

Situation: You are Charlie, you work for Balve, a videogame company working on a new shooter called Apprehension. Your boss, Gabe, has put you in charge of two tasks as the game is about to be released. Read the information below and finish the two tasks.

### Email from Gabe

Dear Charlie,

As you know, Apprehension is being released soon. We need to promote the game to ensure it has a smooth launch. I want our game to be publicized as much as possible and become the biggest topic in the gaming community. I want you to do two things for me.

#### **1. Influencer sponsorship**

We want to find an influencer, streamer or YouTuber to be our ambassador for the game. Ashley from the marketing department has picked out a few candidates, but she is not familiar with the gaming community. Could you help her pick the right one and pitch our sponsorship offer to them?

In the letter to the influencer, you should include what our game is about, some selling points of our game, the event we have going during the next month. Finally, make sure you include the benefits that our partner will receive to close the deal.

#### **2. Apprehension tournament**

We will host a tournament for our game around 2 months after it has been released. We need to prepare for the venue. Could you write a letter to the Hong Kong arena to reserve a timeslot for us in December? Remember to tell them what the venue will be used for, the anticipated audience numbers and our special requirements. Finally, ask them for a quotation to see if it matches our budget.

Thanks for your help!

Best regards,

Gabe



## Apprehension



Apprehension is the latest and greatest 5v5 tactical shooter on the market. Team up with your friends in this game to either attack important sites as attackers, or defend them against enemies. Travel around the world and experience our beautiful maps from Egyptian heritage sites to downtown New York.

*Created and published by Balve Games*

**Expected date of release: 14/10/2024**  
**Pre-Order now for \$45**

## Chief technical officer interview on a radio programme (transcript)

Peter: Hi listeners, welcome back to another edition of the Gaming Show. I am your host today, Peter Sanders. Today, we have invited the chief technical officer of Balve games, Kyle Lyrins. Kyle, I have heard some exciting news about Balve's new game – Apprehension. Can you tell us more about it?

Kyle: Sure thing Peter, I am sure many listeners here are veteran players of Encirclement, our previous first person shooter hit. However, that game, despite holding up extremely well throughout its 10 year lifespan, has aged quite a bit. We have rebuilt the game on our new game engine – Polaris, and we call the new version of our beloved game Apprehension.

Peter: Sounds amazing, what does the new game engine provide?

Kyle: Great question, we were extremely proud of what we could achieve on the Polaris engine. We have implemented real-time ray tracing to our title with minimal performance impacts, so players would see a massive improvement to the visuals of the game. Besides, the engine is much more optimised, so the game itself feels smoother and snappier than our previous titles.

Peter: Engine aside, is there anything else you would like to highlight?

Kyle: Yes, we would like to highlight our new matchmaking system. In many competitive shooters right now, matchmaking is a simple “can I find a full lobby”, but this often places players of different skill level on the same match, ruining the experience for everyone. We have implemented a new rating system that rates players of different skill, and correspondingly matches them to other players of similar rating.

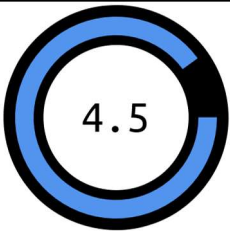


## Apprehension Internal Playtesting Results

**CONFIDENTIAL - DO NOT LEAK TESTING RESULT INDICATORS**

Play testers involved: 151

Overall rating: 4.6  / 5

Breakdown:

Visuals	Mechanics	Performance
 4.5	 4.6	 4.7

Selected comments:

Play tester: **Oakley**

Visuals look amazing! I really love the real-time raytracing technology, makes its look more real than real life!

Play tester: **Carson**

The game generally runs great, but there was a scene when the bomb exploded my framerate dropped to 30fps. I was averaging over 200 fps during the game. However, it didn't impact the gameplay much since that was just a cutscene. I think it would be better if we re-render that cutscene at a higher framerate

Play tester: **Lorenzo**

The mechanics of the game are fantastic. Other shooters typically only focus on the shooting part. In Apprehension, we have extra utilities that we can use to give us an upperhand in engagements, such as grenades, flashbangs, smokes, tripwires and Molotov. It adds so much depth into the game and makes it feel like I am truly strategizing instead of rushing through enemies like Rambo.

## Email from Kyla

Hi Charlie,

I've been budgeting for the marketing stuff of Apprehension. I think we have around 50000 USD to invite an influencer to advertise our game for us.

Additionally, upper management urged us to covert more sales, so we have allocated budget for a 30% discount code for the viewers, make sure you mention that in your email to the influencer. The code is 'Apprehend30'.

Kyla, Accountant

## Email from Joey, Marketing Head

Dear Charlie,

I've found the following few influencers for us. Could you pick the right one to contact?

