

BLACKSAD

UNDER THE SKIN



Product presentation

BLACKSAD



AUDIO



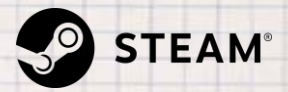
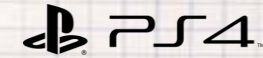
TEXTS



TITLE:

BLACKSAD: Under The Skin

PLATFORMS:



GENRE:

ADVENTURE - NARRATIVE

RELEASE:

September 26th 2019

SRP:

Limited Edition 49,99€

Limited PC / MAC 39,99€

Collector Edition 119,99€

DEVELOPER:

Pendulo Studios / YS Interactive

PUBLISHER:

Microïds

Collector Edition

Pre-order now!



BLACKSAD™

UNDER THE SKIN



Includes complete game

Artbook

Blacksad resin figurine

18
www.pegi.info
PROVISIONAL

Packaging layout and content currently in development and may be subject to change.
© 2019 Anuman Interactive SA. Published by Anuman Interactive SA.
Developed by YS Interactive & Pendulo Studios. Microïds is a registered trademark of Anuman Interactive SA.
© Guarnido - Díaz Canales / Bargaud 2019. All rights reserved.

26/09/2019





MARKETING PLAN 2019

Positioning

BLACKSAD
UNDER THE SKIN

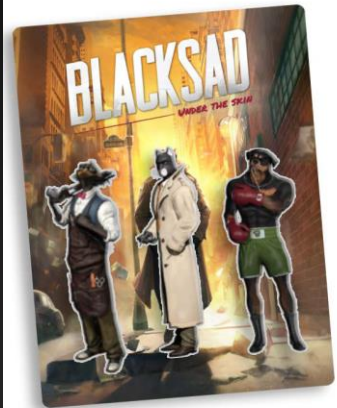
THE MOST ANTICIPATED ADVENTURE
GAME OF 2019 WITH A STRONG LEAD
CHARACTER IN A NOIR & MATURE
ATMOSPHERE SET IN A UNIQUE
ANTHROPOMORPHIC WORLD



KEYWORDS:

- BLACKSAD
- DETECTIVE
- INVESTIGATION
- ADVENTURE
- NARRATIVE
- POLAR
- NOIR
- NEW YORK

Preorder Rewards



PINS (X3)



