Marketing of Team Tersuca – Kingdom Clean up Version 2.0

1. Summary
   1. Pitch
      1. Your kingdom has survived war, disease, natural disasters, and even dragons, but after everything it has overcome, the kingdom has finally fallen…t..to the slimes? It is now up to you to take your kingdom back and restore its glory, even if you are just the cleaner.
   2. Why aka Core Experience
      1. Become the unlikely hero as you “clean-up” each stage as the kingdoms cleaner.
2. The Challenge
   1. Description of the product and the basic goals. Like how much do want sold, what is the end game.
      1. 2D Action Adventure game
      2. Retro 8-bit influenced music with an adventurous tone paired with a colorful, pixelated art style should help the game to feel adventurous like older games of similar genre.
      3. The world of the game is a medieval kingdom covered in slime allowing the player to traverse its lands and clean the slime as you continue on your heroic quest.
      4. **Cost??????**
3. Situation Analysis
   1. Company Analysis
      1. Who is ideal customer
         1. Young adults who enjoy leisure games
      2. Difference in competition
         1. **Undecided????????**
      3. Promotion Strategy
         1. Trailer of the game/small gameplay trial (testing)
      4. Platform
         1. PC
      5. Strengths
         1. Cute slimes
         2. Non-complicated game play
         3. PG
         4. Nostalgic feel
      6. Weakness
         1. Done before
         2. More games are being created for the nostalgic feel
         3. PG is big market -> potential to be over looked/ older adults may not be interested
         4. No intense challenges
   2. Customer Analysis
      1. Price and Positioning
         1. **??????**
      2. Distribution
         1. **???**
      3. Growth/Conversion Strategy
         1. **??????**
   3. Competitors Analysis
      1. Marketing Position
         1. **????**
      2. Strengths
         1. **???**
      3. Weakness
         1. **???**