



## GAME CREATIVE BRIEF

### THE ROLE OF A CREATIVE BRIEF

To create a connection with your audience by showing them how your game can fill a need. This document is used by designers and—in conjunction with your Positioning Document—guides them as they create content

#### Project Context & Background: Why are we Advertising/Communicating?

To encourage people to play our game Impasto.

#### Who is the Consumer Target/Audience?

The target audience of Impasto are indie game enthusiasts, stealth game fans, Francisco Goya fans, and art enthusiasts.

#### How do they normally hear about new games in your space?

Most indie games are promoted online through social media apps and websites. Twitter, Instagram, YouTube, Twitch, Facebook, Reddit, Steam, and Itch are several of the apps and websites that our audience would likely hear about new games.

#### What do they Like?

- What do they like about games in your category?
- What pre-existing beliefs do they have?
  - For example: if you're making a puzzle game, how do people feel/what do they think about other puzzle games like yours, say "Portal?" What words do they use? What do they find compelling about them?
- Indie gamers enjoy playing unique, under the radar games that have an interesting narrative and art style. They also like games that have simple game mechanics.
- A person who plays stealth games enjoys missions/objectives, outsmarting enemies, and sneaking through game environments. They enjoy the feeling of suspense while avoiding or encountering enemies.
- Francisco Goya fans and art enthusiasts would like a game that has a narrative and art style based on historical paintings created by a well-known influential artist.

## What do they Dislike?

- What do they dislike about some games in your category? What kind of experiences would they consider sub-par?
- **Indie gamers tend to complain about poorly made graphics, mechanics, and music. They also dislike that most indie games are too short.**
- **Stealth game players dislike unrealistic human instincts portrayed by characters. (ex. enemy unable to see player trying to hide in plain site.)**

## Consumer Insight

- *Write it in the 1<sup>st</sup> person:* "I am a [consumer target] and I love playing good games in the [name] genre, because they [consumer like/need]. I get [annoyed/frustrated/don't like/etc] games in the genre because they [consumer dislike]"

**I am an indie game player and I love playing games in the stealth genre, because they are suspenseful and encourage me to think critically while maneuvering past enemies. I get frustrated with games in the genre because of unrealistic instincts of enemy characters.**

**When they hear about (not "play," yet) your game for the first time, list 3 emotions/reactions you want them to experience, in order of importance**

- 1. Captivated**
- 2. Unsettling**
- 3. Curiousness**

**When they're exposed to your message, how do you want them to think/feel/act?**

- Example:
  - Think: Mass Effect Andromeda might be an entirely new take on a franchise I love
  - Do: We want them to pre-order Mass Effect Andromeda to get early access to content
  - Feel: We want them to get excited about the mix of the familiar with the new
  - (Clearly I'm looking forward to Mass Effect: Andromeda, lol)

**Think: Impasto does an awesome job creating a fantasy world with fine art aesthetics that compliments their stealth focused game.**

**Do: We want them to find Impasto interesting enough to download and talk about with friends.**

**Feel:** We want them to feel curious about Francisco Goya and the mysteriousness behind his “Black Paintings.”

**Key Rationale Benefit:** what do consumers get for playing your game? What experience are they rewarded with? Are they better strategic thinkers? Do they feel more empathy towards people? Have they learned teamwork? Solved puzzles? Something else?

At its core Impasto delivers compelling stealth mechanics that are influenced by the art style of Goya. The player is immersed into a dark universe founded upon Goya's most famous body of work. The player enjoys a stealth experience that is stylized visually from researched and documented aspects of Goya, a special combination not often found in other games.

**Key Emotional Benefit:** how do you want the game to make them feel, after they've played it? Finish this sentence as the consumer: “I loved playing [game] because it gave/let me [what?]”

I loved playing Impasto because I was able to venture in an oil painted, dark fantasy world where the haunting creations of a troubled painter came to life.

**Why should they believe you can deliver?**

Our team strives for their best in capturing the experience behind “Goya”. Founded upon the importance of art research and translating traditional paintings, we know our art and design team serves as the core for creating that world. From 3d modeling, texturing, shaders, to UI design -- the practiced visual team works in tandem with engineering to best deliver atmospheric elements from fine arts and integrate that with stealth mechanics. Our production team makes sure this connection is in constant collaboration and we often have asset check-ups and meetings to make sure we're delivering results.

**Restate Your Game's Positioning Statement from the Positioning Document, below:**

For art fans and indie-stealth enthusiasts alike, Impasto explores the mind of Francisco Goya through his black paintings. Impasto allows the players to have a unique opportunity to experience fine art in an immersive, interactive environment-- rather than simply looking at the paintings, the player lives in them.

**Tone and Manner** – give adjectives for how your audience should perceive you

Impasto: Interesting, experimental, immersive

What is Your Key Consumer Message? What are the key 2-3 sentences you would tell the consumer to convince them to try your game?

Impasto is a game where the player dives into the expressive paintings of Francisco Goya with stealth-action gameplay.

It is an artistic reconstruction of fine art in an interactive world that challenges the player to embark on the historic “Black Paintings”, evading the dangers of the atmospheric world of Goya’s horror, panic, and terror-- rummaging through a bleak outlook on humanity.

Where do you anticipate delivering your message (types of advertising, communication, promotional venues)?

- Reaching out to the fine arts school at USC
- Social media
- Encouraging friends to play