

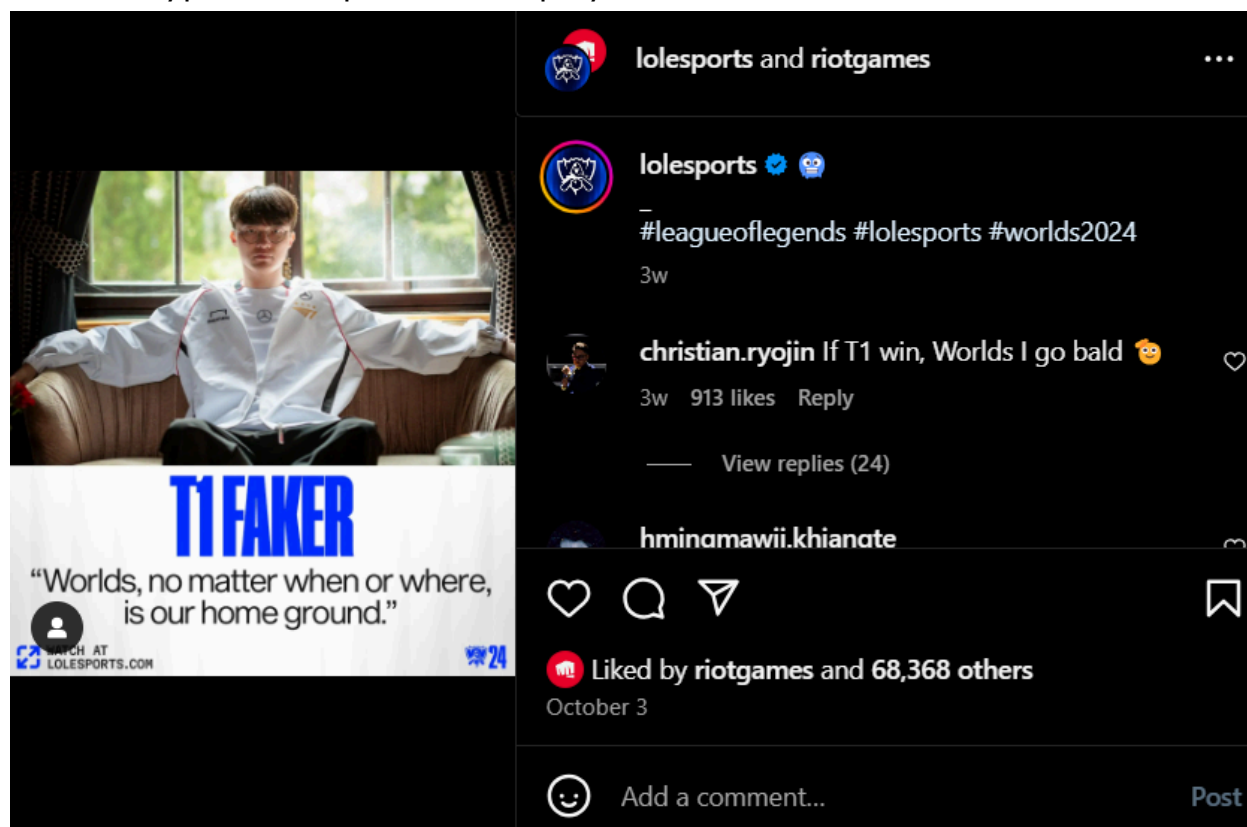
Riot Games

Digital Marketing Audit

October

Put together by:
Colton LaBrecque

October 3rd - Riot has continued to post more and more to generate hype for Worlds this year. If you haven't heard of Faker, he is THE poster boy for League of Legends. He's been in a lot of their recent world's marketing, but for this specific instagram post, it's part of a series of some of the most popular pro players. They use the same visual language with the Worlds logo and font types and quote of the players.



https://www.instagram.com/p/DAqBYLquDAn/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

October 2nd, 4th, 9th - Riot posted about a dev blog update for the league. What this means is that a couple of the more well known league developers talk about the state of the game and plans for the future. Across three different instagram posts they made visuals to promote tuning in. The images used had themed art for some upcoming skin releases too. Good on them to do that to build hype for the release.

https://www.instagram.com/p/DAomohhMAH5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

https://www.instagram.com/p/DAtwK6-JySa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

https://www.instagram.com/p/DA4DVT8zhOk/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

October 9th - They released the dev blog and it covered a wide range of topics. I'll dig into some and list others.

