



Mirror's Edge is an action-adventure platform game developed by DICE and published by Electronic Arts that tells the story of protagonist Faith Connors. Faith is a "runner" in a dystopian world where crime and vice have been purged through the use of a comprehensive city-wide surveillance system, a totalitarian control on information and media, and an increasingly militarized police force. Runners act as couriers for any groups attempting to privately transmit information to one another in a way that cannot be monitored by government surveillance. Runners rely on parkour and their incredible agility to traverse over, under, and through the city in order to deliver information to and from their clients.

EA released the first game of this series in 2008 titled *Mirror's Edge*, which gained blockbuster status and critical acclaim upon release due to its uniqueness in terms of art style, atmosphere, choice of protagonist, and gameplay. *Mirror's Edge* is currently one of the only first person platformers in existence. A second game, *Mirror's Edge Catalyst*, is scheduled for release on February 23rd of 2016. In addition to these games, the brand also has its own comic book series published by Dark Horse Comics as well as merchandise including t-shirts, wristbands, pins, and key chains. Third party companies and organizations also offer licensed Mirror's Edge paraphernalia relating to the game. The fan base for the franchise is extremely loyal and the brand's social media presences on Instagram, Facebook, Twitter, and Google+ share fan art and fan cosplays each week to promote the release of *Mirror's Edge Catalyst*.

Given the game's heavy emphasis on parkour and its unique characteristic of being a first person platformer, one product that might be a relevant offering for the brand would be the creation of an app called "Runner's Spot" for mobile devices that allows users to share interesting parkour locations with one another. There are currently a variety of "skate spot" apps available online that allow users to share photos and videos of great local areas to skateboard. Users log onto the app and use location services to help find interesting spots near their current location to try different skateboarding tricks. These skate spots are posted by other users and are given ratings based on their level of difficulty, "bust" factor, and other relevant information. Mirror's Edge could generate a similar online community that would prompt users to post great locations for parkour tricks. The brand does not currently offer any apps or any online owned communities, so this would be a great way to capitalize upon both of these opportunities. Users would be able to interact with one another and form a unique community while also staying connected to the brand in a one-of-a-kind way. This app would generate a lot of user-created content, brand loyalty, and an increased awareness for the release of *Mirror's Edge Catalyst*.

One way in which this new app could be promoted is through the creation of a promotional video that features famous parkour artists dressed in a Mirror's Edge style performing various tricks and stunts in urban environments and then posting to the app while on the go. This is perhaps the most conventional method of promoting a new product or service, but the extreme nature of this video means that it will have a higher chance of being shared on social media platforms than regular trailers or video promos.

Another way to promote this app would be through real time marketing. On the Mirror's Edge Twitter page, posts could be made relating to current pop culture events, like the Super Bowl, with the question posed of how a "true runner" would traverse the stadium and along with an offer to post users' favorite "runner spots" on the Mirror's Edge app. These tweets would be prepared and polished in advance of pop culture events. This would allow the brand to tie in the style of the game to real world events and locations and would encourage fans to be imaginative and constantly live as a runner. A hashtag #AlwaysRunning could be used to unify these real time marketing efforts and build awareness for the Runner's Spot app.

A third promotional method would be to offer exclusive content in the upcoming release of *Mirror's Edge Catalyst* for users who download the Runner's Spot app. Exclusive skins for Faith or access to other miscellaneous bonus content like wallpapers for the players' consoles could be offered with a promo code that accompanies the download of the app. This would attract a huge amount of users to the new product because free DLC is a rare and valued commodity amongst the gaming community.

Lastly, Mirror's Edge could promote this app by conducting a link exchange with a non-competitor, like a skate spot app, which already has a base of users interested in performing stunts and sharing stunt spots online. If Mirror's Edge promoted its app through mediums like skate spot apps, they could attract customers to the franchise that they do not currently have. Many skateboarders would likely have an interest in a game that involves parkour and would enjoy using an app to see what local parkour athletes are performing in their city.

All of these ideas could help to promote the release of a potential new Mirror's Edge Runner's Spot app, which, in turn, would garner addition support and loyalty for the brand, build brand awareness, and promote sales for the brand's upcoming February release. There are risks associated with the development of such an app, and the timeframe is tight, but it could be a great opportunity for Mirror's Edge to undertake.