

# Lushfoil Photography Sim

## Launch Campaign



**Lushfoil** is a photography simulator developed by Matt Newell using Unreal Engine 5. As a **niche indie title**, relying entirely on organic content to drive awareness may have negatively impacted the game's ability to reach potential customers. **Annapurna Interactive** turned to **Stream Hatchet**, a data-driven influencer marketing company, to develop the go-to-market strategy for the game. The Stream Hatchet team developed a campaign involving popular content creators who would **naturally highlight gameplay** features to **drive awareness** and **increase purchase consideration** at launch.

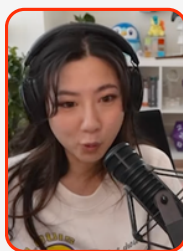
## CONTRACTED CREATORS



CohhCarnage



WhatIfJulia



Fuslie



Nookrium

**+4 Creators**

across Twitch,  
YouTube, and  
Instagram



## RESULTS

**+39.9K**

Stream Hours Watched

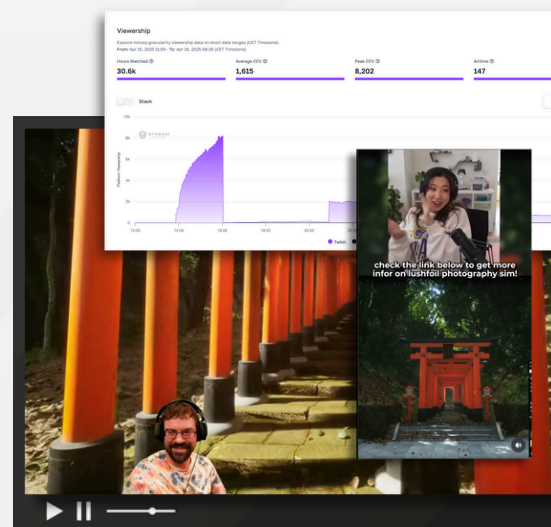
**+216K**

Video Views

**5.2%**

Engagement Rate

- Partnered creators drove over  $\frac{1}{3}$  of **Lushfoil's** live stream reach
- Matt Newell**, the **lead developer** of the game, interacted with several partnered creators on their streams, **sparking meaningful connections** between Annapurna Interactive and the **community**



Stream Hatchet is a data-driven influencer marketing agency specializing in gaming and Gen Z audiences. Looking to raise awareness for your next video game release? Connect with us:



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