

VERSACE

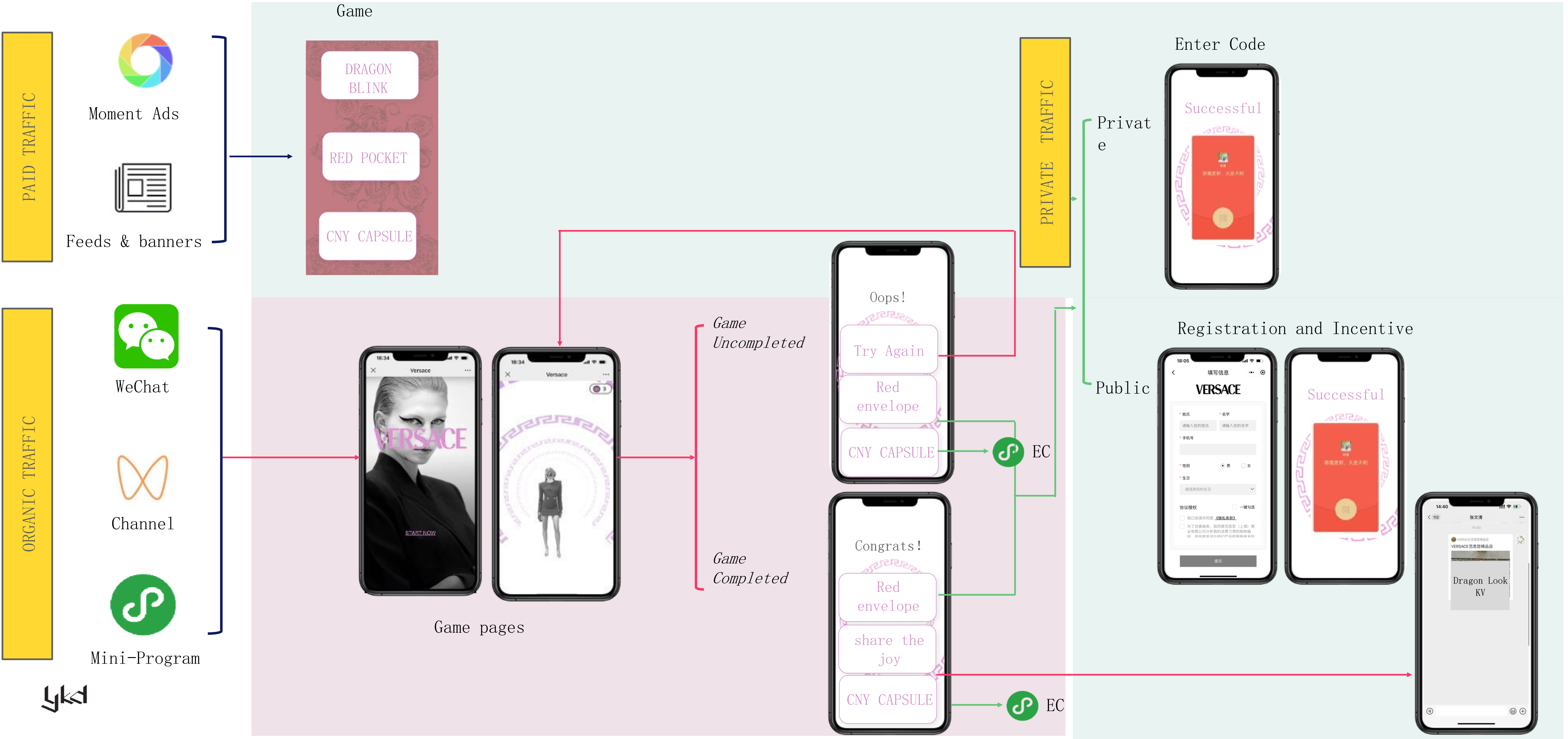
2024 CNY DIGITAL campaign

WECHAT INTERACTIVE GAMES

Social CREATIVE + GAME Design

