

GDC

March 21-25, 2022
San Francisco, CA

EXPANDING AN IP “CLASH OF CLANS” UNIVERSE CASE STUDY

#GDC22





SUP ERC IL



THE MISSION

"To create great games that as many people as possible play for years and that are remembered forever"









IP = INTELLECTUAL PROPERTY

IP = INHERITED PROBLEMS



THE BEGINNING



CLASH of CLANS

The logo for the game Clash of Clans. The text "CLASH" is in a large, bold, gold-colored 3D font. Below it, the word "of" is in a smaller, gold-colored 3D font. To the right of "of" is the word "CLANS" in the same large, bold, gold-colored 3D font. To the right of the text is a shield with a gold border. The shield is split vertically: the left half is light brown wood grain, and the right half is solid red. Two arrows with red fletching and gold tips are stuck into the shield. One arrow is stuck into the wood grain, and the other is stuck into the red section.

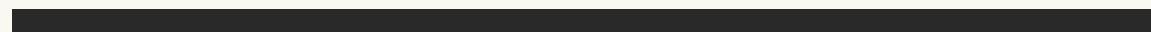
THE RULES

- **Village**
- **Elixir**
- **No Pain**
- **No Evil Characters**
- **Not Nerdy**
- **Fantasy with a twist**





PLAYFUL



SERIOUS



