

The New Guys to Attend gamescom 2026 in Cologne

Narrative-risk consultancy will meet with publishers, studios, investors, and industry partners about identifying audience-reception risk before key pre-release decisions.

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Washington, DC. The New Guys, a narrative and audience-risk consultancy for the video game industry, today announced it will attend gamescom 2026 in Cologne, Germany. The event runs from Aug 26, 2026 through Aug 30, 2026 .

The New Guys helps publishers, studios, and investors identify avoidable creative and commercial risks before key creative, marketing, or release decisions are locked. Its work examines how players, creators, reviewers, and online communities may respond to a title's narrative, characters, marketing, and audience positioning, then translates those signals into clear decision support.

"gamescom brings the people responsible for major franchises and emerging titles together in one place," said Matt Braynard, founding partner of The New Guys. "TNG is coming to Cologne to have practical conversations about how teams can catch audience-fit problems earlier, protect player trust, and make more confident pre-release decisions."

At gamescom, The New Guys will be available for private 20-minute briefings focused on:

- **Audience promise fit and player-fantasy integrity.**
- **Franchise continuity and character appeal.**
- **Message density and representation execution.**
- **Creator-market vulnerability and marketing copy risk.**
- **Revision feasibility before major decisions are locked.**

These factors form the **TNG Risk Index**, a structured nine-dimension framework designed to give decision-makers one clear view of pre-release audience risk and highlight potential sources of negative player reaction and commercial risk.

"Good creative decisions require clarity about what the audience expects from the fantasy, franchise, characters, and message," said Joey Snyder-Kloos, founding partner of The New Guys. "Our role is to give teams a commercially grounded outside read while meaningful revisions are still feasible."

The New Guys will meet with publishers, studios, investors, and industry partners during gamescom. Meetings are confidential and intended for leaders across publishing, product, franchise, marketing, community, external development, and investment.

A concise **TNG introduction and Risk Index overview** is available [here](#).

To request a 20-minute meeting, contact info@thenewguys.gg or use the [gamescom biz scheduler](#).

For more information, visit **TheNewGuys.gg** or call 202.240.8252.

About The New Guys

The New Guys is a narrative and audience-risk consultancy for the video game industry. The firm helps publishers, studios, and investors identify avoidable creative, marketing, community, and audience-reception risks before a game, campaign, or major update is locked. Its work is confidential, commercially focused, and designed to support better pre-release decisions.

Founder Bios

Matt Braynard, Founding Partner

Braynard is a political strategist, commentator, and published fiction author with experience analyzing audience behavior, psychographic analytics, messaging, and high-stakes communications. He holds a Master of Fine Arts from Columbia University and a bachelor's degree in finance from George Washington University. At The New Guys, he focuses on audience-risk modeling, narrative positioning, public-reception analysis, and executive communications for publishers and studios.

Joey Snyder-Kloos, Founding Partner

Snyder-Kloos is a game-industry veteran with experience across player communities, creator ecosystems, and competitive gaming. He specializes in player culture and communication. He holds a bachelor's degree in theater from the University of Oregon and spent more than a decade as a performer, writer, and stand-up comedian in Los Angeles. At The New Guys, he focuses on game-industry strategy, player expectations, creator-market dynamics, and practical recommendations for studios and publishers.