24 November 2023

Consumer Journey

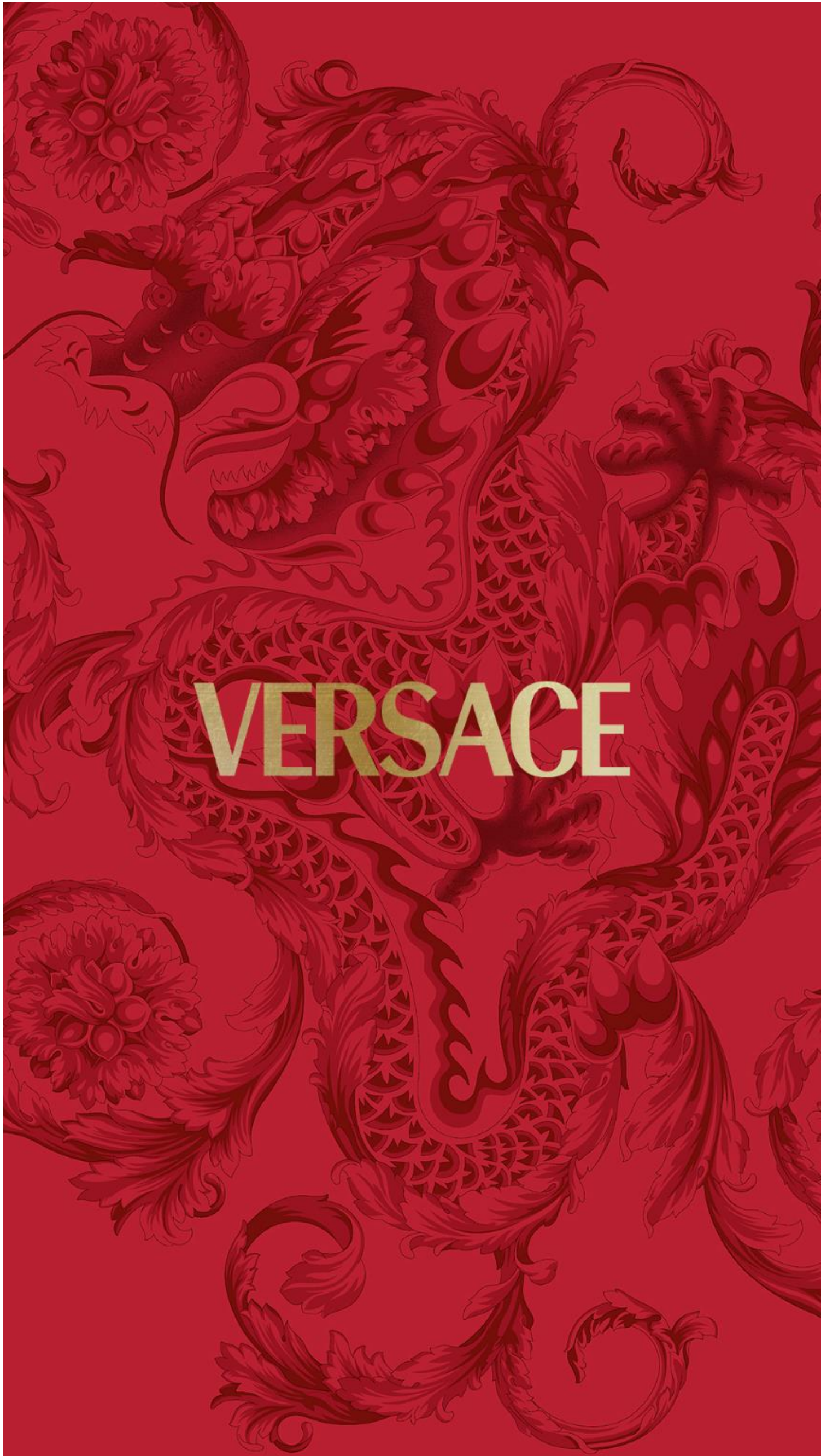
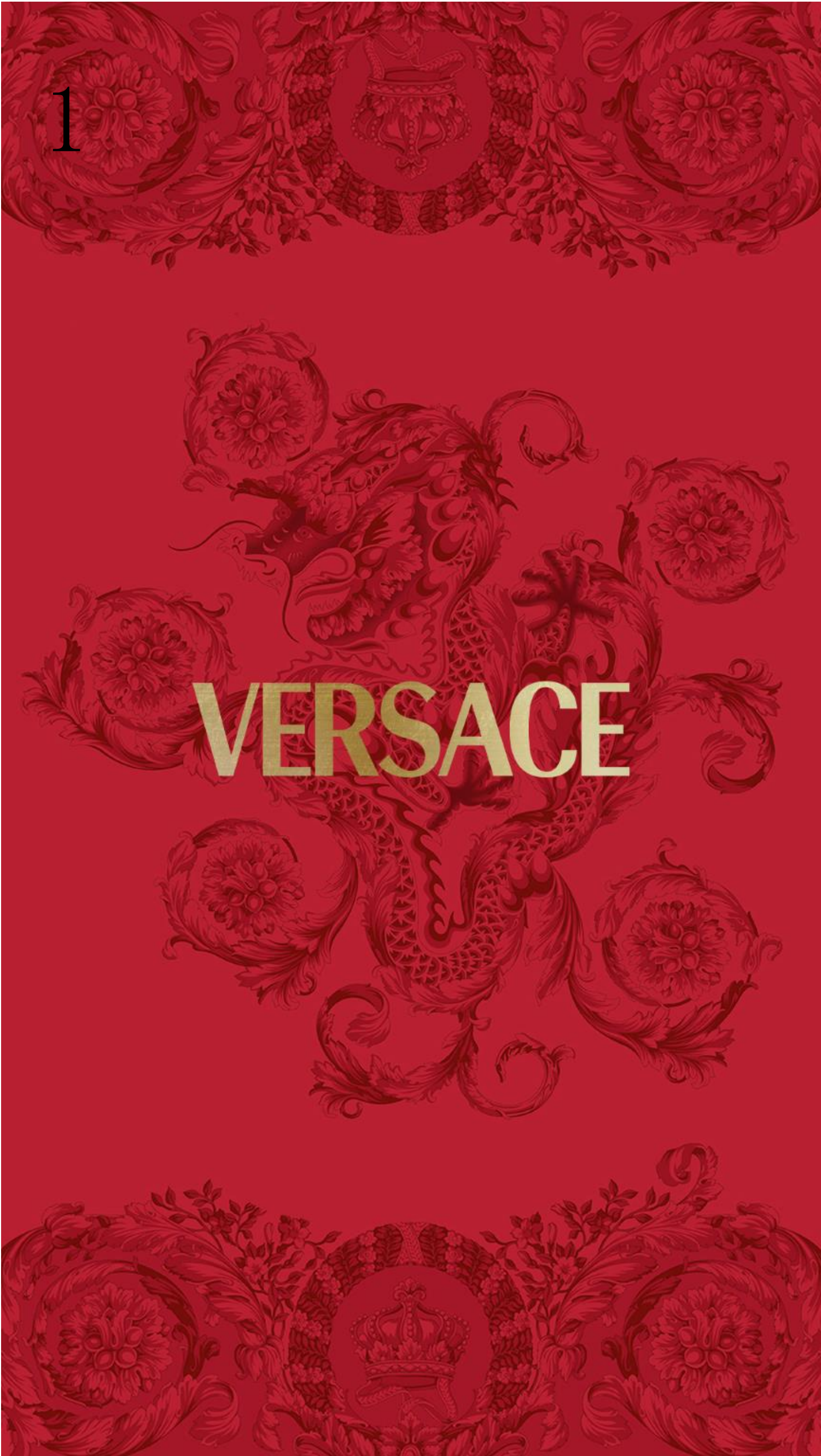