- Shrod
- PeaceOwl
- JeffH
- Nickypoo



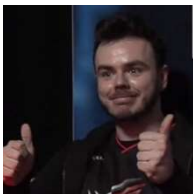

Gabe said he has to fit the following criteria:

- Active shooter game player
- Active in the last 2 months
- Fit in our budget
- Beyond that pick the one with the larger viewer count.

Did I mention? We want our partner to play the game before it is released (we will give them an exclusive copy), and include sponsor messages of our game in their videos during October.

Joey

## Information of influencers

Shrod	PeaceOwl
 <ul style="list-style-type: none"><li>▪ Renowned Pro player</li><li>▪ Viewers: 90M per month</li><li>▪ Last stream: 2 days ago</li><li>▪ Typical sponsorship deal: \$120k</li></ul>	 <ul style="list-style-type: none"><li>▪ Long time Encirclement Player</li><li>▪ Viewers: 20M per month</li><li>▪ Last video: 1 week ago</li><li>▪ Typical sponsorship deal: \$40k</li></ul>
JeffH	Nickypoo
 <ul style="list-style-type: none"><li>▪ Long time Encirclement Player</li><li>▪ Viewers: 10M per month</li><li>▪ Last video: 5 Months ago</li><li>▪ Typical sponsorship deal: \$30k</li></ul>	 <ul style="list-style-type: none"><li>▪ Racing game player</li><li>▪ Viewers: 15M per month</li><li>▪ Last video: Yesterday</li><li>▪ Typical sponsorship deal: \$42k</li></ul>

# Apprehension

Balve Major Hong Kong 2024

Date: Mid-December (TBC)

Prize Pool: \$500000

Application deadline: 31/10/24

Location: Hong Kong Arena

Apply now with your 5-man squad

**Apply Now!!**

Viewers:

- Food and beverage stands available this year

- Matches from 12pm - 8pm

EVERYDAY

- Tickets available in November

## Meeting minutes of Balve

**\*\*Meeting Title:\*\* Apprehension launch and Balve Major 2024 arrangements**

**\*\*Attendees:\*\***

- Gabe (CEO)
- Mandy (Operations Head)
- Joey (Marketing)
- Hugo (IT)

**\*\*Minutes:\*\***

### Operations of Major Tournament

- Mandy cited previous tournaments lacked time for setting up equipment and packing up.
- Mandy suggested to book an extra 2 hours before and after all matches to allow for more time
- Gabe suggested to leave more time for preparation since players may need some time to configure their systems on stage
- All in agreement, it is agreed that the arena will be reserved from 9am-10pm

**\*\*Marketing Update\*\***

- Presented potential partners for the launch of Apprehension

**\*\*IT Update\*\***

- Hugo updated on the preparation for extra server load on release day of Apprehension
- Hugo questioned on whether the venue for the major has power outlets on the stage for computer
- Gabe said to list that under Balve's special requirements in the letter to Hong Kong Arena.

**\*\*Gabe update\*\***

- Gabe remarked to ensure viewership on the final matches, the last 2 days of the event should lie on a weekend (Saturday + Sunday)
- Gabe reminded that the event lasts for 5 days

**\*\*Prepared by:\*\* Charlie**

**Message from Gabe:**

Gabe: Hey Charlie, I remembered something terrible from last year's tournament!

Charlie: What was it?

Gabe: There was no food inside the venue!!!

Charlie: Right, I remember having to walk for 15 minutes just to get a sandwich on that day.

Gabe: Let's make sure we do it right this year. On your letter to Hong Kong arena, say that we will need food stalls inside the venue. We don't want to starve our audience to death.

Charlie: Got it, the budget is enough I assume?

Gabe: Yes, we'll be swimming in cash after the release, we've already received many pre-orders!

**Email from Sam:**

Dear Charlie,

Hong Kong arena might think they need to provide PCs for the event, make sure you state that this is not the case. We are not sure if their computers can handle our game or not.

For this event, Balve will arrange the computers to be used. Thanks!

Sam

**Email from Mandy**

Dear Charlie,

Just saw that Hong Kong arena needs a brief estimate on number of audience members for the booking. Here are the numbers from the 2023 Encirclement tournament. I anticipate the numbers for this year to be around the same. The grand final has a larger audience count (as expected), make sure that is communicated clearly to the people at Hong Kong Arena.

*2023 Balve Major entry statistics*

	Group stage + Playoffs	Grand final
Audience members	14987	20341

Best regards,

Mandy

## Hong Kong Arena schedule – December 2024

December						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						Maintenance 1
Maintenance 2	Badminton Open 2024 3	4	5	6	7	8
Available 9	10	11	12	13	14	15
BB Lam DSE Mock Examination 16	17	18	19	20	Christmas and ... 21	22
Christmas and Year-end Carnival 23	24	25	26	27	28	29
Christmas and Year-end... 30	31					

Phases of the Moon: 1:● 8:○ 15:○ 23:○ 31:●

Holidays and Observances: 25: Christmas Day, 26: First Weekday After Christmas Day, 31: New Year's Eve