Information Classification: General

GAMES

FILM

TV

ANIMATION

cation: General

THE GAME

PILLARS

VISCERALLY BRUTAL

ANXIETY-INDUCING

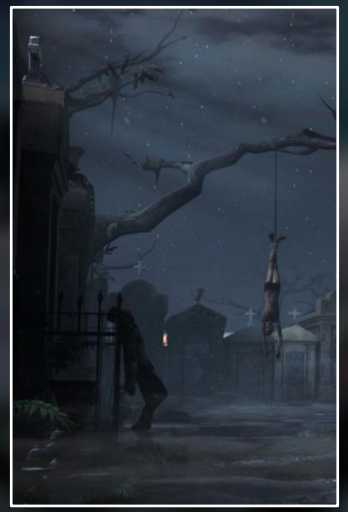
- Broad Gameplay : Survival, Exploration, Combat, Crafting
- Prioritize player freedom
- Meaningful choice-focused journey

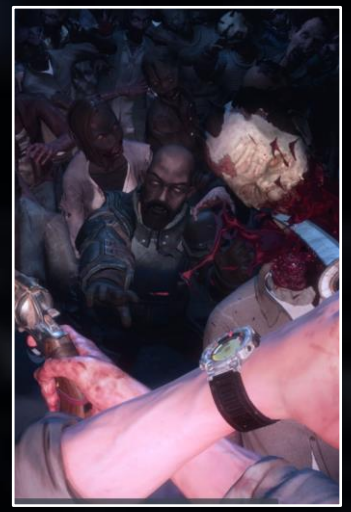
Information Classification: General

THE TENSION ENGINE

GAME SESSION EXAMPLE

	GEARING UP	EXPLORING	MAIN QUEST	EMERGENT SCENARIO 1	EMERGENT SCENARIO 2	MAIN QUEST
Avg Day	Select weapons, food, medicine, Pick quest	Scout, scavenge, look for points of interest	You find a fortified Tower house	Crawl under house find alternative entry	move room to room, searching for objective	Find main objective, Bells ring, escape





