

UNDER CHOICES

CREATIVE BRIEF

THE PROBLEM

Doomscrolling has been responsible for the increase in the spread of fake news, which has consequently caused a rise in extremist movements in Brazil. However, this problem has not received due attention, especially in the gaming market.

This can be seen in the reflection of the scientific community, with a sharp increase in articles in 2017 - from 9 and 10 in 2015 and 2016 to a number of 214 in 2017.

Shows the current great scientific interest in "false news." A reflection of this new social condition. However, few of these articles talk about the current situation in Brazil.

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

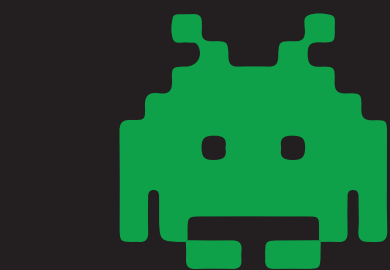
clearly that indie games in this theme and with critical appeal have a lot of acceptance by the public, especially YouTubers.

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 shows how the Brazilian government has financially encouraged and controlled doomscrolling 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.

Each decision will affect the narrative, seeking to make the player aware of the subject while having fun and learning about the current issues of news dissemination.

COMPETITORS

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

Our game needs to be highlighted in the media in relation to our competitors to get around this problem. For this, we will use a critical but humorous theme in our game, aiming to attract the attention of our target audience, increasing our marketing organically.

TARGET AUDIENCE

PERSONA

ELLEN PLAYER

20 - 30 years

Likes to play games in general, is familiar with independent games and consumes a lot of videos on the internet. Consume much of the content aimed at young adults, including online news.

Interested in politics and global causes and is forming an opinion on the matter, despite not being an activist. She likes media with social criticism mixed with good humour.

She knows the internet well and spends a good part of her day on it, whether consuming content from influencers or communicating with friends.

YOUTUBER & INFLUENCERS

JACKSEPTICEYE

MARKIPLIER

PEWDIEPIE

NEWS WEBSITES

VOX

POLYGONT



BLACK BORDER

