

THE WITCHER® IV

COMMUNITY STRATEGY SPONTANEOUS CASE STUDY

PURPOSE OF THIS CASE STUDY

I wrote this case study as a spontaneous exercise to explore how I would approach the community management for the launch of *The Witcher IV*. I based this on my past experiences working on games' launches and large-scale campaigns for video game publishers.

It explores the overall situation of The Witcher Community, then explores diverse potential activations and key indicators of success.

It is not affiliated with any internal CD Projekt Red plan and was created only for analytical purposes using public assets, all rights reserved to CD Projekt Red.

I. MARKET ANALYSIS

EXPLORING REFERENCES



MAIN AUDIENCE: TW3 RETURNING PLAYERS

Age: 25–35

Console: PS5 + PC

Gaming Lifestyle: Played the previous game(s) and are eager to explore the new story and the deep RPG focus of the game

Expectations: Convincing world building and story (high competition with other Open Worlds), updated game mechanics

Consumption style: Likely to buy the game at launch and spend 100h+ on the game, similarly to *The Witcher 3: Wild Hunt*.

Competitiveness: Moderate, driven by the Franchise Legacy and trust in CD Projekt Red support

Networks: Reddit + YouTube + Discord

SECOND AUDIENCE: NEW PLAYERS

Age: 18–25

Console: PC + XBOX

Gaming Lifestyle: May not have played the previous game (or just the last one / *Cyberpunk 2077*) and are eager to discover the franchise after the Netflix Series

Expectations: Immersive new world to explore and fun mechanics

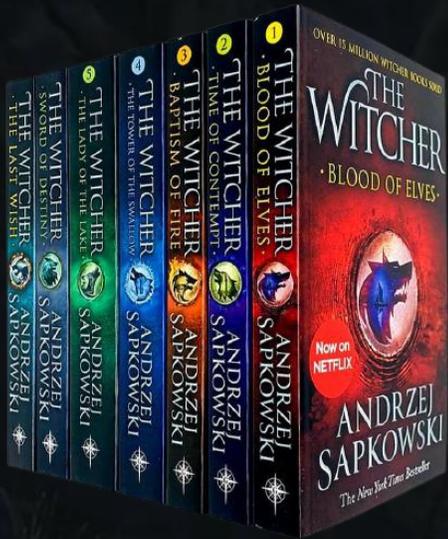
Consumption style: Sensitive to price, may purchase base game after the launch

Competitiveness: More focused on the reviews and gameplay before buying the game

Networks: YouTube + Twitter/X + Instagram/TikTok



THE WITCHER RESOURCES



Original Books

Abundant lore resources for community articles/posts to target the very core community of The Witcher franchise



Series and Movie

The Netflix show and movie are tools to target the casual enjoyers of the franchise: a potential reservoir of new players who watched the content without playing the previous games



Previous Games

Main media to acknowledge to find players. Previous players should be the easiest to attract but can also be the ones with the highest expectations

COMPETITORS (RELEASED OR NOT)





Kingdom Come Deliverance II

Medieval action RPG developed by Warhorse Studios and released on February 4th 2025. The game received Very Positive Reviews on Steam

- Strong reliance on the trust of gamers after the first game of the franchise
- Insisted on the overall improvement of the game (weapons, map) with deeper
- Chose to announce the game post-launch strategy early on (DLCs)
- Photo mode contest, several cosplay from the community celebrations, a lot of artworks and visuals in the medieval theme on SoMe
- Official Discord (49k) and very strong Reddit community (430k)



THE BLOOD OF DAWN WALKER

Medieval open-world RPG developed by Rebel Wolves (with former producer from CD Projekt Red), probably releasing on 2026-2027 (Potential direct underdog competitor)

- Strong advertisement on the dark vampiric atmosphere of the game
- Insisted on new mechanics (day/night differences), a lot of information shared as Posts on the content of the game, Cosplay event at Gamescom
- A lot of trailers on the universe and the gameplay already online – but might suffer from being a new franchise. Recent franchises from Bandai Namco struggled at launch (*Unknown 9*, *Little Nightmares III*)
- Official Discord (5k) and Reddit (1.1k)

The logo for Dragon's Dogma II, featuring the title in a stylized, golden font with a red dragon head icon above the Roman numeral II.