FLIP NOTEBOOK



COASTERS

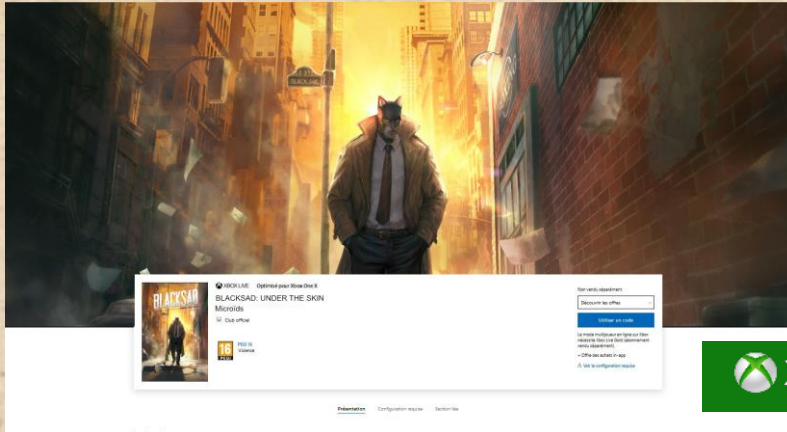


DRESS UP TIE

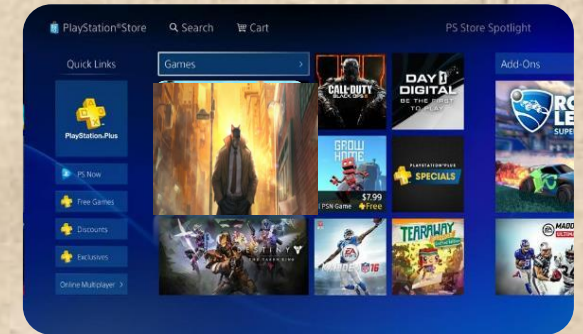
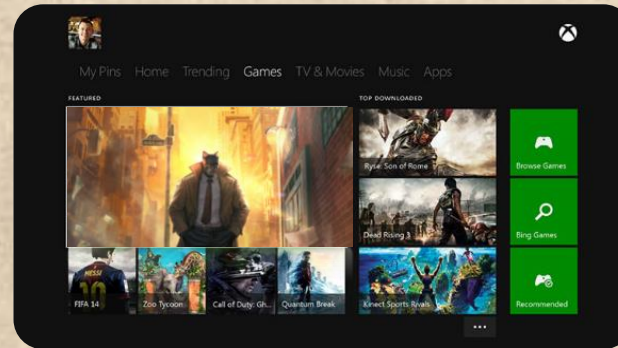
First Parties Partnerships



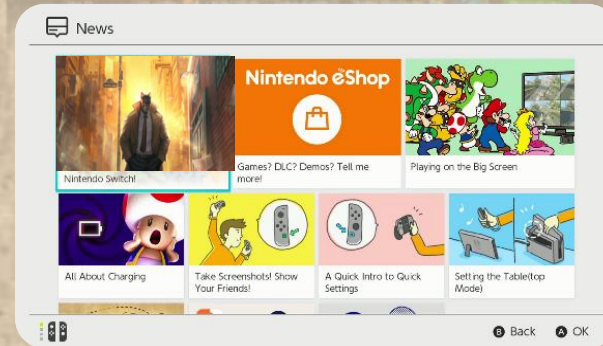
- DEDICATED GAME PAGES



- DIGITAL AD ON FIRST PARTIES DIGITAL STORES



- CONTENT SHARING ON FIRST PARTIES SOCIAL NETWORKS (YOUTUBE / FACEBOOK / TWITTER...)



- THEMES, BACKGROUNDS & AVATARS FOR PS4 & XBOX ONE



Digital Media Campaign

RAISE AWARENESS WITH QUALITATIVE AD CAMPAIGNS:

facebook

- FACEBOOK AD CAMPAIGNS (CANVAS, SPONSORED ANNOUNCEMENTS, TRAILERS)
 - 2X30 SEC VIDEOS
- TARGETING: GENERAL GAMING / ADVENTURE GAME
COMIC BOOKS / POP CULTURE

twitter

- SPONSORED AD CAMPAIGNS FEATURING 30 SEC SPOTS WITH CALL TO ACTION

YouTube

- 30 SEC ADVERTISING SPOTS TARGETING GAMING RELATED CONTENT



Marketing Actions

BLACKSAD
UNDER THE SKIN

LATE MARCH

**Press release
announcing
release date
+
New screenshots**

LATE APRIL

**Story Trailer release +
collector edition
announcement
+
support from Sony &
Microsoft on the trailer**

MAY

**Retail/Steam
preorders listing
+
Additional content
(OST, comics...)**

LATE JUNE

**Reveal additional
preorder content on
PS4 & Xbox ONE +
open preorders on
PS4 / Xbox ONE**

SEPTEMBER

**Sponsored
Twitch streams
+
Youtube content**

SEPTEMBER

**Playable DEMO +
Possible EARLY
ACCESS for
players who
already
preordered**

Trailer / Video strategy

ALREADY PUBLISHED

AUGUST 2018

- ✓ INTRODUCING BLACKSAD AS THE MAIN CHARACTER

GAMESCOM 2018 TEASER

ALREADY PUBLISHED

APRIL

- ✓ BLACKSAD GOING BACK ON THE INVESTIGATION
- ✓ INTRODUCTION OF A FEW CHARACTERS

STORY TRAILER

EARLY JUNE

- ✓ FROM COMICS TO VIDEO GAME
- ✓ DISCUSS ADAPTATION PROJECT GENESIS
- ✓ WORK BETWEEN THE AUTHORS AND DEVELOPMENT TEAMS

MAKING OF PART 1

**AUGUST
(GAMESCOM)**

- ✓ GAME MECHANICS REVIEWED

TRAILER 2 - GAMEPLAY

EARLY SEPTEMBER

- ✓ INTERVIEWS WITH PENDULO
- ✓ GOING BACK ON WHAT CHALLENGES THEY FACED, HOW THEY OVERCAME THEM
- ✓ WHAT WAS NEW FOR THE STUDIO MOCAP RUSH WITH GAMEPLAY

