

**VERSACE**

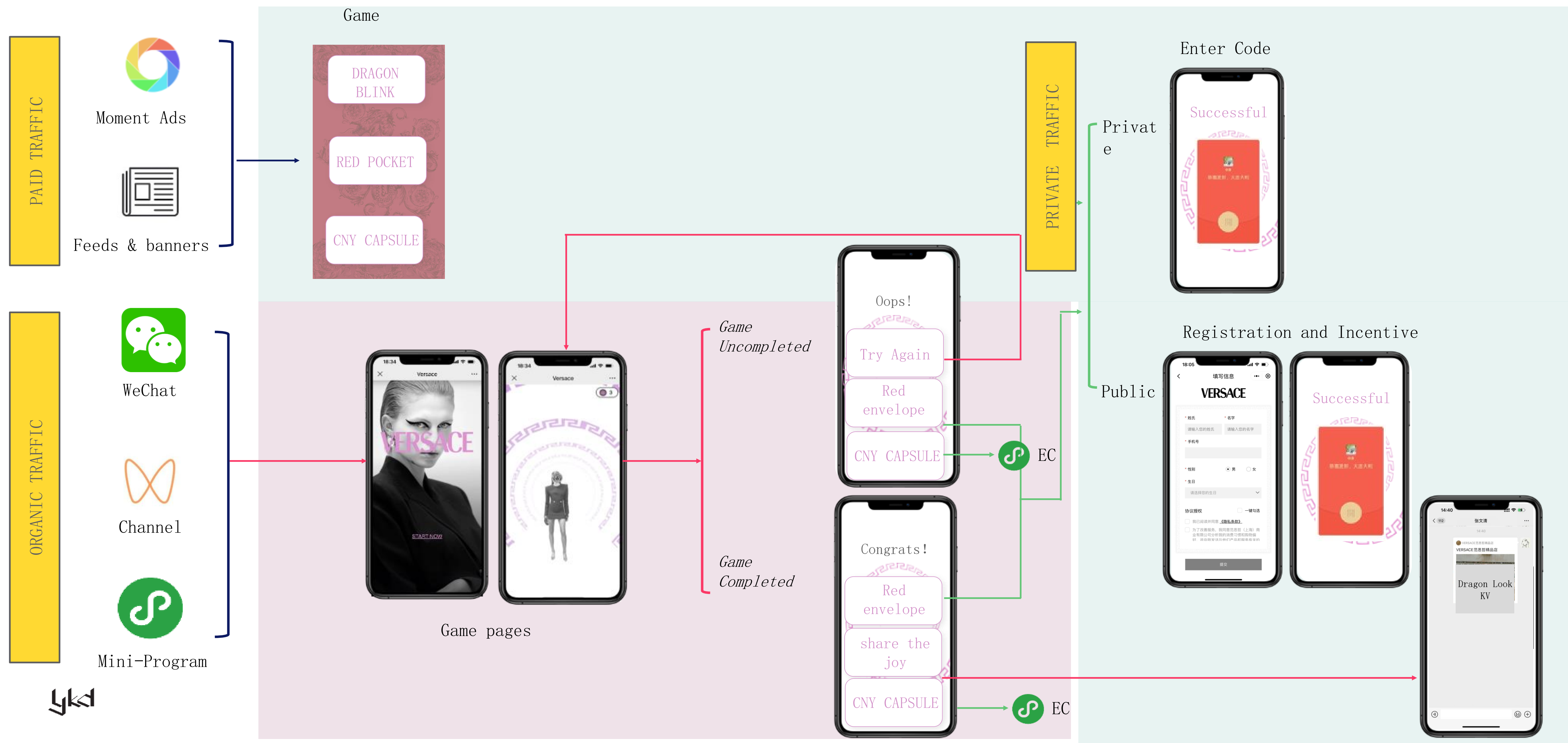
2024 CNY DIGITAL campaign

WECHAT INTERACTIVE GAMES

Social CREATIVE + GAME Design

