

UNDER CHOICES

CREATIVE BRIEF

THE PROBLEM

The Brazilian government has been using fakenews and doomscrolling to foment extremist groups and escalate conflicts in Brazil.

The scientific community is interested in the “fake news” topic, with a sharp increase in articles about it in 2017 - from 9 and 10 in 2015 and 2016 to a number of 214 in 2017.

This shows the current scientific interest in doomscrolling and fake news, a reflection of this new social condition.

However, few of these articles talk about the current situation in Brazil. This problem has not received due attention, especially in the international market.

214

2013 2014 2015 2016 2017

FACTS

Devlogs, sales metrics and statistics of indie games with the same theme, such as Papers, Please and Headliner: NoviNews, show

clearly that indie games in this theme and with critical appeal have a lot of acceptance by the public, especially YouTubers.

Being a potential market to be explored due to the lack of similar games, with a potential average of up to 6000 players per week!

THE SOLUTION

Create a game with a critical theme that indirectly shows how the Brazilian government has encouraged and financially controlled the apocalypse on social media. The game should have a humorous approach and an appealing aesthetic, drawing the attention of young audiences and going viral.

Consequently, making the player aware and spreading the debate on the subject around the world.

THE PROJECT

An indie game developed by our team within one year, using Unity Engine software.

The gameplay will be based on a choice system. The player must choose daily which news the government will help to have notoriety by the population.

Creating a play experience that educates players about the dangers of doom scrolling using paradoxical psychology

COMPETITORS

Our competitors are other independent games on the market. Since this is an area that receives many new products, which can end up suffocating our game amidst so many options, our audience - the independent market public does not have a great purchasing power - is not expected to purchase several games.

Our game needs to stand out in the media over our competitors. For this, we will use a critical and humorous theme in our game, as well as an appealing narrative and visuals, in order to attract the attention of our target audience, increasing our marketing in an organic way.

TARGET AUDIENCE

PERSONAS

CARLOS

"I grew up in Rio de Janeiro. I opted to pursue my career as a Twitch streamer and grew a large following. Now I want to give quality content to my viewers and be a positive influence."

MELISSA

"I was born in Seattle, I am working as a journalist for Vox. I've always liked politics and pop culture, and I always find a way to mix the two in my articles. I love talking about movies and media that have a critical view of the world society, to educate young people about the world."

YOUTUBER & INFLUENCERS

JACKSEPTICEYE

MARKIPLIER

PEWDIEPIE

NEWS WEBSITES

GAME DEVELOPER - KOTAKU

VOX -POLYGONT

PAPERS, PLEASE

PEACE, DEATH!

HEADLINER
NOVINEWS

NOT FOR BROADCAST
CHALLENGE ACCEPTED!

BLACK BORDER

MIND SCANNERS