



GAME NARRATIVE  
SUMMIT

# CREATING FRANCHISE CHARACTERS

**Bob Bates**

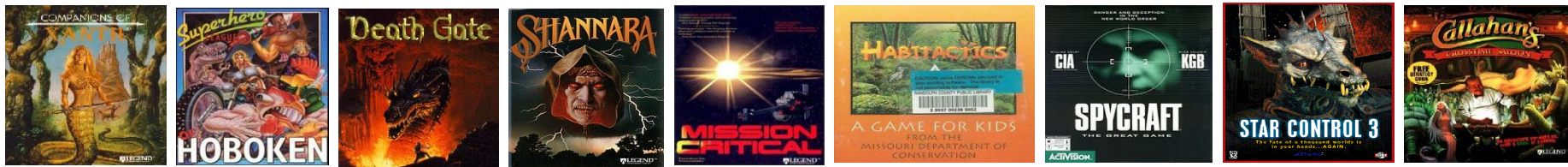
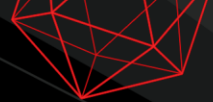
**GDC**

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





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## TOP TEN MOVIE FRANCHISES OF ALL TIME

Rank	Franchise	Box Office	# Movies
1	Marvel Cinematic Universe	\$10.9 Billion	14
2	Harry Potter	\$8.5 Billion	9
3	Star Wars	\$7.5 Billion	9
4	James Bond	\$7.0 Billion	26
5	Tolkien's Middle Earth	\$5.9 Billion	7
6	Batman	\$4.9 Billion	14
7	X-Men	\$4.4 Billion	9
8	Spider-Man	\$4.0 Billion	5
9	The Fast and the Furious	\$3.9 Billion	7
10	Pirates of the Caribbean	\$3.8 Billion	4



## TOP TEN MOVIE FRANCHISES OF ALL TIME

Franchise	Franchise Characters
Marvel Universe	Tony Stark, Bruce Banner, Steve Rogers
Harry Potter	Harry, Ron, Hermione
Star Wars	Luke Skywalker, Han Solo, Princess Leia
James Bond	James Bond
Tolkein	Frodo, Sam, Bilbo
Batman	Bruce Wayne
X-Men	Wolverine, Storm, Rogue, Professor Xavier
Spider-Man	Peter Parker
Fast and Furious	Dom Toretto
Pirates of Carib.	Jack Sparrow



## TOP TEN GAME FRANCHISES OF ALL TIME

Rank	Franchise	Units Sold
1	Mario/Super Mario	839 Million
2	Tetris	495 Million
3	Pokemon	280 Million
4	Grand Theft Auto	250 Million
5	Call of Duty	250 Million
6	The Sims	200 Million
7	Need for Speed	150 Million
8	Final Fantasy	130 Million
9	Minecraft	106 Million
10	FIFA	100 Million



## TOP TEN GAME FRANCHISES OF ALL TIME

Franchise	Memorable Characters
Mario/Super Mario	Mario, Bowser, Donkey Kong, Princess Peach
Tetris	
Pokemon	Pikachu, Ash Ketchum
Grand Theft Auto	Niko Bellic, CJ Johnson
Call of Duty	Soap MacTavish, Ghost Riley, Captain Price
The Sims	
Need for Speed	
Final Fantasy	Cloud Strife, Sephiroth
Minecraft	
FIFA	(Real World Players and Teams)



Hero	Super Power / Defining Trait
Harry Potter	Magic / Modesty, humility, a strong conscience
Sherlock Holmes	Logic / Cannot stand being bored
James Bond	Endlessly resourceful / Unflappable in a crisis
Luke Skywalker	Can use The Force / Longs for adventure
Frodo Baggins	Common sense / A good heart
Tony Stark	Genius Inventor / Desire for atonement
The Hulk	Strength / Rage
Bruce Wayne	Wealth / Desire for justice
Peter Parker	Spidey powers / burdened with responsibility



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## BackStory

Harry Potter	Orphaned at age 1 by Voldemort
James Bond	Orphaned at age 11
Luke Skywalker	Orphaned, raised by Aunt & Uncle, who are killed when he's 19
Frodo Baggins	Orphaned at age 12
Tony Stark	Orphaned when his parent died in plane accident
Bruce Banner	His alcoholic, abusive father killed his mother
Bruce Wayne	Orphaned when his parent are killed right in front of him
Shrek	Cast out by his parents at age 7
Peter Parker	Orphaned. Bullied at school



