

EEDAR Editorial Insights

EEDAR MOCK REVIEWS

EEDAR Mock Reviews deliver accurate review score forecasting, suggestions on how to improve the critical reception, an in-depth analysis of each of the game's strengths and weaknesses, as well as suggestions regarding which portions of the game would demo well and which would not. The robust analysis present in every mock review allows advance, independent feedback regarding the quality of your game to enable informed PR, marketing, and business decisions. EEDAR Mock Reviews provide actionable information and straightforward critiques so that publishers can feel confident in how to move forward, where to assign resources, and how to plan PR activities.

EEDAR experts have years of experience professionally critiquing and analyzing video games, equipping them with the skills necessary to provide an objective and accurate analysis of any game in development.

KEY POINTS

- Accurate review score projection
 - Professional, independent game critique
- In-depth analysis of strengths
 - Physical or Digital titles supported

MOCK REVIEW INCLUDES:

- Executive summary and projected score overview
- Traditional review text and complete projected score breakdown
- In-depth analysis of 3-5 core strengths and 3-5 core weaknesses, including competitor comparisons
- Areas of interest and lackluster areas; hands on/off briefing recommendations
- Suggestions for improving critical reception
- Customized analysis matched to the platform
- Suggestions on how to maximize editorial impact

Mock Reviews are supported on the following platforms:

- PC, PS3, Xbox 360, WiiU
- Nintendo 3DS, PS Vita
- XBLA, PSN, WiiWare
- iOS, Android, WP7

EEDAR REVIEW METRICS

EEDAR's Editorial Insights division can calculate anticipated media biases to identify which outlets will require the most outreach support or strategic planning, allowing you to optimize the reception and control the message. This comprehensive Review Metrics report, which uses EEDAR's proprietary database, projects how media outlets will review your game based on numerous factors including recent trends, game features, and developer/publisher history. EEDAR's Review Metrics report can identify media biases for your game, as well as those of any competing titles, providing the most robust look at historical review outlet trends possible.

CONSULTING

Our custom consultations can answer the tough questions and help to ensure that your games are on track to maximize their potential. EEDAR's talented and experienced team can provide advice to help shape PR and Marketing strategies, improve pitches, focus development resources, and manage portfolios. Whether you have the beginnings of a game design or a completed project, EEDAR can help you to leverage its strengths with objective and independent feedback.

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EDITORIAL INSIGHTS

PRICING

Mock Review	\$3,500
Digital Game Mock Review	\$1,750
Single Title Review Metrics	\$2,000
Multi Title Review Metrics (up to 3 additional games)	\$4,000
Mock Review + Review Metrics	\$5,000
Custom Consultation	(starting at) \$3,500

ABOUT EDITORIAL INSIGHTS

The Editorial Insights Division is directed by Mr. Erik Brudvig, who joined EEDAR in 2011.

Mr. Brudvig worked as a member of the video game press at IGN.com for over five years, where he acted as the Executive Editor for that publication's Xbox 360 coverage. Through the years he has written thousands of articles, including hundreds of highly influential reviews and previews, covering the full breadth of the video game industry. His work and opinions have appeared and been cited across countless media outlets.

