

Stryking brings together fans, brands, games and eCommerce

The digital entertainment start-up advertises its business concept on a new site with fun images, features and navigation options.

Berlin, 10.04.2013. Stryking Entertainment, the monetisation and marketing specialist for free-to-play games, creates interactive entertainment worlds that integrate famous brands and stars into the game experience to generate digital entertainment platforms for the relevant communities. This spirit of joint venture is now also clearly evident on the new website.

“The fans are at the centre of everything we do; digital entertainment only works when you have an active community that can bring all the relevant partners together. Our new site reflects this”, says CEO Dirk Weyel.

The important new feature is the easier site navigation that targets all the relevant user and interest groups and which takes them directly to the content and contacts they are looking for and the strong, emotive images also stand out. The simplified, clear content is extremely user-friendly and the information on the site is easily accessible; users can mouseover to explore the four elements of the digital entertainment worlds: games, brands, community and eCommerce.

The new website was created with the Berlin agency for “the good, the beautiful and the digital”, NEUE WERTE, and founder Matt Wichmann supervised the project personally. They were helped with the image and text concept by Berlin PR agency Tonka Performance PR, specialists in start-ups, who have been advising their client, Stryking, since last summer.

About Stryking Entertainment

Stryking Entertainment produces and markets attractive digital entertainment worlds that thrill and inspire users. Here fans, stars and brands can meet and exchange in online and mobile games forums. This creates a totally new and intense gaming and brand experience, which can be exploited by games developers and distributors to monetise their games, and by brands and media partners to generate a communication, branding and revenue channel. The first project is the racing game community *Auto Club Revolution* in collaboration with the automotive industry and British developers Eutechnyx. Founder and CEO Dirk Weyel has 15 years’ experience in the games industry. Most recently he founded Frogster Interactive Pictures AG, where he was responsible for Strategy and Business Development until that successful company was sold in 2011.