MAKING OF PART 2

MID SEPTEMBER

- ✓ UNBOXING BY PENDULO OR THE AUTHORS

UNBOXING COLLECTOR

MID SEPTEMBER

- ✓ CONTENT TBC

LAUNCH TRAILER

Events & fairs

BLACKSAD

UNDER THE SKIN



350 000+ VISITORS
30 700+ TRADE VISITORS
1ST EUROPEAN'S BUSINESS
GAMING PLATFORM

PLAYABLE DEMO ON MAINSTREAM
SONY OR MICROSOFT BOOTH

AUGUST 2019



NEW YORK COMIC CON

OCTOBER 2019

- ✓ Be present at one of largest comic fair to maximise visibility – at launch
- ✓ Reach a comic enthusiast audience that may or may not know about blacksad
- ✓ Set up Blacksad as a strong crossmedia franchise

MGM MADRID GAMES WEEK

43,000 SQUARE METERS OF
EXHIBITION

AVERAGE OF 100K VISITORS / FAIR

ESPECIALLY INTERESTING FOR
BLACKSAD AS SPAIN IS A KEY
TERRITORY



OCTOBER 2019

PARIS GAMES WEEK

304 000+ VISITORS IN 2017

BIGGEST VIDEO GAME EXHIBITION IN FRANCE

GOODIES GIVEAWAY

PLAYABLE DEMOS

BLACKSAD ART CORNER

OCT/NOV 2019





PR PLAN

PR Strategy

POSITION BLACKSAD AS THE BEST
ADVENTURE GAME OF THE YEAR AND
AS A REFERENCE OF NARRATIVE-
ADVENTURE GAME

- Use press events to share the unique universe and offer overviews of the game
- Leverage key gaming industry events and comic book events to drive awareness
- Explain the collaboration between Pendulo Studio and the authors: the game is faithful to the comic book universe
- Organize interviews to explain concepts and inspirations (Pendulo Studios, J. Guarnido & J. D. Canales)
- Focus on the original story, arts (artistic direction and music)
- Reveal progressively Blacksad's universe thanks to PR and social media initiatives.

Targeted Media

- **Specialized** press (pre launch and launch coverage) both in print and digital range
- **Mainstream** media (launch and sustain coverage) :
 - Newspapers (Artistic side of the game)
 - Comic book and movie magazines
 - Entertainment
 - Business
- **Influencers** (lets play videos)
 - Adventure specialized **streamers** + **youtubers**...

Events

US and European preview event :

- Organize different preview events in different countries :
 - US : 1 day
 - France + Benelux + Netherland/Luxembourg + Italie + UK : 2 days
 - Germany : 1 day
- A special build to show the game to journalists (hands-on event)
- Dedicated press folder and goodies + decoration (roller banner,...)
- Guests to answer the questions and take care of the interviews

Gamescom :

- Organize a last preview event during the show (lot-of international media present)
- A special build to show the game to journalists (hands-on event)
- A dedicated press room decorated in the universe of the game
- A guest to answer the interviews



INFLUENCERS

Influencers strategy

- Let's play video with gaming influencers



- Create specific content with influencers who have a super strong fan base within our demographic target to :
 - Immerse audience into the world of Blacksad before the game's release
 - Wider our audience
- Work with streamers to secure Day One live stream on Twitch