PLAYFUL



SERIOUS



THE REWORK

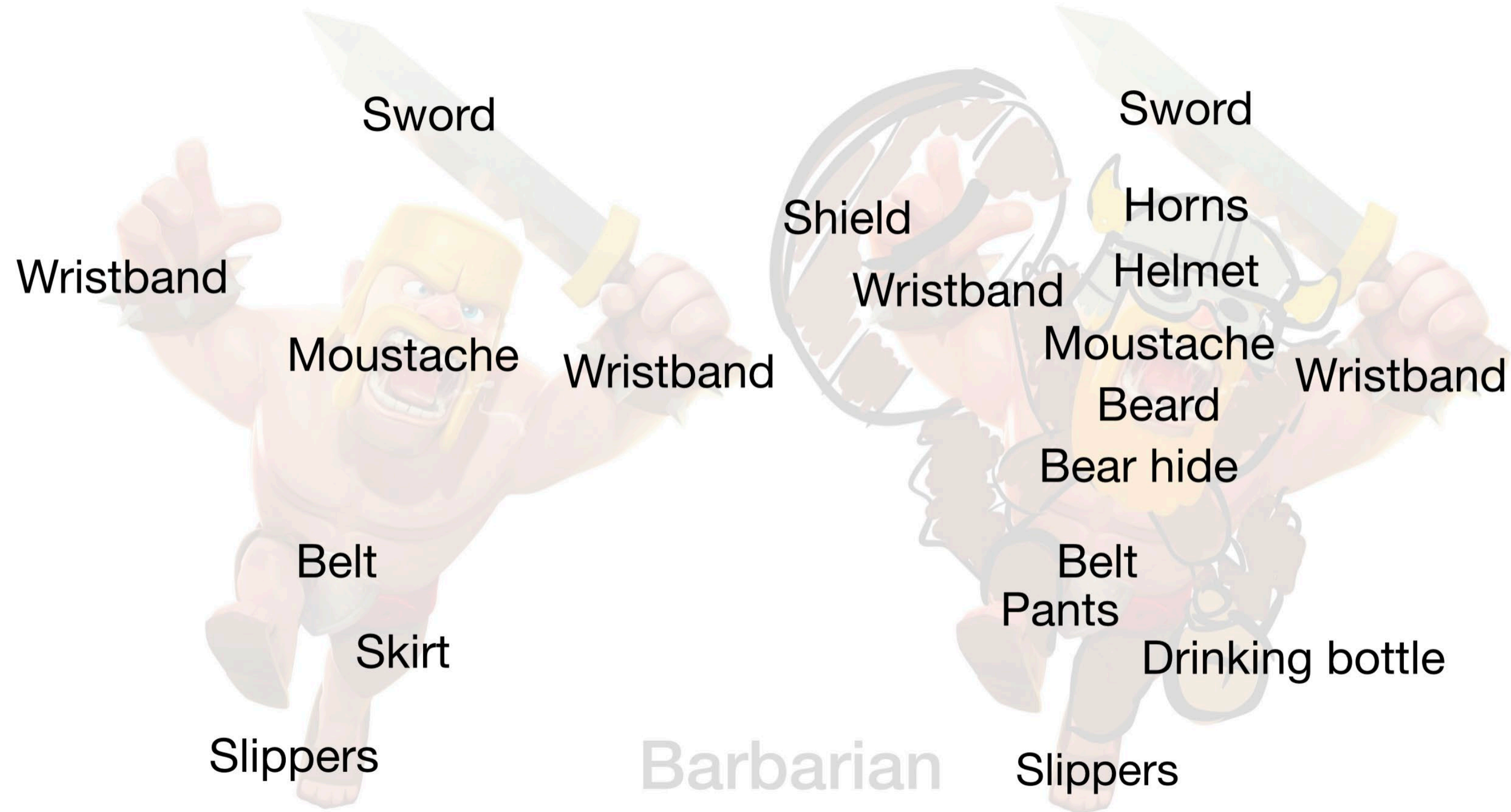




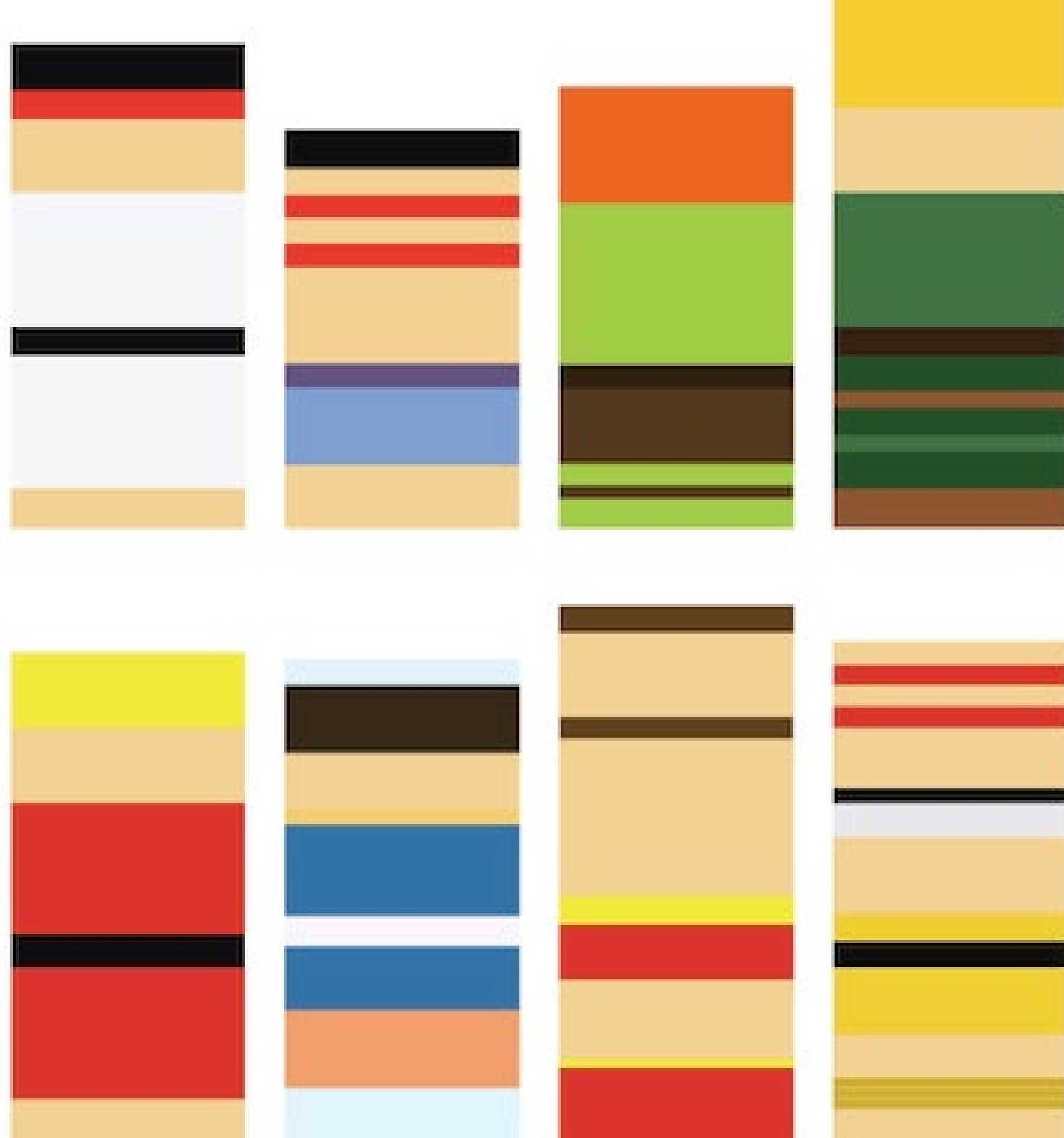
MEMORABLE CHARACTERS

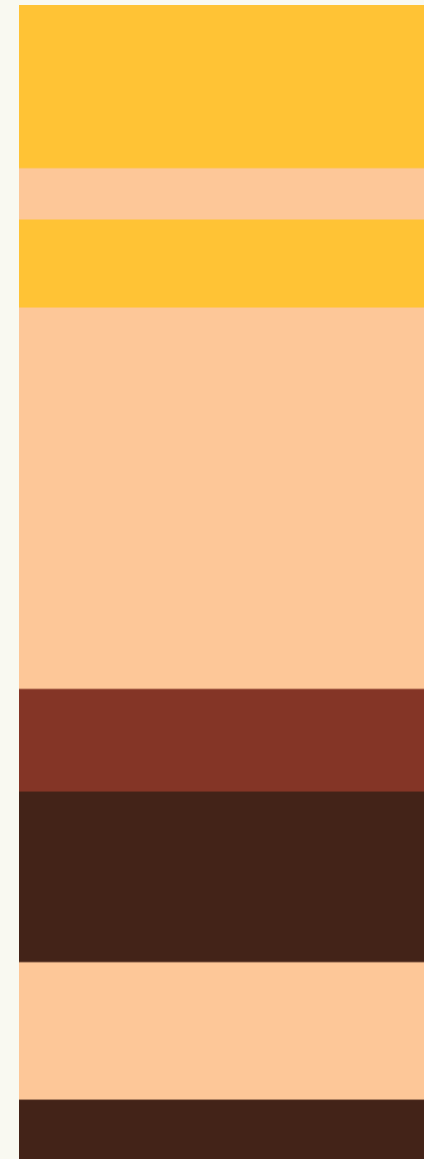
The Secret Sauce





SIMPLIFY







FORM FOLLOWS FUNCTION



FAMILIARITY







THE WORLD

- **Chunky**
- **Hand Made**
- **Fantasy with a Pop Culture Twist**

THE PROBLEM

Characters don't yet have a personality

THE FINAL INGREDIENT

Bringing the World to Life

HOW MARKETING SHAPED THE IP











XRecorder



HOW THIS WAS POWERFUL



CLASH-A-RAMA!