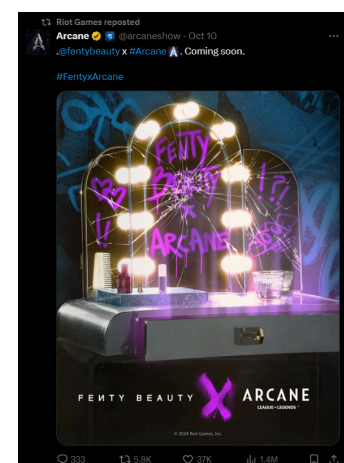
- Mode Updates
 - Riot keeps players engaged with rotating content, building anticipation for Arena and Swarm's return in 2025. The release of Ultimate Spellbook on PBE adds fresh, limited-time experiences that drive regular gameplay.
- Matchmaking
 - Addressing LP and autofill issues shows Riot's commitment to player feedback, improving satisfaction and retention. The addition of TrueSkill2 promises fairer matchmaking, appealing to players seeking a balanced competitive experience.
- Brief touch on the Teemo VGU
- Worlds
- Engagement
 - Riot Games' focus on League Player Days strengthens community loyalty, rewarding players and supporting charity, which boosts brand perception. The new seasonal structure for 2025 keeps the game fresh and engaging with regular content updates.

In all of the above points, they all lead to showing Riot as a super caring and responsive company that really takes player feedback into consideration.

This helps to build community trust by targeting player loyalty and retention.

<https://www.youtube.com/watch?v=h-c0BS8a5bQ>

October 10th - They posted a collaboration with Fenty Beauty for Arcane. They made a spread of products such as lip glosses, mascaras, and eye liners. There is also a huge \$250 bundle on their site that contains all the products with special packaging as well. A lot of people weren't the happiest because it appears that the products they're promoting already exist, the only thing different will be the packaging. I'm not sure if that was more on Fenty or the Arcane marketing team



when setting this collab up.

<https://x.com/arcaneshow/status/1844513295853584474>



October 11 - TFT had a large event in Macao that they were advertising across their socials. The event itself is later in December, but I think it's good they're already posting for it now. This is the second year they're doing a 'TFT Open' so I think they want this one to be super big. They also link to a site in the post that gives more information on the event, and they also let you buy spectator passes too.

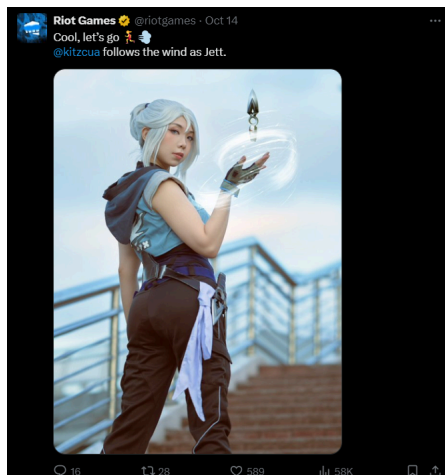
<https://x.com/TFT/status/1844770641569853485>

<https://tftmacaoopen.com>

October 13th - Wild Rift Posted about new skins and a new character being added into the game with a short animation that they usually do whenever they decide to drop new releases like this. As for the specific character they added, 'Heimerdinger', I think it was good timing to specifically add him of all characters to the game now with the upcoming release of Arcane season 2.



<https://x.com/wildrift/status/1845630679104524715>



October 14th - Riot posted a Valorant cosplay of the character Jett. The post was nothing crazy, nor did it have a lot of likes or other engagement, but I think it's cool that they highlight members of the community. It incentivizes people to do and post cool things about the games that they like. It also helps to get Riot great earned media.

