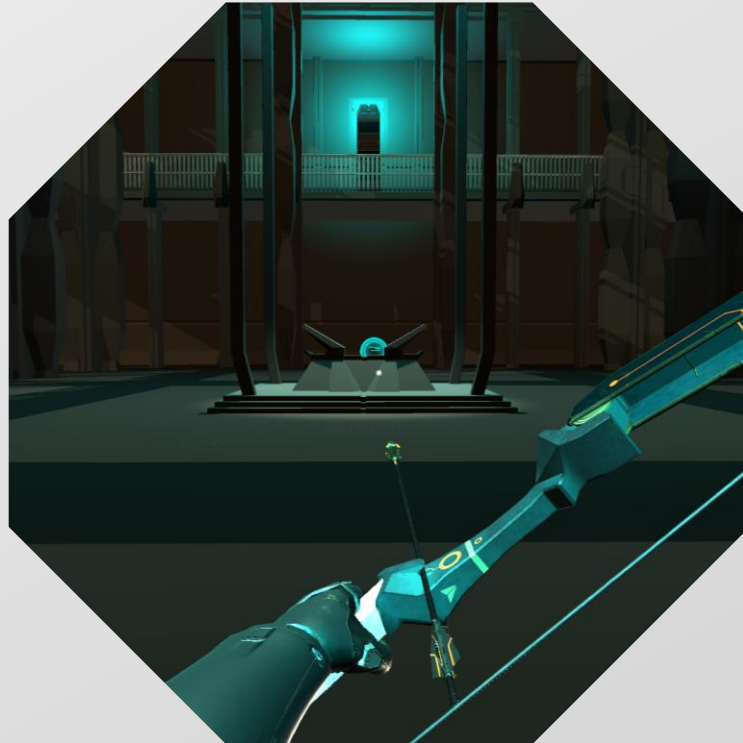


BRAND PILLARS AND MARKET RESEARCH



Game Concept



Alejandro

Art

- April, 24 -

Let's get this out of the way: I quit my job at the bakery. It was long overdue. This game will be a success, I just know it! A friend of mine is working at a popular indie publisher, and they'll have a whole day of pitches at the end of May. I managed to get us an invitation. This is our chance! You guys are ready for a month of hard work?



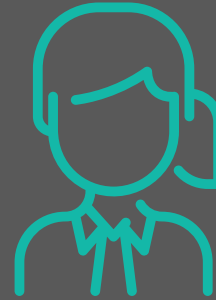
Brand Pillars



Education



Authenticity



Personality



Context



Education

We offer insights on the nature of game development.

Every player should leave our game having learned something new.



Authenticity

We talk from experience.

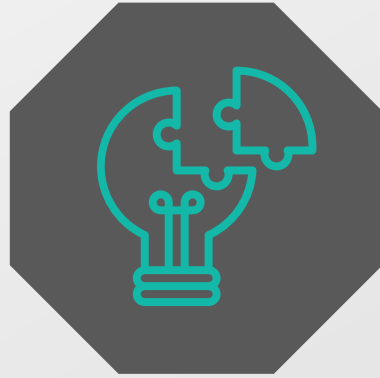
Everything we teach has happened to us in one way or another.



Personality

We believe in the power of characters.

Our learning experience is embedded in the personal story of a cast of distinct characters.




Context

We teach in a meaningful context.

Our players experience the transformation of various game elements first-hand.

Research Question

**How can we reach out
to the niche target group
of this game?**



Target Audience



Dedicated players

Core gamers interested in creation



Industry insiders

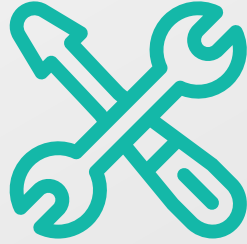
Journalists, (aspiring) developers



Other creatives

Writers, filmmakers, architects, ...

Target Audience



Creativity
“What If?”

Design

Discovery



Immersion
“Once Upon a Time”

Fantasy

Story

Possible **Methods**

1

Research **behavior** in **expected places**

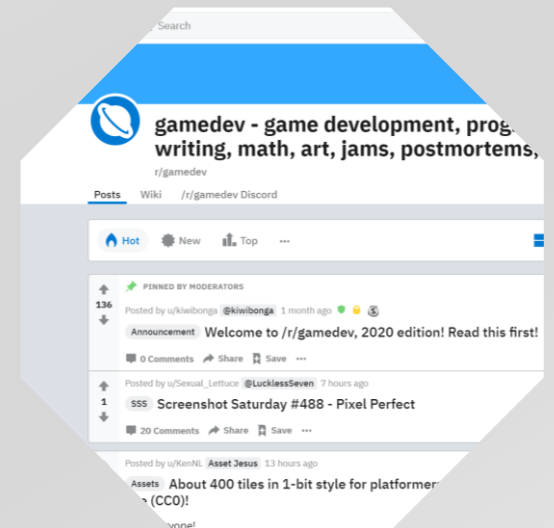
2

Find out about **unknown places**

3

Analyze **strategies** of **similar games**

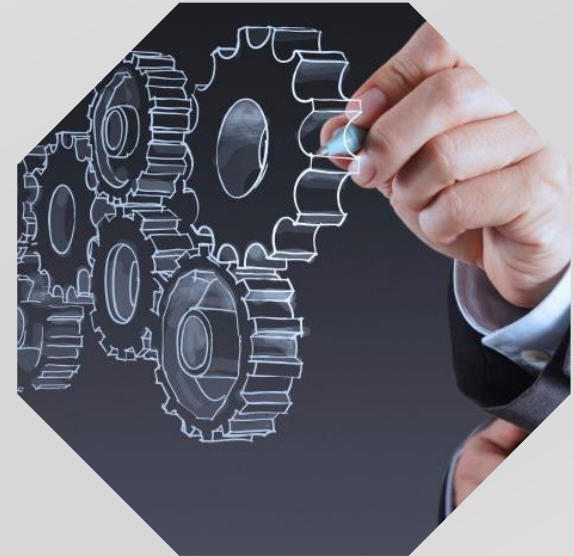
Implementation | Expected Places



Implementation | Unknown Places



Implementation | Similar Games



Thank

You!