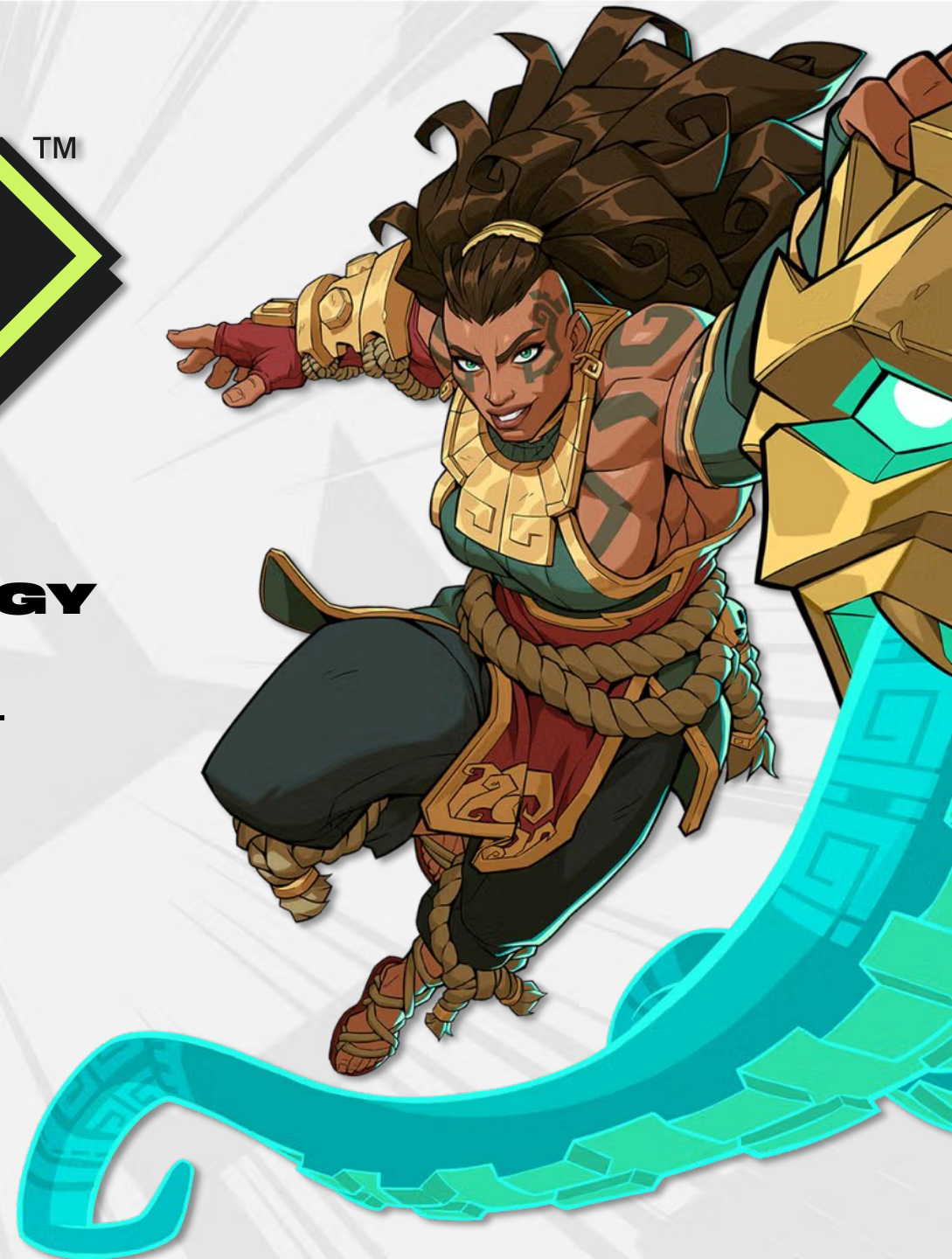




FRANCE GO-TO-MARKET STRATEGY

- 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



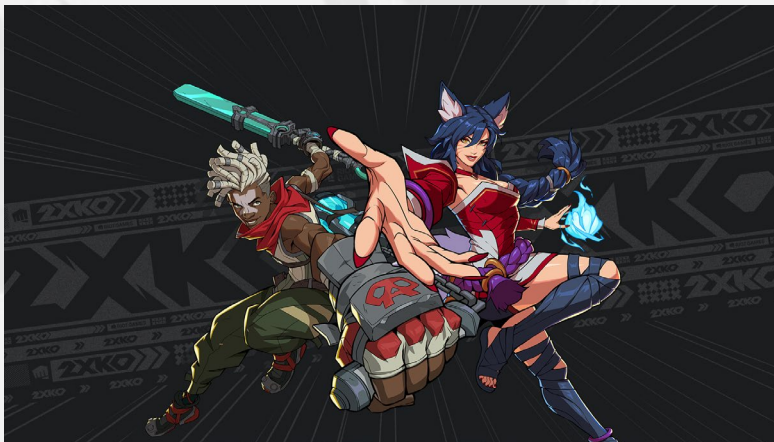


KEY MESSAGE



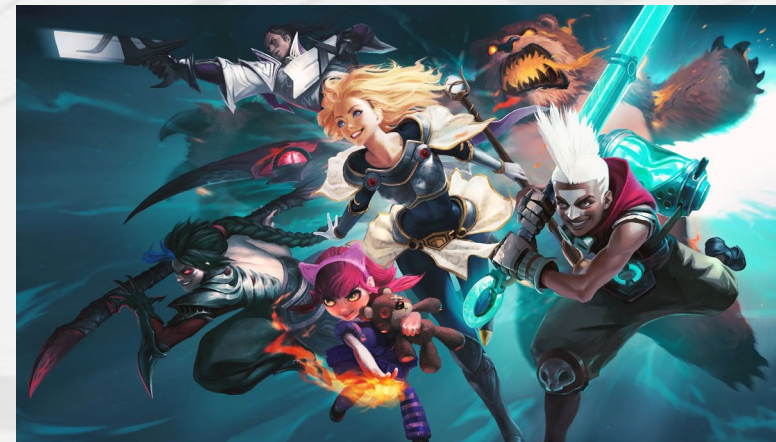
A FREE ...

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 BIG 3

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



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?



TEAMFIGHT
TACTICS™

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 use for internal and esport advertisement. It can also provide data on recent live game monetization strategies

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.™

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

EVO USA

LAS VEGAS ♦ AUG 01 - 03

EVO FRANCE

NICE ♦ OCT 10 - 12

EVO SINGAPORE

SINGAPORE ♦ TBA

**JINX
TRAILER**

**DARIUS
TRAILER**

**ILLAOI
TRAILER**

**AHRI
TRAILER**

**EKKO
TRAILER**

**MF
TRAILER**

**FULL
ROSTER
TRAILER**

**VI
TRAILER**

**YONE
TRAILER**

**LUX
TRAILER**

**CONTENT
CREATORS**

CRM

**TWITCH
DROPS**

**CLOSED
BETA 2**

SUPPORT

**DEEP
DIVE AT
WORLDS**

**LAUNCH
EVENTS**

**CLOSED
BETA 1**

**RELEASE
DATE
REVEAL**

CRM

CRM

LAUNCH

APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC



**ELDEN RING
NIGHTREIGN**



BORDERLANDS 4