<https://x.com/riotgames/status/1845879745319198774>

October 14th - Wild Rift posted a high quality animated video on their YouTube to show off their fourth anniversary event. It promoted a bunch of free goodies and giveaways, and obviously paid ones too. It also included a special Arcane themed minigame for players to enjoy and get more free stuff out of. All in all, was super well done, and made all aspects of the events clear in a visually cool way.

https://www.youtube.com/watch?v=iMAgE_Zx6E

October 16th - They continued to hype up Worlds by posting one of the players of T1, the previous world champions. With more games happening and the finals starting up in just a handful of weeks, I think it's good that they're continuing to pump out promotional material for it. And if you like or dislike the players they're posting, that gets talked about in the comments, so they're getting solid engagement.



https://www.instagram.com/p/DBL53M8od68/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

October 18th - They posted more promotion for Worlds. This time it was a list of IRL watch parties that people could go to. The link included with the post takes you to their website. There you get to see a pretty huge international list of locations. Riot didn't have to do this, but they really go the extra step to get people involved in the community wherever they can. Even if it means getting gamers out of their houses.

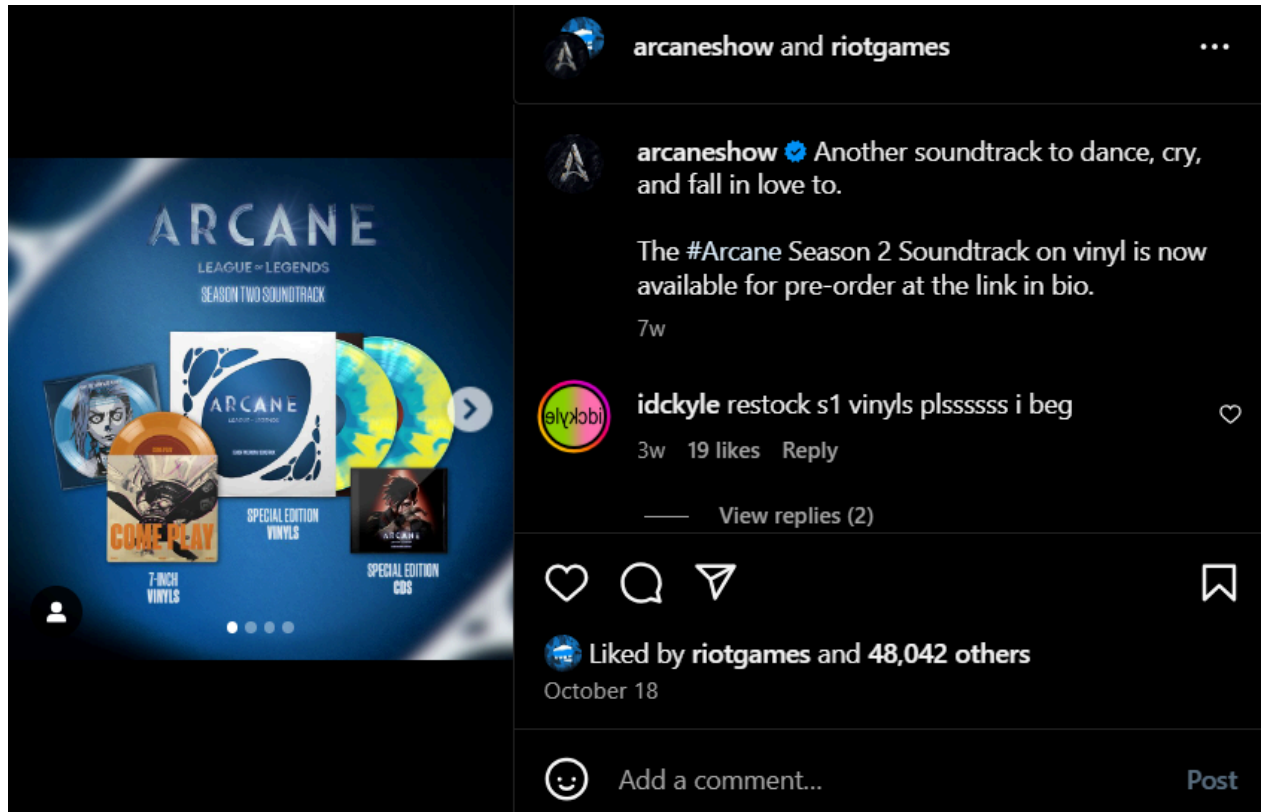


<https://x.com/lolesports/status/1847341592228876512>

<https://www.riotgames.com/en/news/Worlds-watch-parties-list-2024>

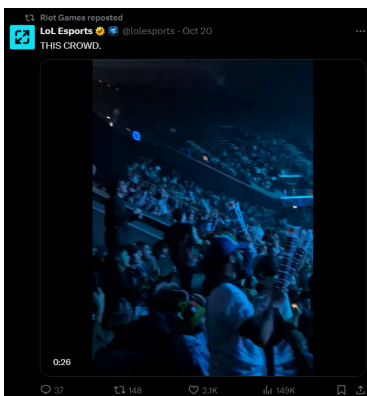
October 18th - Riot made a vinyl collection for the Arcane soundtrack and made a visual to show off that you could pre-order it now. Post was nothing crazy, but arcane fans in the comments were eating it up. There were even requests for restocks of the season one vinyl collection that they did. It

would be interesting to see if they do something like that based on comments and other feedback they receive.



https://www.instagram.com/p/DBRsUiuy7oU/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

October 20th - More Worlds hype! They showed a video of the live arena either after or during one of the games and the audience was going nuts. The consistency they've had with posting about the esports scene has been nothing short of phenomenal. It keeps it on your feed and keeps people in the know of what team goes against who, and who's winning, even if you don't go to their website or see it on the in-game client.



<https://x.com/lolesports/status/1847986524371005453>

October 21 - Valorant released their episode 9 act 3 trailer. This was a highlight reel of skins, agent updates, new art and battle pass content.

There were content creator highlights, esports moments and just a bunch of cool stuff that happened in the previous act, and what players can look forward to. This is now one of many that they've produced, but it's always fun to see some of the cool stuff that's happening in the community, and the sneak peek into what a player can get ready for.

