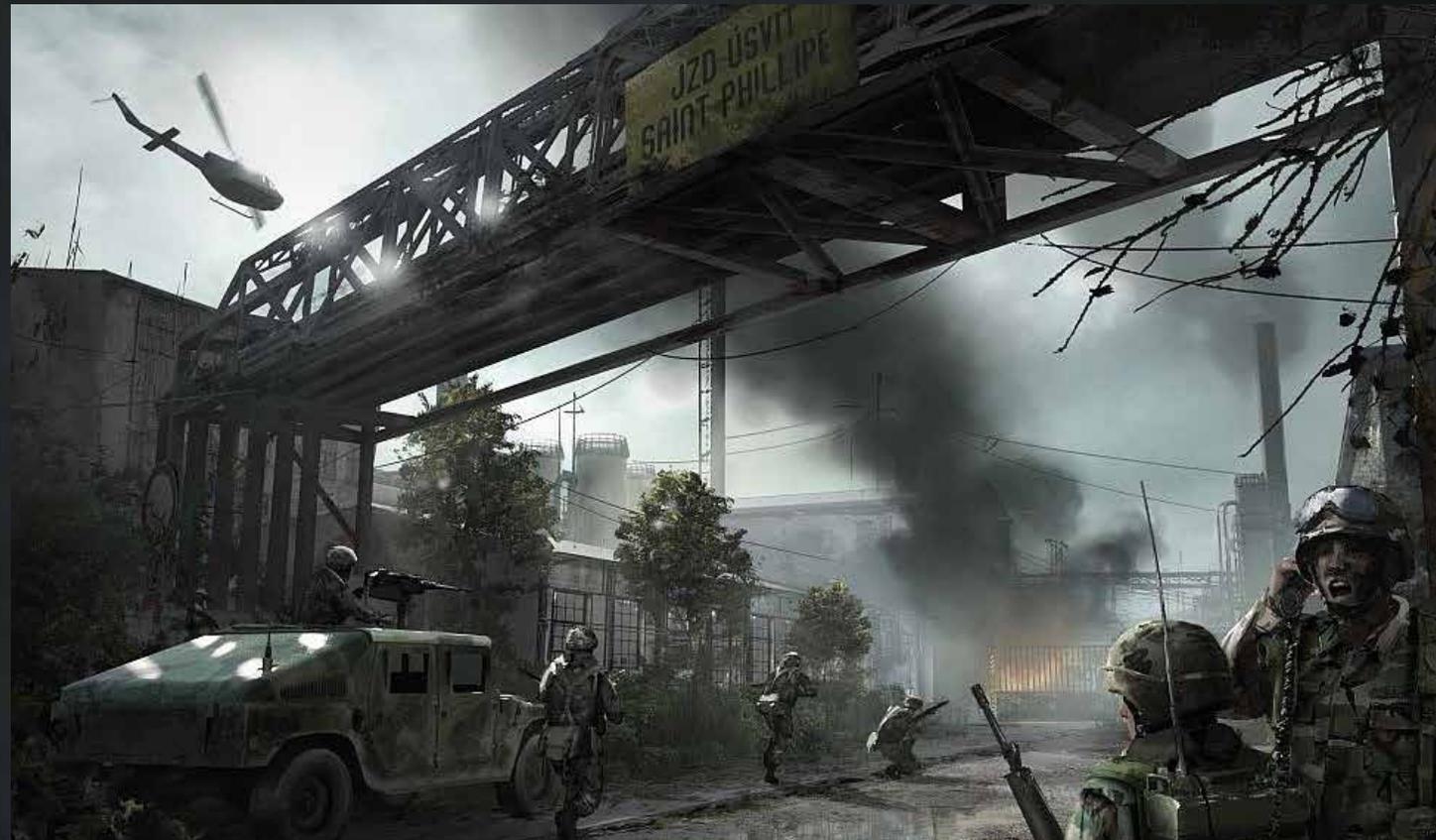
3. SOCIAL MEDIA GUIDE

3.1 ARMA PLATFORM VALUE PROPOSITION

OUR ARMA PLATFORM WILL HELP PEOPLE WHO WANT TO BE

ENCOURAGED   INSPIRED   ENTERTAINED   FASCINATED

BY REFORGER AND ARMA'S AUTHENTIC AND REMARKABLE CONTENT,
INSTEAD OF FAKE NEWS AND CLICKBAIT.

