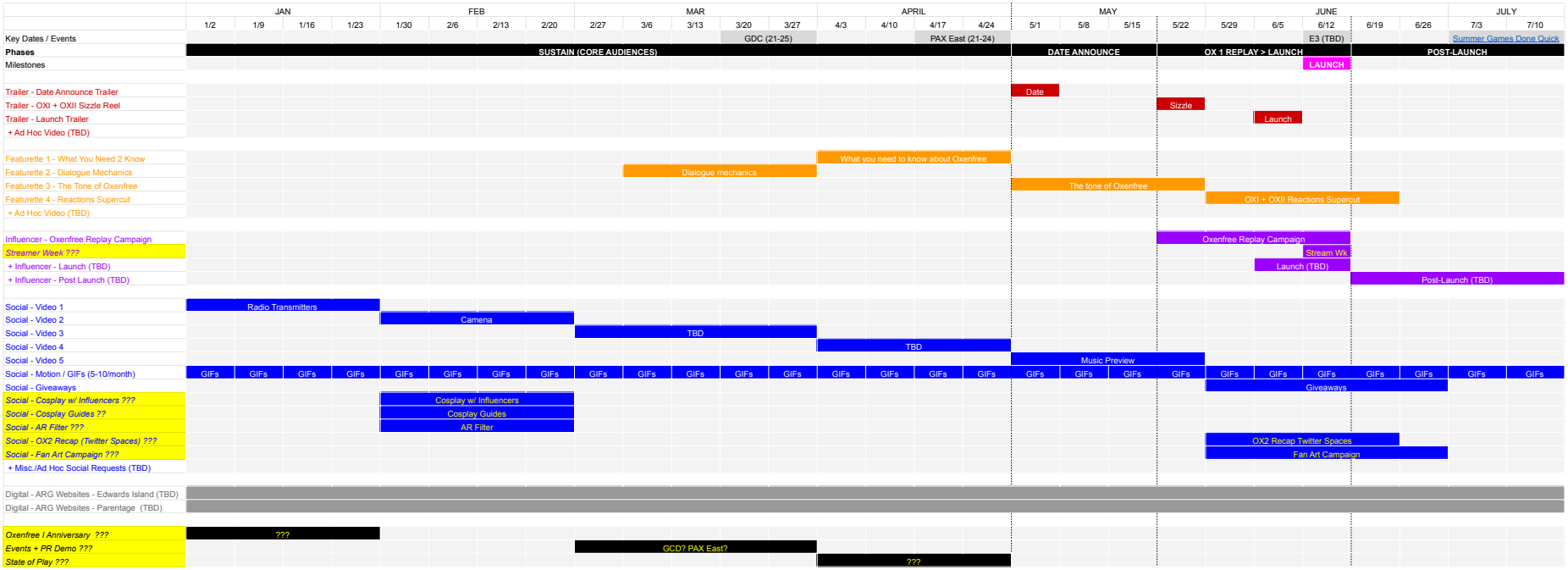
JAN
FEB
MAR
APRIL
MAY
JUNE
JULY
1/2
1/9
1/16
1/23
1/30
2/6
2/13
2/20
2/27
3/6
3/13
3/20
3/27
4/3
4/10
4/17
4/24
5/1
5/8
5/15
5/22
5/29
6/5
6/12
6/19
6/26
7/3
7/10
Key Dates / Events
GDC (21-25)
PAX East (21-24)
E3 (TBD)
Summer Games Done Quick
Phases
SUSTAIN (CORE AUDIENCES)
DATE ANNOUNCE
OX 1 REPLAY > LAUNCH
POST-LAUNCH
Milestones
LAUNCH
Trailer - Date Announce Trailer
Date
Trailer - OXI + OXII Sizzle Reel
Sizzle
Trailer - Launch Trailer
Launch
+ Ad Hoc Video (TBD)
Featurette 1 - What You Need 2 Know
What you need to know about Oxenfree
Featurette 2 - Dialogue Mechanics
Dialogue mechanics
Featurette 3 - The Tone of Oxenfree
The tone of Oxenfree
Featurette 4 - Reactions Supercut
OXI + OXII Reactions Supercut
+ Ad Hoc Video (TBD)
Influencer - Oxenfree Replay Campaign
Oxenfree Replay Campaign
Streamer Week ???
Stream Wk
+ Influencer - Launch (TBD)
Launch (TBD)
+ Influencer - Post Launch (TBD)
Post-Launch (TBD)
Social - Video 1
Radio Transmitters
Social - Video 2
Camena
Social - Video 3
TBD
Social - Video 4
TBD
Social - Video 5
Music Preview
Social - Motion / GIFs (5-10/month)
GIFs
Social - Giveaways
Giveaways
Social - Cosplay w/ Influencers ???
Cosplay w/ Influencers
Social - Cosplay Guides ??
Cosplay Guides
Social - AR Filter ???
AR Filter
Social - OX2 Recap (Twitter Spaces) ???
OX2 Recap Twitter Spaces
Social - Fan Art Campaign ???
Fan Art Campaign
+ Misc./Ad Hoc Social Requests (TBD)
Digital - ARG Websites - Edwards Island (TBD)
Digital - ARG Websites - Parentage (TBD)
Oxenfree I Anniversary ???
???
Events + PR Demo ???
GCD? PAX East?
State of Play ???
???