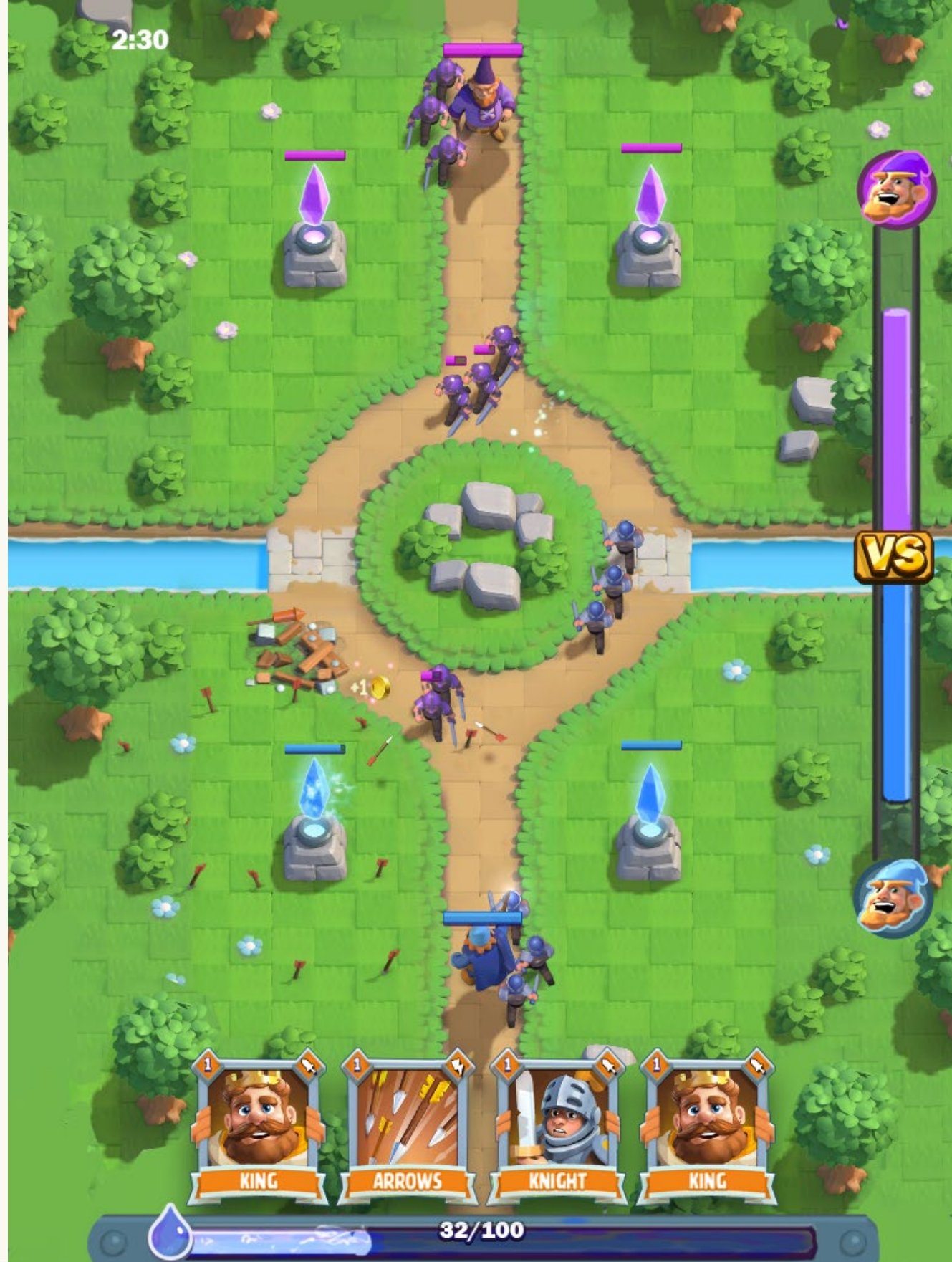






PAVING THE ROYALE ROAD











KNIGHT



PRINCE

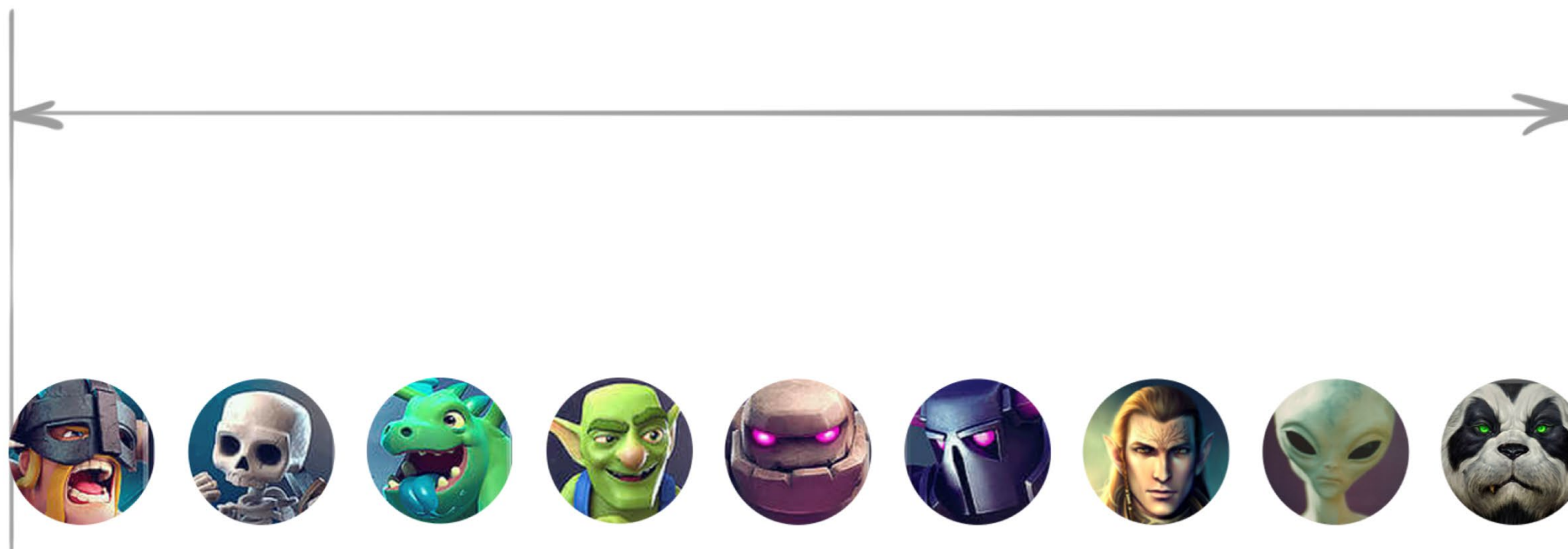




FAMILIES OF UNITS = CONSISTENCY

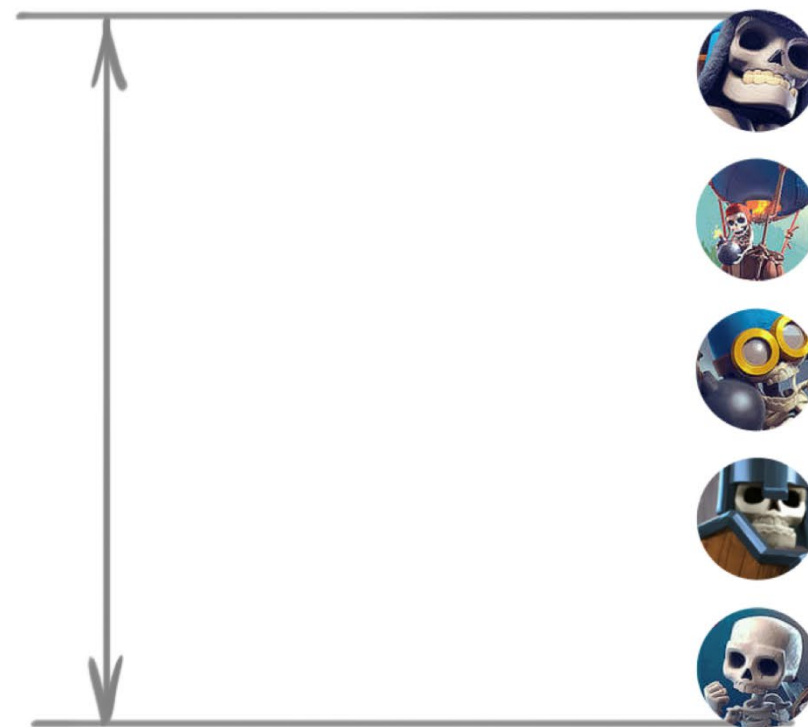


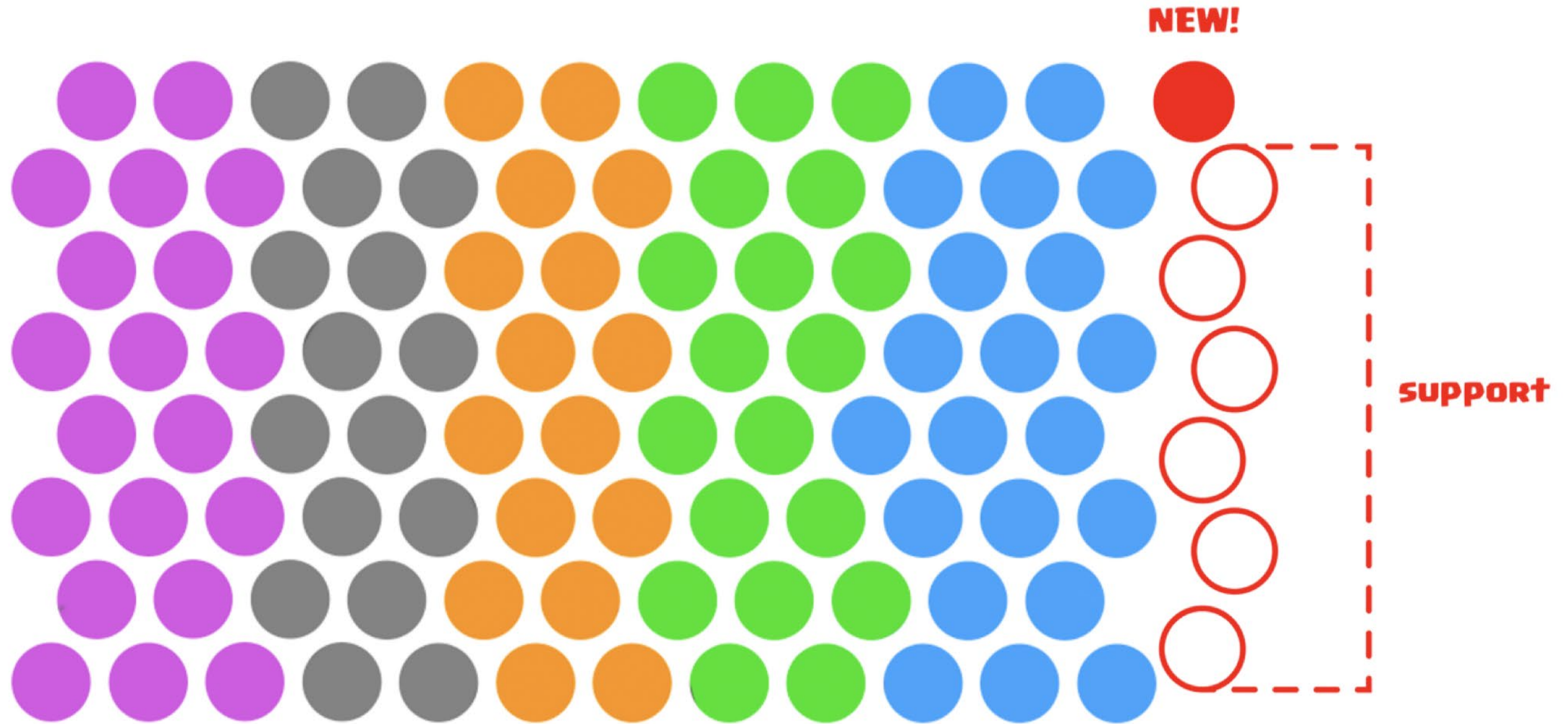
EXPANSION OF THE IP





SUPPORT OF THE IP









ARENAS = WHERE ALL FAMILIES LIVE



 **AI**
Royal Trainers
 2580

Time left:
2:54













THE FANS



Elixir dragon



Rarity: **Legendary** Type: **Troop**

The oldest one out of the dragon family, the elixir dragon extracts elixir out of defeated enemies and converts it into useable elixir. Upon death he also gives back one elixir drop

Hitpoints
873

Area Damage
153

Targets
Air + Ground

Range
3.5

Elixir upon death
41

Elixir per second
0.2

Damage per second
132

Hit Speed
1.2sec

Speed
Medium

Deploy Time
1sec

Splash radius
0.8 tile



Trojan pekka



Rarity: **Epic** Type: **Troop**

Is that a wooden PEKKA?!...must be a trick right. BOOM it goes and surprise a team of five goblins pop out ready to stab anyone who crosses their path

Hitpoints
1126

Damage
107

Radius
2

Targets
Buildings

Range
Melee

Count
5

Damage per second
63

Death Damage
96

Hit Speed
1.7sec

Speed
Slow

Deploy Time
1sec

Goblins
Level 9



Inferno pekka



Rarity: **Epic** Type: **Troop**

A pekka carrying an inferno?! One takes care of ground enemies and buildings while the other takes care of flying enemies. This havoc bringing machine makes baking pancakes seem like a joke

