



# The SILLY FACE SOCIETY

v2 for iPhone launching April 18



ARG! TEAM  
**MAKEGAMESWITHUS**



# the pitch

release date: April 18

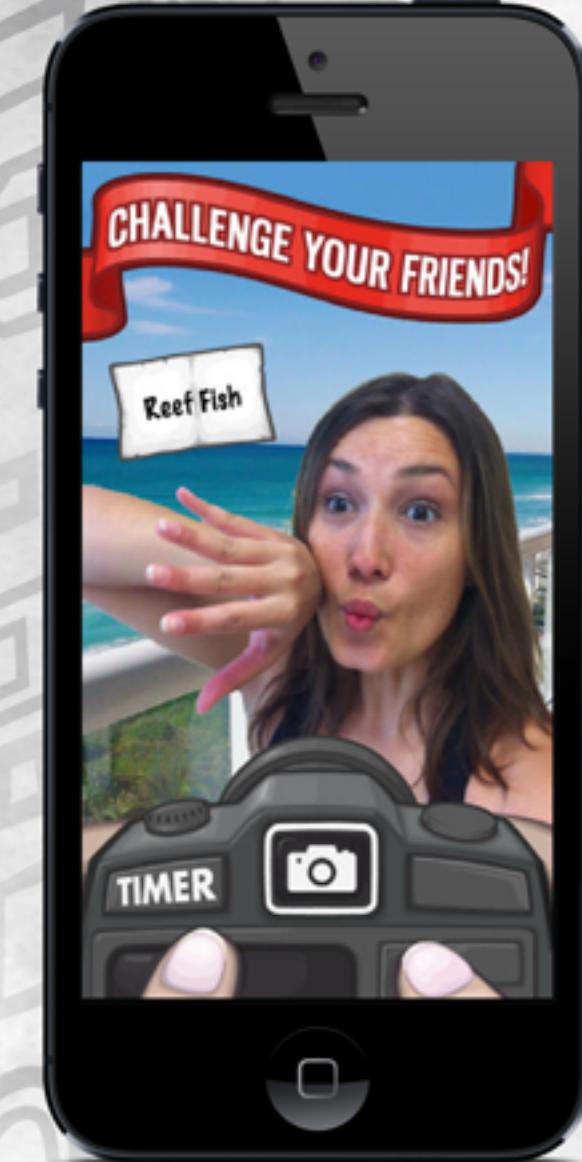
genre: multiplayer face guessing game

size: 25mb

target: ages 7+

price: free!

positioning: Charades with Silly Faces! Make Silly Faces for your friends and guess theirs.



Silly Face Society received a thorough make-over for this v2 release. The following upgrades have been made:

- drastically revamped UX/UI
- optimized algorithmic player matching (no waiting for games)
- brand new face choices plus celebrity category
- new app icon



# Product Launch Campaign

Media/Support	Action	Date	Duration
App Store	Submit app to App Store	4/1/13	Ongoing
sillyfacesociety.com	Dedicated website with AppStore logo in supported languages	4/18/13	Ongoing
press release	Game sent to major iOS game review and news sites	4/18/13	2 weeks
email	Game sent to 20,000+ on our mailing list.	4/18/13	1 day
push notifications	Push notifications sent to 75,000+ users	4/18/13	1 day
web + mobile advertising	Banner ads on game sites, Facebook ads, and AdMob mobile ads	4/18/13	Ongoing
App Store	Launch on App Store	4/18/13	1 day
launch party	Silly Face "High Society" Launch Party, a black tie affair	4/20/13	1 night