Proposed still KV – 1



VERSACE

Proposed still KV – 1
vertical



Proposed still KV – 2



Proposed still KV – 3



VERSACE

Proposed Animated KV

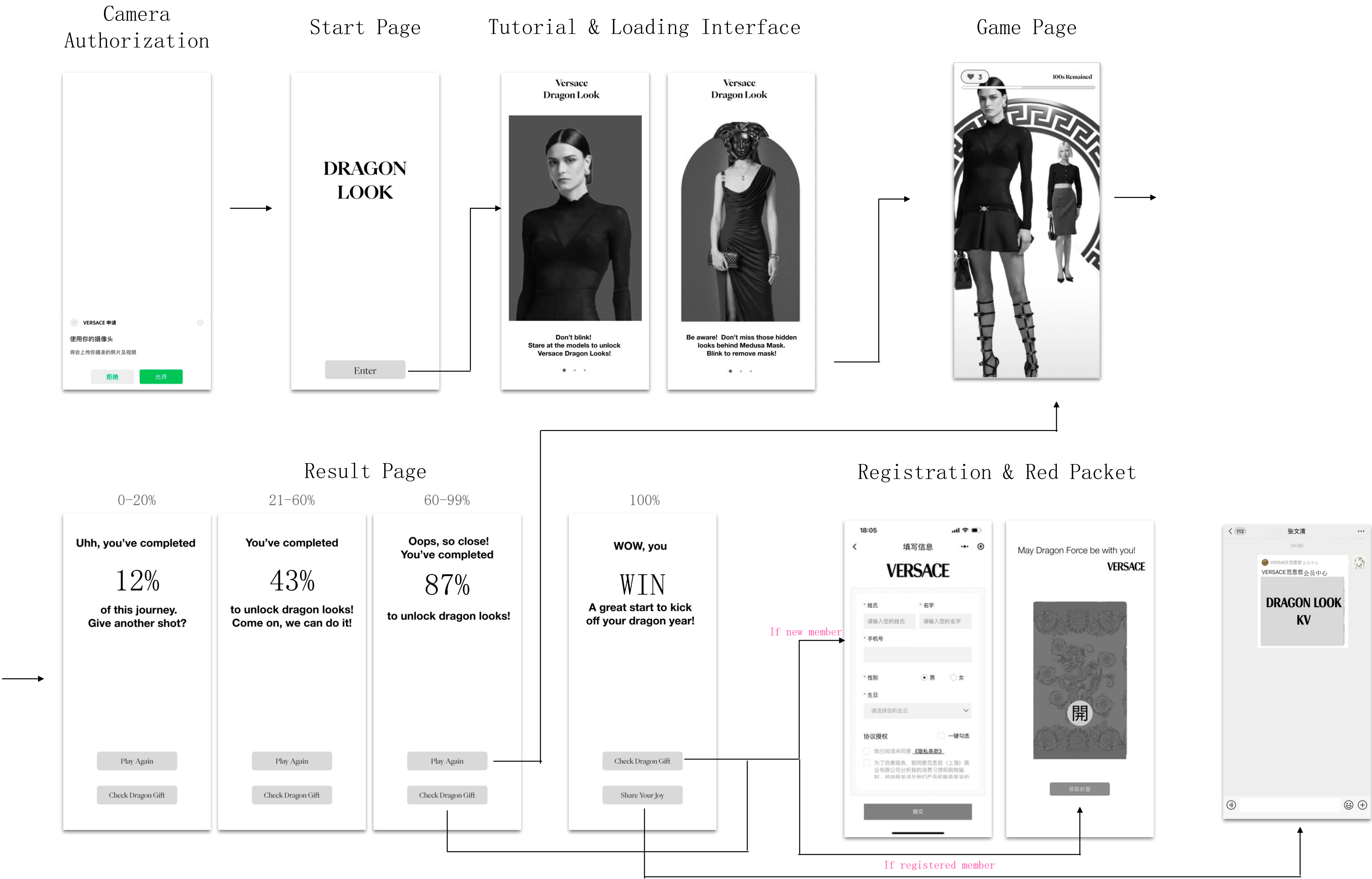


CLICK TO PLAY

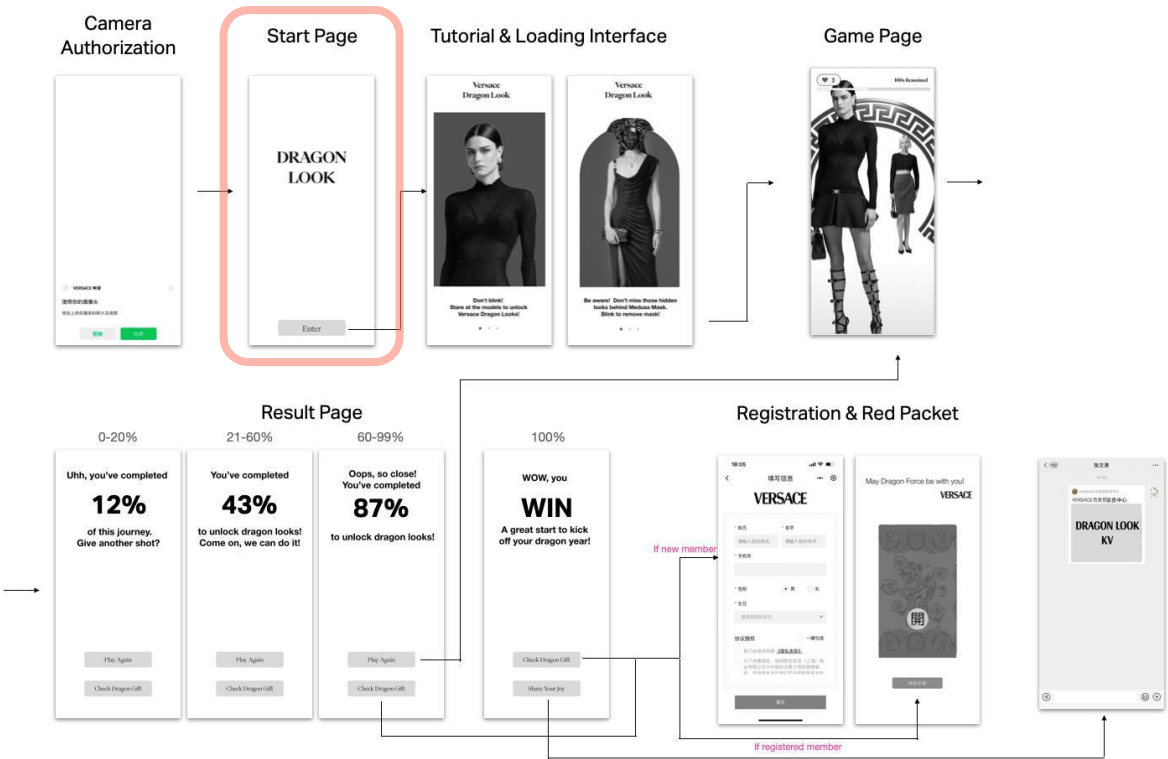
(color and design will be updated next week)