Hitpoints
1710

Damage
485

Targets
Air + Ground

Range
Melee

Inferno range
4.5

Inferno damage
24-290

Damage per second
270

Hit Speed
1.8sec

Speed
Medium

Deploy Time
1sec

Inferno damage per second
60-725

Inferno hit speed
0.4sec

NEXT IN CLASH





CHALLENGES

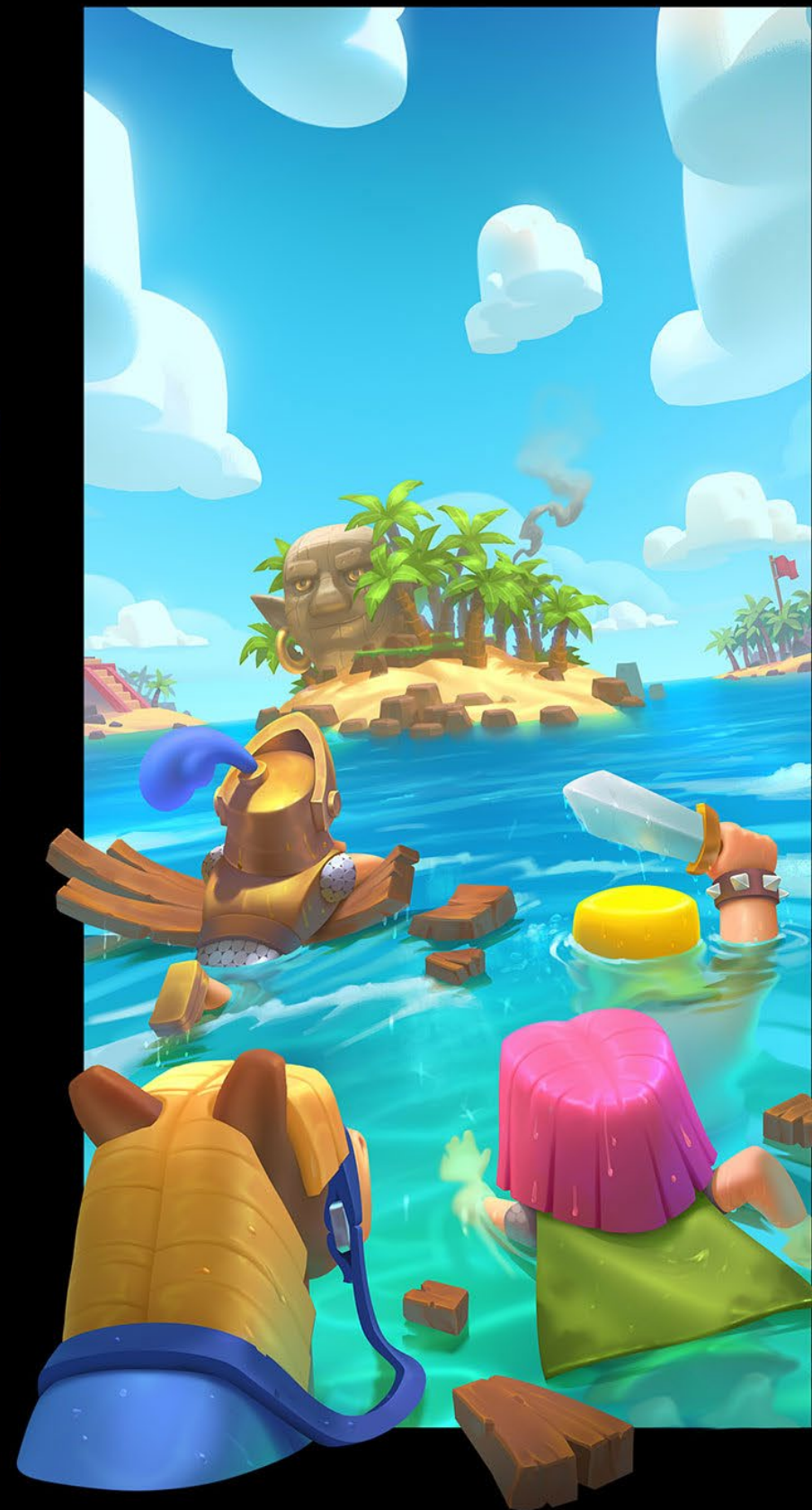
- **New teams working with the IP**
- **Different offices and teams working on the same IP simultaneously**
- **New Art Styles and Genres**



