

# Rain ON YOUR PARADE



YOUR PR TEAM IN JAPAN.

# WHO WE ARE & WHAT WE DO

Have a team of game media and publishing experts boost your indie studio's marketing activities in Japan.



Here are some examples of what we can do for you:

- ▶ Writing and delivering press releases
- ▶ Marketing to platformers
- ▶ Publishing interviews and other articles
- ▶ Participating in online/offline events
- ▶ Managing official social network accounts



# SHOW CASES “RAIN PARADE”



Nintendo Japan Twitter post featuring a grid of game announcements. The central focus is on 'Rain Parade' (レインパレード) and 'Stitchy in Tooki Trouble'. The post includes screenshots of the game's colorful, whimsical world and a video player showing a scene with a character in a field.

Indie World (インディーワールド) @IndieWorldJP · 4月30日  
 「レインパレード: イタズラ雲の冒険!」の主人公は雲。  
 結婚式を雨でずぶ濡れにしたり  
 キャンプ場を停電させたり  
 ひつじを雷で追い払ったり  
 いたづらをして、他人の一日を台無しにしちゃおう!?

0:05 1万件の表示

Xbox Japan @Xbox\_JP · 4月7日  
 『レインパレード: イタズラ雲の冒険!』、予約受付開始!  
 これぞ究極の「人の不幸は蜜の味」シミュレーター!  
 イタズラ好きな雲になって世界を旅して、ユニークな目標が設定されたかわいいステージの数々を進んでいこう。 [microsoft.com/ja-jp/p/rain-o...](https://microsoft.com/ja-jp/p/rain-o...)

