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LightSpeed Studios

LightSpeed Studios is one of the world's leading global game developers, best known for co-developing blockbuster titles such as PUBG Mobile and Peacekeeper Elite. With studios across China, the U.S., Singapore, Canada, the UK, and beyond, LightSpeed has grown into a multi-national force in AAA game development. The studio continues to push boundaries with a focus on innovative gameplay and original IP creation.

LIGHTSPEED STUDIOS | **GDC**

LIGHTSPEED STUDIOS PANEL SESSION

COLLABORATION AND CREATIVITY
Building Original Game IP at LIGHTSPEED STUDIOS

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📅 | Thursday, March 20 ⌚ | 11:00am-12:00pm 📍 | Room 2000, West Hall

The Mission

In the lead-up to GDC 2025—the world's largest annual gathering for game developers—LightSpeed Studios aimed to rebuild its credibility and visibility after a low-profile appearance the previous year, where media engagement resulted in just two stories. With the global gaming community converging at GDC, the studio wanted to make a stronger impression—even without a major product reveal.

The core goal was to increase awareness of LightSpeed's evolution as a global studio with a serious commitment to original IP development. To accomplish this, LightSpeed turned to

Eleven International to develop a sharp media strategy, handle press engagement, and amplify its presence at the world's biggest game developer conference.

The Strategy

Given just three weeks to execute the campaign, Eleven International focused on agility, media timing, and strong messaging to secure meaningful press attention for LightSpeed Studios.

Key tactics included:

- **News Hook Development:** Positioned the new project led by LightSpeed Japan's General Manager as an early-stage but notable development in the studio's push for original IP, offering just enough detail to attract press interest.
- **Pre-GDC Media Outreach:** Conducted embargoed outreach to top-tier gaming and tech publications in the U.S., Japan, and APAC, offering interviews and early access to the story in time for GDC coverage.
- **On-Site Media Coordination:** Organized media attendance at LightSpeed's GDC panel, securing interest and presence from major outlets like *Polygon*, *VGC*, and *4Gamer*.
- **Multi-Region Press Release Strategy:** Deployed tailored news releases globally, including region-specific versions in English, Chinese, and Japanese to broaden the campaign's international impact.
- **Storyline Framing:** Crafted messaging that highlighted LightSpeed's role as a global innovator rather than a subsidiary studio, emphasizing its growing creative autonomy and vision.

The Results

Eleven International's campaign significantly exceeded expectations and KPIs:

- Secured **22 earned media stories**, an 11x increase from the previous year's campaign and 220% above the original goal.
- Featured coverage in key industry outlets across regions, including **Polygon**, **VGC**, **4Gamer**, and **Bilibili Gaming**, helping raise LightSpeed's visibility in both English-speaking and East Asian markets.
- Repositioned LightSpeed Studios in the eyes of global media as not just a support studio, but a creative force driving original IP development in the gaming world.

This case proved how a well-timed, sharply focused media strategy can drive impact—even with limited lead time and no major product announcements.

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Featured Media Coverage:



VGC: [Devil May Cry, Dragon's Dogma director says his new studio is working on a triple-A action game](#)

4Gamer: [\[GDC 2025\] Itsuno and Martin talk about the future of game development, creation and challenges of original IP](#)

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Eleven International

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