- Implement of red envelope design
- Powerful and compelling

UX For Game Design



Start Page



VERSACE

Opt1



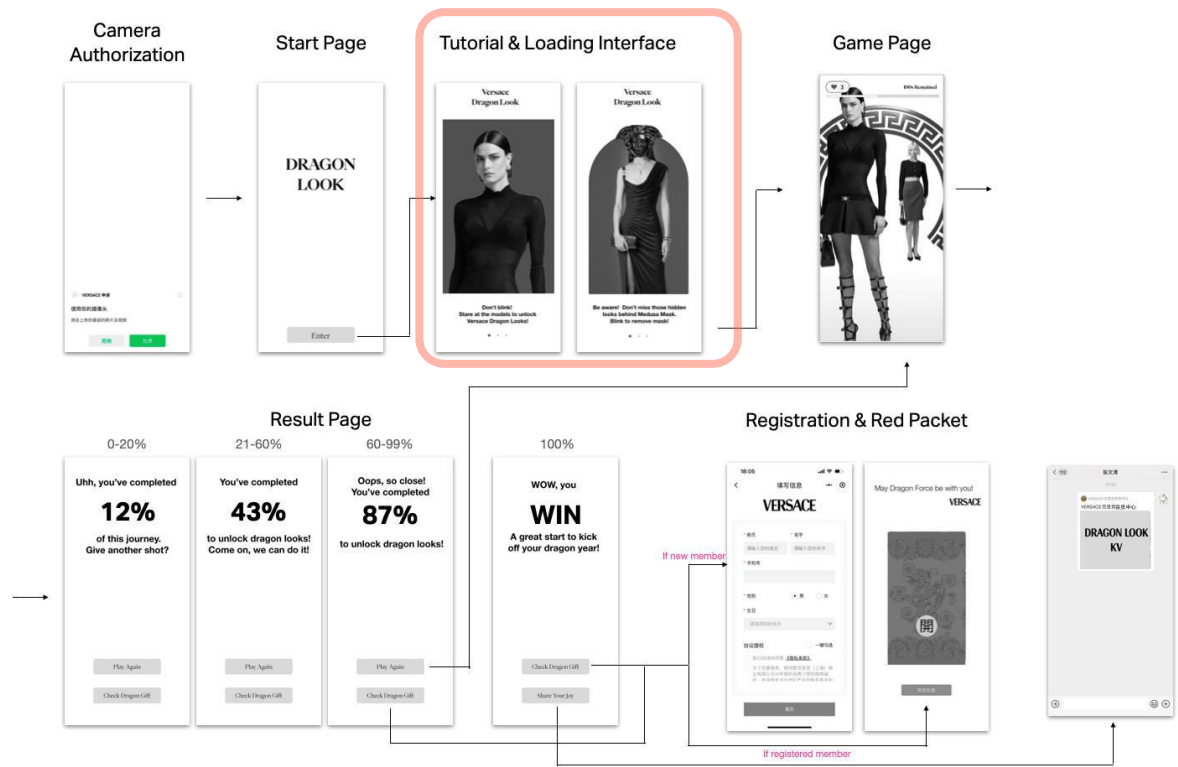
Opt2



Opt3



Tutorial Page



眨眼，解锁面具

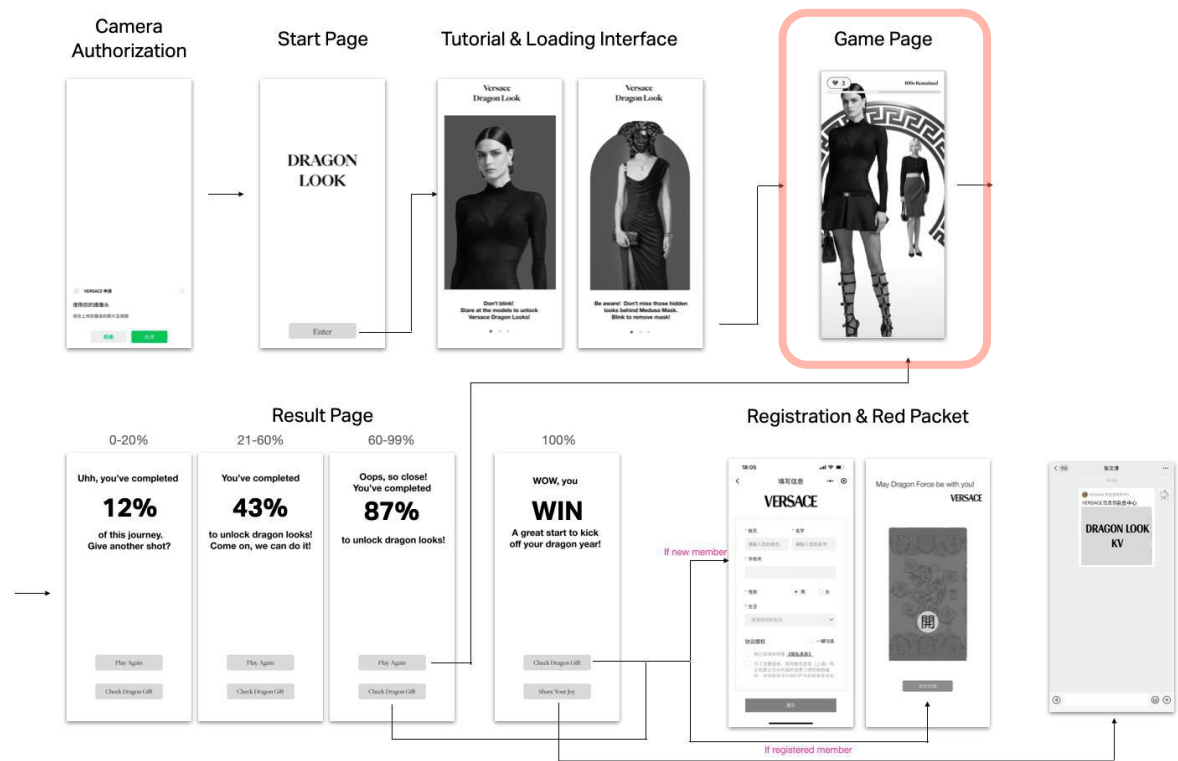


等等，没有面具。别眨眼，坚持住