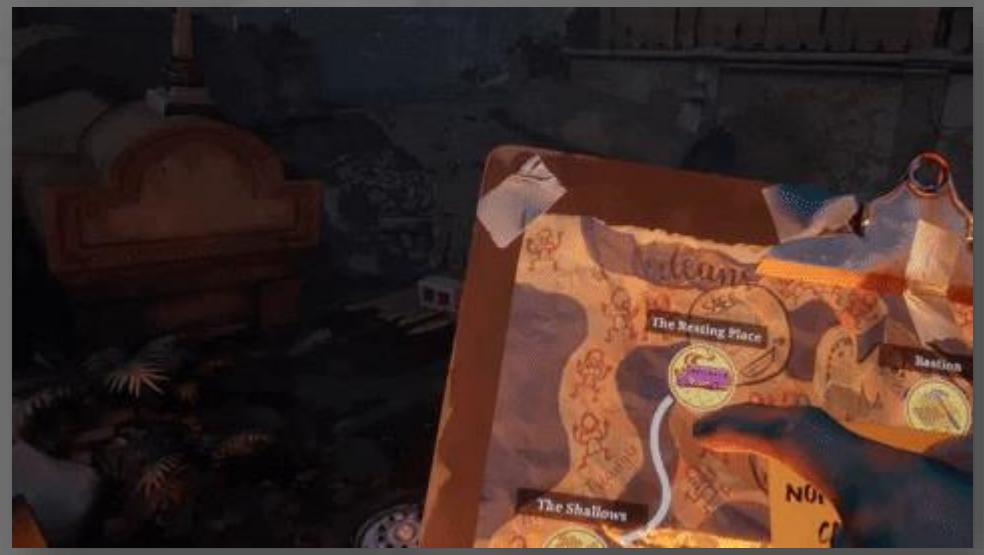
Information Classification: General

COMBAT: MELEE BRUTALITY

COMBAT: EMERGENT STRESS

COMBAT: THE HUMAN ANGLE

INVENTORY & EXPLORATION



PRODUCTION LESSONS LEARNED

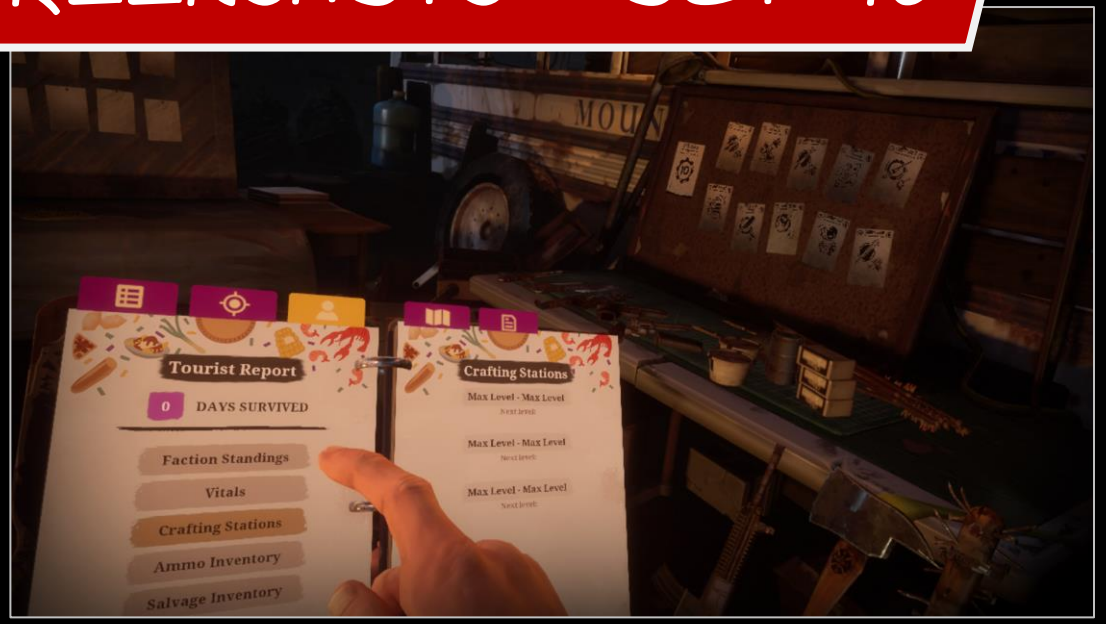
- VR is a new medium; get new people to play your game constantly
- Build in more iteration time in schedule, more of it than usual

