Comsats University of Information and Technology

(Attock campus)



**Game Development**

**Assignment # 4**

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# Monetization and Marketing Document

# Project Name: Up The Hill Racing Game

## 1. Monetization Strategy

In the game, the player advances the vehicle with simple controls for the gas and brake. As the player advances, they earn coins and can run out of gas or reach a point where the vehicle cannot progress. To advance further, improve the vehicle, unlock new vehicles and unlock new stages, the player uses the coins they have earned.

Some of the key monetization strategies that have made Up the hill racing successful include:

1. Easy game play, anyone can play it and don’t need to spend time learning the game
2. Rock solid, no crashes, excellent user reviews
3. Realistic and fluid physics engine
4. Constant advancement through the use of coins, and clear goals on ‘what do I buy next’?

Up the hill racing uses both in-app purchase and ads-in-apps to generate revenue.

## In App Purchase

The game has been seamlessly designed to integrate with in-app purchase, so users can play the game without requiring any purchase, but can enjoy it more (or unlock more features sooner) if they spend money.

The game strategy is similar to other games that use in-game currency: earn coins during gameplay, or accelerate the player progress through purchasing coins.

The in-app purchase success in this game is driven largely by their execution: show the in-app purchase at the right moment in the game, make it easy to purchase new coins, offer multiple purchase options to cater to all types of users, and the benefits are clearly visible at all times in the game (car enhancements, new cars, new stages). Price discounts and promotions can be used to drive additional purchases.

## Ads-in-apps

Up the hill racing game also generates revenue from Ads-in-apps (AiA), or ads shown inside the app.

Finger-soft tries to protect and improve the user experience, so they are careful to ensure that ads do not interfere with gameplay. Just as they have in other platforms, Finger-soft uses a daisy chain waterfall strategy to move between ad controls to maximize fill rate,

## Daily Wins

Every day you will be given "Missions", opportunities to unlock a red chest inside the "Cups" season section menu. This is unlocked after you have placed first on 10 separate Tracks. For each Track within a Cup that you finish first, you will get one medal, regardless of whether you finish first in the overall Cup series. (Note: it is possible to finish first in a Cup, based on your overall standing, but get no medals, if you didn't finish first in any of the Tracks. Because the medal actually sits slightly in front of the finish line, it is also possible to collect the medal without winning the Track). Once you have 10 medals, the chest will be unlocked. If you don't fill the red chest with 10/10 medals in the given time, you can continue the next day, because the number of chests that you can unlock can stack up to 2. The red chest currently has unknown probabilities of parts/customizations.

Note: In addition to the Cups Missions, it is also possible to collect medals towards unlocking the red chest by winning Tracks in the "whole cup in unranked mode" of the Time Trial section (but not for winning "single races" in that section.)

## 2. Marketing Channels:

As far as traditional social media platforms go, Facebook’s popularity and targeting capabilities make it perfect for connecting with prospects. Instagram can also be used to share visual media. At the same time, YouTube is ideal for sharing video content such as tutorials and demos to help people learn how to play your game and get a taste of what it would be like to play themselves.

The messaging across these platforms needs to be consistent for your multichannel marketing plan to succeed. Otherwise, prospects will be confused when moving across channels, and this will make it difficult for you to attract more users and close more sales.