SOCIAL MEDIA PLAN

Facebook initiatives

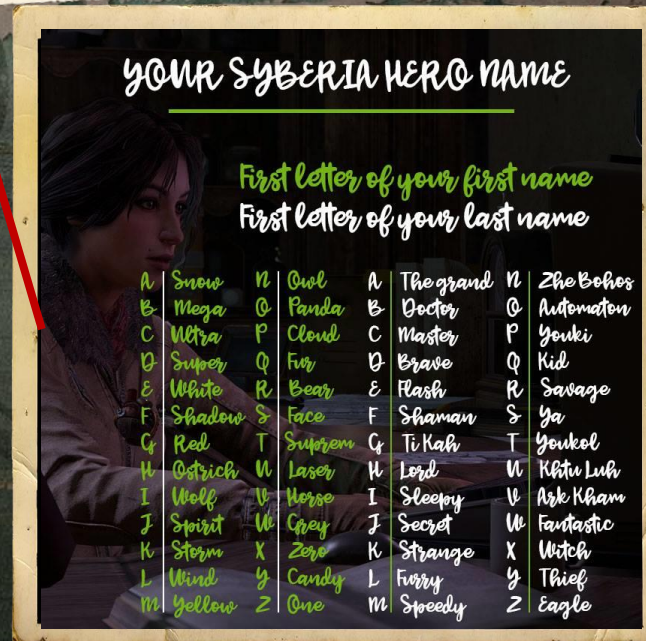
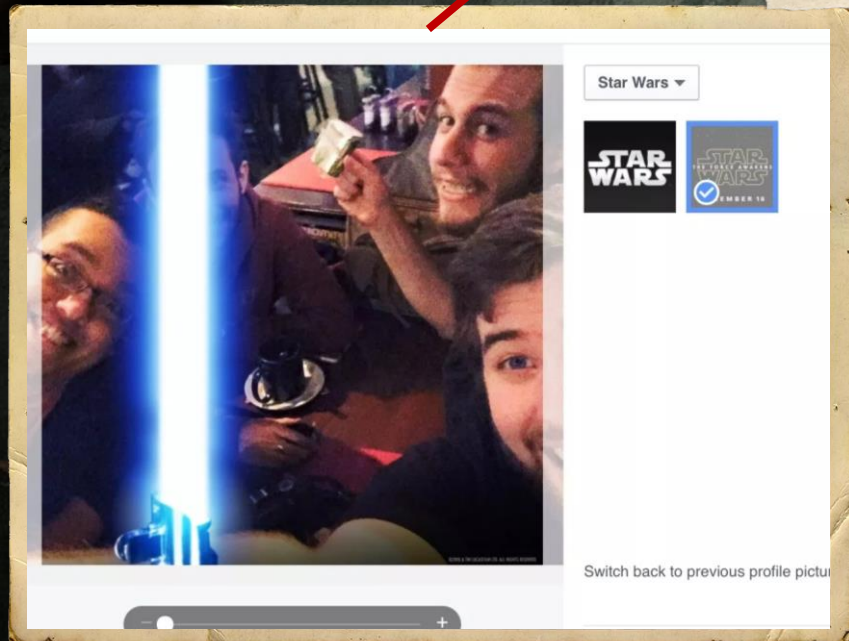


Blacksad fans

Story game fans

Adventure game fans

- What Blacksad are you? - 1 time
- Mini investigation scenario - 1/month
- Profile photo filter
- Your investigator's name - 1 time
- Blacksad: collection of evidence - 1-2/month
- Video spots based on real cats VS Blacksad