DRAGON'S DOGMA II

Action RPG game developed and released by Capcom on March 22th 2024
The game received Mostly Positive reviews on Steam

- Strong reliance on the previous game success
- Insisted on the improved experience (bigger map, new game mechanics, stronger visuals)
- Focused most of the campaign on showing gameplay clips and artwork (less community-oriented for the media part)
- Community Discord (16k) and Reddit (35k)

The logo for Lords of the Fallen, featuring the title in a stylized, golden font with a red sword icon above the word OF.

LORDS OF THE FALLEN

Action RPG game developed by Hexworks and scheduled for 2026. The previous game received Mostly Positive reviews on Steam

- Strong reliance on the previous game success, which is still quite recent (2023)
- Most of the SoMe Posts are artworks and screenshots from the game
- Not much details about the gameplay yet, most of the campaign being focused on CGI trailers to tease the game
- Official Discord (5k) and Reddit (33k)

KEY TAKE AWAYS FROM THE BENCHMARK

#1 BUILD LONG-TERM ANTICIPATION

Most successful RPG launches (*KCD II*, *Dawnwalker*) start communication *early*, progressively revealing gameplay and lore elements

→ *Plan a gradual reveal strategy with consistent updates and developer visibility*

#2 EARN TRUST THROUGH TRANSPARENCY

Kingdom Come II and *Dragon's Dogma II* show that authenticity and open communication strongly affect community sentiment

→ *Show development progress, address player concerns early, and foster credibility before launch*

#3 LEVERAGE FRANCHISE LEGACY

Games with established IPs rely heavily on nostalgia, heritage, and emotional continuity

→ *Anchor communication around *The Witcher's* legacy while introducing new pillars (Ciri's arc, UE5, gameplay renewal)*

#4 EMPOWER THE COMMUNITY

Photo mode contests, cosplay events, and fan art programs drive strong UGC and fandom pride (*KCD II*, *Dawnwalker*)

→ *Encourage creative participation and highlight player creations regularly*



II. PROPOSITION

COMMUNITY STRATEGY

DO NOT SHARE

COMMUNITY PILLARS

Key aspects for the communication around the game

THE LEGACY OF THE WITCHER FRANCHISE

- Celebrate the franchise heritage and legacy across the transmedia strategy (series, games and more)
- Reinforce the connection to Ciri's past across the franchise
- Introduce the change coming to the franchise across the new gameplay



THE MOST IMMERSIVE OPEN-WORLD

- Focus on the new graphic quality thanks to Unreal Engine 5
- Introduce the new quest variety and highlight the immersion allowed by the new map
- Showcase the NPC diversity and coherence of the open-world



