

The background is a dark blue space with stars. The title 'TRANSFORMERS' is in large, metallic, 3D block letters. Below it, 'LEGENDS' is in smaller, white, spaced-out letters. At the bottom, the text 'Bringing Japanese Game Design to the West' is in white. The entire screen is framed by a metallic border with Transformer logos in the corners and faint images of Optimus Prime and Megatron on the sides.

TRANSFORMERS

L E G E N D S

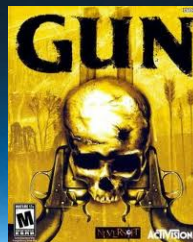
Bringing Japanese Game Design
to the West

:DeNA



Tom Hess

Producer
DeNA West



Who is DeNA?



mobage



Top 10



Top 25



:DeNA



U.S. iOS Top Grossing

Launch 25-

Apr

1-May

15-May

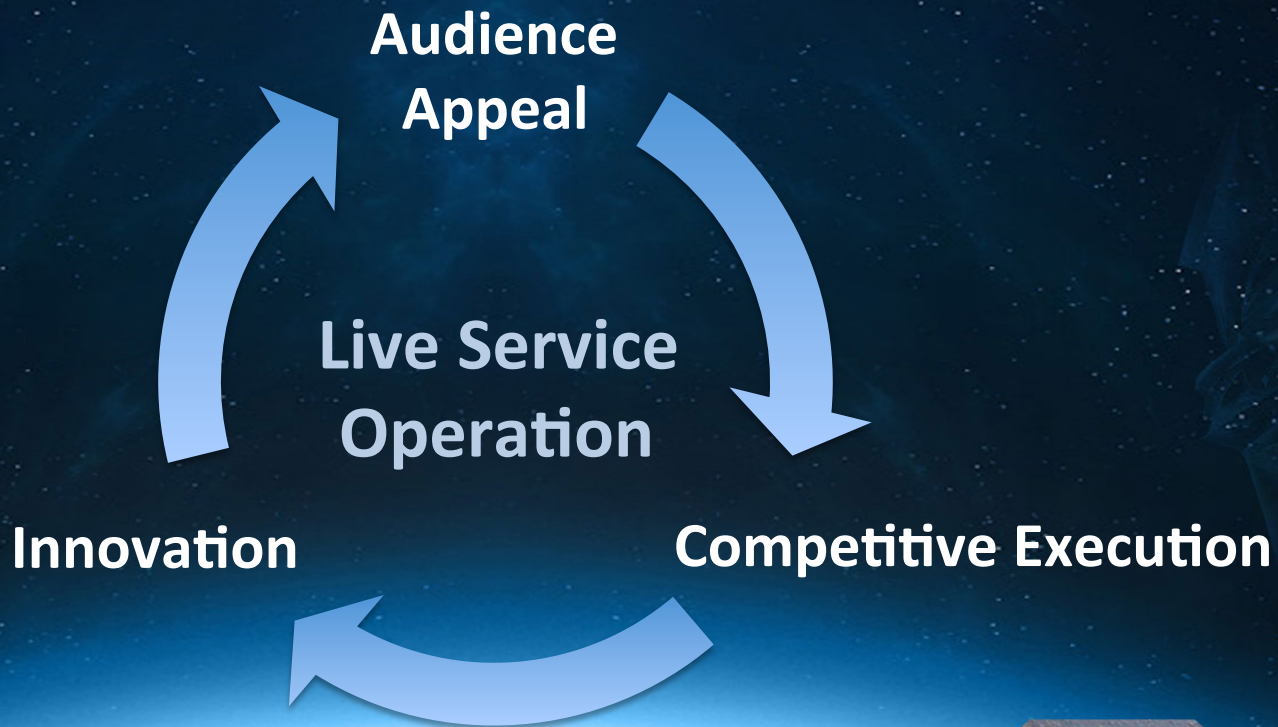
6-Jun

15-Jun

22-Jun



Making a Hit Game



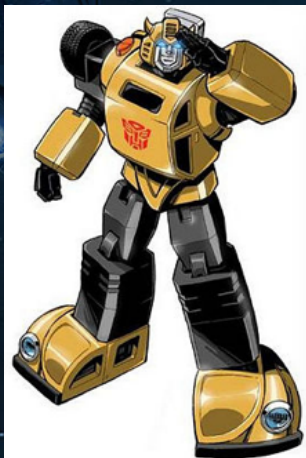
Audience Appeal

- Consumers: “We want a *Western style* card battle game!”
- Us: “What’s the best content to inspire *caring* about the characters?”
- Us: “How do we get *epic plus simple and accessible*?”



What Universe?

Gen 1, Movie, TF Prime.....?