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



TARGET THE GLOBAL COMMUNITY

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



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



CONTENT CREATORS



**KEN
BOGARD**



KAYANE



LUFFY



KAMETO

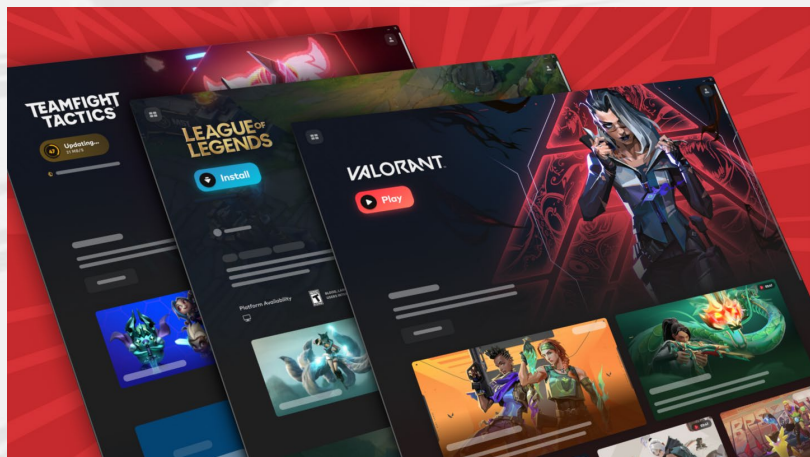
It seems good to target previous esports players, champions and influencers from the Street Fighter / Tekken scenes but also massive influencers well known inside the Riot Games Ecosystem (Kameto notably did a let's play video on Street Fighter 6)



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	-35% 29,99€ 19,49€
Street Fighter™ 6 - Year 1 Ultimate Pass	-35% 49,99€ 32,49€
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	-67% 49,99€ 16,49€

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	18€	14.99€
Legendary	1820	10.25€	9.99€
Epic	1350	7.50€	7.50€
Standard	975	6€	4.99€
Deluxe	750	4.50€	2.99€

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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KPIS

MARKETING

**Views and Impressions
on trailers**

CTR on Website
Likes/Shares/Com 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

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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***