* 注意，你只有三次机会



Game Play



GoldMask



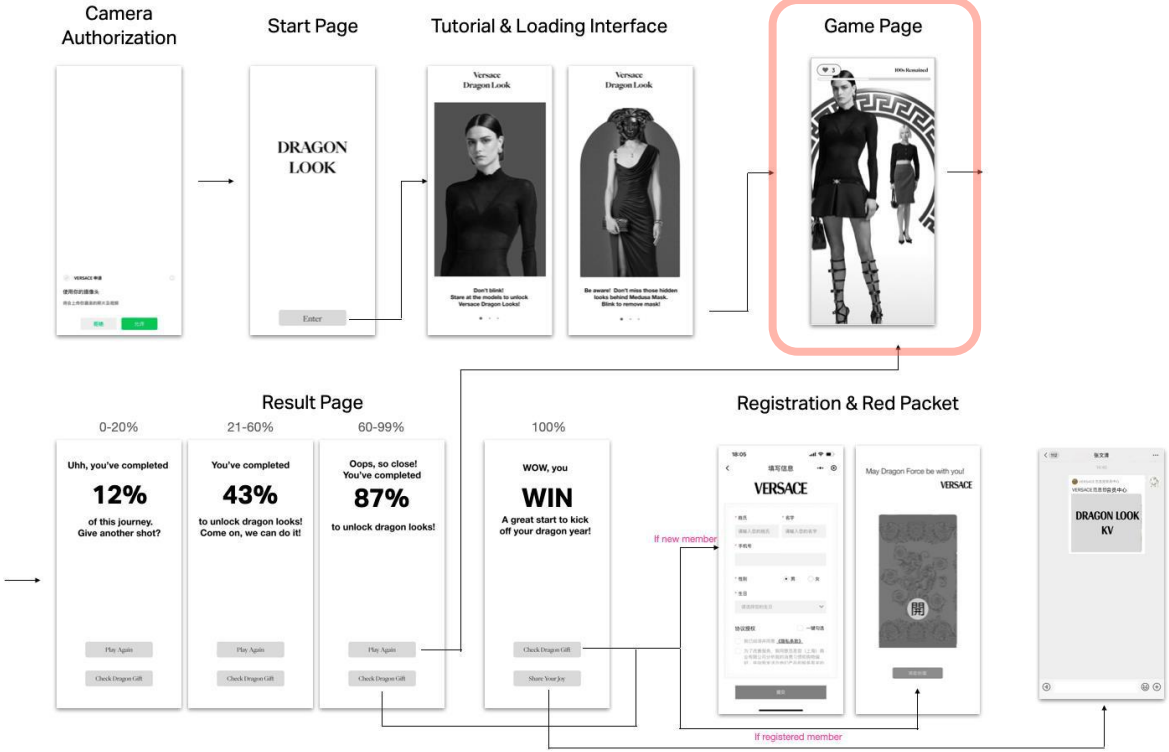
Chrome Mask



red Mask



Game Play – Bonus



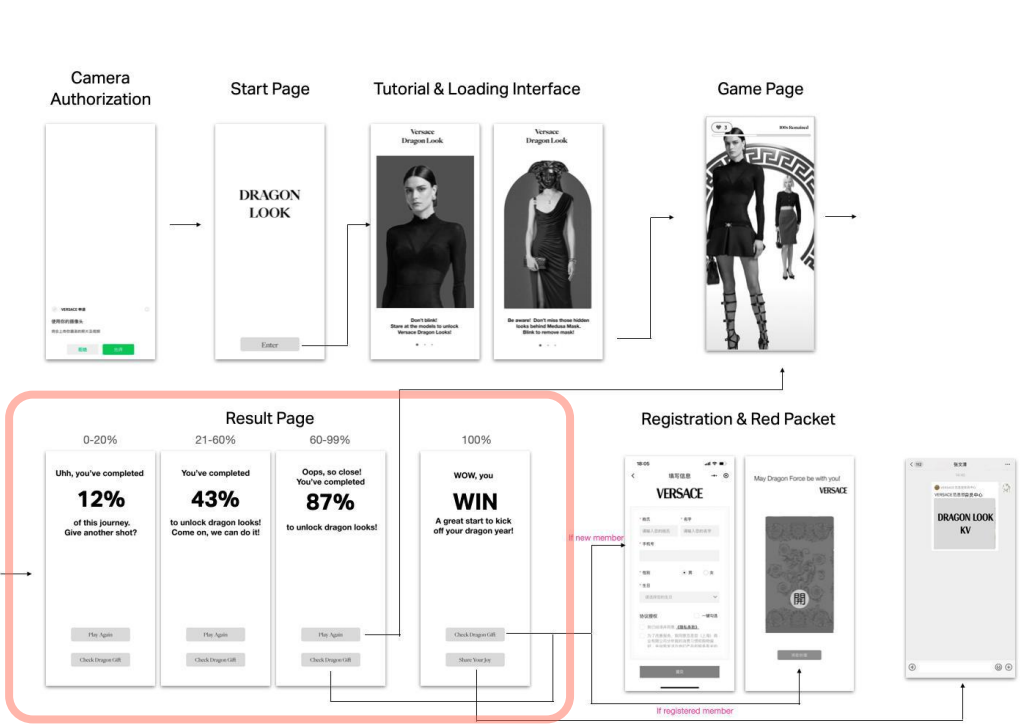
To enhance the game’s fun factor, during the last 10-15 seconds, a bonus time will be activated.