ARMA PLATFORMS 3.2

ACCOUNTS

We are rebranding all social media channels to

ARMA PLATFORM

when launching the game

OFFICIAL HASHTAGS

#ROADTOARMA4
#ARMAREFORGER

3.3 GUIDELINES

Whether it's Facebook, Twitter, Instagram, TikTok, YouTube, Reddit, Twitch, or the Bohemia Interactive forums, social media represents a wonderful opportunity to **establish our personal brand** and **share our interests** and ideas on a very direct level.

Here you'll find **11 simple guidelines** to maximize the power of social media. They aren't in place solely to **protect** the organization, but to protect you as well.

We encourage you to identify yourself as an **employee** in our company, and to take pride in your work.

1. SHH!

Always maintain **confidentiality** when it comes to company related information. You wouldn't share confidential content at a bar, so don't share confidential content on social media. You should also not disclose any financial, personal, or legal information.

2. SAVE AS...

Please be aware that using images, videos, and logos made by Bohemia Interactive may be restricted due to **copyright**.

3. NO-GO

Respect is key. No disrespectful content in terms of racial, ethnic, religious or sexual slurs should come from your account. Our professional brand is tied to your personal brand, and this type of content is unacceptable.

4. LEGACY

Always **stop and think** before posting. Even if you retroactively delete a tweet or LinkedIn post, chances are someone has retweeted or shared it.

5. PASSION IS HEALTHY, ANGER IS NOT

Spirited discussions are good. Emotions can run high when you're on social media, especially if you feel something or someone has been misrepresented. Don't waste your precious time arguing; you'd have better luck playing chess with a pigeon.

6. NO ALIASES

Being social often involves conversations and people naturally prefer conversing with someone who shares their real name. It helps to establish trust.

7. FOLLOW US, PRETTY PLEASE

Start engaging with our content. It will ease you into our social network and may even provide examples and inspiration for better community communications.

8. OOPS!

If you spot a mistake, don't just leave it. **Contact the social media team**. If you make a mistake, fix it. Still not happy? Contact the social media team.

9. THE OFFLINE RULE

Not everyone wants to have their likeness shared all over social media. If you take a photograph of someone, make sure you have their express **permission**. It's also polite to ask them if you have permission to post the picture online.

10. COMMITMENT

Never take it upon yourself to commit our company to any specific actions or activities, either online or offline, especially where internal agreements or other employees may be involved. No empty promises. Never ever.

11. MONITORING

Remember, your reactions, comments, and views on Reforger related content will appear in our social media feeds. Let us paraphrase that: we can't help but see what you are doing - so let's keep it positive and professional.

3.4 FACEBOOK PROFILE

3.6 YOUTUBE PROFILE

SOCIAL MEDIA TEMPLATES

Twitter Post

Facebook

Instagram

Facebook, Twitter, Reddit

Instagram

3.8 SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA TEMPLATES 3.9

4. COMMUNITY GUIDE

4.1 OUR COMMUNITY

OUR COMMUNITY, OUR PLAYERS

We at Bohemia Interactive make games primarily for our **players**, who comprise the **core of our community**. We must keep in mind the importance of these players and remain responsive, as much as we can.

While Arma Reforger and Arma 4 will definitely introduce many to the series, Bohemia Interactive has a long history of dedicated and **passionate community members**. As our audience grows, so will our community, and in turn our playerbase.

SOCIAL INTERACTIONS

That's why it's essential to know that every type of social interaction, whether it's offline or online, has an impact on the overall success of our games.

Below we will outline a few of the **basic guidelines and practices** that we expect all members of the company to follow when engaging with our players, as well as some practical ways of getting more involved with our community.

OUR OBJECTIVES 4.2

Although not limited to the list below, when interacting with our playerbase we should focus on one goal at a time:

DEVELOP
brand awareness

ATTRACT
new players

PROVIDE
customer support

SUPPLY
useful, fun, and interesting information

ENGAGE
existing players

HELP
build our community

4.3 OUR STRATEGY

ENGAGEMENT AND CREATIVITY

We intend to accomplish this through our **passionate approach** to game development, ensuring a supportive and inspirational space for community creativity.

Social media represents a splendid opportunity to share our interests and ideas on a very **direct level** with our players.

We invite you to think of yourself as an employee in our company and to share your pride in our work, championing it with others whenever permissible to do so.

