



MARKETING PRESENTATION

The background of the bottom section shows a colorful illustration of the Asterix village with thatched huts, trees, and a blue sky. Asterix is visible in the top left corner with a small red heart next to him.

GAME INFO



TITLE Asterix & Obelix XXL 3: The Crystal Menhir

GENRE Action/ Adventure - Cooperation

PLATFORMS SWITCH, PS4, XONE, PC/MAC

RELEASE Christmas 2019

SRP Consoles 49,99€ / PC 39,99€

DEVELOPERS OSOME STUDIO

PUBLISHER Microïds

AUDIO  

TEXT     



AN ODYSSEY TO SHARE ABOUT FUN, SLAPS AND FRIENDSHIP !.

PRODUCT OFFER (TBD)



Limited Edition – 49,99€

- ✓ The Game
- ✓ 2 mini figures (Asterix & Obelix)



Collector Edition – 79,99€

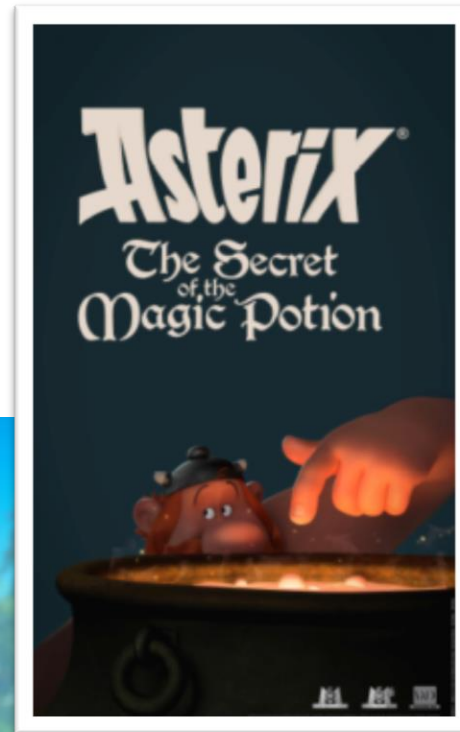
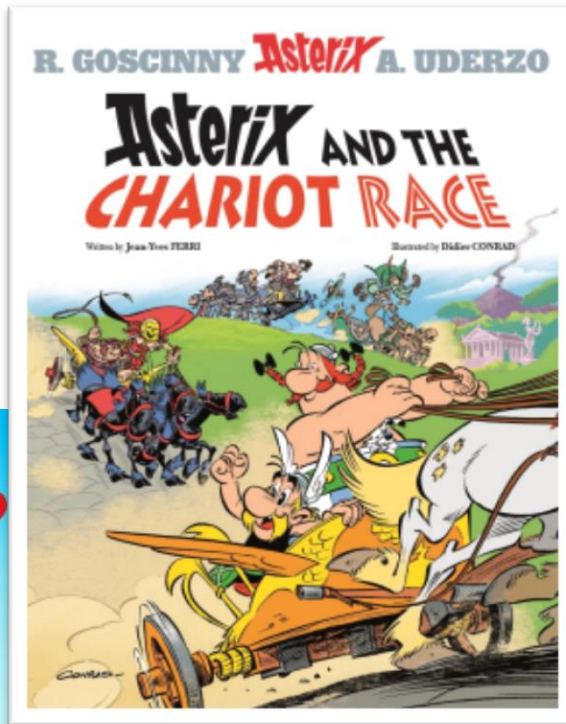
- ✓ The Game
- ✓ All-in-one Exclusive Resin Obelix + Idefix Figure

THE ASTERIX LICENCE

370 millions Comics

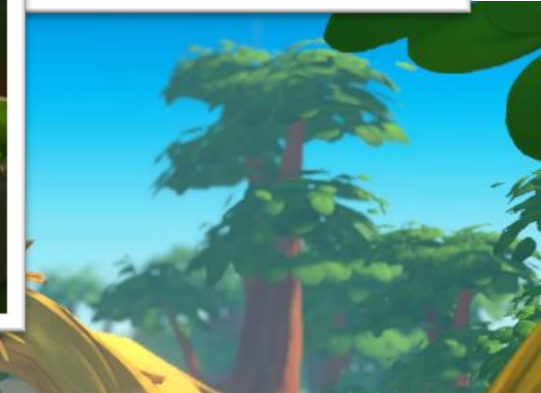
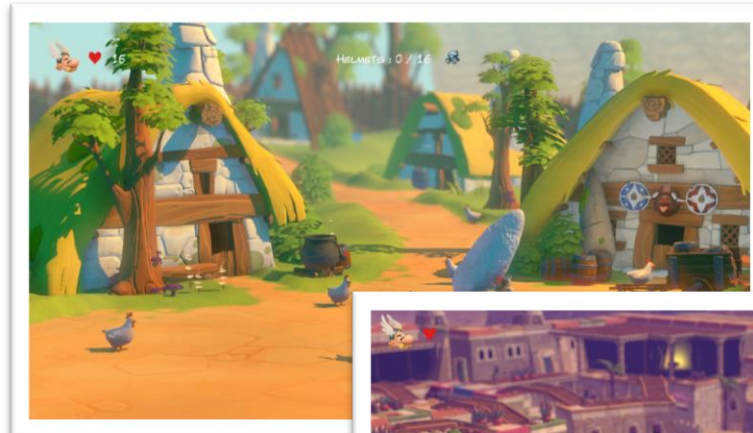
- 9 Cartoons
- 4 Movies