24 November 2023

# Consumer Journey





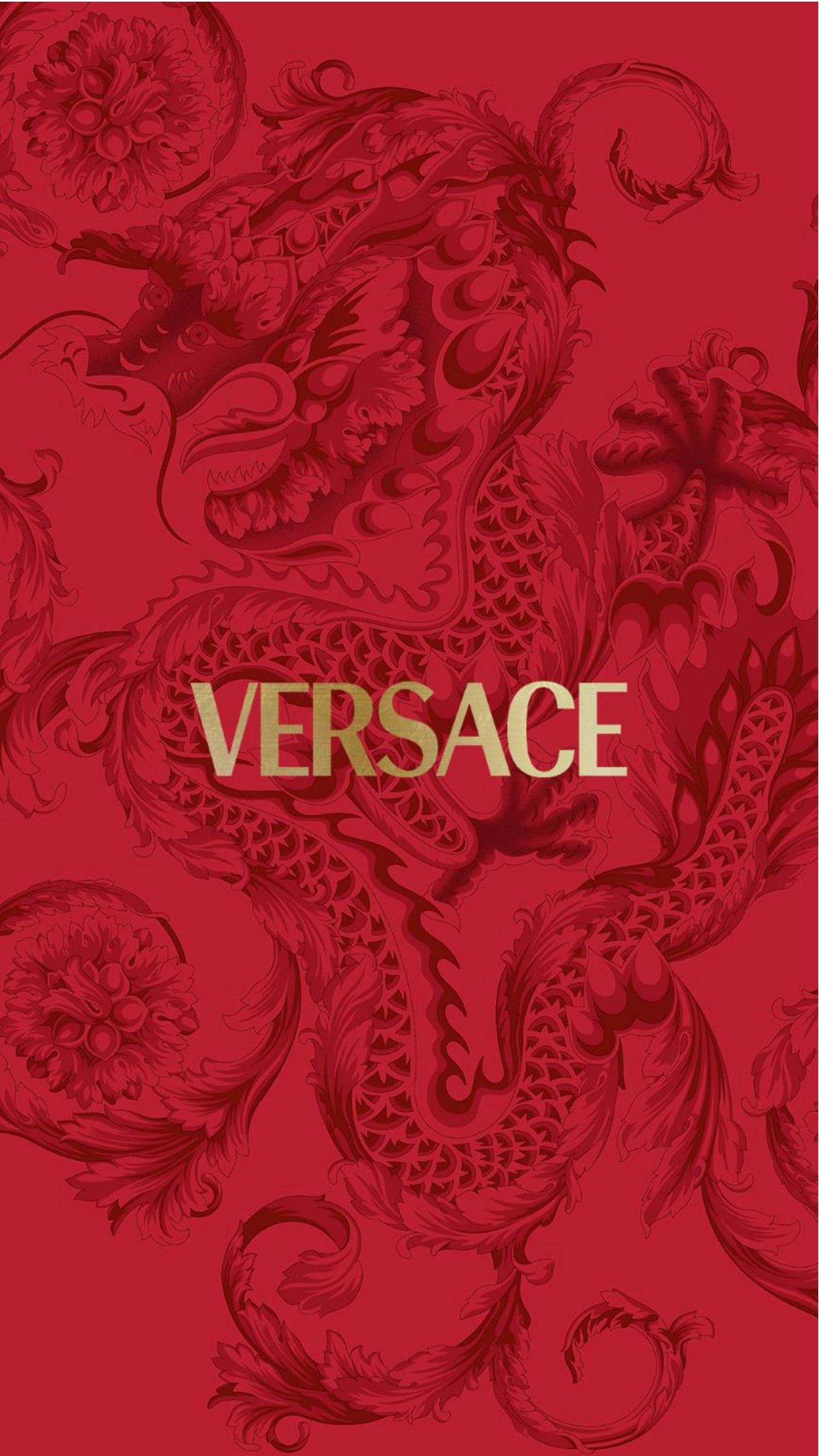
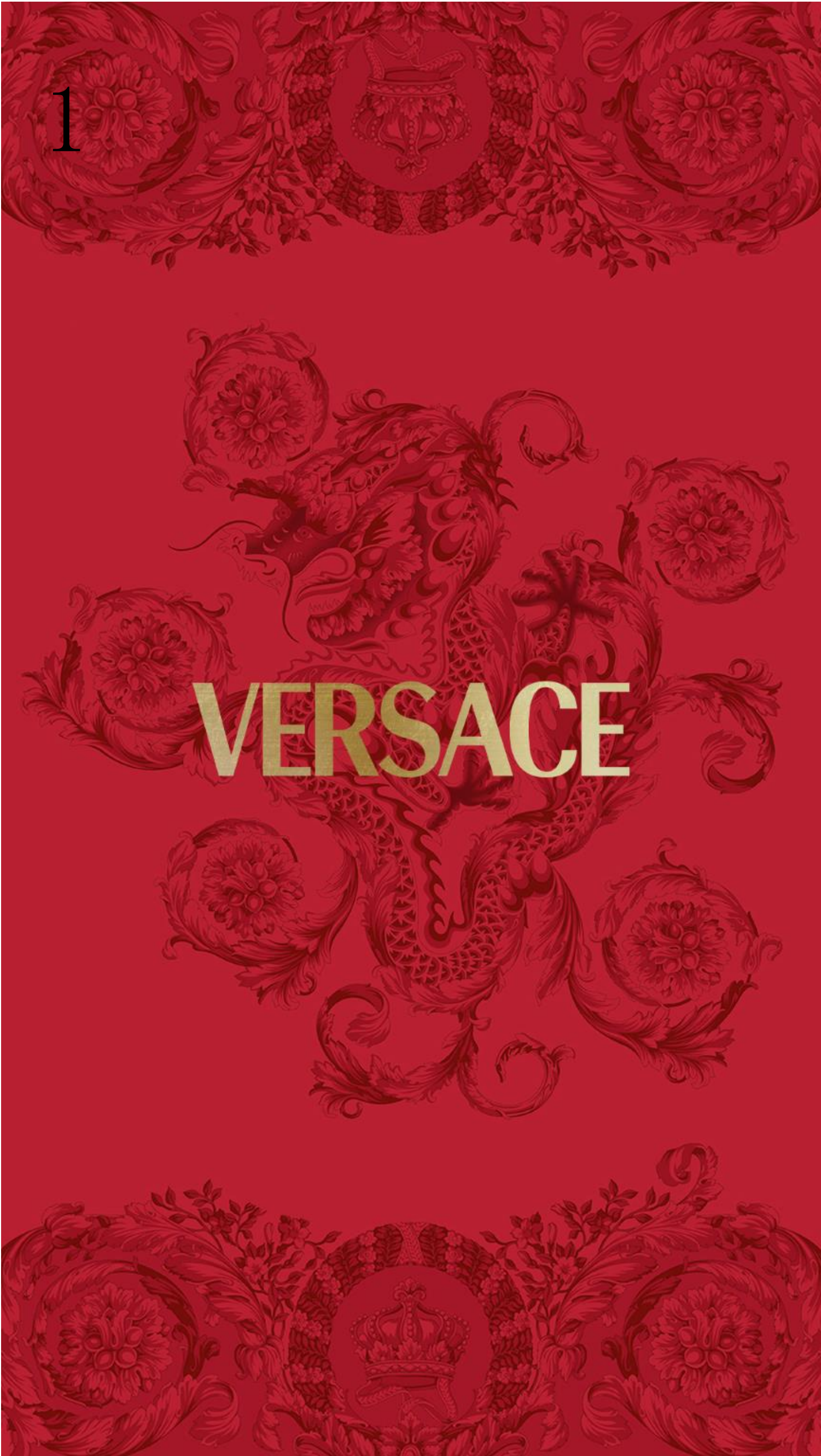
# Proposed still KV – 1



