



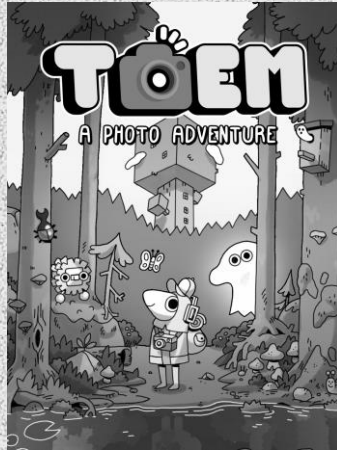
Adidas Advergame

MARTINEZ Julien - GD2

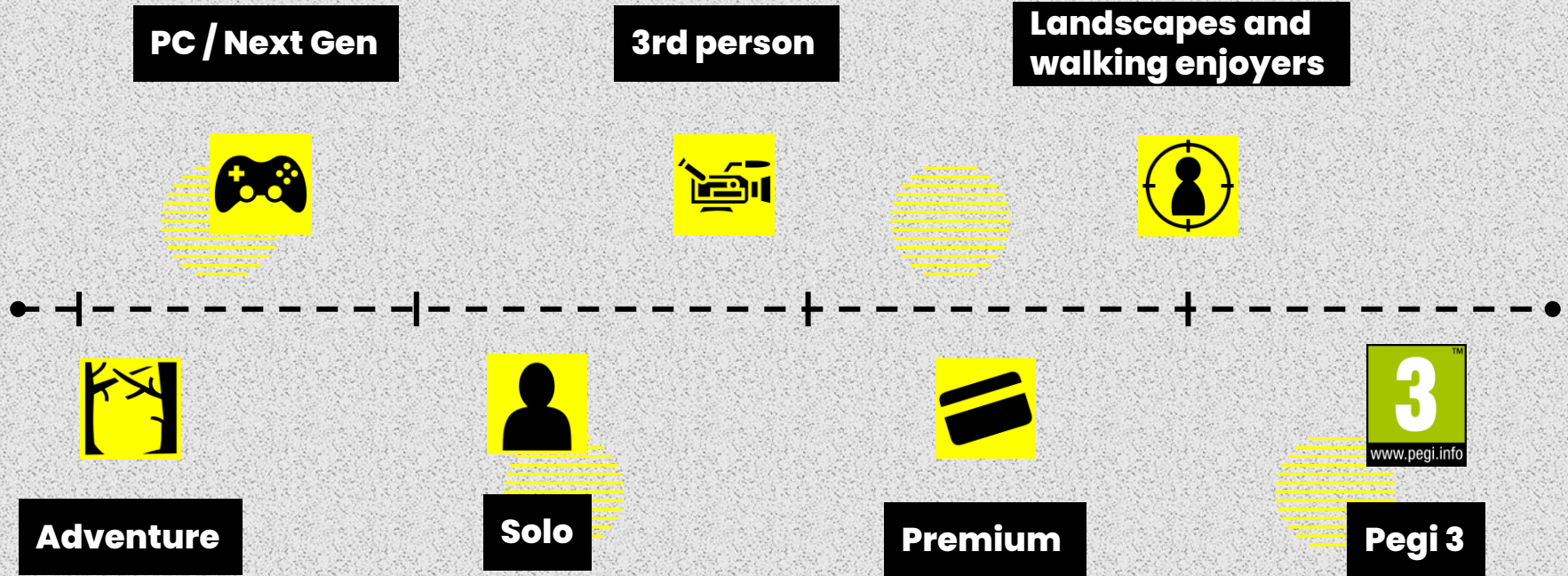


PITCH

Adidas Hiking is a mix between **Toem** and **Firewatch** for those who like walking and hiking.