Instead of the model, a large number of coins will appear. Players can continuously blink to collect coins.

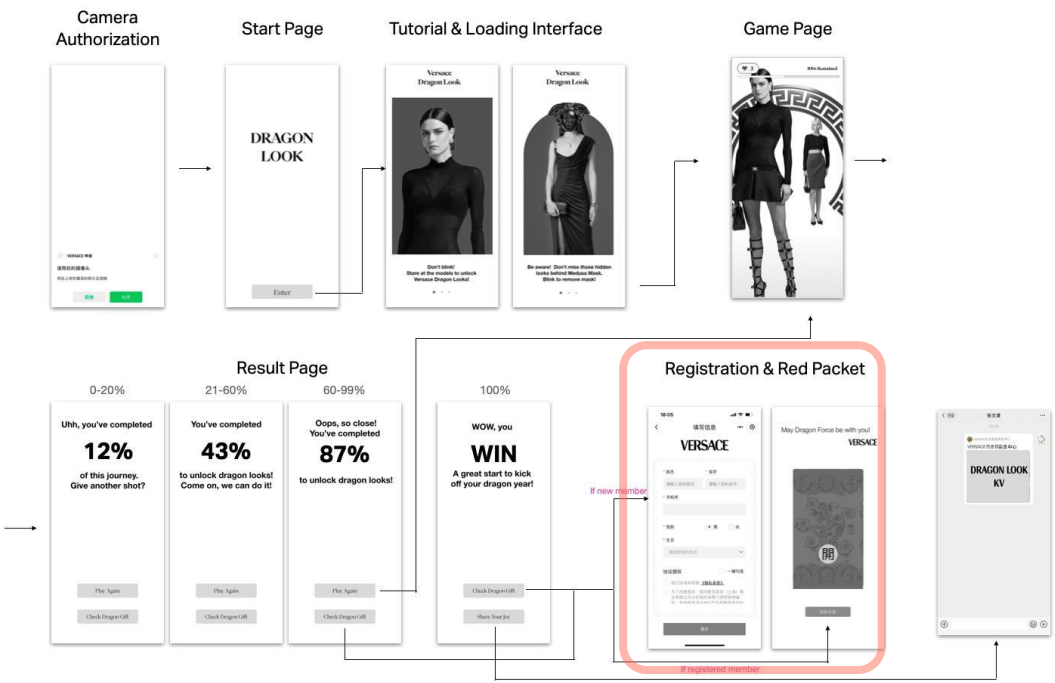
(Coins will be replaced after rendering and will be updated in next round)