<https://www.youtube.com/watch?v=xi10SuaE49I>

October 22nd - TFT posted a super short and cute trailer for some new cosmetics being added. They were halloween themed so good for putting out some seasonal paid content and highlighting it. The view count was extremely low compared to anything you'd see for League or Valorant which is always food for thought. I'm always curious just how much money Riot squeezes out of TFT. They recently revamped the cosmetic monetization system for the game last year and it seems a lot better than what it was before. And ever since they've put out a LOT of new premium content. But the view count is less than a 10th of something a new skin would get in their other games. People in the comments of this specific video seemed happy with it, but it's still interesting.

<https://www.youtube.com/watch?v=BPwGR2vJ3x4>

October 22nd - League put out a fun partially animated video updating massive limited time updates and changes to one of their pre-existing game modes called ARAM. This update makes everything visually Arcane themed, adds some new fun mechanics, and added a TON of much needed balance changes to pre existing issues fans of the mode had been complaining about for a while. Overall, a super huge quality of life changes to one of the most fun parts of the game. They responded to the community, compounded on hype around other projects they're working on, and made an awesome video to go with it.

<https://www.youtube.com/watch?v=J5CDQF16AQM>

October 26th - League again put out some awesome content, this time in the form of a super high production animated music video. The video featured Ambessa, a new champion joining the game who is also a character from arcane. Alongside her release, there's five new featured skins. The video got millions of views and the song is going to be performed live at the Worlds opening ceremony. My biggest curiosity with these is how much they cost to make, and how much revenue does one of these actually churn for

them? Because it's not just the new skins, it's new players downloading the game and maybe buying skins in the future because they saw a cool video and decided to try the game out. Aside from that, the video absolutely crushed.

<https://www.youtube.com/watch?v=rhTZTy1rZhw>

October 29th - Valorant released a 'hype film' in their words. It was yet another beautifully made animated video promoting the Game Changers tournament happening. In the video they switch from a 2D style to a 3D style and then at the very end it shows videos of Berlin where the tournament will happen, as well as some highlighted players. The video animated several memes/jokes that pre-existed in the Valorant community so that was a fun treat for everyone.

https://youtu.be/fa_p-q6npXE?si=VYrSCn1PHH5aDWrj