VERSACE



Proposed still KV – 1  
vertical





# Proposed still KV – 2





# Proposed still KV – 3



VERSACE



# Proposed Animated KV



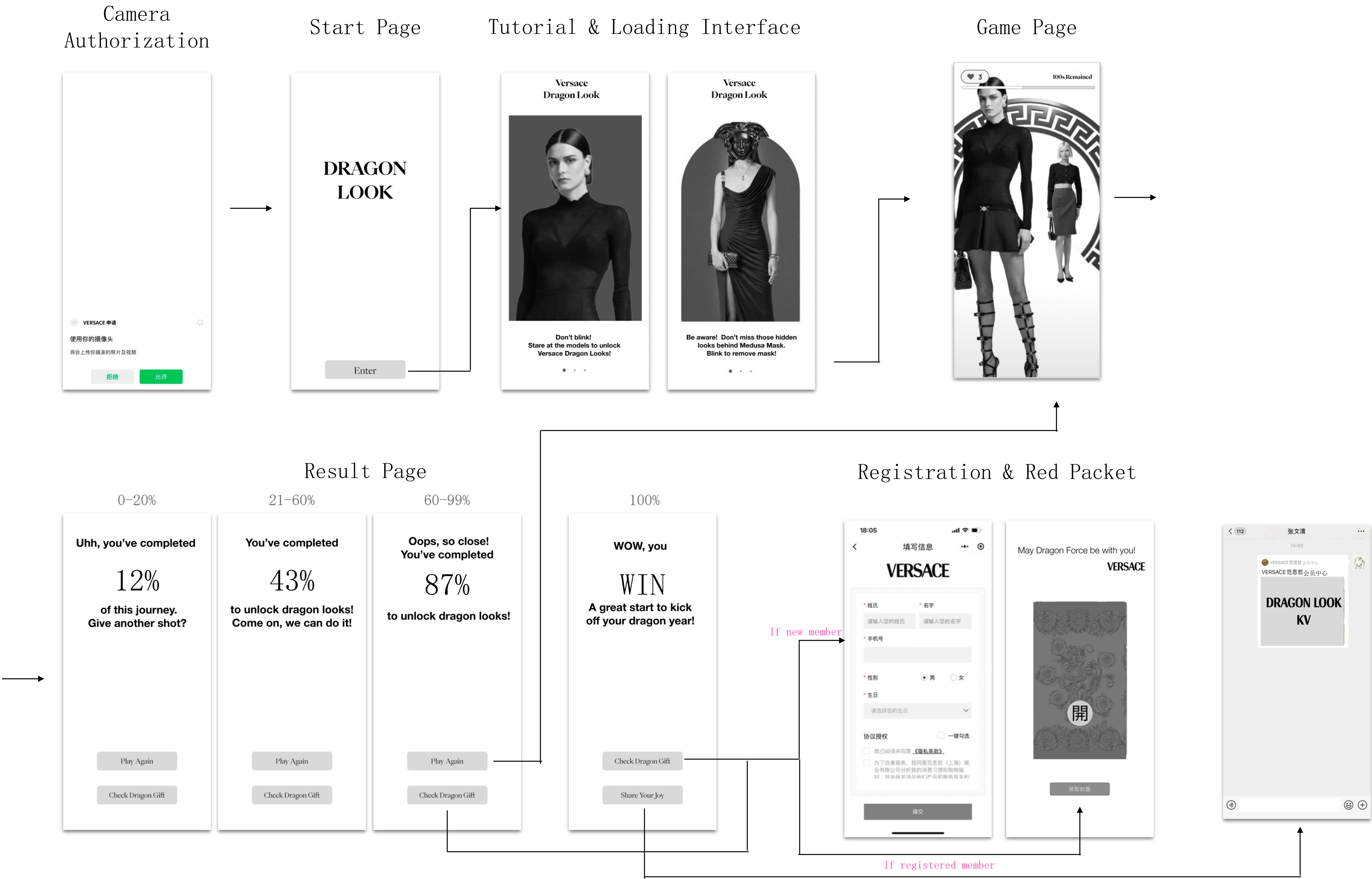
CLICK TO PLAY

(color and design will be updated next week)

