

Bad news letter sample

The situation: A games company has held a competition for new video game designs. One submission, “My Little Kitten: The Reckoning,” did not win the competition; indeed, it was pretty dreadful. This letter tries to deliver that news nicely and without insult.

Ten-Man Raid Games, Inc.
70 Ratchet Way
Toronto, ON
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January 28, 2008

Leroy Jenkins
1337 Goldshire Lane
Toronto, ON
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Dear Mr. Jenkins:

Thank you for submitting a entry to Ten-Man Raid’s “The Next Big Thing” game competition. We were overwhelmed by the gaming community’s response, and found ourselves in the enviable position of having to choose just five games from amongst dozens of well-designed, exciting games. We were happy to receive your entry, “My Little Kitten: The Reckoning,” and to put it through its paces.

Generally, the best games submitted to the contest were those that incorporated both character development and puzzle design into traditional first-person shooters, or those that presented interesting variants on the escape-the-room genre. The very best entrants also used high-quality graphics and sound to produce an immersive environment for the player. Given so many high-quality entries, it was difficult to select the very best. However, while “My Little Kitten” was based on an interesting premise, in the end other entries were considered to have greater long-term playability, and the five best have been chosen and will be announced at the end of February of this year. The other entries, including “My Little Kitten,” will not be considered for publication by Ten-Man Raid at this time, though we encourage their developers to continue to refine their game concepts.

Ten-Man Raid thanks you for your submission and hopes that you will participate in future game competitions. We always welcome the opportunity to consider innovative game designs, and we hope you continue to make—and play—new games.

Regards,

Morgan Silversides
Vice-President of Product Development,
Ten-Man Raid Games, Inc.