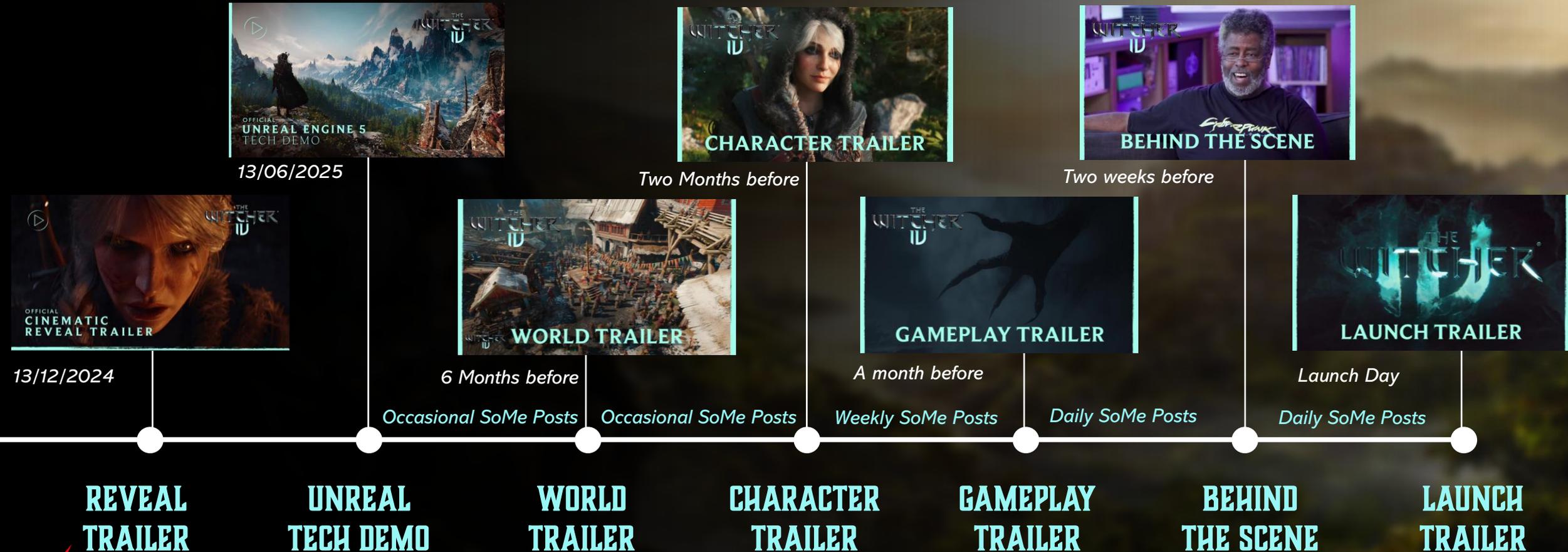
STRONG NARRATIVE FOCUS

- Emphasize the new story awaiting Ciri
- Showcase the choice system leading to different endings
- Center the whole narrative communication around Ciri's identity and growth



THE WITCHER IV

Here is a fictional roadmap of Marketing activations before a theoretical launch for The *Witcher IV*. The idea is to push more and more frequent trailers as the campaign progresses while posting more and more Social Media Posts



DO NOT SHARE

Pierre Mongodin

CHANNELS

CORE PLAYERS



There is value to focus a great part of the community team efforts on Reddit and Discord to target the core-community around the game. CD Projekt already has a strong official Discord for the franchise (57k) and a top-tier Reddit Community (617k)

Creating dedicated content for these two platforms seems crucial to reheat the hype that was brought by the two trailers on YouTube

NEW PLAYERS



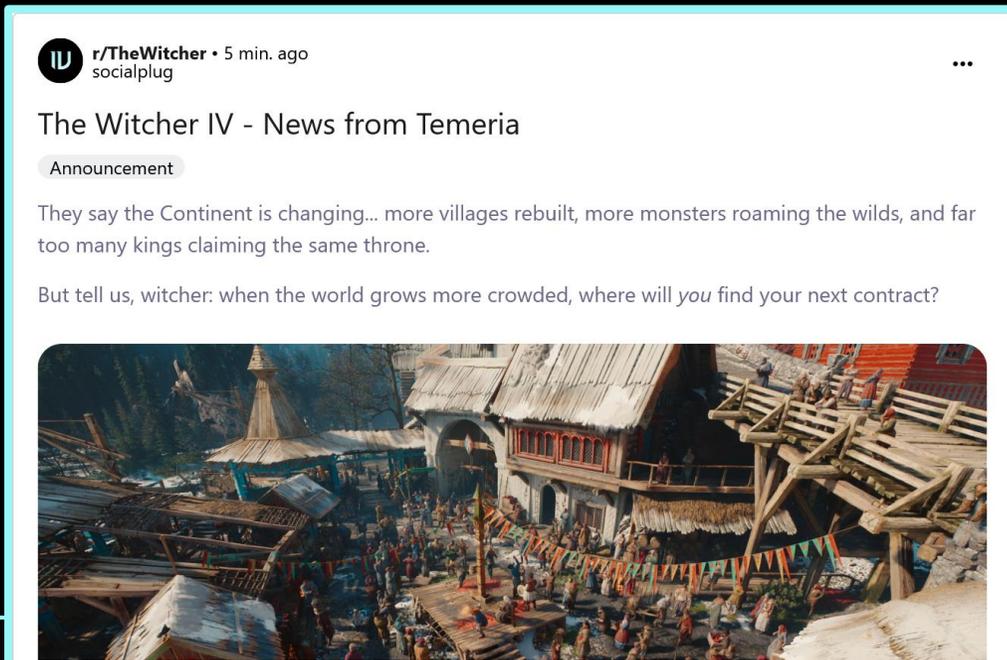
Focusing on TikTok (No account or game page), Instagram (150k), and YouTube Shorts (500k) will help capture a more casual audience that often discovers *The Witcher* through Netflix or social media trends

The goal is to produce short, visually striking content that showcases the new gameplay, environments, and character designs while keeping a light, engaging tone. Using memes, transitions, or creator collaborations can make the game more approachable and spark viral interest

