

Autocell

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New Approach to Marketing

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You see marketing in games such as mobile games on your phone

Advergames – games where you play on the phone as an advertisement to get consumers into downloading the game after a demo

New Game

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What is Autocell?

Autocell is a new game idea where the advertisements are in the game.

The theme of the selling product is Car Parts.

The kind of advertisements that this game will use is some brand names in car parts. There are car models that are actual models from real world brands.

The purpose of this game is for players, as consumers, to create a vehicle and experiment with car parts on which ones are better for a sedan.

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Demo

Software Used

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Unity
C#
Blender

```
using System.Collections;
using System.Collections.Generic;
using UnityEngine;

public class PlayerController : MonoBehaviour {

    public float moveSpeed;
    // public Rigidbody theRB;
    public float jumpForce;
    public CharacterController controller;

    private Vector3 moveDirection;
    public float gravityScale;

    public Animator anim;
    public Transform pivot;
    public float rotateSpeed;

    public GameObject playerModel;

    public float knockBackForce;
    public float knockBackTime;
    public float knockBackCounter;

    // Use this for initialization
    void Start () {
        // theRB = GetComponent<Rigidbody>();
        controller = GetComponent<CharacterController>();
        anim = GetComponent<Animator>();
    }

    // Update is called once per frame
    void Update () {
        /*
        theRB.velocity = new
Vector3(Input.GetAxis("Horizontal") * moveSpeed, theRB.velocity.y,
Input.GetAxis("Vertical") * moveSpeed);

        if(Input.GetButtonDown("Jump")) {
            theRB.velocity = new Vector3(theRB.velocity.x,
jumpForce, theRB.velocity.z);
        }*/

        // moveDirection = new
Vector3(Input.GetAxis("Horizontal") * moveSpeed, 0f,
Input.GetAxis("Vertical") * moveSpeed); // f is a float value
        // moveDirection = new
Vector3(Input.GetAxis("Horizontal") * moveSpeed, moveDirection.y,
Input.GetAxis("Vertical") * moveSpeed);
        if (knockBackCounter < 0) {
            float yStore = moveDirection.y;
```

Summary

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Things to do for the future:

- Make some levels

- Generate a city for the player to explore

- Make a coverflow shop with the brands shown in each cell

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Comments