



Creative

Brief

Template





→ Project Title

Lies of the World

→ Project Overview

Lies of the World is an action based RPG game, from Gaame Studio, based on an apocalyptic world with multiple planets apparently colliding with each other and the game focusses on survival and the aspects of what occurs when laws of nature are bent to meet the needs of certain individuals.

It is meant to be enjoyed by all ages, since the topics discussed in the game is slightly mature and not meant for children. The themes are dark and depressing, with a lot of trigger warning topics discussed such as cannibalism and suicide.

➔ Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

The objective is to promote this game and get as many downloads as we can on the launch day as well as within the first month of the release of the game.

The downloads should be around 200,000 within the first month.

➔ Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

This game is directed towards people of ages 20–50. Therefore, ads should be focused on these individuals. Our target audience consists of all genders and focusses on individuals who are already familiar with concepts relating to games and gaming.

➔ Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

Lucia Studio's Our Worlds! is a competitor to our game as it was released a year prior to the release of our game and focusses on a similar gameplay theme.

NIRuStudio's Stars Collide is a game with a similar game theme to us, but offers a different story.

➔ Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

We are selling an Action RPG title that is filled to the brim with aesthetic graphics and mobile motions that make it feel like you're playing something alien. The controls and movements also make it feel like it's an abnormal gaming experience.

→ Key Benefit

What is the single most important benefit of your offer for your target audience?

Visually stunning picturesque views of a worlds getting torn apart.

Action RPG with fluid movements and controls that make it feel like you're playing an alien game.

→ Problem

What important problem of your target audience is your offer solving?

Gaining a market for games with controls that do not follow the norm and help it integrate with the story that the game is attempting to portray.

→ Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

The game is going to be as bug-free as possible and has been optimized to be able to run on consoles, mobile devices as well as PCs. In addition to this, we are trying our best to make this game compatible with macOS devices as well. Therefore, people of all devices will be able to enjoy this experience.

→ Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

Deliverable 1 Images and concept art of the game

Deliverable 2 Game trailer showcasing the main features of the game

Deliverable 3 A picture/video showcasing the crossplatform capabilities.

→ Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

Engaging and the content should feel like it has been written by an alien. Use numbers for certain words, like writing 4L13N for Alien. This gives it a somewhat alien feeling. However, it may become sometimes difficult to read, therefore avoid using it too much. Make it fun and entertaining, as people have been waiting for this title.

→ Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

Copy	Explore the Lies of the World!
Social Media	YouTube, Facebook, Instagram, Twitter
Other	Focus on the stunning visuals of the game

→ Timeline

Projected timeline

The project should be ready when the game is being uploaded in December 2077. This marketing should last from December 2077 to January 2078

Important dates/deadlines

New Year's Event, Christmas Event

Game Release – 17th December, 2077 [Tentative]

→ Budget

Amount	\$100
Financial Sources	Microtransactions from previous games, Invested money for game
Notes	–



→ Comments and Approval

Contact Name and Title

Frank Gildaheart – Brand Manager of Advertising for the Lies of the World Project in Gaame Studio

Comments

The budget of the project can be slightly altered if the initial marketing seems to be effective in bringing more than 300,000 new players into the game.

The style of writing can be altered and can use the game's text script in the image canvas for added visual effects.

Date

11 / 6

Signature

Frank