- PARC ASTERIX**
- +2 millions visitors (2017)



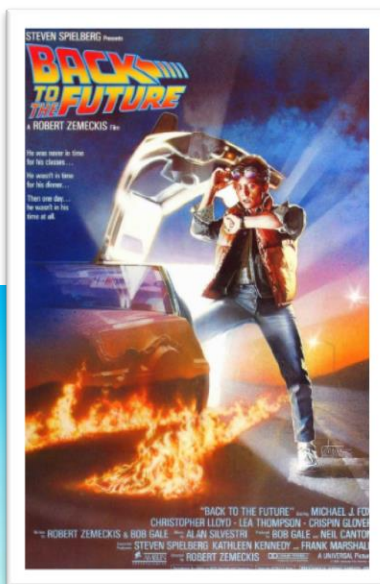
Travel with **Asterix and Obelix** and gather all **crystal menhir shards** to save Islandia!

Islandia is in danger ! Its citizens need the **Cristal Menhir** to rescue the island. This one was back in the day, entrusted to **Getafix**. But the Cristal is incomplete and our heroes will need to brave all the dangers to find all the missing shards and bring back the artefact in the **Cristal Cavern**. A new Astérix, Obelix and Dogmatix's Adventure with a bunch of legionnaires, a spoon of slaps and a pinch of **Julius Caesar**. This quest will rush our friends in burning desert of Middle East, until the iced area of Islandie



...FULL OF MOVIE REFERENCES

The Game will subtly integrate other references of beloved movies which have scored the box-office, but by conserving the typical Asterix humour!