Twitter initiatives

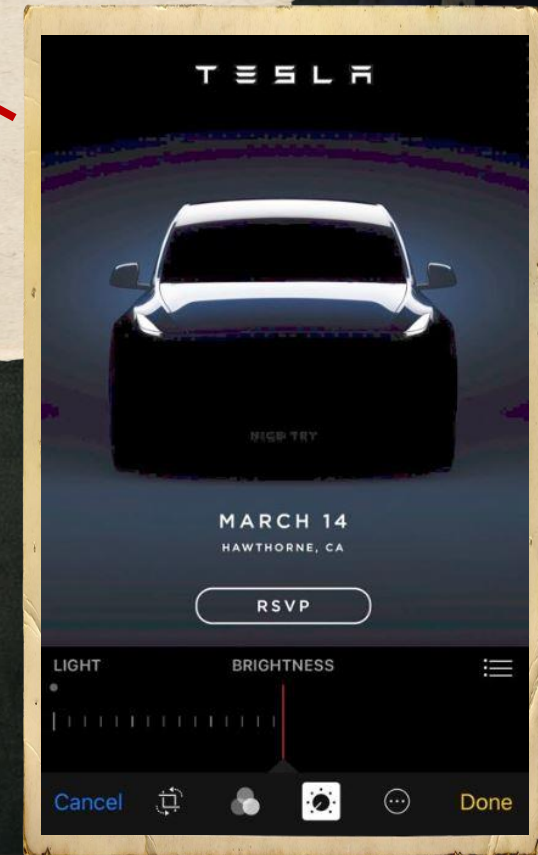


Story game fans

Adventure game fans

BtoB

- Investigation game with these elements that are dispatched (release date)
- A quiz system Twitter "Leads the investigation" (with agency) - 1 time
- Your investigator's name - 1 time
- Message hidden in an image (release date) - 1 time
- Hidden Blacksad object in real life - 1/month
- What Blacksad are you? - 1 time
- Mini investigation scenario - 1/month
- Blacksad: collection of evidence - 1-2/month

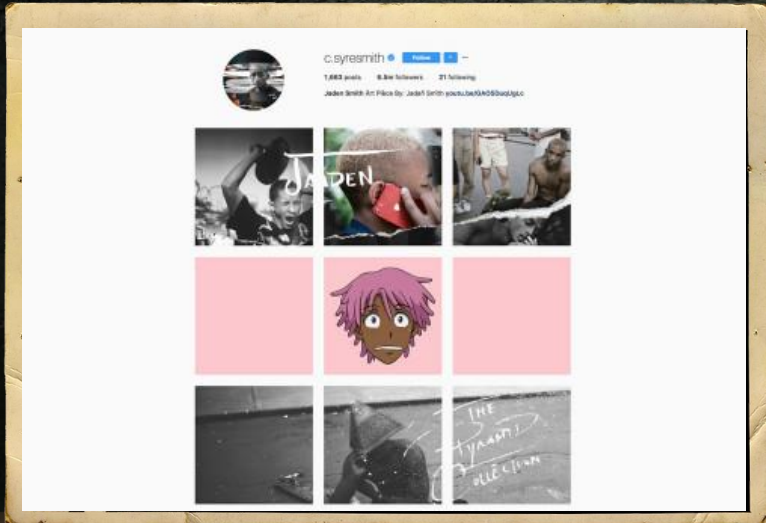


Instagram



Blacksad: Under the Skin

- Creation of a dedicated account
- Give more information about the game, behind the scenes...
- Create exclusive content
- Collection of evidence