GENERAL INFORMATION




VALUES AND INTENTIONS



VALUES

Curiosity, strollness,
peace

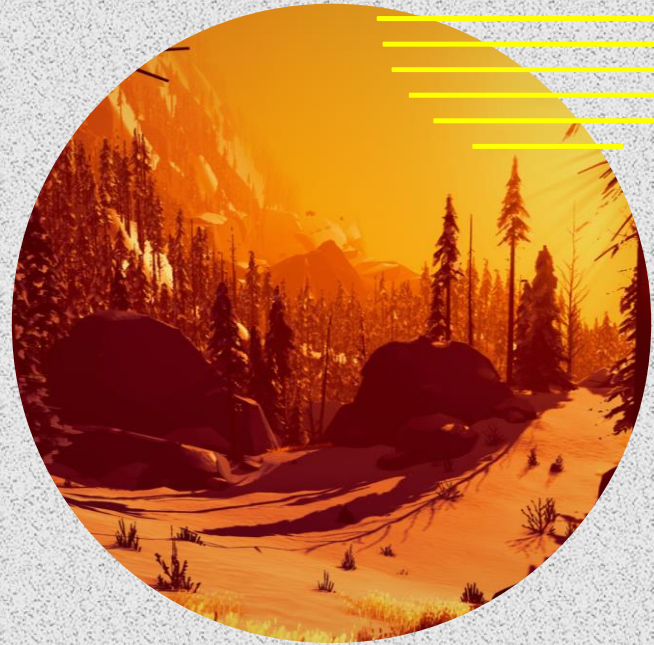


INTENTIONS

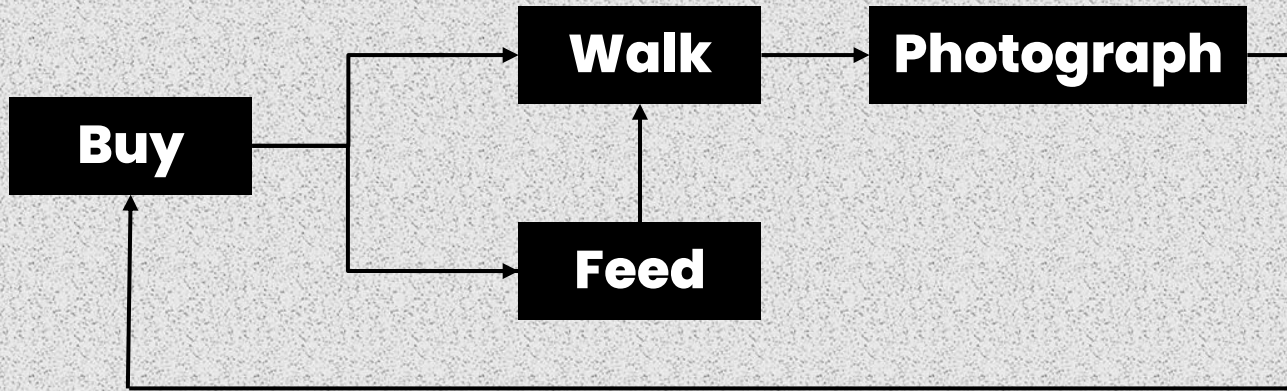
Comtemplation,
tranquility, exploration

SYNOPSIS

You play as a **hiker** who loves taking **photos** of landscapes and earn some money by selling them.
She goes in several **natural places** thanks to her **Adidas equipment** to seek the best spots to photograph.



GAMELOOP



GAMEPLAY FEATURES

Buy Equipment

Before going to a natural place, the player can buy some Adidas' equipment divided in two types :

Food equipment : it can contain more food and drinks to take on each expedition.

Clothes equipment : it can increase move speed and help not getting tired.



Persona 5 Strikers (Atlus, 2020)

GAMEPLAY FEATURES

Feed

Feed and drink will **avoid** the character to get tired, provoking **slowness**. The hunger will slowly decrease depending on the equipment chosen.

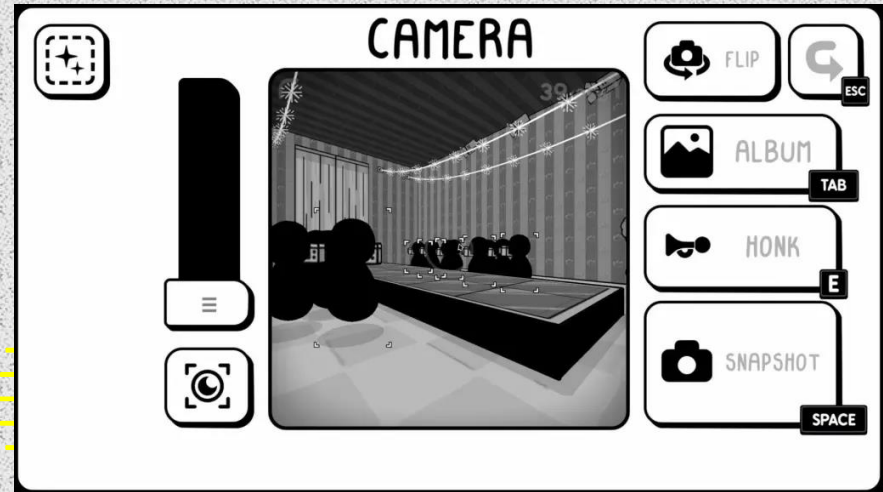


Minecraft (Mojang, 2011)

GAMEPLAY FEATURES


Photograph

The player can **take photos** on several locations. They can be found with the camera icon starting to glow. Taking photos **gives money** that can be spent on buying new equipment and exploring new biomes.