Result Page



Registration&Red Envelope



18:05

填写信息

VERSACE

* 姓氏

请输入您的姓氏

* 名字

请输入您的名字

* 手机号

* 性别

☒ 男 ☐ 女

* 生日

请选择您的生日

协议授权

☐ 一键勾选

☐ 我已阅读并同意 《隐私条款》

☐ 为了改善服务，我同意范思哲（上海）商业有限公司分析我的消费习惯和购物偏好，并向我发送与他们产品和服务有关的信息

提交

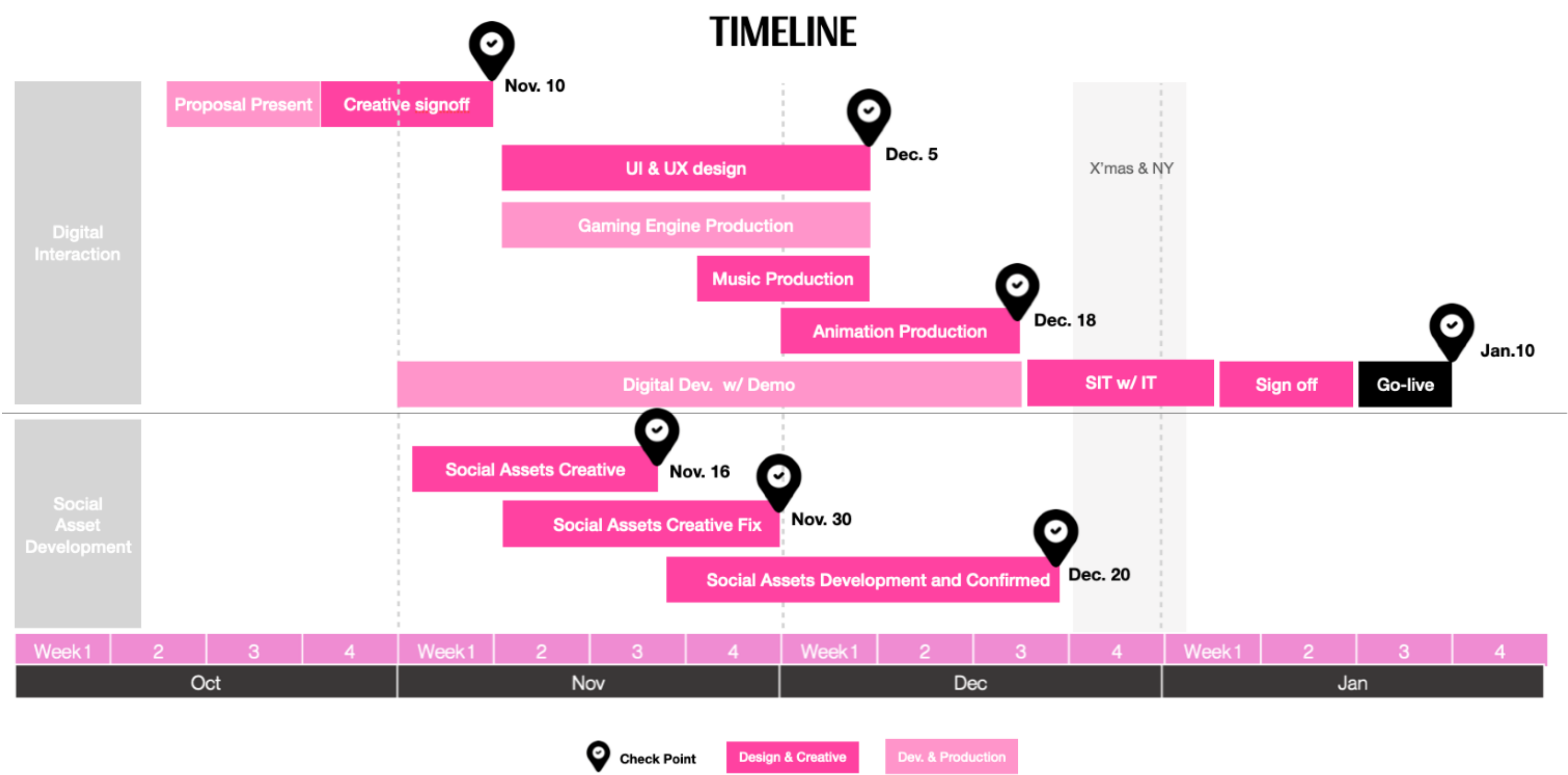


May Dragon Force be with you!!

WILL BE ADJUSTED INTO CNY MOOD

VERSACE

NEXT STEPS



Versace to share after meeting:

- Offer the high-resolution static model materials (full body) for game design
- Feedback consolidated on the social asset design and game UI design

Next Meeting – Nov 30

YKD:

Social Assets:

- Revise according to the feedback (from global)
- Target to get confirmed on the design by Nov. 30

Game Design

- Presenting 2nd round UI design key frames
- Target to get confirmed on the UI design by Dec 5