

ZombiU

Creating an Undead Cult

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ZOMBIE

Creating an Undead Cult

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ZOMBIE

...in 25 minutes?!

Gabrielle Shrager

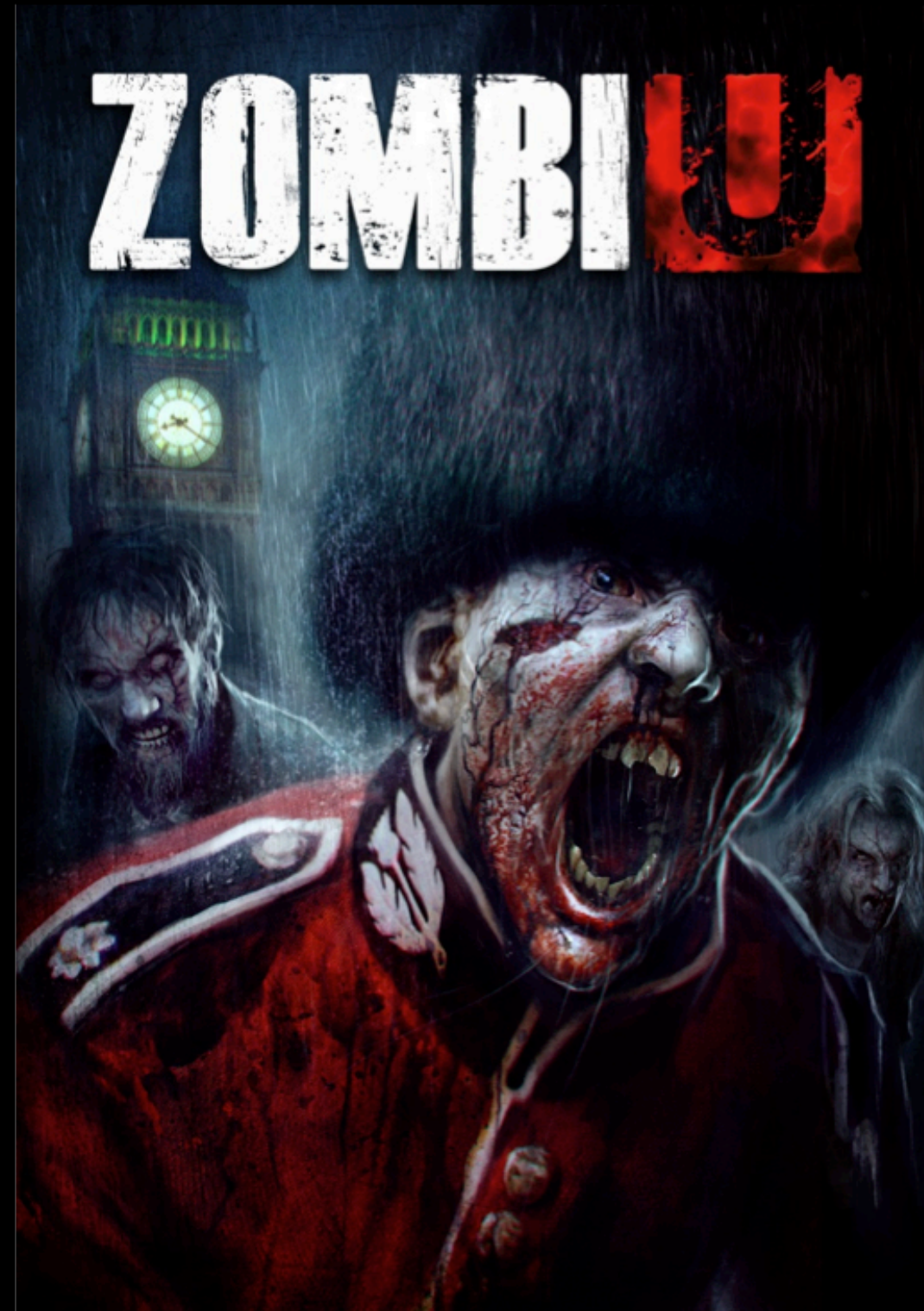
Antony Johnston

ZOMBIE



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Quiz of the Day: Who said...

“Believing you can drop a writer in at the end of a game project is akin to putting Neal Stephenson to work writing classified ad copy for your alternative weekly newspaper.”

What is ZombiU?

Not Just Another Zombie Shooter



Hard(ware) Choices

From Freaks to Zombies







LONDON

Phase one : Invasion





















So far, so good... but we need something else...

One Bite and You're Dead

How to Kill Players and Make Them Thank You For It





Jon · 12 weeks ago

Rest in Peace, Oscar Marshall, my longest living survivor. When I bashed in your skull to get my guns back, I did so with great remorse and sadness, as you and I accomplished a lot. You will forever be remembered, kind sir.