Toem (Something we made, 2021)

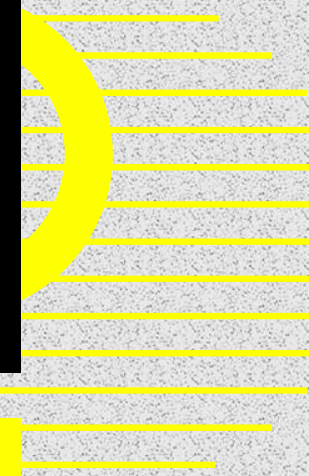
AUDIO AND ARTISTIC INTENTIONS



Few ambient calm
music

Nature sounds

AUDIO

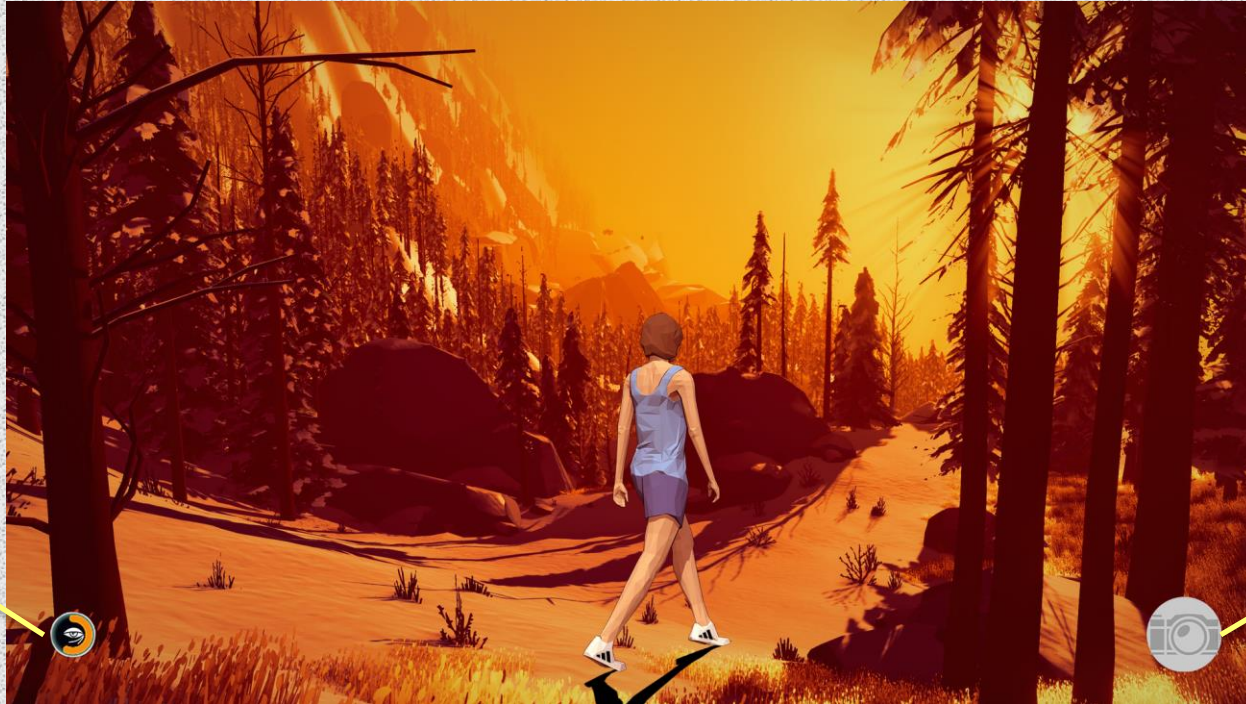


Low poly with
cel-shading

Very luminous

ARTISTIC

MOCKUP



Fatigue Bar

Camera
availability

CVPs



01

Explore
magnificent
natural places
in different
biomes

02

Buy the best
Adidas
products to
avoid getting
tired during
expeditions

ETHICAL



Moral



Closed

PLAYERS THEORIES

CAILLOIS

/CAT.	/EVAL.
Agon	--
Alea	-
Vertigo	++
Mimicry	+

BARTLE

/CAT.	/EVAL.
Killer	-
Achiever	+
Socializer	--
Explorer	++

PLAYERS THEORIES

LAZZARO

/CAT.	/EVAL.
Hard	-
Easy	++
Serious	+
Social	--

LEBLANC

/CAT.	/EVAL.
Submission	--
Challenge	-
Discovery	++
Fantasy	--
Narrative	+
Sensation	++
Fellowship	--
Expression	+

PLAYERS THEORIES

GNS+

/CAT.	/EVAL.
Gamism	--
Narrativism	+
Simulationism	++
Experimentalism	-

MDA+

/CAT.	/EVAL.
Mechanic	-
Dynamic	+
Aesthetic	++
Kinetic	--