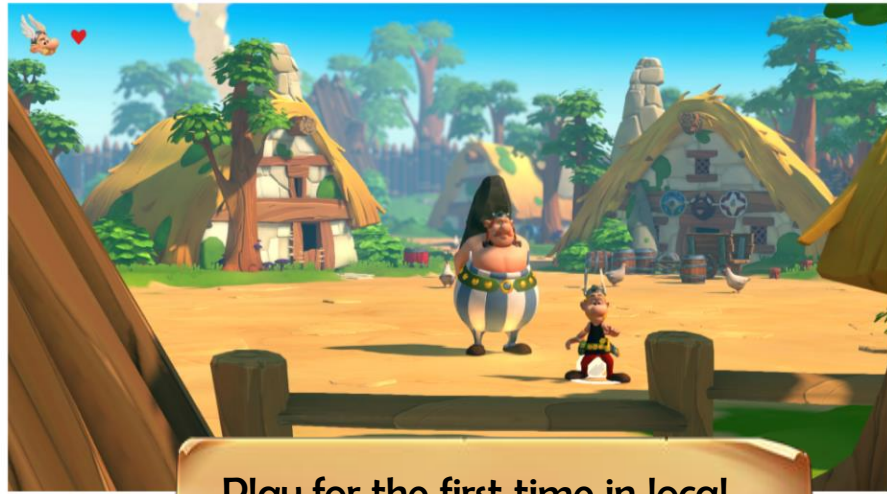


ARTISTIC DIRECTION



The Artistic Direction is getting closer to the Asterix Movie

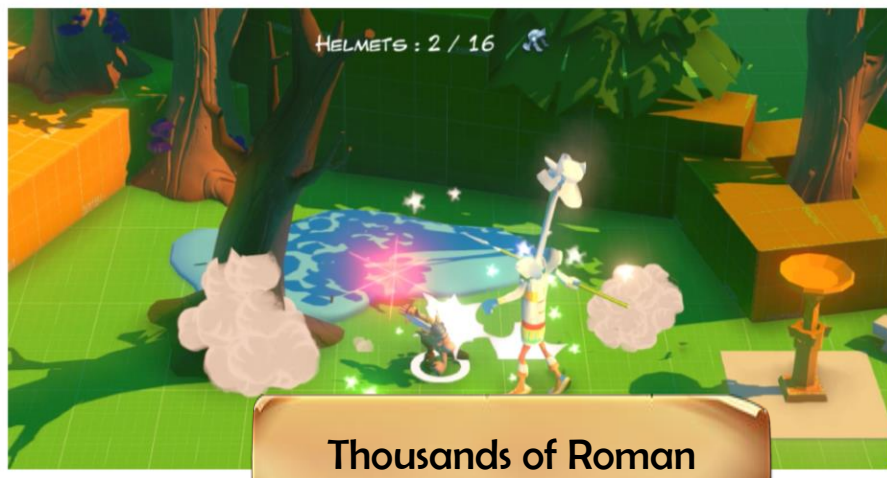
GAME CONTENT



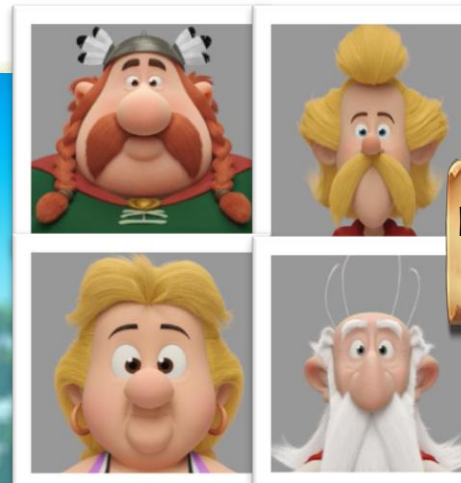
Play for the first time in local cooperation mode!



Travel Across Europe and dozen of levels!



Thousands of Roman Soldiers to smash!



Emblematic comic characters + exclusive Characters!

FEATURES: THE CRYSTAL MENHIR

Our heroes have to collect the missing shards of the Cristal Menhir in order to bring back its properties: **Ice**, **Fire** and **Magnetic**. The player will discover them as he progresses. Each Menhir property will have different effects:



Without Shards

By hitting the menhir on the floor, Obélix trigger a shock wave which breaks or projects objects backward. Romans enemies are blown and the closers are stunned



Ice Shard

A cold snap froze the water and items in the action area. For few seconds, enemies are frozen and idling, or sometimes immobilized



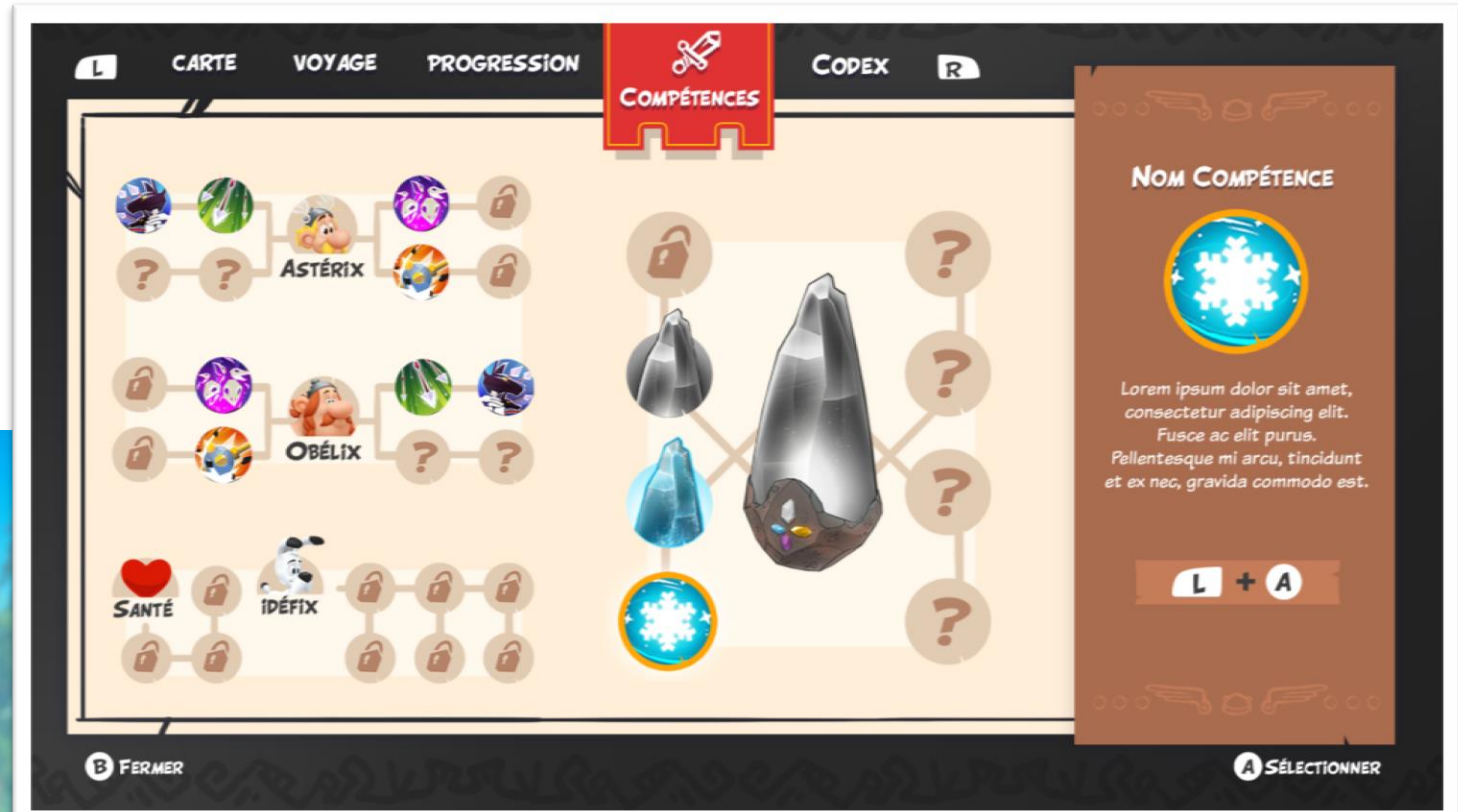
Fire Shard :

Ignite your environment: items and romans will react differently in front of the flames, it will be your job to adapt your actions according to the kind of enemy



Magnetic Shard

Attract the metallic objects or even the enemies towards you thanks to the magnetic power of the menhir



GAME PILLARS



Battle

Cross over a plenty of roman camps, through the various countries




Exploration

Explore the replayable areas to find the secondary quests, the secret passages and learn about the story of the place



Puzzle



Use the Cristal Menhir power and its synergie on the environment .



