



## FRANCE GO-TO-MARKET STRATEGY

- A Spontaneous Case Study by Pierre Mongodin -





# TARGETING

## MAIN AUDIENCE: THE CASUAL

**Age:** 12-25

**Console:** PC + PS5 + Xbox Series

**Gaming Lifestyle:** Casual Players who like to play League of Legends on their PC with friends on Discord

**Expectations :** Fun and Free to Play games

**Previous games:** LoL, Brawlhalla

**Consumption style:** May want to buy skins

**Competitiveness :** Casual

**Networks :** Twitch + Twitter + Reddit

**Influencers :** Gaming dedicated Influencers (Squeezie, Gotaga, Kameto, Sardoche, Alderiate)



## 2ND AUDIENCE: THE EXPERT

**Age:** 25-35

**Console:** PC + PS5

**Gaming Lifestyle:** Fighting Game fans who want to try a new franchise

**Expectations :** Good mechanics and high-quality gameplay

**Previous games:** T8, SF6, MK1 and more

**Consumption style:** Can pay a season pass, willingly or not

**Competitiveness :** High

**Networks :** Old school Fighting games community forums on Reddit

**Influencers :** Kayane, Luffy, EVO competitions



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# KEY MESSAGE



## A FREE ...

Players are used to this model from Riot Games, it represents an opportunity to attract people on this market but a challenge to make profits

## 2v2 FIGHTING

The game is typically something you would play with your best friend while chatting on Discord

## ... LEAGUE GAME

The game is still happening in the same universe as Arcane, LoL and more. But it is a challenge to not get the player bored

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# COMPETITORS

The Premium Competitors and references of the market. These are not free-to-play games but have a huge and fervent fanbase that is hard to challenge

## THE BIG 3



## NICHE COMPETITORS

Old games, not always updated, but have a deep community to support them at EVO and competitions. These are less of a threat if casual players are targeted



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# COMPETITORS

## INTERNAL COMPETITION?



Not the same audience and target. Mainly a launch platform to use to promote the game, insisting on the common lore

Not the same audience and target.  
Like LoL, can be used for internal and esport advertisement. It can also provide data on recent live game monetization strategies

TEAMFIGHT TACTICS™

Not the same audience and target. It is still a dedicated platform to advertise the game on Mobile platform (even if the game is not available here)



# COMPETITORS

**THE ONE TO FEAR?**

# SUPER SMASH BROS.<sup>TM</sup>

At parties, will people turn on the Switch to play Smash or the PS5 to play 2XKO?

Underestimated as a Switch « platform » fighting game, it is still the reference of casual fighting game you can play with 4+/2v2 friends. The upcoming release of Nintendo Switch 2, and potential news about the franchise need to be considered

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# TIMELINE

(if the game would launch on December 2025)

EVO JAPAN

TOKYO ◆ MAY 09 - 11

JINX  
TRAILER

DARIUS  
TRAILER

ILLAOI  
TRAILER

VI  
TRAILER

CRM

TWITCH  
DROPS

CLOSED  
BETA 1

EVO USA

LAS VEGAS ◆ AUG 01 - 03

AHRI  
TRAILER

YONE  
TRAILER

CLOSED  
BETA 2

RELEASE  
DATE  
REVEAL



EKKO  
TRAILER

EVO FRANCE

NICE ◆ OCT 10 - 12

MF  
TRAILER

LUX  
TRAILER

DEEP  
DIVE AT  
WORLDS

CRM

EVO SINGAPORE

SINGAPORE ◆ TBA

FULL  
ROSTER  
TRAILER

CONTENT  
CREATORS

LAUNCH  
EVENTS

LAUNCH

APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC



Nintendo Direct



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# KEY ACTIVATIONS



## **TARGET THE FIGHTING GAMES COMMUNITY**

The **EVO** conferences are the key moments to promote the game with trailers and beta access if the game wants to be considered by the Fighting Games Community



## **gamescom**

## **TARGET THE GLOBAL COMMUNITY**

The **Summer Game Fest**, **Gamescom** and **Game Awards** are the global events to target to raise brand awarness gloablly



## **TARGET THE RIOT GAMES COMMUNITY**

**MSI, VCT** but most importantly **Worlds** are the key moments for the Riot Games Communities and are critical to seduce previously acquired gamers

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# CONTENT CREATORS



**KEN  
BOGARD**



**KAYANE**



**LUFFY**



**KAMETO**

It seems good to target previous esport players, champions and influencers from the Street Fighter / Tekken scenes but also massive influencers well known inside the Riot Games Ecosystem (Kameto notably did a let's play video on Street Fighter 6)