TONE OF VOICE

CORE PLAYERS

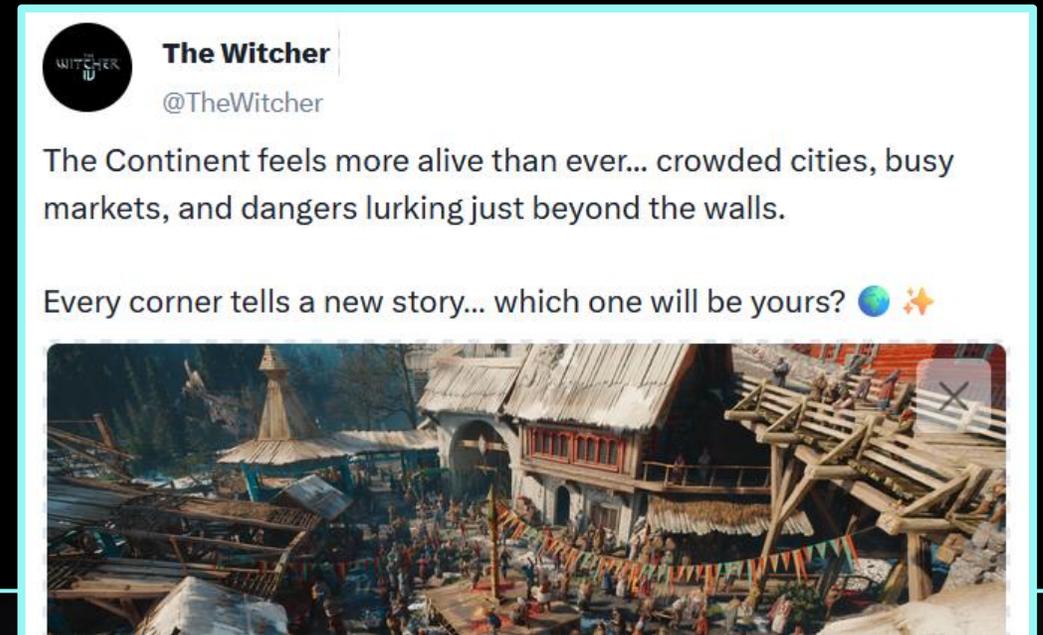
The tone should be **authentic, respectful, and lore-driven**
Using clear, transparent communication and a slightly mature tone that values their feedback and celebrates their expertise.
Humor can be subtle, but not dominant



Fictional Example for Reddit

NEW PLAYERS

The tone would be **more friendly, curious, and cinematic that invites discovery of the franchise**
Keeping the language simple and visually evocative, using humor, emotion, or short storytelling to spark interest. The goal is to make the world of *The Witcher* feel exciting and accessible, not intimidating



Fictional Example for X

PRE-LAUNCH ACTIVATIONS

Ideas of what could be done to activate the community on a daily/weekly basis

FROM AN INITIAL FOCUS ON THE GAME..



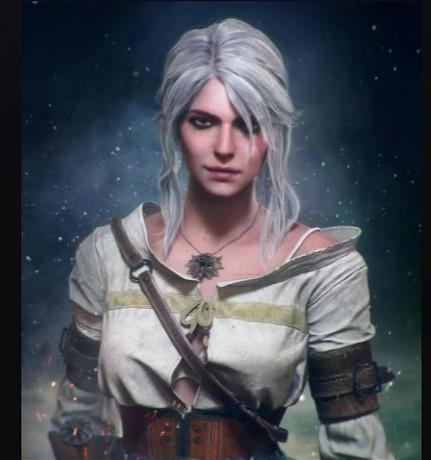
Early Concept arts from The *Witcher III* and The *Witcher IV*



Small content (podcasts, article, short story) to tease the game



Anecdotes about the lore and game world



Recurring Characters Highlights / Franchise Anniversaries

PRE-LAUNCH ACTIVATIONS

Ideas of what could be done to activate the community on a daily/weekly basis

... TO THE COMMUNITY ENGAGEMENT



Interviews and Call to actions of the community around *The Witcher III* legacy and nostalgia



Fan Art and Fan Creation Contests (character creation contest where the winner might have his creation featured in-game)



Early access (with strict NDA) to the players who played the most (core community)