Collect

Break the fragile objects, hunt the boars, find bonus, seek the easter eggs, and find out the hidden licence glimpse

PRIMARY TARGET

- 8-13 years old kids
- Parents wanting to share moments with their kids (and want them to discover a cartoon from their « generation »)

SECONDARY TARGET

- People who likes adventure and cooperation games (25-40 years old)
- Gamers keen on the XXL Franchise, bringing back memories

THE PERFECT FAMILY GAME

2019 COOP GAMES



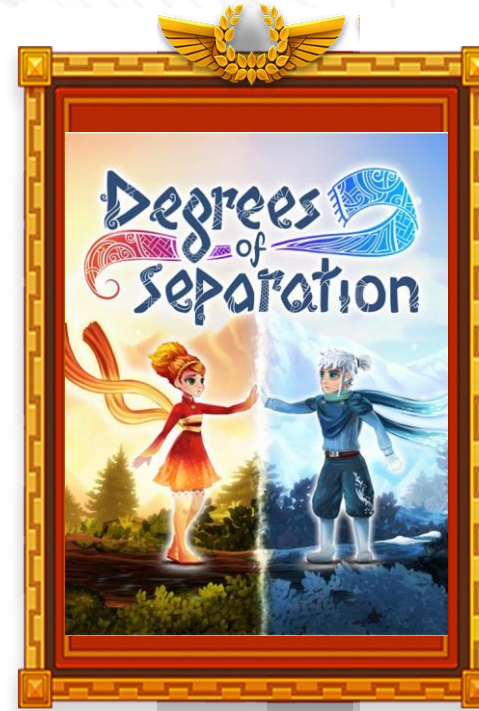
Release date: 27th of March

PRICE: 39,99€



Release date: 29th of March

PRICE: 64,99€



Release date: 14th February

PRICE: tbd



Release date: 1st February

PRICE: 39,99€

2018 COOP GAMES



Release date: 4th may

PRICE: 64,99€

86

Release date: 4th may

PRICE: 19,99€

77

Release date: 13th July

PRICE: 39,99€

Release date: 20th July

PRICE: 39,99€

62

MAGIC POTION EFFECTS

Strengths

- Cooperation Mode
- Unique Gameplay (Crystal Menhir), Story and iconic funny characters
- Strong graphic enhancement compare to the previous game
- References

Opportunities

- Open window regarding family/party games
- New comic book releasing End of 2019
- Asterix 60th anniversary
- A game planned and fitted for the christmas period and retail levers

MARKETING ACTIONS DIRECTION (TBD)




A VIDEO GAME
In Your Meal

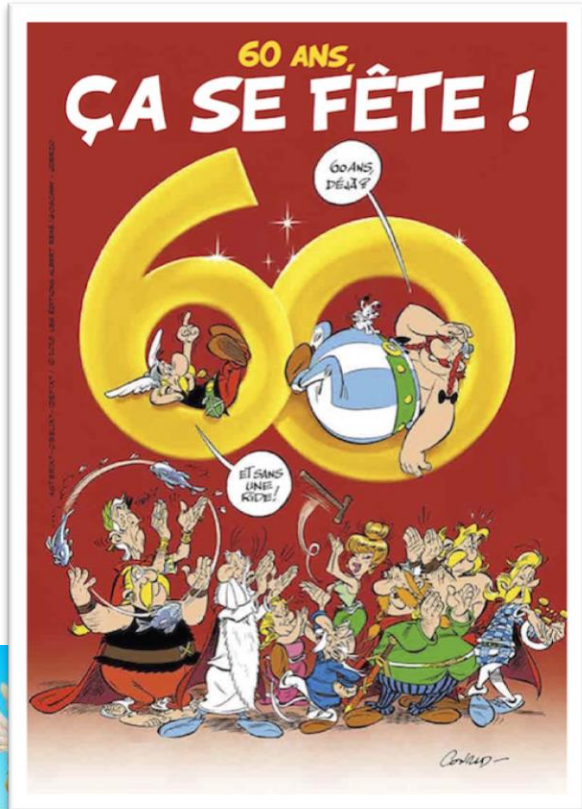


Key product of the Asterix 60th birthday campaign

Cooperation-based marketing operations

Family-targeted marketing operations

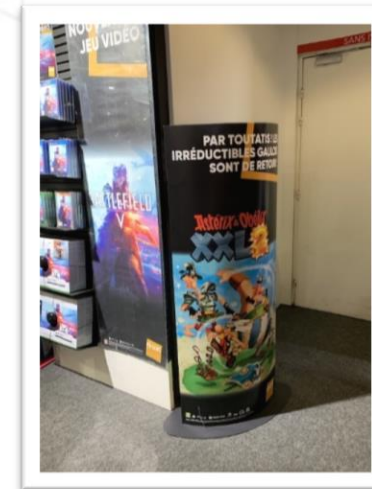
RETAIL ACTIONS DIRECTION (TBD)



