

How we BLEW £100k on Advertising in ONE Day

In the Entertainment Media Space, no-one can hear you Scream!

BRIGHTON, EAST SUSSEX, UNITED KINGDOM, June 5, 2018

/EINPresswire.com/ -- Anyone you speak to that has been on the epic quest of making and releasing a video game will tell you that the marketing is by far the most difficult part of that journey.

Embarking into game development for the very first time and with no existing user community waiting for our release, we were well aware that we had a tough task to be heard above all the noise of other more well financed and seasoned distributors.

So we tried to do everything right, we released footage and trailers at every step of the development, we set up on social media, we reached out to the gaming community, influencers and YouTubers.

Cue tumbleweed...

The truth is that we are at a time in history when we have never had so much digital media available; so when an independent game developer like *[GamestormVR](#) releases an unheard title like *[SteamHammerVR](#) - The Rogue Apprentice into a slowly growing marketplace like virtual reality, it is not so much that nobody cares but more a case that nobody can hear you.

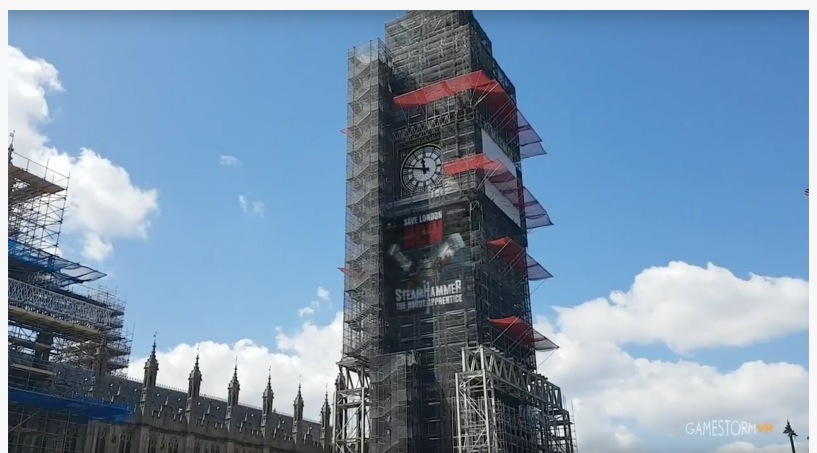
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In the Entertainment Media Space, no-one can hear you Scream!”

Mark Bellinger

In our case, we ended up spending everything we'd raised to make the game which meant we had nothing left to market the thing....until now!

By hook or by crook we knew that we had to tell the world about our creation and hell, if Disney spends mega bucks marketing an established franchise like Star Wars, and they do, then you can be damn sure that a small outfit like us needs to go BIG or die trying to be heard.



SteamHammerVR Advert on Big Ben - Westminster



SteamHammerVR Video at Piccadilly Circus

So having sold stuff, begged and borrowed and pimped out the better looking members of team, we came up with the princely sum of £98,423.50. Okay it's not £100K as advertised but hey! cut us some slack, we're working here ok!

Then we went BIG, We blew the whole damn lot in one audacious day of advertising at the iconic locations featured in the game in the city of London, England.



SteamHammerVR Advert on St Paul's Cathedral

*GamestormVR www.gamestorm.tv is a division of [Showstorm Ltd www.showstorm.co.uk](http://www.showstorm.co.uk)

*SteamHammerVR - The Rogue Apprentice - www.steamhammervr.com is A story-driven virtual reality steampunk game with eleven Missions which take you on a story based adventure staged in some of the most iconic locations around Victorian London, including, The Tower of London, Limehouse Warehouse, Trafalgar Square, Westminster, St Pauls and even the famous London Sewers. It's a hugely engaging and immersive experience with several types of challenging gameplay. As the narrative unravels you will unlock each mission. more of the story and more powerful weapons, there are plenty of twists and surprises to enjoy as you discover the truth about your recruitment as 'The SteamHammer'

Your adventure takes place in Victorian London 1892, but dark deeds are afoot, aside from the distant cries for help in the fog, the streets seem eerily quiet but you are soon to realise why, the dastardly Professor Rattwurm is attempting to enslave the fine English folk with his army of clockwork automatons raging havoc all over town.

Using this new-fangled steam power, some ingenious state of the art 19th century gadgetry along with the guidance and expertise of Doctor Obadiah Springhorn you should be more than capable of victory.

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