**CRM**

## **INTERNAL**

Targeting the existing Riot Games players using the LoL, Valorant and TFT clients



## **EXTERNAL**

Targeting through emails players that left the Riot Games ecosystem who can become new targets for this new genre of game



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# MONETIZATION

## SEASON PASS

Proposing a Season Pass Strategy challenging competitors with a Season Pass at **7,99€** (or **4,99€** to be very competitive)

TEKKEN 8 - Clive Rosfield (FINAL FANTASY series)	7,99€
TEKKEN 8 - PHOENIX GATE (FINAL FANTASY series)	4,99€
TEKKEN 8 - Deluxe Edition Upgrade Pack	39,99€
TEKKEN 8 - Eddy Gordo	7,99€
Street Fighter™ 6 - Year 2 Character Pass	29,99€
Street Fighter™ 6 - Year 2 Ultimate Pass	49,99€
Street Fighter™ 6 - Year 1 Character Pass	<b>-35%</b> 29,99€ <b>19,49€</b>
Street Fighter™ 6 - Year 1 Ultimate Pass	<b>-35%</b> 49,99€ <b>32,49€</b>
Street Fighter 6 Original Soundtrack	69,99€
MK1: Noob Saibot	3,99€
MK1: Sektor	3,99€
MK1: Cyrax	3,99€
MK1: Khaos Reigns Bundle	19,79€
MK1: Khaos Reigns Expansion	<b>-67%</b> 49,99€ <b>16,49€</b>

## SKINS & COSMETICS

Basing the analysis on League of Legend monetization, here are the prices that could be proposed, and my suggestions (conversions are approximatives)

TIER	PRICE IN RP	Approx	Suggestion:
Ultimate	3250	<b>18€</b>	<b>14.99€</b>
Legendary	1820	<b>10.25€</b>	<b>9.99€</b>
Epic	1350	<b>7.50€</b>	<b>7.50€</b>
Standard	975	<b>6€</b>	<b>4.99€</b>
Deluxe	750	<b>4.50€</b>	<b>2.99€</b>

RP Europe	840	1780	3620	6450	9300
Euros	€5.00	€10.00	€20.00	€35.00	€50.00
Livre Sterling	£4.50	£9.01	£18.03	£31.56	£45.09

Wild Rift and Valorant strategies can also be considered

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## MARKETING

### Views and Impressions on trailers

CTR on Website  
Likes/Shares/Comments Engagement  
Newsletter conversions  
Influencers and Twitch reach  
Partners activations

## SALES

### Monthly Active Users

Average Amount Spent per User  
Average Time Spent in-game  
Season Pass Sales



# CONCLUSIONS

It is always a pleasure to challenge myself and sharpen my marketing strategy skills through spontaneous case studies like this one. 2XKO is a promising brand, and I am genuinely excited to see how it evolves in the French market.

Please note that this study was created within a limited timeframe, using publicly available fonts and assets. It is not intended to be shared publicly and does not reflect the full depth of work, collaboration, and research behind a real launch strategy. It is entirely unrelated to Riot Games' or its competitors' internal plans and remains a personal, student-led case study.

I built this proposal based on insights gathered from my professional experience in the gaming industry. It was a pleasure to work on it. Feel free to reach out if you would like to discuss it further!

**Pierre Mongodin**

# A LITTLE ABOUT ME



I am Pierre Mongodin, currently Brand Manager Assistant at Ubisoft, previous intern at Nintendo of Europe and Bandai Namco Europe.

At **Bandai Namco**, I mainly worked on **Tekken 8**, coordinating promotional asset deliveries to Microsoft, Sony, and Nintendo while ensuring visibility at major events like **EVO** and **Gamescom**. This role gave me deep insight into fighting game marketing and competitive community engagement.

At **Nintendo of Europe**, I coordinated EMEA distributors marketing campaigns for **The Legend of Zelda: Echoes of Wisdom**, **Super Mario Party Jamboree**, and **Mario Kart 8 Deluxe**, aligning branding and PR efforts across 28 countries. I developed strong skills in international marketing coordination and asset localization.

At **Ubisoft**, I am managing global marketing strategies for **Skull and Bones** and **Riders Republic**, both live-service games. I work closely with Annecy and Singapore studios and our publishing teams to ensure smooth asset lifecycle management, content planning, and audience engagement.

Feel free to contact me!



**THANK  
YOU**