Official comic book retail partnership



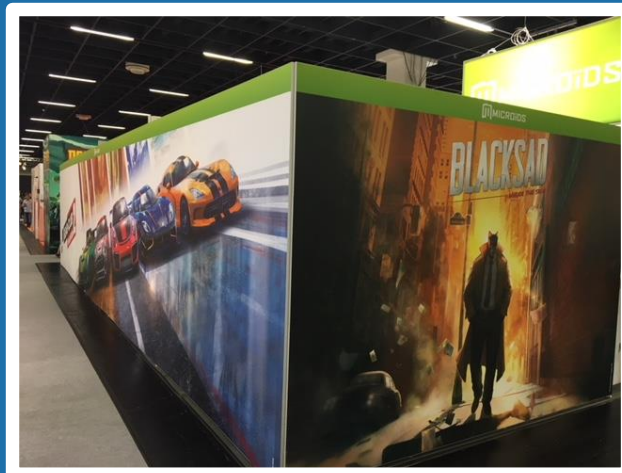
Activating stronger incentives for pre-orders...



...and a stronger in-store presence



gamescom



+ 370 000 VISITORS



PARIS GAMES WEEK



+ 350 000 VISITORS



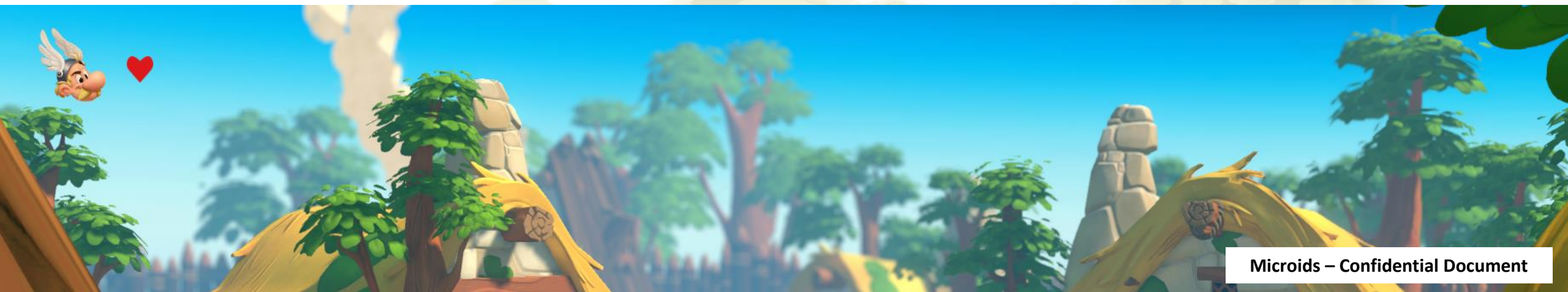
MADRID GAMES WEEK



+ 136 000
VISITORS



PR PLAN



Approach:

- Position Asterix & Obelix XXL3 as Family game of the year
- Focus on the Family : All messaging to tie back to family gaming experience
- Provide ongoing engagement to deliver fun and sustained interest during the launch campaign

Activities:

- Focus on top outlets and influencers
- High impact awareness campaign targeting kids but not forgetting to reassure the parents of the overall value of the game
- Leverage key licence events to drive awareness of the game (Anniversary...)
- Emphasize on this brand new adventure of the 2 famous Gauls
- Create specific content with youtubers and Twitchers based on coop mode

TARGETED MEDIA

SPECIALIZED PRESS

- Pre-launch and launch coverage
- Both in print and digital
- Fans of the license who already reviewed the XXL2
- Curious about the license and the totally new scenario and game

