

The New Guys Launches to Help Game Publishers Identify Audience-Reception Risk Before Launch

New advisory firm offers confidential narrative, character, marketing, and community-risk reviews for publishers, studios, and global game companies.

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CONTACT: Press@TheNewGuys.gg
202.423.5333

Washington, DC — The New Guys, a new audience-risk and narrative-reception consultancy for the video game industry, today announced its launch at TheNewGuys.gg.

Founded by Matt Braynard and Joey Snyder-Kloos, The New Guys helps publishers, studios, and investors identify avoidable creative and commercial risks before games are revealed, marketed, or released. The firm focuses on how players, influencers, creators, reviewers, and online communities are likely to respond to a game's narrative, characters, dialogue, visual presentation, marketing copy, and broader audience positioning.

"Game companies already spend heavily on QA, localization, user research, and marketing," said Braynard. "But too many projects still reach the public with obvious audience-reception problems that could have been identified earlier. Our job is to help publishers spot those issues before they become controversies, bad word-of-mouth, or commercial drag."

The New Guys offers several confidential services, including:

- **Rapid Audience-Risk Screens** for trailers, store pages, scripts, characters, quests, and reveal materials.
- **Narrative & Market-Fit Audits** for games in development.
- **Executive Outside-Voice Briefings** to help publishers and studios resolve sensitive creative concerns.
- **Launch War Room Monitoring** for reveals, betas, demos, and release windows.
- **Greenlight & Transaction Risk Memos** for publishers or investors evaluating whether to sign, fund, acquire, or continue supporting a title.

The company's methodology, the **TNG Audience Risk Index**, evaluates games across factors such as player-fantasy integrity, franchise expectation fit, message density, character appeal, representation execution, creator-market vulnerability, community expectation mismatch, regional market fit, and revision feasibility.

"The goal is not to flatten creativity or tell studios what they are allowed to make," said Snyder-Kloos. "The goal is to help teams understand how their actual audience may interpret creative choices. Sometimes the problem is writing. Sometimes it is marketing. Sometimes it is

a character, a trailer, a line of dialogue, or an interview that gives players the wrong signal. We help identify those issues early and offer practical alternatives.”

The New Guys is especially focused on two areas of the market: Western publishers managing studio relationships and global developers, particularly Asian publishers and studios seeking stronger alignment with North American and European player expectations.

The firm’s work is confidential, commercially focused, and designed for decision-makers responsible for publishing strategy, portfolio risk, external development, franchise management, marketing, community, and greenlight decisions.

The New Guys is now accepting private briefings with publishers, studios, investors, and industry partners.

For more information, visit TheNewGuys.gg or contact Press@TheNewGuys.gg.

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 they become public controversies or commercial failures. Its services include rapid content screens, narrative audits, executive briefings, launch monitoring, and greenlight risk memos.

Founder Bios

Matt Braynard, Co-Founder

Braynard is a political strategist, commentator, and published fiction author with experience analyzing audience behavior, psychographic analytics, messaging, and high-stakes communications. He has obtained a Masters in Fine Arts from Columbia University in New York City and a degree in finance from the 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, Co-Founder

Snyder-Kloos is a veteran of the gaming industry with deep experience across game communities, creator ecosystems, competitive gaming, and specializes in player culture and communication. He holds a Bachelors degree in Theater from the University of Oregon and spent over a decade as a performer, writer, and standup 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.

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