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Hero	Trademark Item / Clothing
Harry Potter	Glasses. Magic Wand
Sherlock Holmes	Magnifying Glass. Deerstalker Hat. Meerschaum Pipe
James Bond	Walther PPK Automatic. Aston Martin. Q's gadgets
Luke Skywalker	Light Sabre
Indiana Jones	Whip. Fedora
Tony Stark	Iron Man Suit
Jack Sparrow	Tricorn Hat. Red Bandana
Bruce Wayne	Bat-Suit. Batmobile. Utility Belt
Lara Croft	Tank Top. Short shorts. Pistols

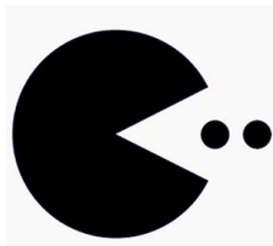


## Visual Impact



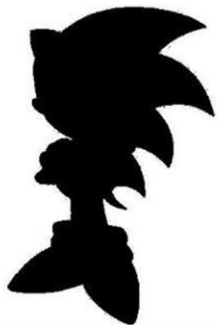


## Distinctive Silhouette





## Distinctive Silhouette





## DIALOGUE

Hero	Trademark Catch Phrase
Dirty Harry	"Go ahead. Make my day."
Vito Corleone	"I'm gonna make him an offer he can't refuse."
James Bond	"Bond. James Bond." "Shaken, not stirred."
Luke Skywalker	"May the Force be with you."
The Hulk	"Hulk SMASH!"
The Terminator	"I'll be back."
Sherlock Holmes	"Elementary, my dear Watson."
Mr. Spock	"Live long and prosper."
Spider-Man	"With great power comes great responsibility."



Hero	Strong Villains
Harry Potter	Lord Voldemort
James Bond	Various (Goldfinger, Odd Job, Dr. No, Raul Silva)
Luke Skywalker	Darth Vader. Emperor Palpatine
Frodo Baggins	Sauron
Sherlock Holmes	Professor Moriarty
Batman	Various (Joker, Riddler, Two-Face, Penguin)
Clarice Starling	Hannibal Lecter
Spider-Man	Various (Green Goblin, Doctor Octopus)
Chief Brody (Jaws)	The Shark



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Franchise	Supporting Characters
Marvel Universe	Pepper Potts, Nick Fury
Harry Potter	Dumbledore, Snape, Hagrid
Star Wars	Yoda, Obi-Wan, R2-D2, C-3PO, Chewbacca
James Bond	"M,", "Q", Moneypenny, Bond Girls
Tolkein	Gandalf, Aragorn, Legolas
Batman	Robin, Alfred, Commissioner Gordon
Spider-Man	Mary Jane, Uncle Ben, Aunt May
Fast and Furious	Brian O'Conner, Letty, Mia, Roman
Sherlock Holmes	Dr. Watson, Inspector Lestrade, Mrs. Hudson, Baker St. Irregulars



Franchise	Evocative Settings
Harry Potter	Hogwarts. Diagon Alley. Gringotts
James Bond	Exotic locations worldwide. Villains' lairs
Luke Skywalker	Death Star. Tatooine. Cantina. Dagobah. Hoth
Frodo Baggins	The Shire. Rivendell. Mordor. Mount Doom
Sherlock Holmes	Victorian London – gas lamps, hansom cabs
Jack Sparrow	Port Royal. Tortuga. Isla de Muerta. The Black Pearl
Batman	Bat Cave. Wayne Manor. Gotham City
Shrek	Fairytale lands
Robin Hood	Sherwood Forest. Nottingham Castle



## Characters Transcend the Actors Who Play Them

Hero	# of Actors
Sherlock Holmes	75 (Guinness World Record, in 254 movies)
Count Dracula	35
Robin Hood	24
King Arthur	10
Batman	9
Superman	7
James Bond	7
The Hulk	4
Spider-Man	4



## FRANCHISE CHARACTERS

- Super-power or defining talent. Wish fulfillment
- Traumatic/mysterious past
- Trademark items/Clothing
- Strong Visual Impact/Silhouette/Characteristic pose
- Distinctive speech and good catch phrase
- Undefeatable Villain
- Supporting cast of characters
- Evocative settings
- Character stays the same from episode to episode



INTERESTING PEOPLE...  
IN INTERESTING PLACES...  
DOING INTERESTING THINGS.

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