MAINSTREAM PRESS

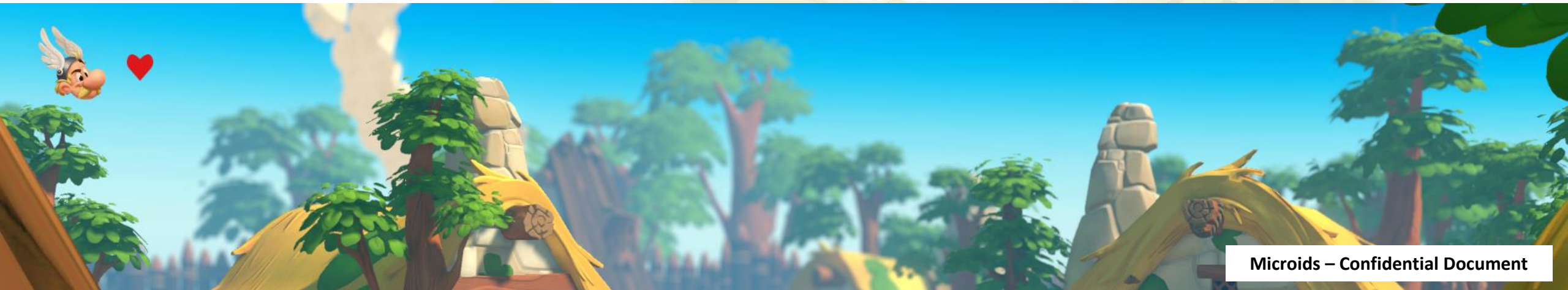
- Pre-launch and launch coverage
- Kids Magazine – Movie Magazine – Comic book
- Lifestyle – Feminine – Entertainment
- Big print magazines – Newspaper – Business
- Good to target old and new players
- Fans of the license and its reputation

BLOG

- Launch coverage
- Lifestyle blogs
- Gaming blogs
- Good visibility and big community likely to be interested
- Always happy to review games and post pictures on social media

INFLUENCERS

- Launch coverage
- Famous gaming influencers – Family – Friends - Adventure specialists
- Goal : Let's Play and Stream to create visibility and show the good quality of the game
- Fans of the game or gamers who want to play with friends or family
- They want to have fun



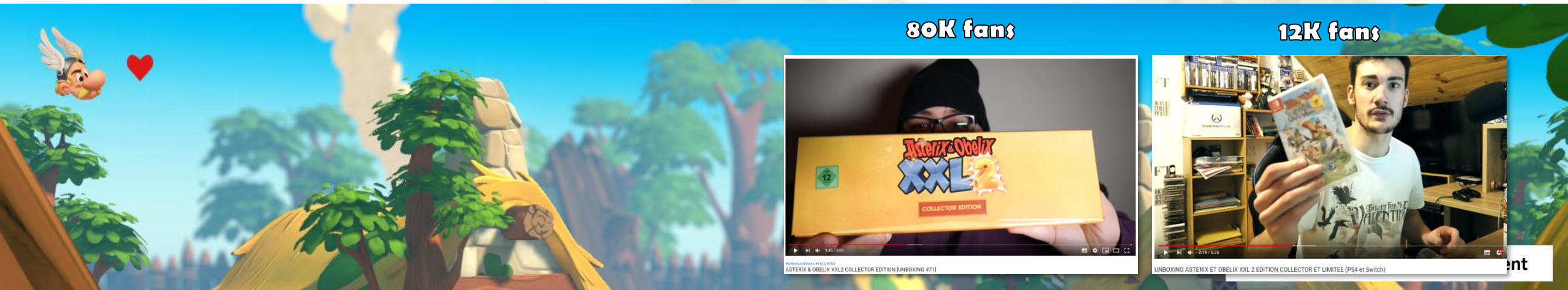
ACTION

- Let's play video with (in priority) :
 - Gaming influencers
 - Family influencers
 - Young community influencers
- Create specific content with influencers who have a strong fan base
- Work with streamers to secure Day One live stream on Twitch/Youtube

UNBOXING OF THE COLLECTOR EDITION

- Work with targeted influencers to ensure coverage on their channel and/or social media accounts
- Ensure videos and photos showing the Collector Edition
- Share this content on our social media pages

Examples :



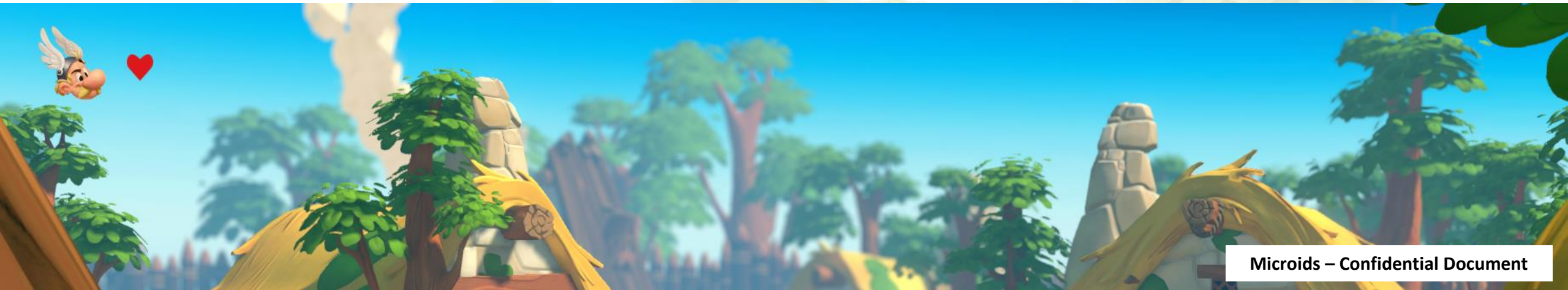
DEDICATED PRESS KIT

IDEA

- Create a **dedicated press kit** for the media.
- With an **original press folder** containing information and details from the game.
- Some **goodies**, linked to the game, the universe and the characters.

