



Partner Marketing Support
Aardvark Swift





Employer Branding

We can provide your studio with a range of additional marketing activity conducted by our in-house marketing team, all designed to boost your employer brand to the people you want to hire – game devs.

We're able to leverage our audience of developers via our social channels, consultant networks, website and games industry media partnerships to boost your studio employer brand to a wide industry audience.

Social Advertising

Our audience is game developers, exactly the type of people you want your studio and vacancies to be in front of. With over 14,000 followers across our social channels, our reach is pretty impressive, and it's still growing.



Social Prominence

Increased prominence in social scheduling, we'll increase the circulation of your social vacancy posts to three times a week.



Social Takeover

A full day of posts only about your studio.
Promoting your culture, studio life, interspersed with your vacancies.



Paid Social Campaign

Boosted posts across our social channels.
Duration: 1 week
Reach: 100,000 impressions

Podcast

The Aardvark Swift Podcast began in January 2020 and hosts a new studio each month. Guests have included Codemasters, Sumo Digital, Firesprite, and nDreams. When will your studio feature?



Podcast

Podcast episode recorded with your studio, giving you a platform to promote your employer brand, discussing studio life, working culture, projects and your plans for the future.



Supporting Social Snippets

We promote supporting snippets across our social platforms raising awareness of your studio's podcast episode to our 14,000+ industry followers.



Dynamic Reach

Hosted on [aswift.com](https://www.aswift.com), spotify, apple podcasts and third party apps. Additional promotion via email and social campaigns.

Industry Promotion

Your studio will feature prominently with our media partner MCV/Develop.

Print 5,000+ readers, website 100,000+ monthly users, email newsletter 8,000+ subscribers.



MCV/Develop Magazine

Full page in MCV magazine as the focus of the 'Swift Studio Spotlight' derived from your podcast episode.
Supporting imagery to be supplied by your studio.



MCV/Develop Website

The 'Swift Studio Spotlight' will also appear on the MCV/Develop website, increasing readership and further boosting visibility and insight into your studio.



MCV/Develop Daily Newsletter

'Swift Studio Spotlight' article features periodically in the MCV/Develop daily newsletter, for a minimum of two weeks after publication in the magazine.

Industry Promotion

Take advantage of our partnerships with MCV and Games Jobs Direct to promote specific vacancies on their websites.



Games Jobs Direct - 'Hot Job' status

Your vacancy will feature as a 'hot job' for up to four weeks on the leading industry job board, Games Jobs Direct.



MCV 'Job of the Week'

We'll feature your vacancy as 'job of the week' in the MCV/Develop jobs section.

Vacancy Promotion

To improve the reach of your vacancies we'll create dedicated email campaigns and vacancy videos. We can also promote your own employer branding video content, or create content with you.



Solus Email Campaign

Dedicated studio specific email to targeted sections of our candidate database.



Vacancy Videos

Video content gains more traction, we typically see uplifts between 400% to 500% for the vacancy videos we create and promote across our social channels and networks.



Why Work At...

We'll promote your in-house created video content across our social channels to further boost your employer branding to our audience of game developers. We can also create employer branding video content in conjunction with you.

We'll give potential candidates the low down on your studio with either a dedicated page on our website, or a studio spotlight blog post.



Dedicated Studio Page

We'll create a page for your studio with a studio spotlight, imagery, video and your vacancies whilst the roles are 'exclusive' to Aardvark Swift.



Studio Spotlight

'Studio Spotlight' blog post on aswift.com - will also be included on your dedicated studio page (if relevant).

Pricing

Activity	Included with Gold Service Level	Level Up Package £3,000	Boss Level Package £4,500	Create a Care Package
Social Prominence		✓	✓	£500
Social Takeover			✓	£500
Paid Social Campaign				£2,000
Podcast	✓	✓	✓	£1,000
MCV Studio Spotlight			✓	£1,000
MCV 'job of the week'				£500
GJD 'hot job' status				£500
Solus Email Campaign		✓	✓	£1,000
Vacancy Video & Social Promotion		✓	✓	£500
Why Work At... Employer Brand Video & Promotion			✓	£500 or P.O.R
aswift.com Dedicated Studio Page		✓	✓	£500
aswift.com Studio Spotlight	✓	✓	✓	£250



Contact

Contact your Aardvark Swift consultant or the marketing team directly to get up and running with marketing support for your studio.

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