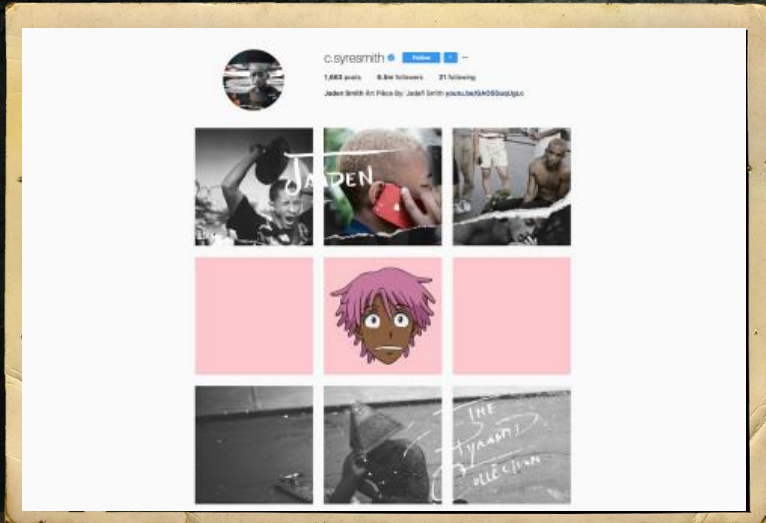


Twitch

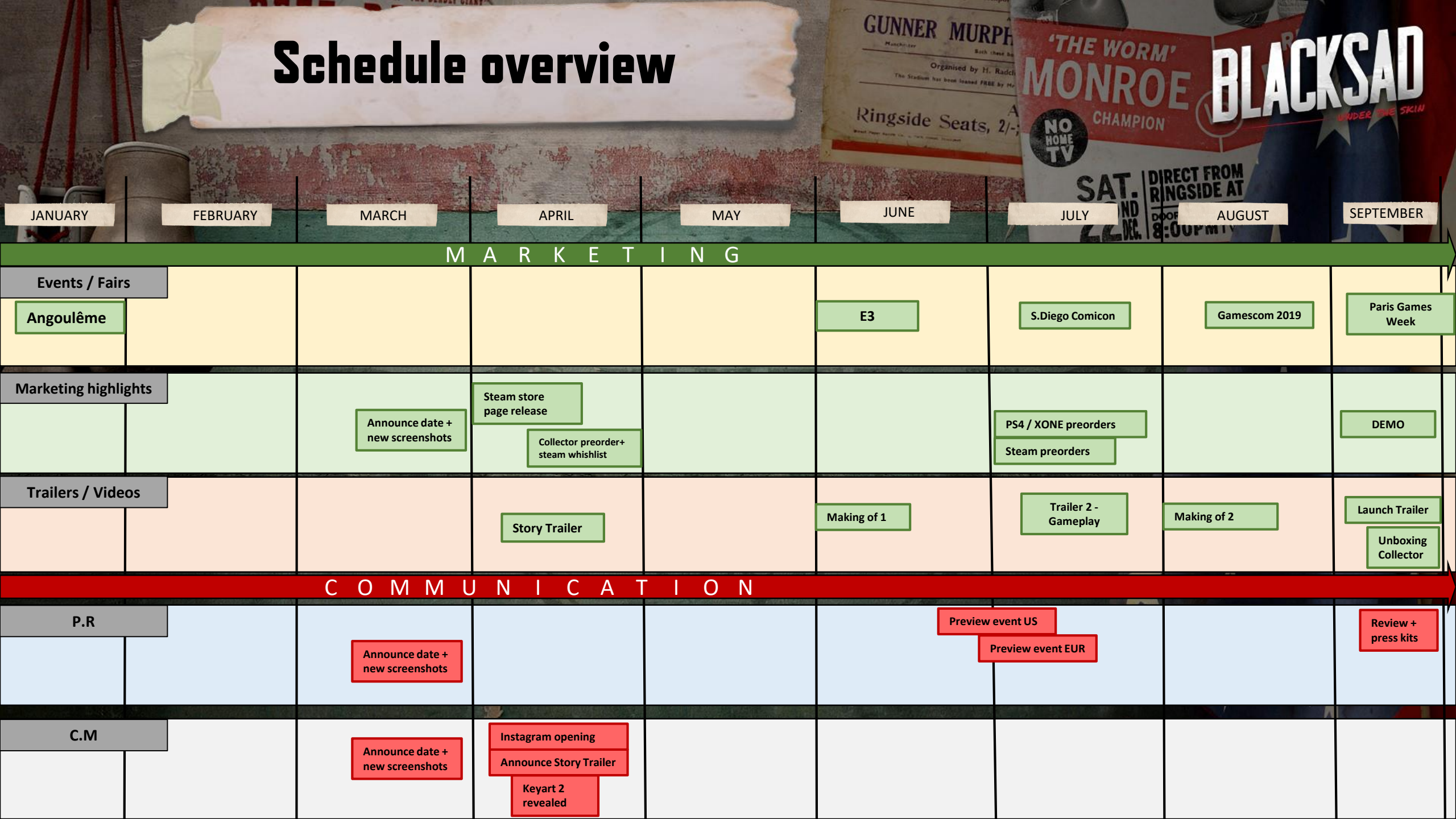


Blacksad: Under the Skin

- Launch or prelaunch Twitch streams to raise preorders/orders
- 15 streamers from the main targeted countries
- Explore the possibility of having some Blackad dotations for the streamers to give away



Schedule overview



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

M A R K E T I N G

Events / Fairs

Angoulême

E3

S.Diego Comicon

Gamescom 2019

Paris Games Week

Marketing highlights

Announce date +
new screenshots

Steam store
page release

Collector preorder +
steam wishlist

PS4 / XONE preorders

Steam preorders

DEMO

Trailers / Videos

Story Trailer

Making of 1

Trailer 2 -
Gameplay

Making of 2

Launch Trailer

Unboxing
Collector

C O M M U N I C A T I O N

P.R

Announce date +
new screenshots

Preview event US

Preview event EUR

Review +
press kits

C.M

Announce date +
new screenshots

Instagram opening

Announce Story Trailer

Keyart 2
revealed