

FORTNITE

X

BLACKLYTE

Objective



Goal: Launch a Fortnite-branded gaming chair that appeals to gamers, Fortnite enthusiasts, and the esports community. Establish the chair as a premium product for gaming and a collectible for fans.

Suggested Year One KPIs:

- Pre-order sales: 10,000 units in the first three months
- Social media engagement: 500,000 interactions within the launch window
- Media coverage: Features in top 10 gaming and tech publications
- Partnerships: At least 3 collaborations with Fortnite influencers ie Peterbot, Sypher PK, Loserfruit (Connections exiting through Blast already.)

Target Audience Recommendations

Core Gamers: Competitive players who spend long hours gaming and value ergonomic, high-performance equipment.



Fortnite Hardcore Fans & Collectors : Viewers and participants in the Fortnite esports ecosystem. Fans of Fortnite who invest in branded merchandise.



Casual Fortnite Players: Fans of Fortnite's aesthetic and culture, seeking comfort and style.





Suggested Product Advertised Features

- Ergonomics designed for long Fortnite sessions
- Iconic Fortnite aesthetics, including colors, logos, and references to in-game items
- Exclusive in-game rewards (e.g., Fortnite skins or emotes) bundled with purchase
- Collaboration with Fortnite pros to validate the product

Pre-Launch Ramp Up: Generating Buzz

Phase One (2 Month Runtime)

Blacklyte + Epic Teaser Campaigns:

Release cryptic teaser visuals (e.g., silhouettes of the chair with Fortnite branding) across Fortnite and gaming channels.

Use in-game announcements to reach Fortnite's player base.

Final Phase (72hrs before chair launch)

Limited-Time Offers:

Early adopters receive additional in-game content or a discount for pre-orders within the first 48 hours.

Phase Two (1.5 Month Runtime)

Influencer Partnerships:

Send prototype chairs to top Fortnite streamers (e.g., Ninja, Bugha) for unboxings. Create content showcasing influencers using the chair in their gaming setups.

Phase Three

(1 Week Before Chair Launch)

In-Game Tie-In:

Introduce a Fortnite mini-event or quest that hints at the chair release.



Launch Campaign

Phase One (*First Week Of Launch*)

Blacklyte + Epic + Blast Watch Parties

Host a virtual live-streamed event within Fortnite featuring pro players, streamers, and a behind-the-scenes look at the product. Fnatic, OAM, MLSE, Blast etc

Include an exclusive reveal of the bundled in-game skin or emote.

Phase Two (*First Month Of Launch*)

Retail Partnerships

Secure exclusivity with key retailers like Shopify, Amazon Gaming, Best Buy, and Fortnite's official merch store for initial sales.



Phase Three (*Ongoing*)

Digital Ad Campaign:

Roll out targeted ads on Twitch, YouTube Gaming, and Fortnite's social channels.

Leverage Fortnite's community to amplify reach with a hashtag like #VictorySeat.

Post-Launch

Phase One

(3 Months final month is contest)

User-Generated Content (UGC)

Encourage buyers to share photos of their gaming setups and have them review our char

Epic + Blacklyte Contest

Host a competition for the best gaming setup with prizes like Fortnite V-Bucks or exclusive skins.

Phase Two

Content , Partners & PR

Content Updates

Collaborate with Fortnite to release in-game events tied to the chair, such as a branded tournament where top five scores win a free chair

Partnership Esport Team Endorsements

Fnatic, OAM, Shopify etc

Reviews and PR Push:

Send review units to gaming publications and YouTubers for detailed breakdowns. Secure press coverage in gaming media, focusing on the ergonomic and design aspects.



Distribution and Sales Strategy (YR1)

E-Commerce:

Dedicated landing page on website with an interactive 3D view of the chair.

Integration with Fortnite's official merchandise store.

Retail Placement:

Collaborate with retailers specializing in gaming products for exclusive shelf space. (Ben Lew)

Fortnite Ecosystem:

Bundle with V-Bucks or in-game cosmetics for added value.



Our strategy to launch the Fortnite-branded gaming chair is designed to seamlessly integrate the Fortnite universe into a high-performance product that resonates with gamers and fans alike.

By leveraging Fortnite's massive audience, unique aesthetic, and strong community ties, we'll create a product that not only enhances the gaming experience but also serves as a collectible for enthusiasts.

Through a multi-phase approach—blending influencer partnerships, in-game tie-ins, and an impactful digital marketing campaign—we aim to generate excitement, drive pre-orders, and establish the chair as a premium offering.

With this collaboration, we're not just introducing a product; we're expanding the Fortnite lifestyle into real-world gaming setups, strengthening fan engagement, and delivering measurable value for Epic Games and the Fortnite brand.