**Project:**

Promo web-site for World Of Tanks version 9.0 by Wargaming.net

**Key features:**

* announcement of the new game improvements to users;
* developers’ interviews about the process of creating the game;
* encouraging the existing pool of users and attracting newbies.

**Tags:**

Promo, WordPress, Gaming

**Client:**

Wargaming Public Co Ltd is an international MMO developer and publisher headquartered in Nicosia, Cyprus. The company operates across 16 offices and development centers. Primarily focused on TBS and RTS games, Wargaming switched to developing free-to-play MMO games in 2009, and has since become one of the leaders in the market. The company's critical and commercial success came after the launch of its first MMO project, the military-themed team-based game World of Tanks. Wargaming is now working on several follow-ups.

Wargaming.net is a strategy game developer operating since 1998. The company has development centers in Belarus, Ukraine, USA and Russia. There are also Wargaming.net offices in Cyprus, France, Germany, South Korea, Singapore and Australia. Wargaming.net is a gaming service developed by Wargaming. The service is designed to support all of Wargaming’s MMO games, and provide a single point of entry to all Wargaming projects, partners and fan websites.

The Wargaming.net Service will be the epicenter of a gaming universe, gathering the company’s MMO-series under a single portal, wargaming.net.

**Challenge:**

The main idea of the Promo Web-site was to combine brief descriptions for major game improvements available for all users with nice effects styled in WOT colors and fonts. Taking into account an unreal auditory of 75,000,000 registered WOT players worldwide, this project was highly important in terms of release date and quality of the final product.

**Solution:**

CodeTiburon team created <wot2014.com>, a Promo Web-site for the new version of famous online game World Of Tanks 9.0 (WOT). The first version of WOT was presented in 2010 by Wargaming.net, impressing players with realistic mid-20th century tank battles atmosphere.

<wot2014.com> Promo was aimed to announce four major updates of the game, related to graphics detalization, rendering, new game modes and physics enhancement. The content created in collaboration with Wargaming.net team.

Project size:

* ~750 hrs of development, design and testing, and much more with management and communications;
* 2 Delivery Phases;
* 2 WorkOrders;
* 12 Change Requests;
* 5 months;
* 10 CodeTiburon team members + customer's UAT team.

CMS: WordPress in multisite configuration, multilanguage.

JS: jQuery, jQuery UI, Kwicks for jQuery plugin, queryloader2, One Page Scroll, Parallax, TweenMax, Modernizr, Facebook API, Twitter API, device.js, etc.

CSS: SCSS (SASS).

Media: YouTube API, MediaElement.js (html5/flash).

**Results:**

* an animated game-styled promo web-site;
* an emphasized attention of existing users for the new version of the game;
* the chance to reuse the site structure with the new media content via administering section;
* proven support of the wide range of OSs and browsers, including much more than just the latest versions.