NSR Pre-Launch & Community Plan

Customize your ride. Drift to power. Dominate rivals on 50+ insane street tracks. Rule the Open Streets.

Race Agenda

- The Ride (Game Overview & USPs)
- Race Stages (Phases & Milestones)
- Track Focus (Market Strategy)
- The Pit Stop (Website & Landing Page)
- Building the Crew (Marketing, Content & Engagement)
- Discord Strategy – Enter Your Garage
- Social Handle Suggestions
- Captains of the Streets (Influencer Plan)

The Ride – Game Overview

- Multiplayer Rush → Challenge real opponents in 6-player cross-platform races. Smooth, thrilling, and fast-paced — no lag, just pure street domination.
- Deep Car Customization → Build your ride, your way. Swap bumpers, tweak wheels, paint it, add neon — if you can see it, you can change it. Your ride. Your rules.
- 50+ Cars at Launch → From muscle legends to sleek imports, build a garage that matches

Race Objective

- Goal: 20,000 Pre-Registrations by December
- Social KPIs:
- - TikTok/YouTube Shorts: 100k+ combined views
- - Discord: 2,000 members with 25–30% active
- - 50–100 UGC submissions (after launch)
- Strategy: Influencer-led + Community-first approach

Track Focus – USA Streets

- Focus Locked: USA (Oct 29 – Dec 20)
- Collect user emails via our own pre-reg button (like Racing Master).
- Lucky draw for 5 cars will happen a few months after launch.
- Branding localized to US street culture: graffiti walls, neon-lit downtown chaos, LA freeways, NYC drifts.

Race Stages – Launch Phases

- Preparation Lap (Now – Oct 28): Setup website, socials, Discord, trailer, influencer list.
- Phase 1 (Oct 29 – Nov): Launch landing page, socials, start content posting & influencer outreach.
- Phase 2 (End of Nov onward): Game live + installs. Influencer campaigns, competitions, UGC push, raffle.

Content Calendar – Building NSR's Street Legacy

- Kickoff Oct 29 → Intro Trailer everywhere + Discord relaunch.
- Week 1: Intro Trailer, Drift Chaos Highlight, Customization Reel.
- Week 2: Track Showcase (Miami), Meme Drop, Discord Trivia.
- Week 3: Drift-to-Nitro Reveal, Garage Flex, Garage Prediction Contest.
- Week 4: Multiplayer Teaser, Car Meme Collab, Discord Crew Poll.

Crew Engagement Plan

- Commitment: 2 hrs/day (1 hr morning, 1 hr night) from Oct 29.
- Monday – TikTok: Hashtags, react to trending clips, hype comments.
- Tuesday – Instagram: Engage with car reels, polls, meme pages.
- Wednesday – Discord: Join servers, drop highlights, funnel to NSR Garage.
- Thursday – X: React to threads, post GIFs, banter.

Discord Strategy – Enter Your Garage

- Discord is the NSR Garage → every member joins as Rookie and levels up by engaging.
- Core channels: #the-streets, #race-highlights, #custom-garage, #race-control, #nitro-trivia.
- Nitro Points: Posts +5, Trivia +2, Invites +10, Shares +15 → every 500 pts = 1 bonus entry in gacha.
- Roles: Rookie → Drifter → Racer → Crew Leader.
- Events: Bi-weekly Drift Clip Contest, Trivia

Social Handle Suggestions

- Primary Handle: @NSRacing
- Alternatives: @NSRStreetRacing, @PlayNSR, @RaceNSR, @NSRTheGame, @NSRDrift
- TikTok: @NSRacing
- YouTube Shorts: @NSRacing
- Instagram: @NSRacingGame
- X: @RaceNSR
- Discord: discord.gg/nsracing
- Reddit: r/NSRacing

Influencer Plan

- Phase 1: Early Buzz & Outreach (Oct 29 – Nov).
- Phase 2: Install Competitions + Showdowns (End of Nov onward).
- Incentives: Early access, in-game perks, cars/maps named after top creators, potential rev-share.
- Outreach begins Oct 29.

Influencer Personas – Who We Partner With

- 1. Drift Kings 👑 → Showcase drift-to-nitro mechanic.
- 2. Car Culture Creators 🚗💨 → Show off customization/garage vibes.
- 3. Meme Lords 😂 → Drive viral organic reach.
- 4. Community Captains 🎮👥 → Discord leaders, micro-streamers, Reddit voices.
- 5. Multiplayer Gamers & Streamers 🎥 → Twitch/YT chaos races & competitions.