Quizzes on the previous games with prizes

LAUNCH ACTIVATIONS

Ideas of what could be done to activate the community after the launch

CORE COMMUNITY ACTIVATIONS



Discord Open Discussion
/ Meet with the developers



Photo mode
Contest



The Witcher Wiki Collab
(Collaboration with Fandom
or Gamepedia to create a

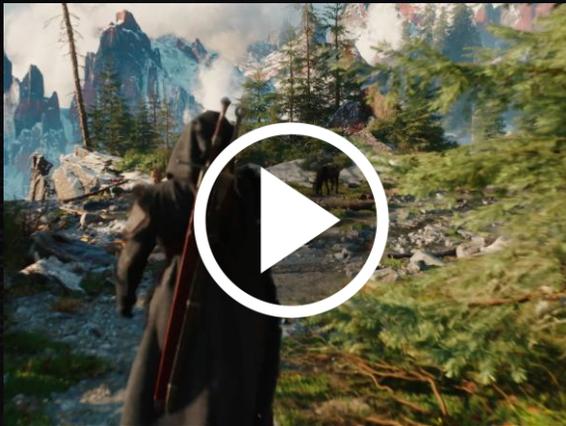


Quests and Challenges for
the Community (shared
only on Reddit/Discord)

LAUNCH ACTIVATIONS

Ideas of what could be done to activate the community after the launch

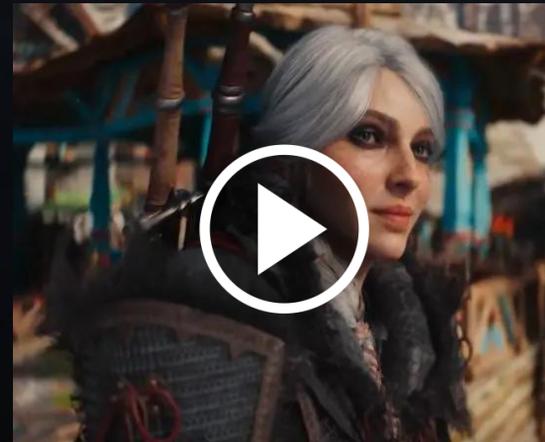
CASUAL COMMUNITY ACTIVATIONS



Community Gameplay Highlights



Influencer Program



Tips for new players and easter eggs



Twitch Drops and Game Keys Give aways



III. PERFORMANCE REVIEW

ASSESS SUCCESS AND IMPROVMENTS

KPIs

Indicators to focus on to evaluate the success of the pre/post-launch strategy

COMMUNITY

CASUAL COMMUNITY:

- Views and Impressions on trailers
- CTR to the Website
- Social Engagement (Likes, Impressions)

CORE COMMUNITY:

- Number of Discord/Reddit Posts
- Sentiment Score about announcements
- Advocacy Score

MONETIZATION

AFTER EVERY MARKETING BEAT:

- Wishlists (Steam, GOG, PS5, Xbox)
- Pre-orders volumes
- Sales at launch
- Community Sentiment Post-Launch / Reviews

IN-GAME (POST-LAUNCH):

- Retention Rate of the Game Post-Launch
- Average Party Length
- UGC post-launch volume (fan-art, cosplay) on casual SoMe

CONCLUSION

Doing this short Case Study on the post-launch strategy of *The Witcher IV* was fun, especially after I got the opportunity to play the previous game, read the novels and watch the Netflix show.

It is very interesting to analyze the competition going around this kind of games and to propose actions to insure campaign results for the upcoming game.

Of course, this analysis remains a first glimpse on the community aspects of the game and cannot render months of work on the brand activations.

My goal as a Junior Community Manager would be to strengthen the emotional bond between CD Projekt RED and its players through authentic storytelling and data-driven community initiatives.



A LITTLE ABOUT ME

I am Pierre Mongodin, previous intern at Bandai Namco, Nintendo and Ubisoft, eager to help CD Projekt Red as a Community Manager.

At **Bandai Namco Europe**, I mainly worked on *Tekken 8*, *Little Nightmares* and *Naruto Storm Connections*, 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 gaming industry marketing.

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 managed global marketing strategies for *Skull and Bones* and *Riders Republic*, both live-service games. I worked closely with Anecy and Singapore studios and our publishing teams to ensure smooth asset lifecycle management, content planning, and audience engagement.

Feel free to contact me!

Pierre Mongodin

THANKS FOR YOUR ATTENTION



THE
WITCHER®

@ADELXFROST

A NEW SAGA BEGINS



Pierre Mongodin