NEW LANDS AND BOSSES

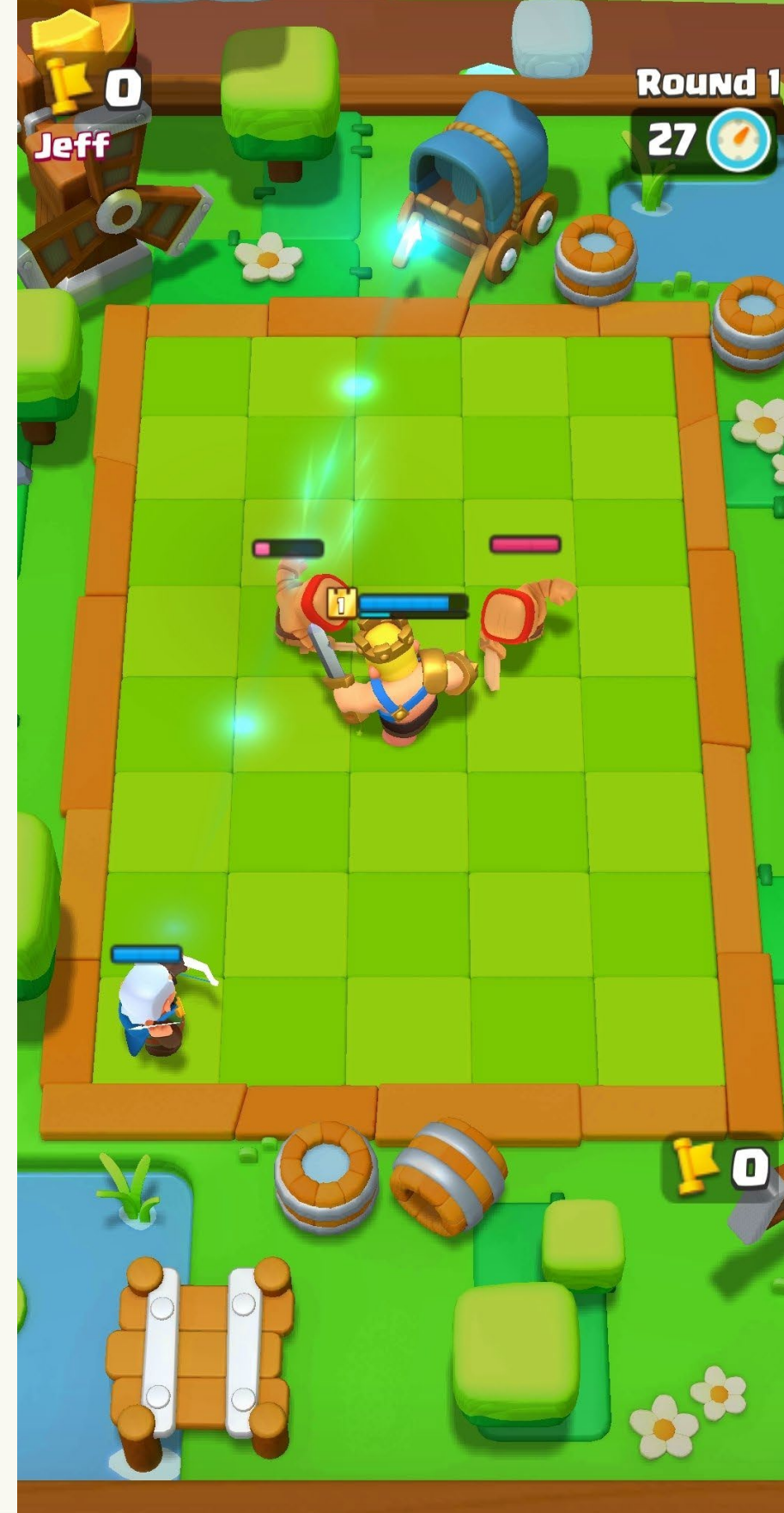








BOARDS AND MINIS













EXPANDING FAMILIES AND HABITATS









IP RISKS

- **New Game = New Opportunity**
- **Can Afford More Experimentation without Effecting More Hardcore Clash Audience**
- **A Chance to Expand the Reach of the Clash Audience**



LEARNINGS OF BETAS

- **Lead with Love and Trust, not Fear**
- **Learn the Fundamentals then Break It**
- **Don't Store your IP in a Museum**



FINAL THOUGHTS

IP IS NOT A SILVER BULLET

- IP Won't Work Without a Quality Product**
- IP Builds on Top of the Product**
- It is alive like water – Stale water = swamp**

LEAD WITH DESIGN

- **IP Decisions Should Ultimately Support the Product You're Trying to make Stronger**
- **Stronger Product = Stronger IP**

IP SHOULD BE EXPERIMENTED WITH

- Don't be afraid of change**
- Take bigger risks in situations that can afford it**
- Trickle Down Benefits – never know where an idea might lead**



XRecorder





IP IS A COLLABORATION

- An IP is Built from the Collaboration of Many Participants, from Colleagues, Marketing, Partners, and Fans**
- One Person is a Dead End for an IP**



MARKETING

COMMUNITY

QA

FANS

PARTNERS

ARTISTS

DEVELOPERS