- Implement of red envelope design
- Powerful and compelling

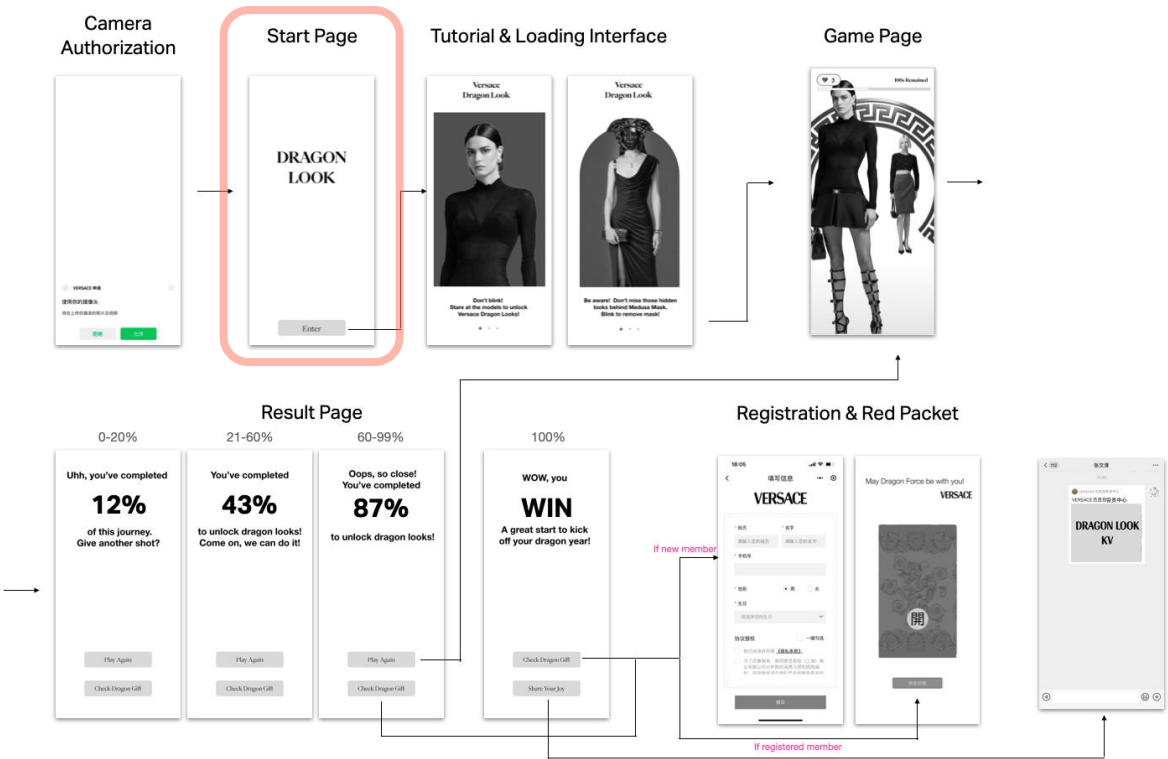


# UX For Game Design





# Start Page



Opt1



Opt2

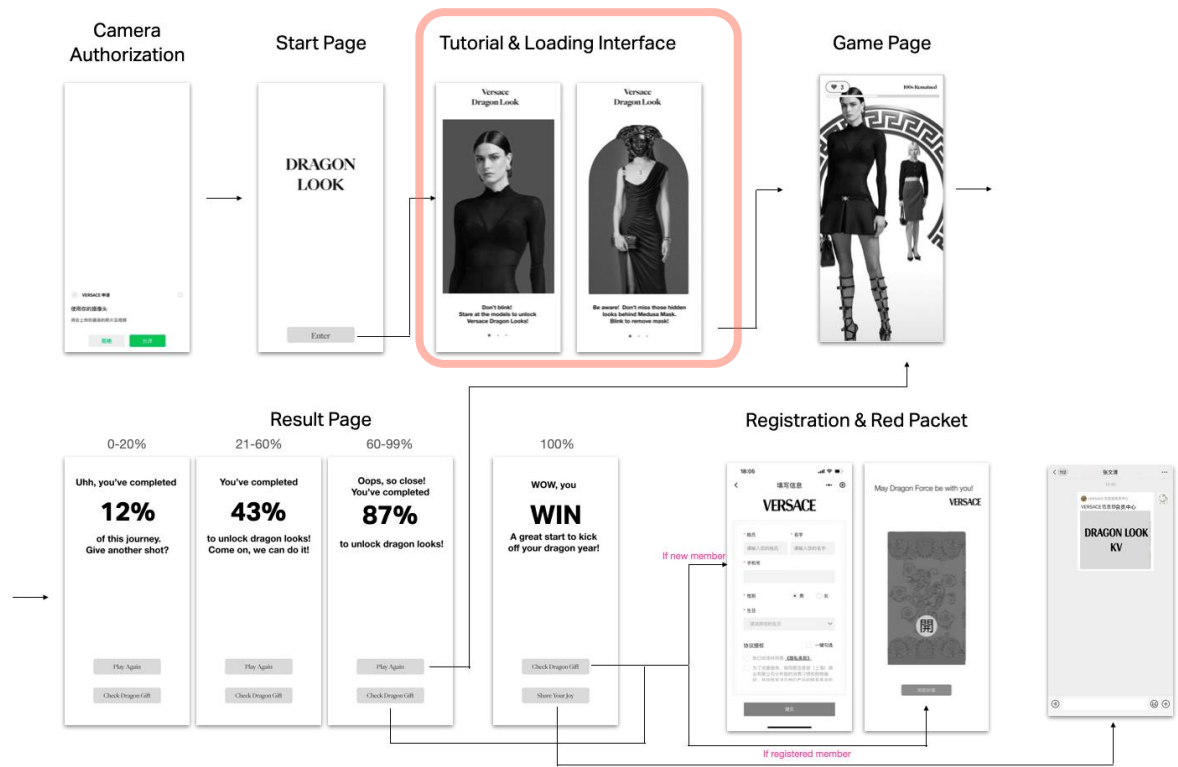


Opt3