OWN MISTAKES

It's important to remember, our community will be monitoring our communications and social profiles very closely while we're liaising with them.

You're bound to engage in all sorts of **interactions** - but never forget, we must always exercise sound judgement and common sense.

Don't be overly afraid of making mistakes, although, if something does go wrong, just be sure to acknowledge your error in a friendly way and move on.

ASK FOR SUPPORT

Occasionally, you may receive an enquiry from a member of the community or third party that is outside your comfort zone, or beyond your area of expertise.

In such a case, it is best to **involve a colleague or a supervisor**, capable of answering the question.

For general interactions, follow the **basic rules** listed below which will help you when responding to our community.

1. RESPECT OUR PLAYERS

Never post discriminatory remarks, personal insults, obscene, pornographic, or any other kind of inappropriate comments or content.

Always do your best to **avoid heated discussions**. If you feel like you're about to respond in anger or frustration, walk away until you're ready to respond in a pragmatic, level-headed manner.

If a conversation becomes unfriendly, disengage in a polite manner and seek advice from your supervisor.

Keep in mind, our players come from all over the world and will have an eclectic mix of social mores and cultural perspectives; what might be considered inoffensive to you, may be seen as an insult to others.

2. RESPONDING TO NEGATIVE FEEDBACK

When it comes to feedback, our offline etiquette is still relevant.

Begin by **thanking the person** for their suggestion, remark, orcomplaint.

Next, approach the situation **from their perspective** and try to relate.

Attempt to understand that they probably want the project to succeed as much as you do, as they have taken the time to share their thoughts. Although not all feedback may feel valuable, we should never discourage our players from providing it.

Once people feel understood, they will be more **receptive** to the most important part: an answer or explanation.

4.3 OUR STRATEGY

3. RESPECT BUSINESS PARTNERS AND COMPETITORS

While you're free to share your opinion, going beyond constructive criticism and bad-mouthing competitors or one of our business partners is unprofessional at best, and libellous at worst. Don't do it.

4. DON'T MISUSE TRADEMARKS

Always be **careful** regarding the use of Bohemia Interactive's or another company's **logos** or **trademarks**. If you're unsure, reach out to a member of our legal team.

5. PROTECT CONFIDENTIAL INFORMATION

Common sense applies here, but as a general rule of thumb, **do not share information** about projects or features that have not been officially announced.

6. REMEMBER THAT YOU'RE A BOHEMIAN

Don't lose sight of the fact that you represent not only yourself but your friends and colleagues; you're a Bohemian and therefore, represent our company - even when active in non-work related tasks!

Be careful too, not to confuse the difference between acting as a company representative and being an official spokesperson.

For example, you should not replace your social media profile pictures with the Bohemia Interactive logo - even though we salute your enthusiasm!

7. WHEN IN DOUBT, DON'T POST

If you're unsure about what you're planning to post, it generally means it's better not to. At the very least, consider asking a colleague for their opinion, or a supervisor for a peer review.

8. INTERNET TROLLS

Occasionally, you may have the unfortunate experience of encountering an individual who will attempt to elicit a negative response from you for their own enjoyment.

The very best thing you can do in these circumstances is **move on** and avoid engaging with these individuals. They'll soon realize they're not getting the reaction they want and leave you alone.

9. HAVE FUN!

Last but not least, enjoy the means of communication you have at your disposal! Building a **rapport** with players, cultivating lasting friendships, and receiving direct feedback are some of the most rewarding perks of being a game developer. Moreover, they are an integral part of Bohemia Interactive's business philosophy.

Many of us are already leveraging the potential of social media, so why not come and join in our online discussions as well?

4.4 COMMUNITY IN NUMBERS

2 247 323
UNIQUE ACTIVE PLAYERS
(2021)

17
GAME DLC'S ON STEAM
(INC. CREATORS DLC'S)

37 235
PEAK CONCURRENT PLAYERS
(MAY 2021)

101 000+
STEAM WORKSHOP ITEMS
(ALL TIME)

155 783 $
IN DONATIONS TO CHARITY
(2021)

158 000+
STEAM REVIEWS
(90% VERY POSITIVE)