SCREENSHOTS - FEB '19

SCREENSHOTS - MAY '19

Information Classification: General

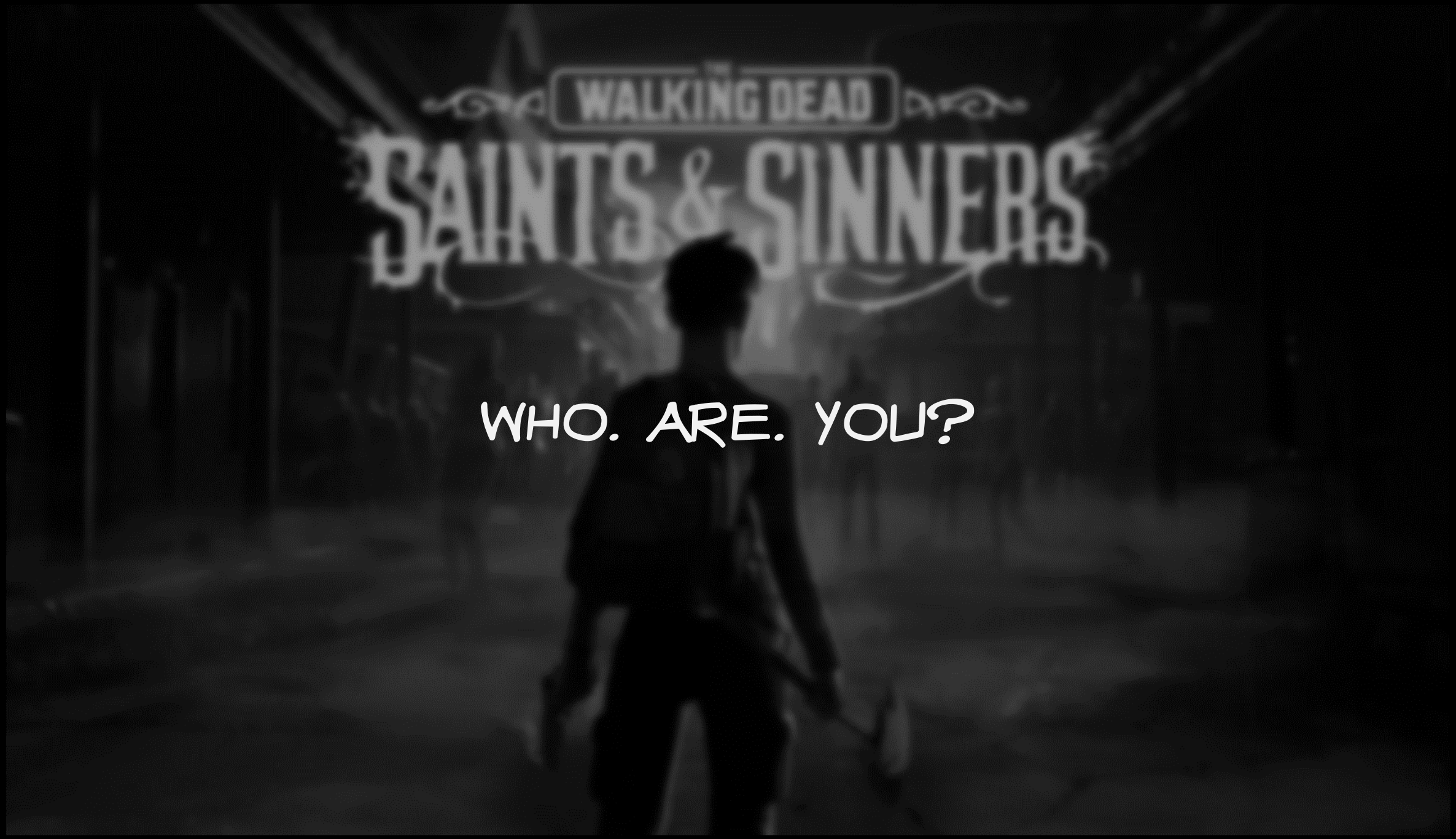
SCREENSHOTS - OCT '19



SCREENSHOTS JAN '20

Information Classification: General

MARKETING



WHO. ARE. YOU?