# Tutorial Page



眨眼，解锁面具



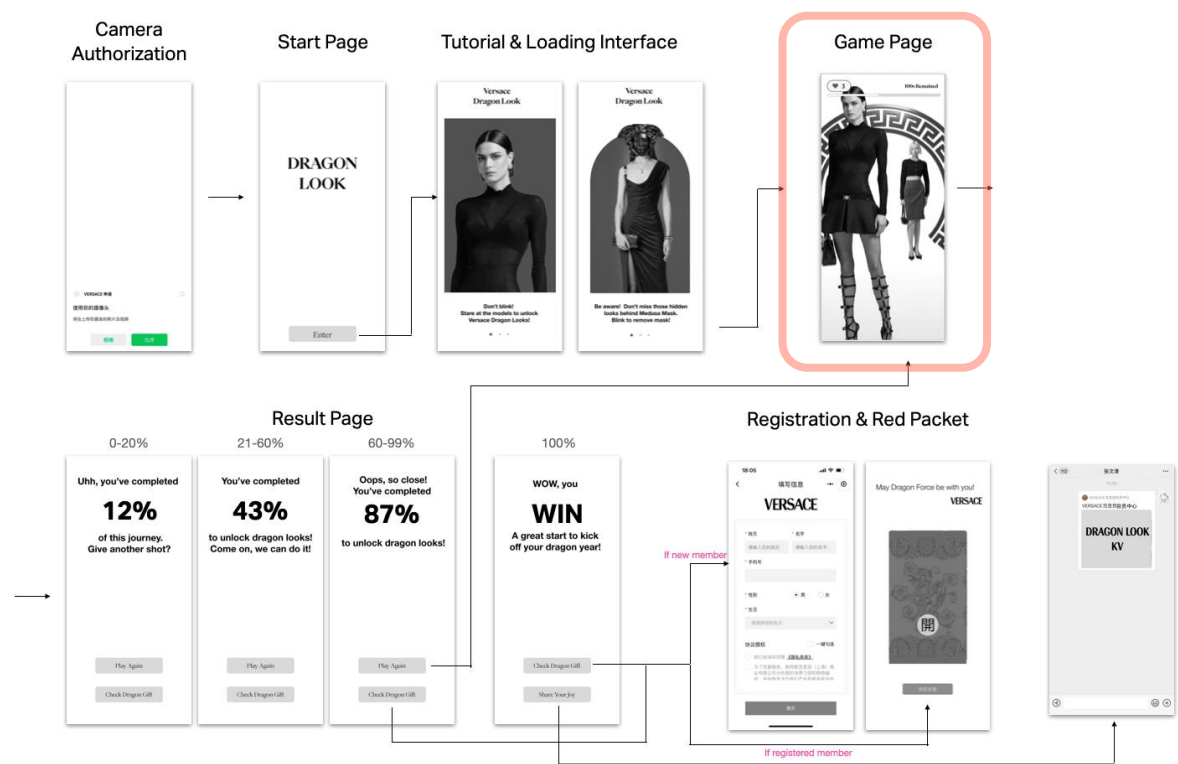
等等，没有面具。别眨眼，坚持住

\* 注意，你只有三次机会





# Game Play



GoldMask



Chrome Mask

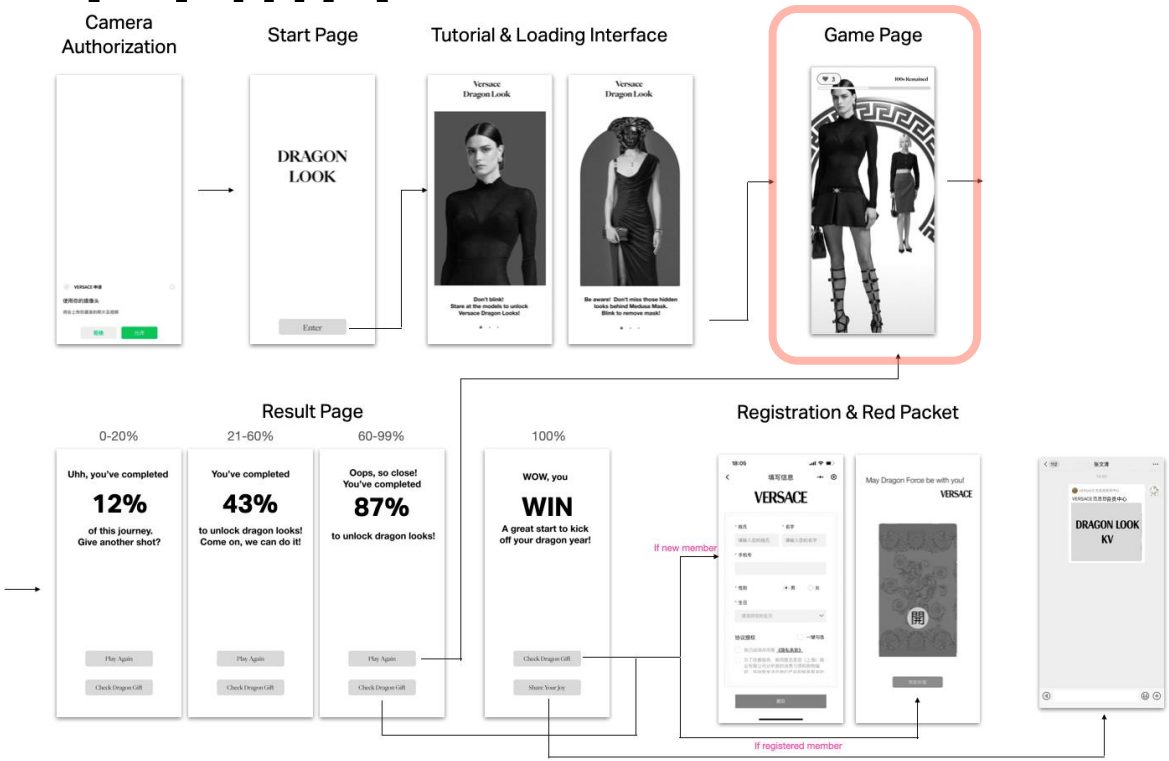


red Mask