GOAL

- Give **more information** to the media concerning the product.
- Create **visibility on social media** (for the game, its universe, the studio and the editor).
- Motivate media to create **more coverage** around the game.
- Accompany the articles and the posts.



DEDICATED PRESS KIT

PRESS FOLDER IDEA 1



- A press folder in the shape of a Menhir.
- 4 pages of information regarding the game.

➤ **Content :** *Information on the game, on the company, screens, character presentation, PR contacts, etc...*

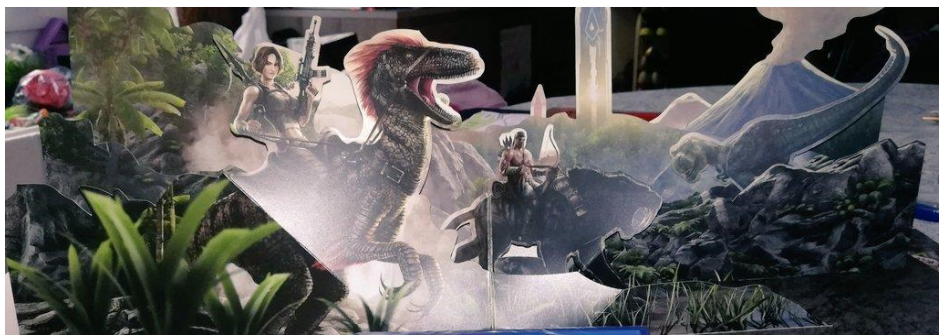
PRESS FOLDER REALIZED FOR XXL2 :



DEDICATED PRESS KIT

PRESS FOLDER IDEA 2

EXAMPLE WITH THE GAME "ARK" :



- An original press folder (*Cut out images that unfold when the document opens*)
 - 1 leaflet to communicate the information regarding the game.
 - The form will delight the kids.
- **Content : Information on the game, PR contacts...**

PRESS FOLDER REALIZED FOR XXL2 :



DEDICATED PRESS KIT

GOODIES IDEAS

Gourd



Figurine



Pins



T-shirt



Key ring



Map of the trip in the game

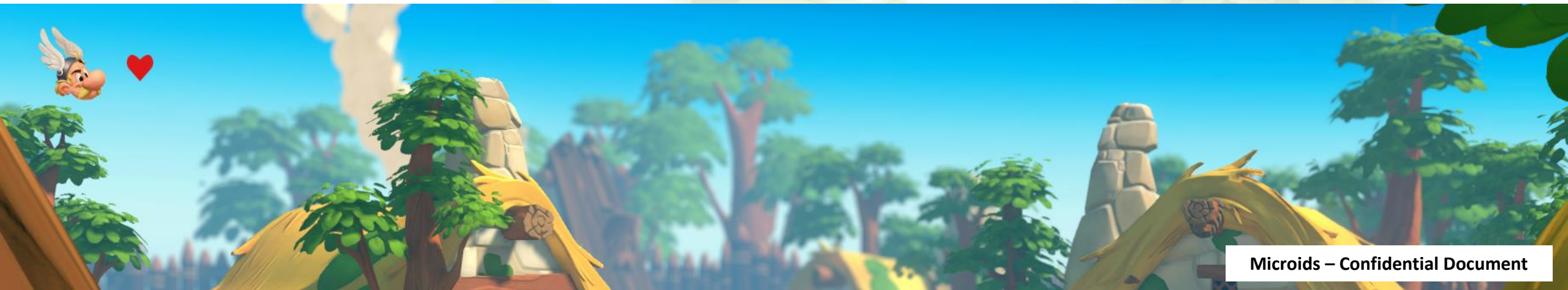


OTHER IDEA : https://youtu.be/_Z13G3RedvI



GAMESCOM & PARIS GAMES WEEK

- Organize preview events during both shows :
 - > Hands-on event
 - > Lot-of international media present
 - > Good visibility
 - > Possibility to show a special build to the media
- A dedicated press room decorated in the universe of the game (the famous village of Asterix, figurine, plush,...)
- A guest to answer interviews and possible questions during the demo
- Animation : Photobooth with dedicated accessories to offer a memory and motivate to publish on social media (*creation of a #*)