Reply

MAN vs NATURE

MAN vs MAN

MAN vs HIMSELF

MAN vs NATURE

Fight zombies

MAN vs MAN

MAN vs HIMSELF



MAN vs NATURE

Fight zombies

MAN vs MAN

Fight each other

MAN vs HIMSELF





MAN vs NATURE

Fight zombies

MAN vs MAN

Fight each other

MAN vs HIMSELF

Fight hopelessness





WORL

WithOut the Rule of Law



ZOMBIU





YOU ARE DEAD.



Travis Bickle

AGE: 28

JOB: Taxi driver

TIME: 00:05

“But there’s no hero!”

How can the player relate?

No Player Character Lines

(The dreaded silent protagonist)





YOU are the protagonist

Cutting out the middleman





The Virus is a Myth

No Test Tubes, Please, We're British

History!



*“An Englishman thinks
a hundred miles is a long way;
An American thinks
a hundred years is a long time.”*

— Diana Gabaldon, *Drums of Autumn*









Am 28.10



I am of the Lord (Honor)

Fri's wenday

A/auri ont

Sat. Jurells in
Friday

can 'epta yonon.
Δ Brorges

Note a 15th J. May 1853. The
Bridges may be called of 1. 2. & 4. bays
very much. Dredge

Bralger
Said for god
the
Said for
4-6
The
of letter

Ho. Deinite vos qui sub mea estis potestate

1. F. K. Ben can bring old $\frac{1}{2}$ am of lyme mesen, all H.3 Ayre

BFy Wem'd

Ho^{ty} of B^{os}, I am Gouverneur my self.

The last
 Terprarie
 For 11111111
 L

Behold I am of tyme present. I am of the last
Take what may be your gift, in all airiall Action, I can
 bestiall my pleasure: in tyme and day, is Friday.
The day of the last before, is Saterday.

Wednesday Feb 15

He laid by and moved his hand, about his head, compassion

The King said a red robe on, and a Crokinon bus tied

Fri's wenday we

Г. Э. У. Н. 1 — 6 (10)

percy p. 8. - 1862

8. 5. 6. 7. 8.

At a meeting of the Board of Directors of the
City of New York, held on the 10th day of
January, 1891, at the City Hall, New York.

2. 4. 5

Elizabeth

1842 Far of 18 2nd

...