# Game Play – Bonus Time



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

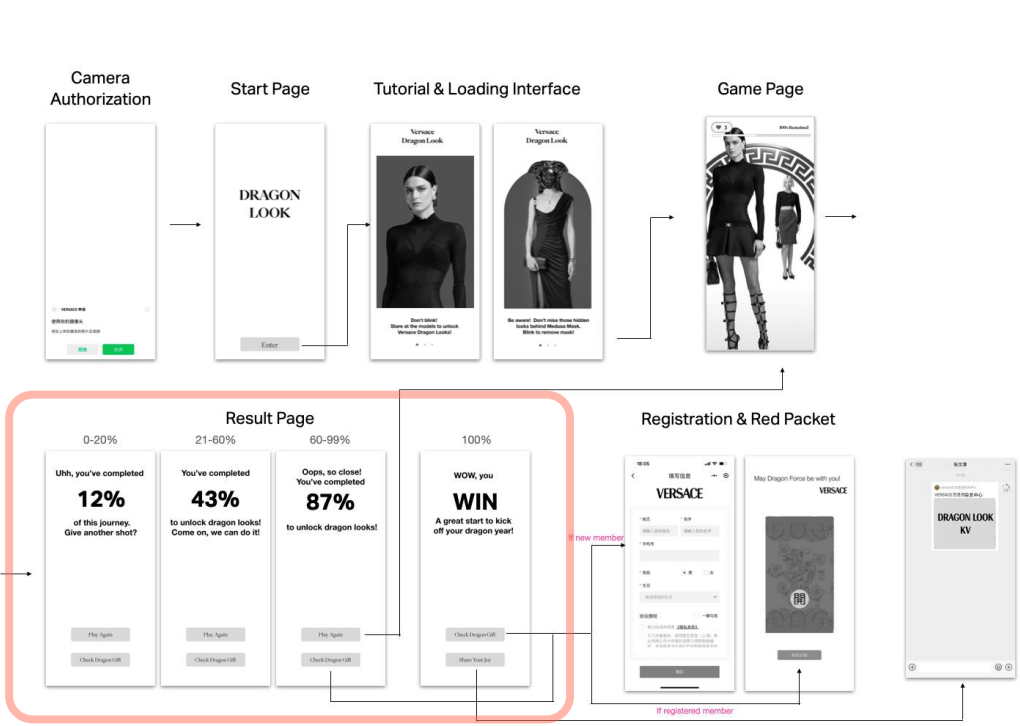
Instead of the model, a large number of coins will appear. Players can continuously blink to collect coins.