Live Events

Competitive Execution



Art Drives Emotion

- A Transformers comic book artist sketches the character
- Then the sketch is sent out to be painted using our style guide



Collecting has to be Special and Rewarding

- The strongest cards need to be desirable
- We use the most popular characters for Rare and Super Rare
- Common (Static Poses) -> Super Rare (Engaged in Combat)

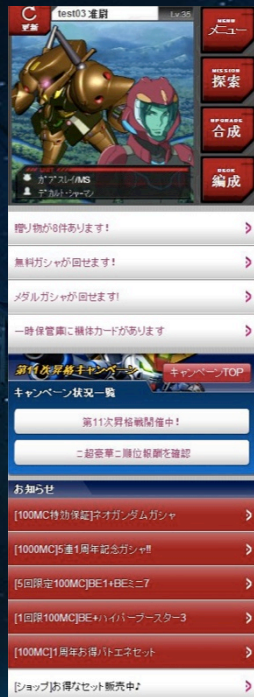


UI Style and Tone

UI should feel market appropriate

Web to native quality

Reduce text with clear iconography



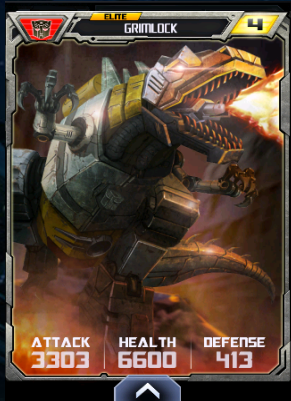
Delight is a Powerful Emotion



:DeNA

Emotional Payoff to Collecting

Alt Mode



Robot Mode



Bonus Calc



Transform Mode

Better stats – Battle bonus – Visual payoff



Feeding the High Engagers



Collect, assign, then level up companion weapon



Max Level

Trans-Scan

Live Service Operation

- Limited time Events (6 – 10 days)
- New content, themes and features
- Events keep the game fresh
- A way to tell stories in the game



Raid Boss Event

Main Goal:
Find bosses and defeat them!

How:
Play missions



Mini game – Earn Credits

Character Card

Free PVP Battle

Event Boss

We control boss spawn rate and which boss

Fighting a Boss

TIME LEFT: 9m 54s
BOUNTY: 20 pt

SMOKESCREEN (LEVEL 1)
310,000 / 310,000 (100%)

0 Players fighting
Defeat with 2 for bonus!

BATTLE LOG >

Choose your attack strength x384

	PLAYER	DAMAGE
FIRST ATTACK	MVP	-
FINISHER	-	-

BOSS REWARDS >

Next Cube: 59m 30s

Players choose attack strength

TIME LEFT: 34m 50s
BOUNTY: 4000 pt

SLUG (LEVEL 5)
3839367 / 7200000 (53%)