Others **26.03%**

United States **32.93%**

Russia **3.96%**

Canada **4.01%**

Australia **4.05%**

China **4.84%**

France **4.92%**

United Kingdom **7.89%**

Germany **11.37%**
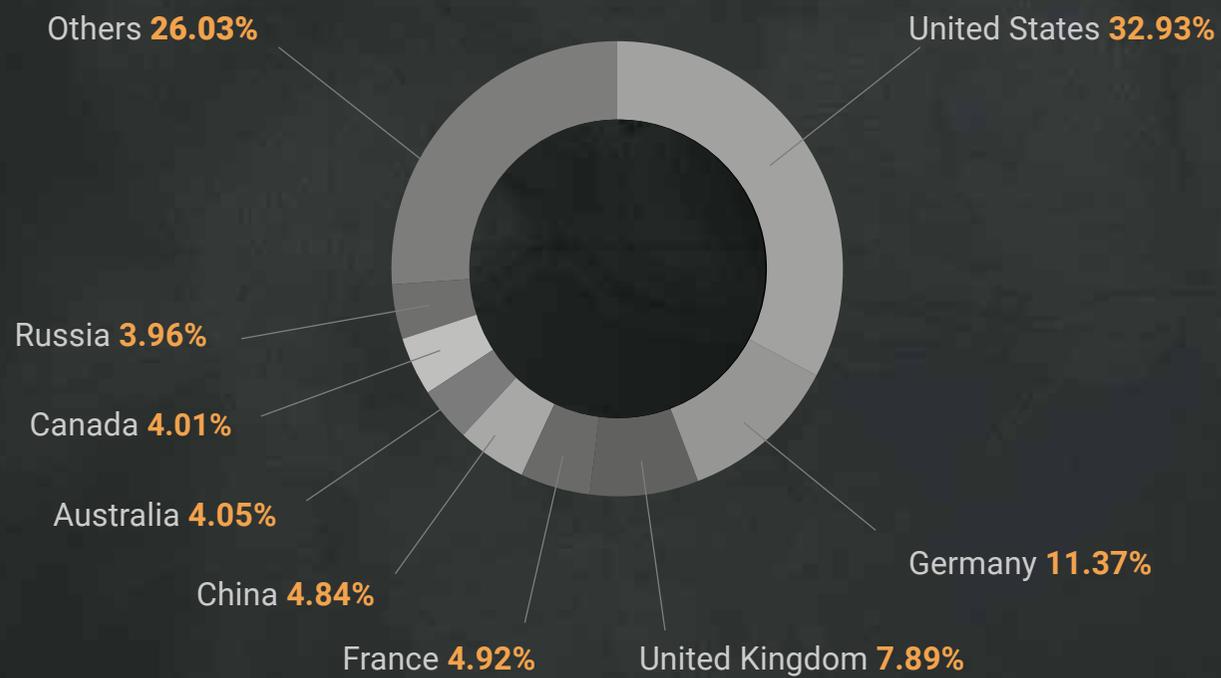
4.5 TARGET GROUP ONE

DEMOGRAPHIC

- 18-45 years old (born between 2002 and 1975)

- Predominantly male

- North America, Europe, Australasia, Russia, Brazil, Turkey, East Asia

- Live in well-developed areas with a stable Internet connection

- Most likely studying (at college/university level) or employed full time (primarily white collar, but also military personnel, veterans, aid workers, and members of emergency services)

- Primarily middle class

- Single, but can be in a relationship or married

- Might be parents with (older/teenage) children

- Basic to advanced English

TARGET GROUP TWO 4.6

DEMOGRAPHIC

+ 16-45 years old (born between 2004 and 1975)

+ Predominantly male

+ North America, Europe, Australasia

+ Live in well-developed areas with a stable Internet connection

+ Most likely studying (at college/university level) or employed full time (primarily white collar, but also military personnel, veterans, aid workers, and members of emergency services)

+ Primarily middle class

+ Single, but can be in a relationship or married

+ Likely to have young children

+ Basic to advanced English

FIRE CONTROL

CONTACT

If you have any further questions, please feel free to contact via **Slack** or **e-mail**:

JIŘÍ SAINER

Marketing & Brand Manager

jiri.sainer@bistudio.com
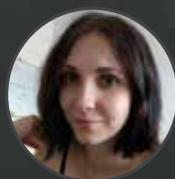
HELGA MARTINKOVÁ

Product Marketing Specialist

helga.martinkova@bistudio.com

MAREK PAVLÍK

Digital Marketing Specialist

marek.pavlik.mkt@bistudio.com

NILES GEORGE

Community Manager

niles.george@bistudio.com