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



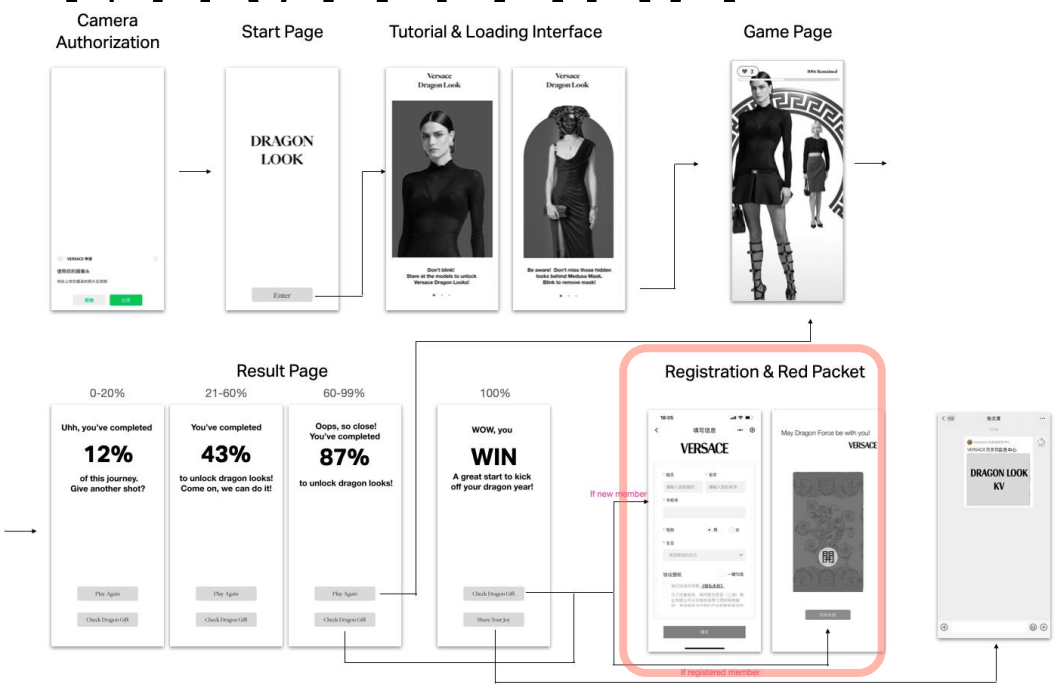


# Result Page





# 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

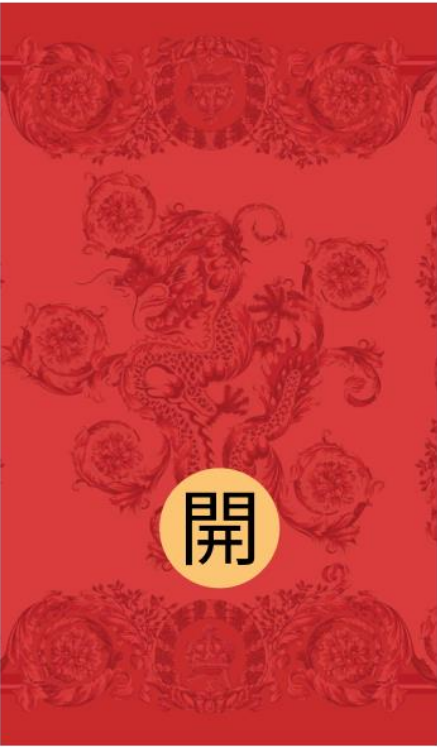