GET HELP

Choose your attack strength x71

	PLAYER	DAMAGE
FIRST ATTACK	RPGTOM	3360633
FINISHER	-	-

BOSS REWARDS >

Recharge in: 59m 51s

Ask other players for help

TIME LEFT: DEFEATED
BOUNTY: 300 pt

ARCEE (LEVEL 2)
BOSS ELIMINATED

3 Players participated

BATTLE LOG >

BOSS DEFEATED

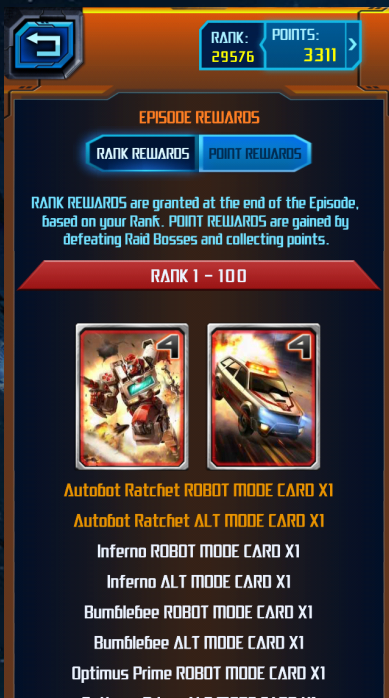
COLLECT REWARDS

	PLAYER	DAMAGE
FIRST ATTACK	RB-RHINOX	290414
FINISHER	NGF-SEEKER	65287

Next Cube: 59m 51s

Collect rewards based on your contribution

Leaderboard

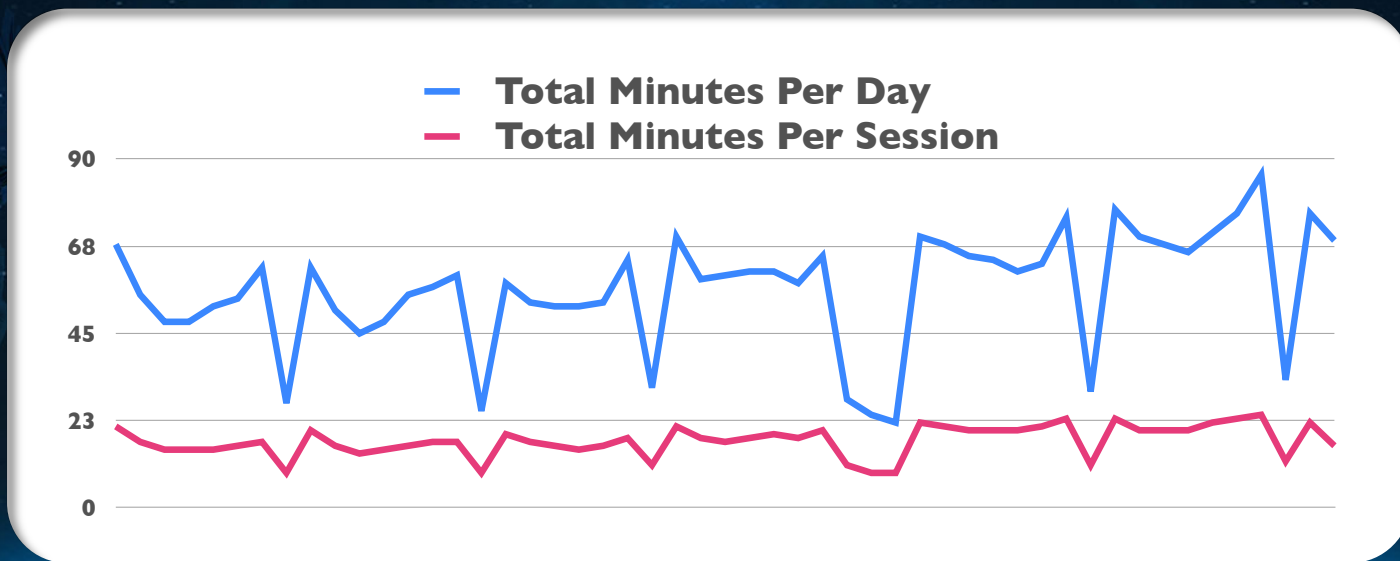


- Best cards must come from the leaderboard
- At the end of the event the prizes are rewarded
- All Players that participated get rewards

Rank 1 - 100	Best Card
Rank 101 - 1000	Next Best Card
Rank 1001 - 5000	Card that is Great for 2nd Event Players
Rank 5001 - 10000	Card that is Great for NEW Players

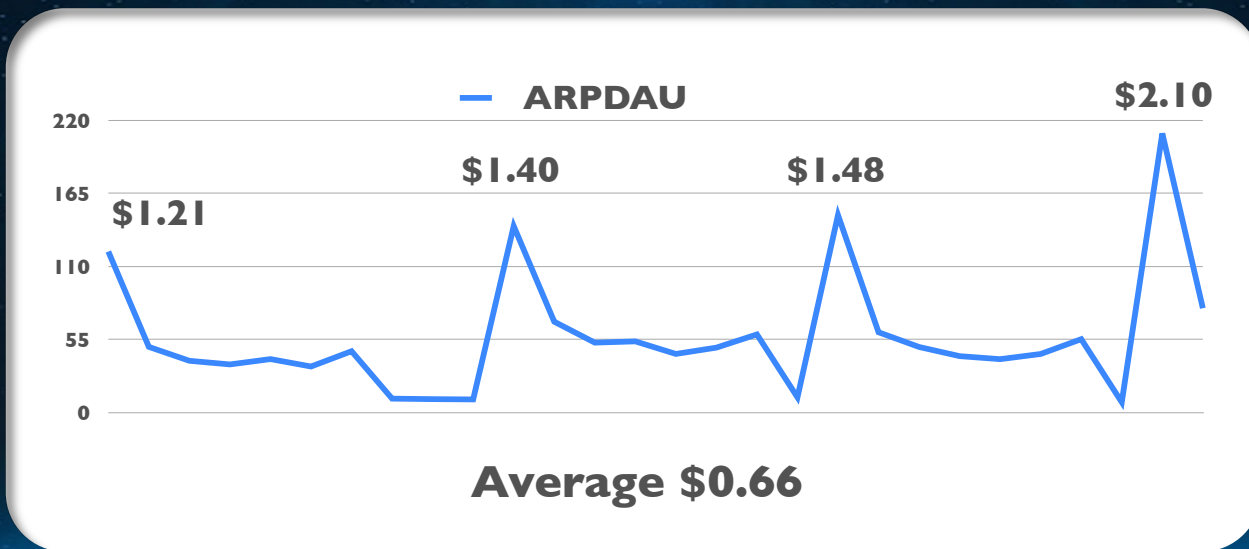


Event Engagement





Event Monetization





Questions?

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