

Title concept overview

PC

Target Age: 12+

TEEN (Violence, Suggestive Themes) Rated

Game Summary: TBA

Game Outline: As any character the player chooses, the player will begin to go around a hub world—or a “location from which a player can venture out into different areas of a game^[1]”. When they see an arrow (or some indication that the path to begin the level is that way), there is a sign that has items that are required. The player must buy those specific items given a certain amount of money before playing the level. The player goes to the mall and shop for the level-required items at a few stores; the player will understand a short course of marketing as they learn for themselves how they buy products like in the real world. After purchasing the level-required items, the player will go to the level. There are a few types of levels including fighting, driving, and jumping. After accomplishing a level, they will go to another hub world and repeat the same procedure. After completing all of the levels, the player will go to the final level of the zone and fight with the boss before moving on to another world.

USP:

- Shop and purchase products from real-world brands like L.L.Bean & Brookstone to survive the wilderness and fight enemies
- You’ll learn how marketing works and the meaning of terms like competition, market segmentation, and product
- Play multiplayer (locally) with up to 4 characters
- Customize your character with tons of clothing from popular brands like Old Navy & Uniqlo
- Communicate with people to help you out during your adventure

Similar Competitive Products:

Grand Theft Auto V, *Sonic Lost World*,

[1] “Hub World (Concept).” *Giant Bomb*, www.giantbomb.com/hub-world/3015-1855/.