协议授权

☐ 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

提交



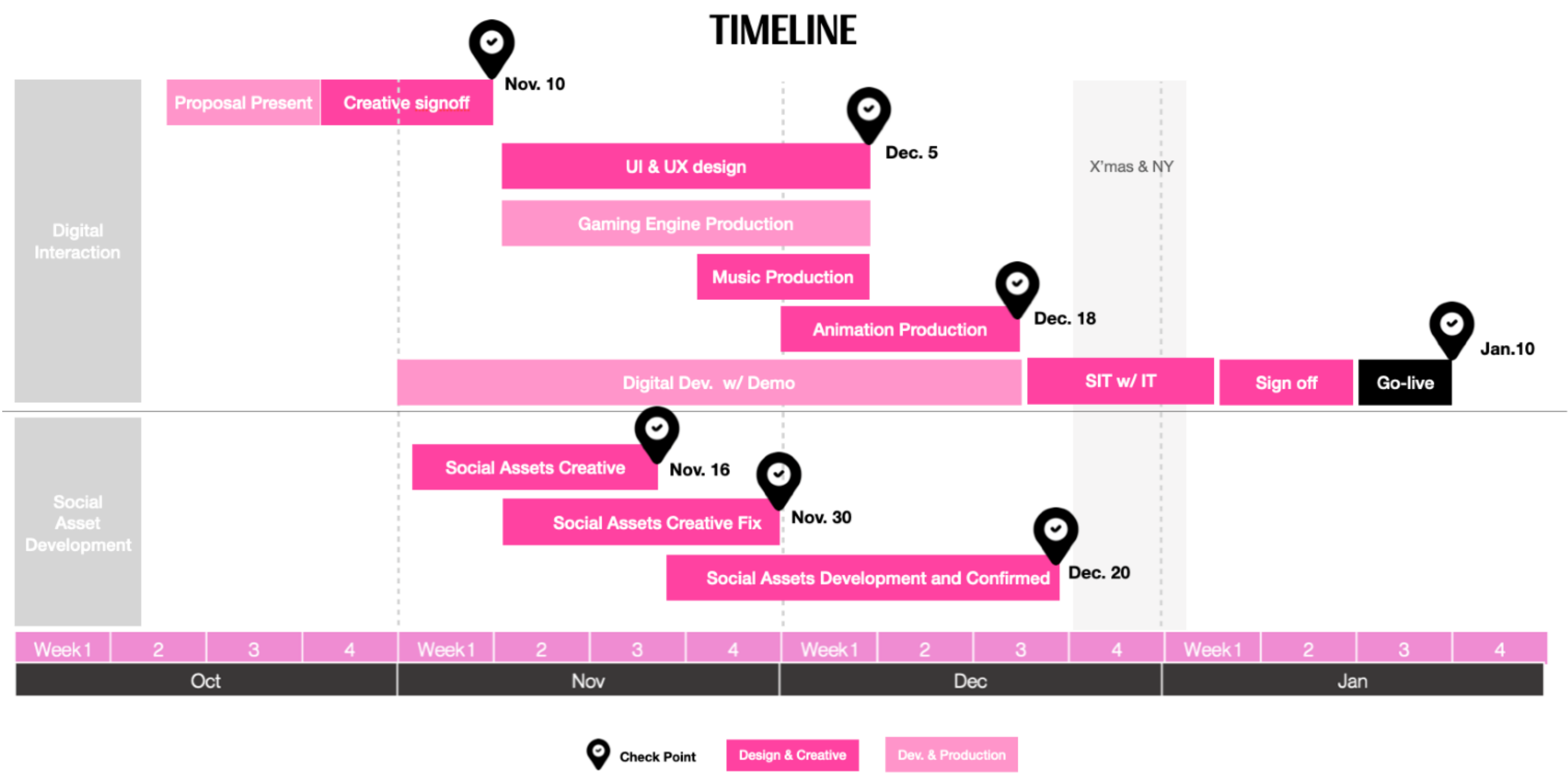
May Dragon Force be with you!!

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