PARC ASTERIX

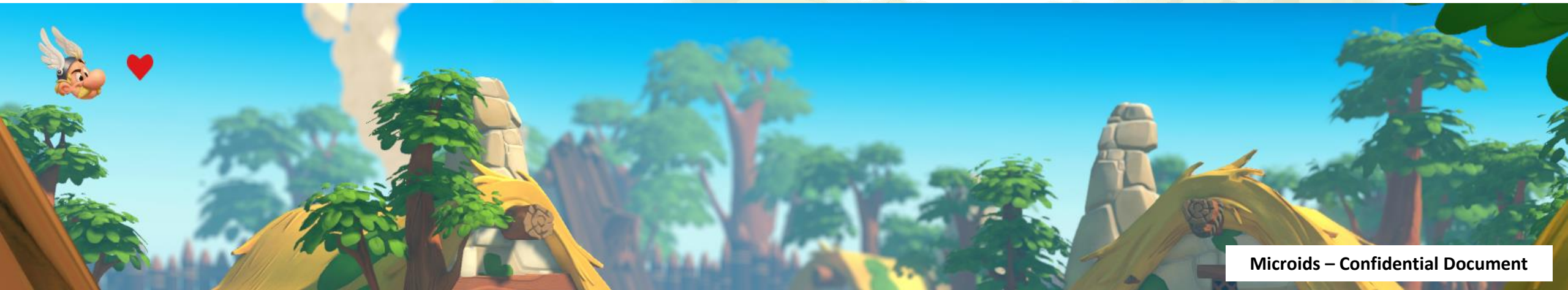
- 30 years of the park in 2019
 - A new attraction called « Attention Menhir »
- > Perfect with the subject of the game

IDEA 1 : Make a video with an influencer directly in the park (answer questions on the game during an attraction, try to play the game in an other, etc...)

IDEA 2 : Create an action to mix the game and the new attraction « Attention Menhir », as the principal subject is the same.



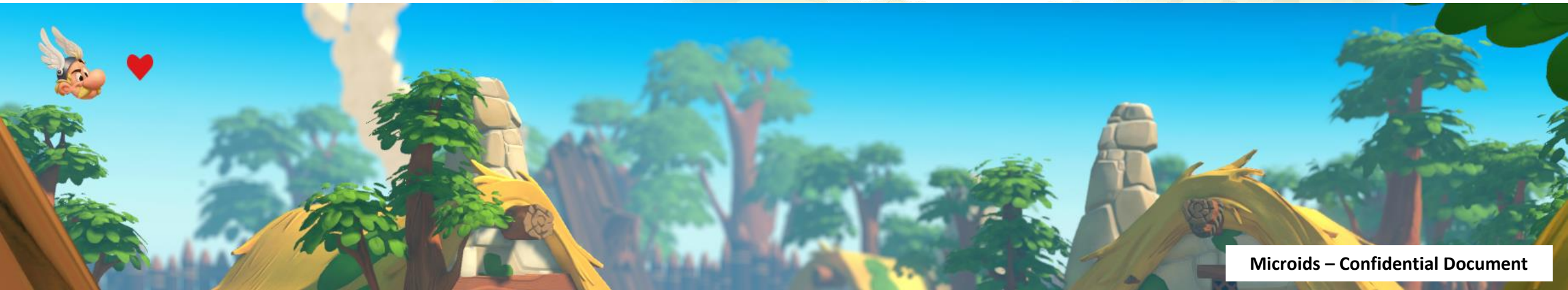
Attention Menhir is a 4D movie with surprising special effects.



LOCAL EVENT

IDEA : Present the game to our media and their children during one day, with hands-on and animation.

- Possibility to play the game
- Banquet meal (*chicken, wild boar, fake magic potion,...*)
- Decoration : barrels, greenery, lyre, figurines,...
- Photobooth + Accessories
- Goodies at the end of the event

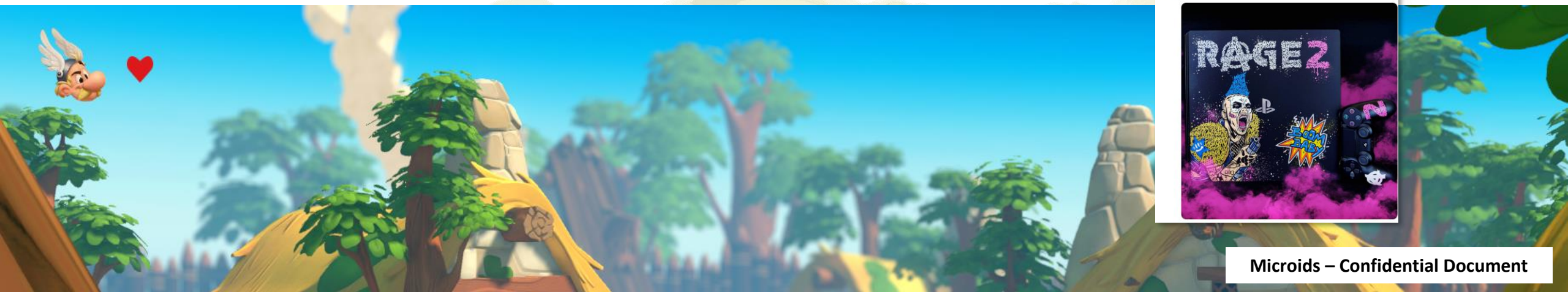


DEDICATED ANIMATION

- Work with an artist to offer a unique and fun image to the game.
- Create a direct video or a direct creation of the item during the local event.

IDEA : Create an unique item dedicated on the game.

Example : OSKUNK (or Artitude)



DEDICATED ANIMATION

A new album will be released the 24th of October 2019. : « La fille de Vercingétorix ».

IDEA : Organize an action between this release and the release of the game ?

