

# 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 critical thematic game that addresses how the government has been financially encouraging doomscrolling in social media, making the player and the audience aware of the problem and drawing attention to the topic.

### 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 formed by 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 common the purchase of several games.

To get around this problem, our game needs to be highlighted in the media in relation to other competitors, for this we will use a critical but humorous theme in our game, aiming to attract the attention of YouTubers and Streamers, increasing our marketing organically.

## TARGET AUDIENCE

#### INDIE GAMERS

The indie game audience tends to be loyal to the community and is always willing to try new games

#### YOUTUBER & STREAMING

Today, YouTubers and Streamers are a vital part of promoting games, especially indies

#### 20-50 YEARS OLD

The age group that most consumes independent games

#### PLAYERS WITH POLITICAL INTEREST

With the growth of social networks and political debate, more and more young people have become interested in politics, which is one of the topics in our game

#### LATIN AMERICANS INTERESTED IN VIDEO GAMES

With the growth of the official video game market in Latin America, having a game set in this location may attract consumers in that market

PAPERS, PLEASE

PEACE, DEATH!

HEADLINER  
NOVINEWS

NOT FOR BROADCAST  
CHALLENGE ACCEPTED!

BLACK BORDER

MIND SCANNERS