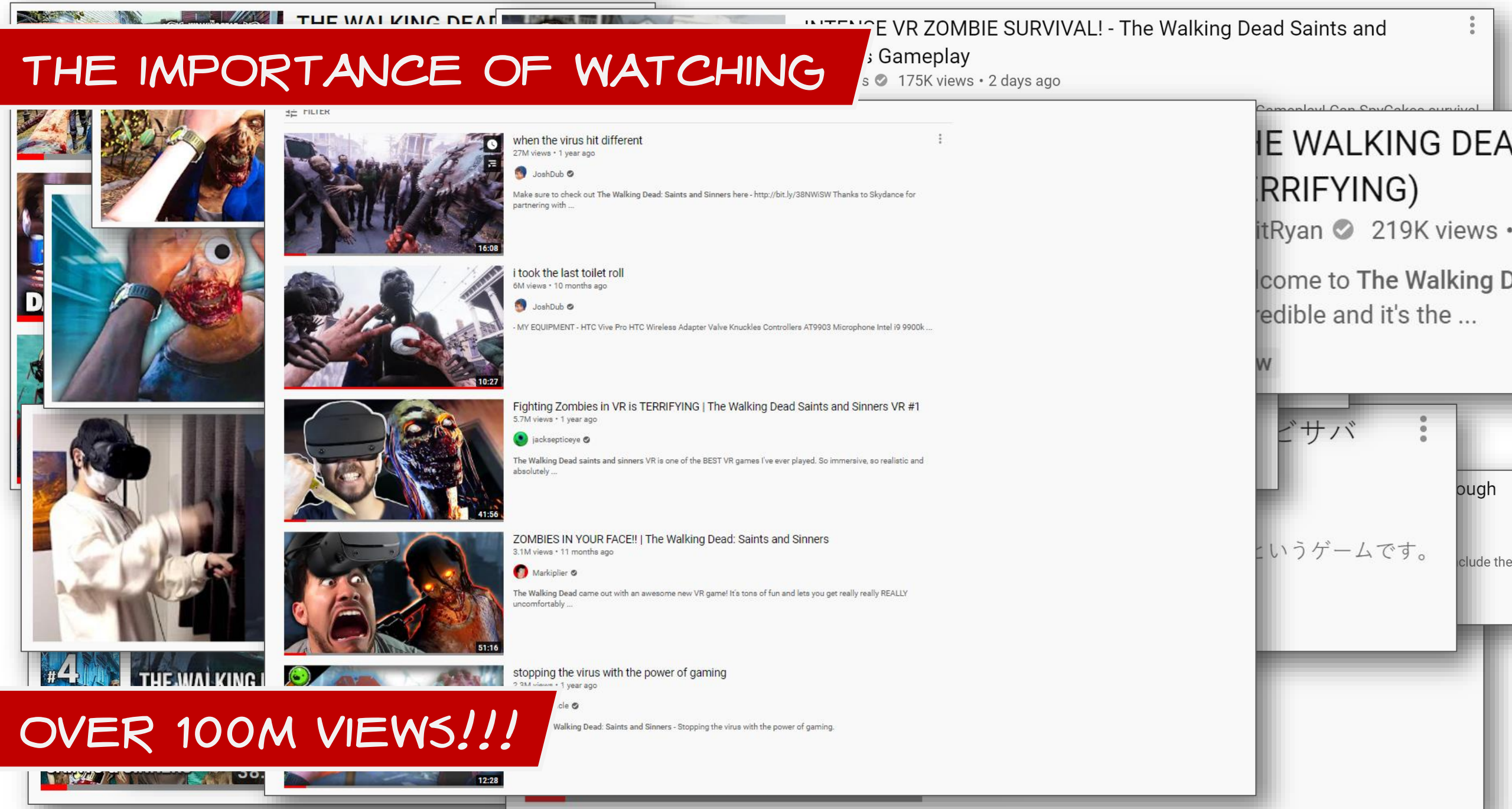
Information Classification: General

PRE-ORDER TRAILER

Information Classification: General

Information Classification: General

THE IMPORTANCE OF WATCHING



OVER 100M VIEWS!!!

Information Classification: General

AUDIENCE

AWARENESS:

Action / Horror players

Core TWD fans

VR Fans

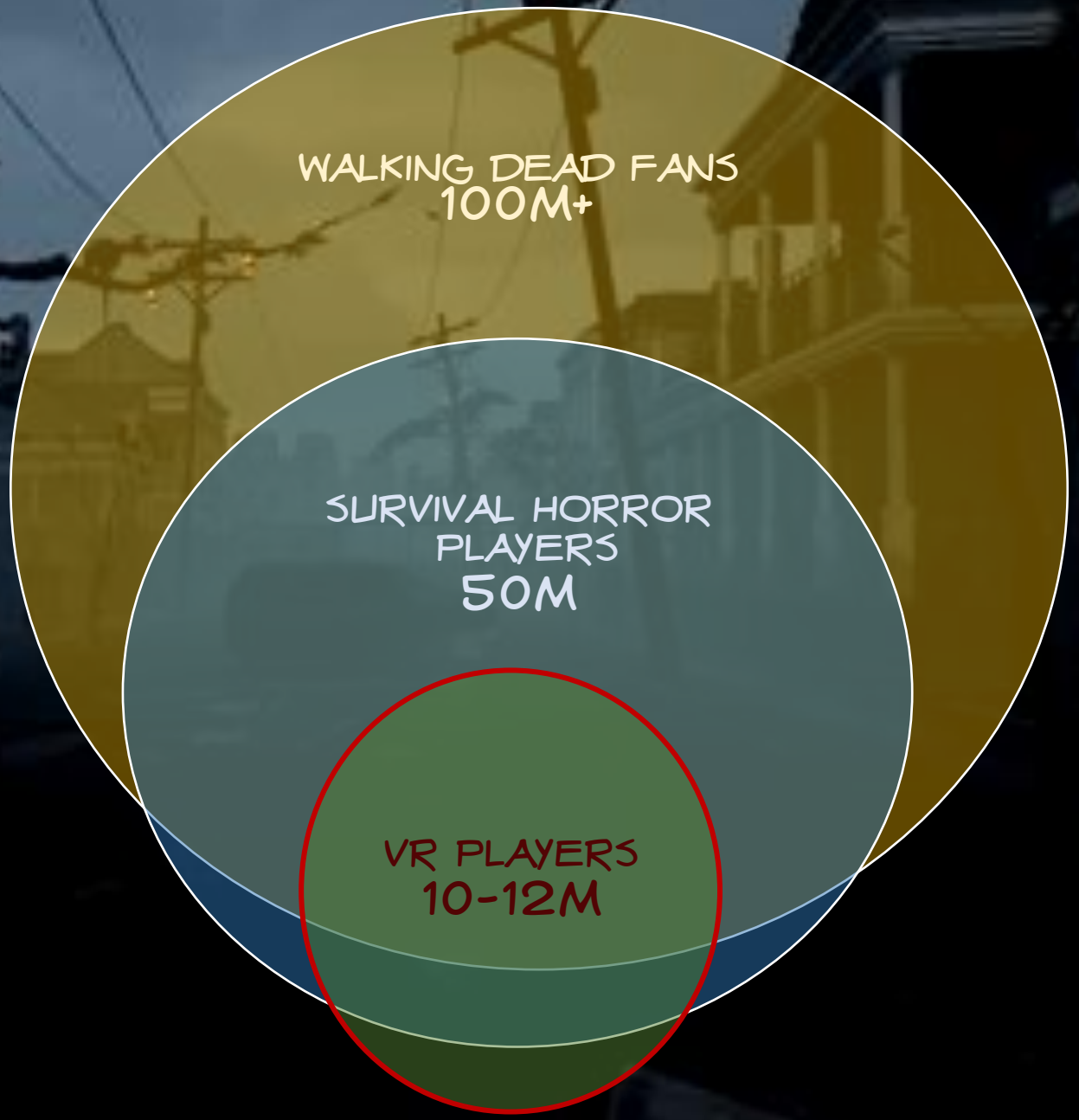
CONVERSION:

VR Owners

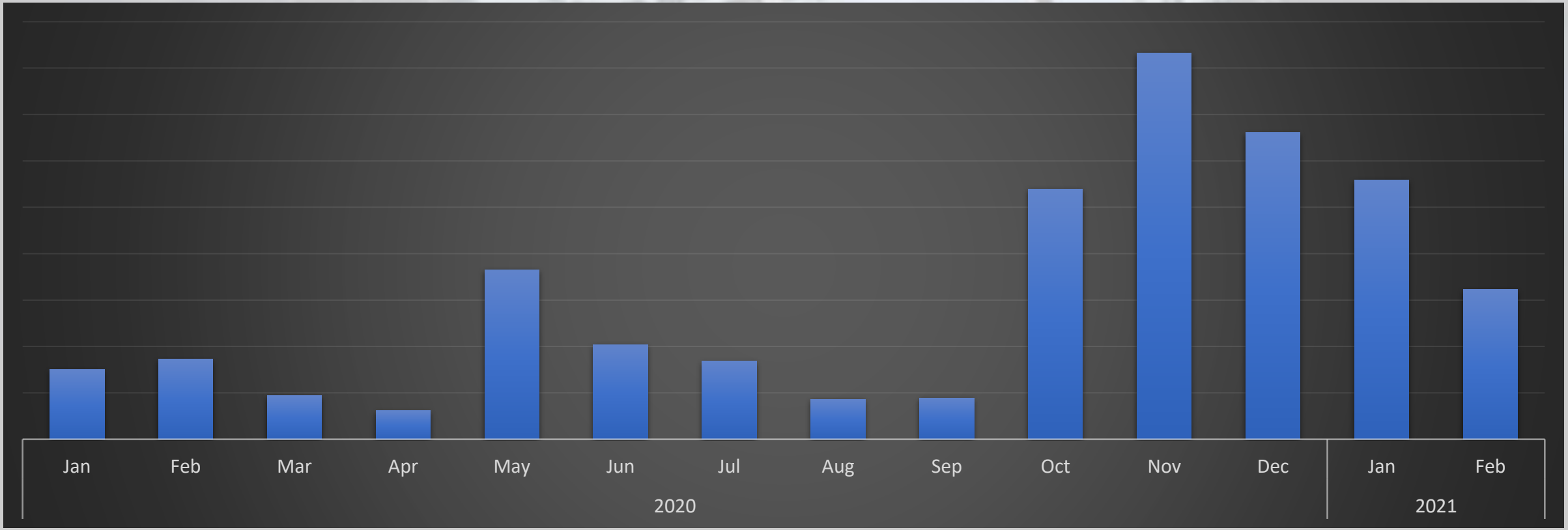
VR premium game players

VR Zombie game players

Aspiring VR owners



SALES TIMELINE



MKTG LESSONS LEARNED

- Staggered launches (not ideal) can be turned into an advantage
- Platform support is crucial in VR
- Launch timing and attention to platform features helps drive player appreciation
- There are a LOT of people on Quest 2
- You should probably have an answer for people playing shadowPC + Virtual Desktop

Information Classification: General

GENERAL VR LESSONS LEARNED

- You can make decent money if you are really careful about production and marketing spend
- You can make really creative mechanics, but pick the best and let them shine
- Partner and flex around platforms. They can and will help if you give them enough time
- Go to market all over, not just NA
- It’s a marathon, not a sprint