レインパレード: イタズラ雲の冒険!  
 @microsoft.com

Nintendo Japan Twitter

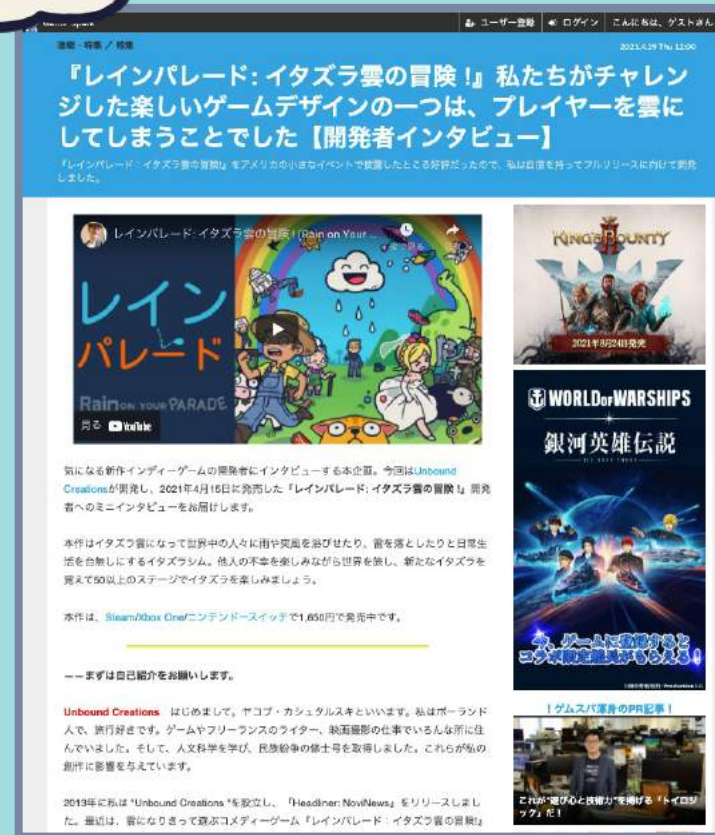
Xbox Japan Twitter

Famitsu Award





# SHOW CASES “RAIN PARADE”



Major Game Media Coverages

An Interview Article

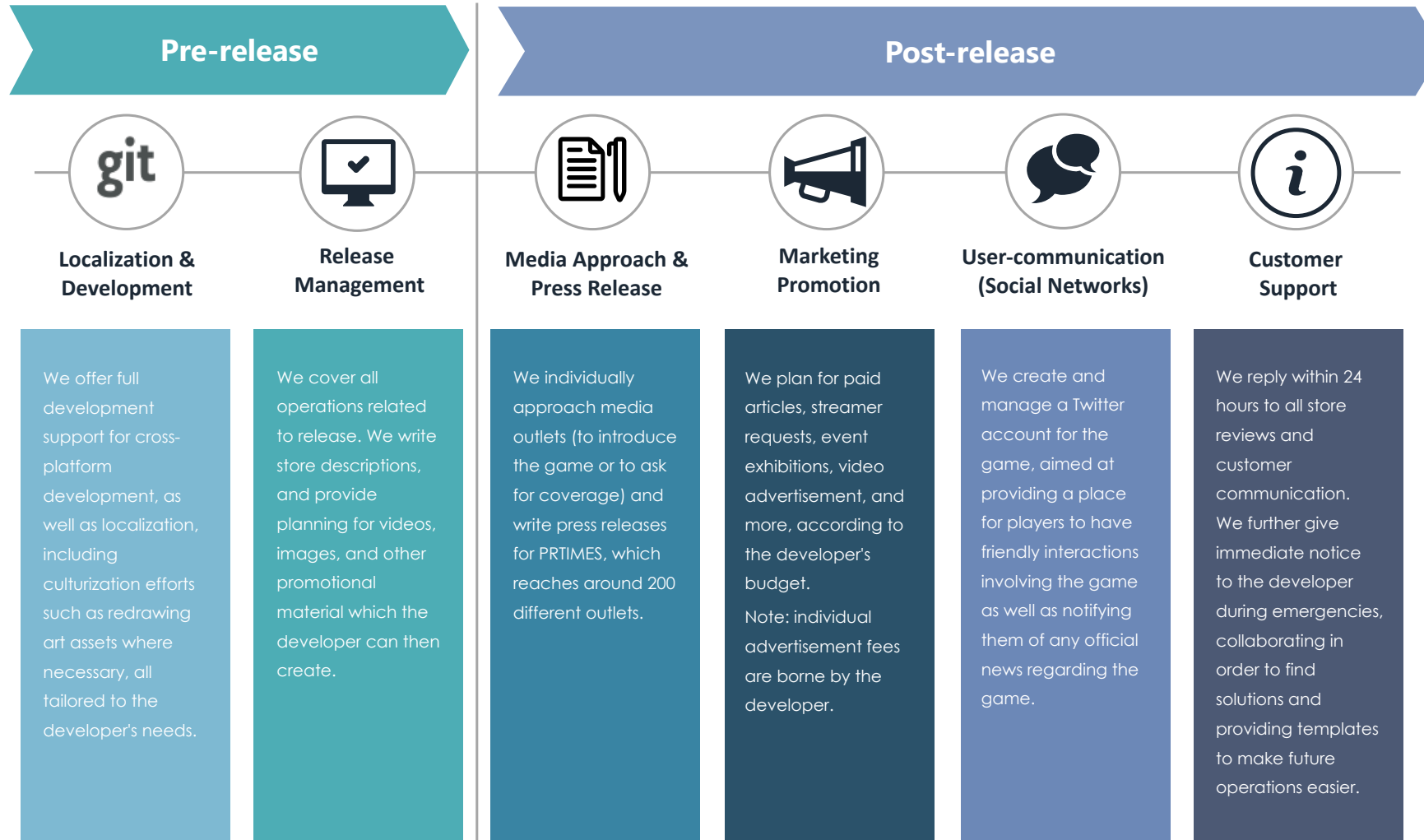


# SHOW CASES “RAIN PARADE”



Bit Summit 2021 (Kyoto)

# SERVICE COVERAGE



# RECOMMENDATION

*"Polaris-X has been really easy to work with and provided us with valuable feedback on works best in the Japanese market. We were able to get coverage by local press that we wouldn't have gotten without their help."*

By Jukub Kasztalski, Unbound Creations