~~T. dty~~

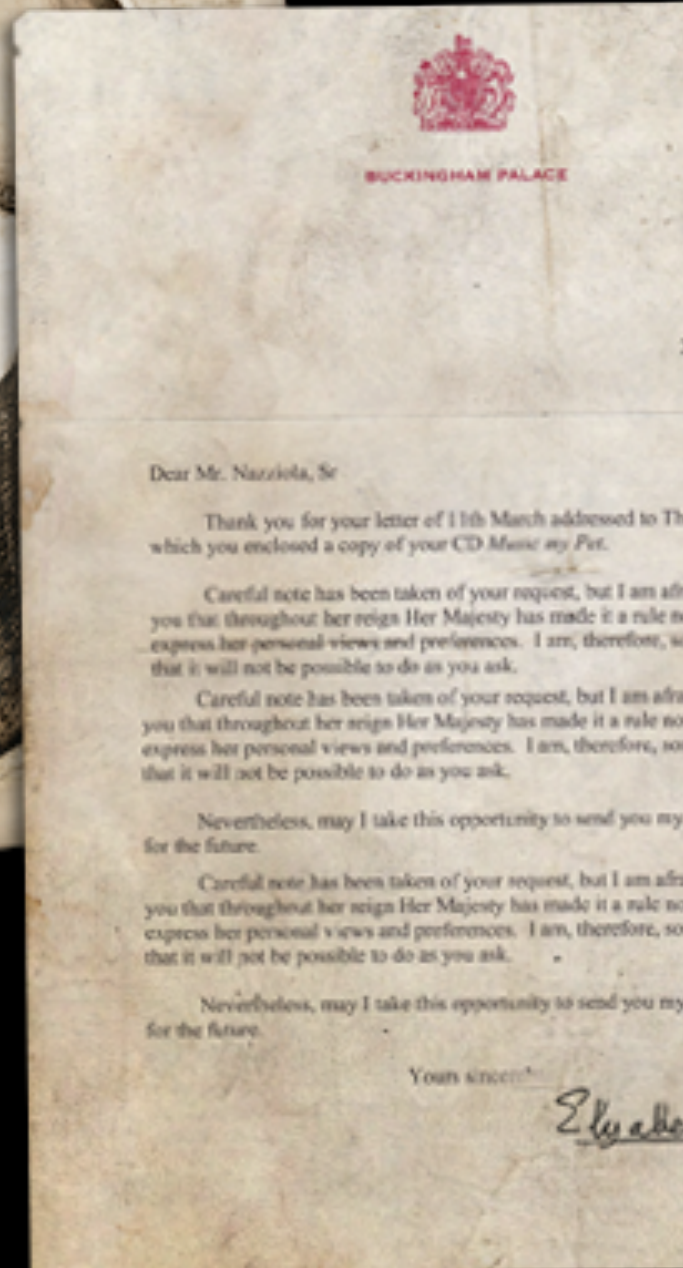
$\frac{1}{2}$

2, 4, 5, 7, 8,

will be

One to each of the

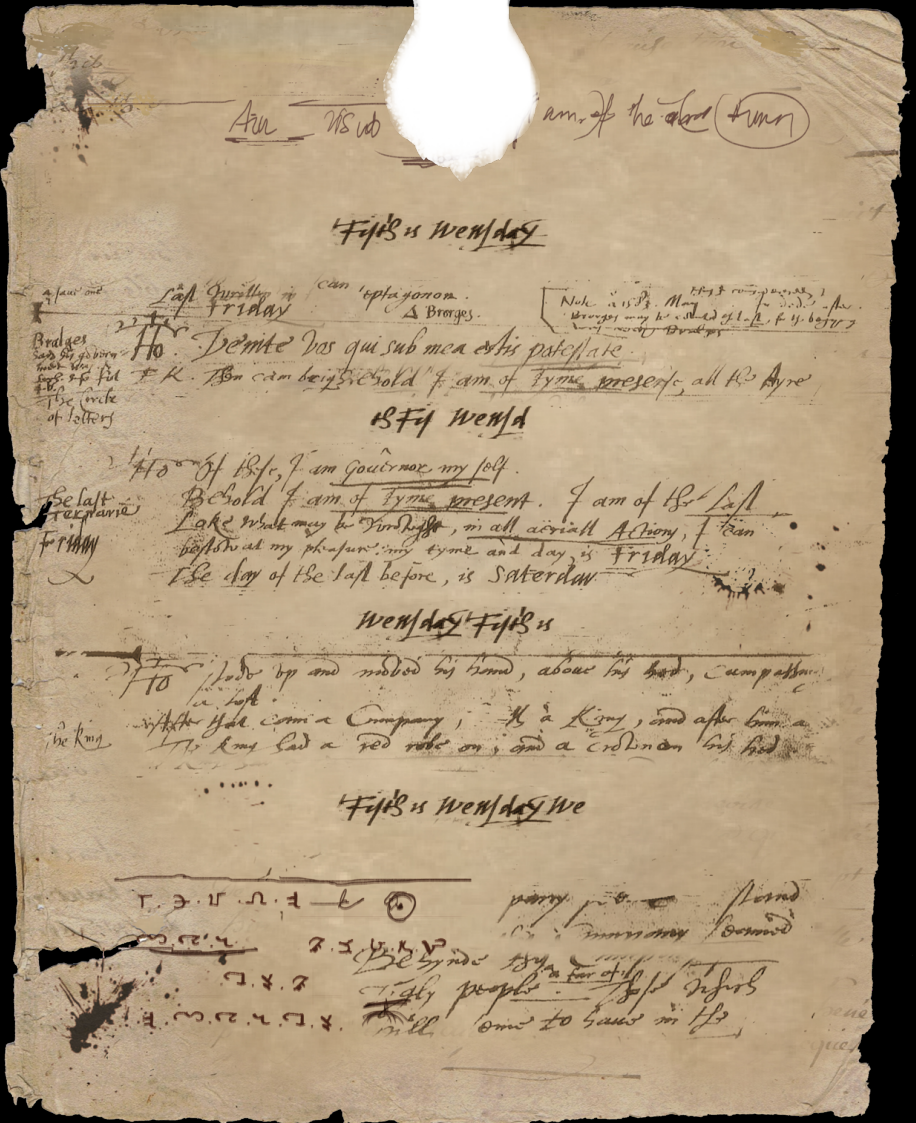








Plague in 1665.



Spreading the Infection

Inspiring the Team

Not “IF”, but...

“HOW LONG will you survive?”



ZOMBIU

HOW LONG WILL YOU SURVIVE?

HOW LONG WILL YOU SURVIVE?

ZOMBIU

Mythology



Marketing



ZOMBIU

SCROLL
DOWN

WELCOME TO THE ZOMBIU COMIC
BOOK SERIES CHARTING THE FIRST 14
DAYS AFTER ARMAGEDDON.

BE SURE TO COME BACK EVERY DAY FOR
THE NEXT 2 WEEKS FOR THE NEXT
INSTALMENT!

848

745

24

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WRITTEN BY ANTONY JOHNSTON & GABRIELLE SHRAGER.
ILLUSTRATED BY KEV CROSSLEY

**ZED
EVENTS**

COMPETITION

WE HAVE TEAMED UP WITH ZED
EVENTS TO OFFER 2 LUCKY
WINNERS AND THEIR MATES THE
CHANCE TO TAKE PART IN THE
ULTIMATE ZOMBIE APOCALYPSE
EXPERIENCE!

FIND OUT MORE
ABOUT ZEDEVENTS

THE RAVENS HOLD THE
TRUTH.



ENTER COMPETITION

EPISODE 15

NOV
30TH



Not “IF”, but...

“HOW LONG will you survive?”

Conclusion

The End is Nigh

Marketing gets:

- Deep, involving story
- Novel mechanics
- Compelling setting

Dev team gets:

- Solid in-game systems
- Clearly defined goals
- Credible environments
- Strong new IP







Thank You

You've Been Lovely. We've Been:

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