

Wing Commander: Prophecy

U.S. MARKETING KICKOFF

4/22/97

Executive Summary

This document is a skeleton of the full marketing plan which will be written. It includes much of the information which will be included in the final marketing plan, including PC Data research, focus group results and online survey results. It is meant as a guideline to follow, and not an unchangeable document. Indeed, the purpose of this document is to elicit feedback and input from all who are concerned with *Wing Commander: Prophecy*.

SITUATIONAL ANALYSIS:

Wing Commander Franchise Overview:

- The *Wing Commander* franchise is one of the most successful in gaming history
- *Wing Commander IV* represented a slight stumble because of its lack of innovation in engine and game design. Has not sold as well as *Wing Commander III*.
- *Wing Prophecy* is a benchmark in the franchise. It will make it or break it.
- *Wing Prophecy* will ship simultaneously in two languages, English and German. PD, translations, creative services and European marketing are still considering how to achieve simultaneous release of both a French and Italian version.
- *Wing Prophecy* should have major OEM deals with 3D companies and have its own joystick.
- This iteration feels like a good one to drop the number suffix - this will differentiate it from *Wing IV*, create a new beginning, and help to set this title off from other Chris Roberts titles.
- Current ship date is 11/20/97. If this slips past Thanksgiving, US Sales has predicted a 50,000 unit drop in forecast due to lost open-to-buy dollars and missed holiday demand.

Market Overview:

- PC game market is expected to grow by 18% in 1997¹
- X-Wing vs. TIE Fighter is expected to set the next goal in space combat
- Multiplayer gaming is the buzzword of 1997; if a title doesn't have it, it will not achieve its peak potential.
- 3rd party 3D accelerator cards are already a strong presence in the Wing Commander fan base, and should become a dominant hardware factor by the end of 1997.

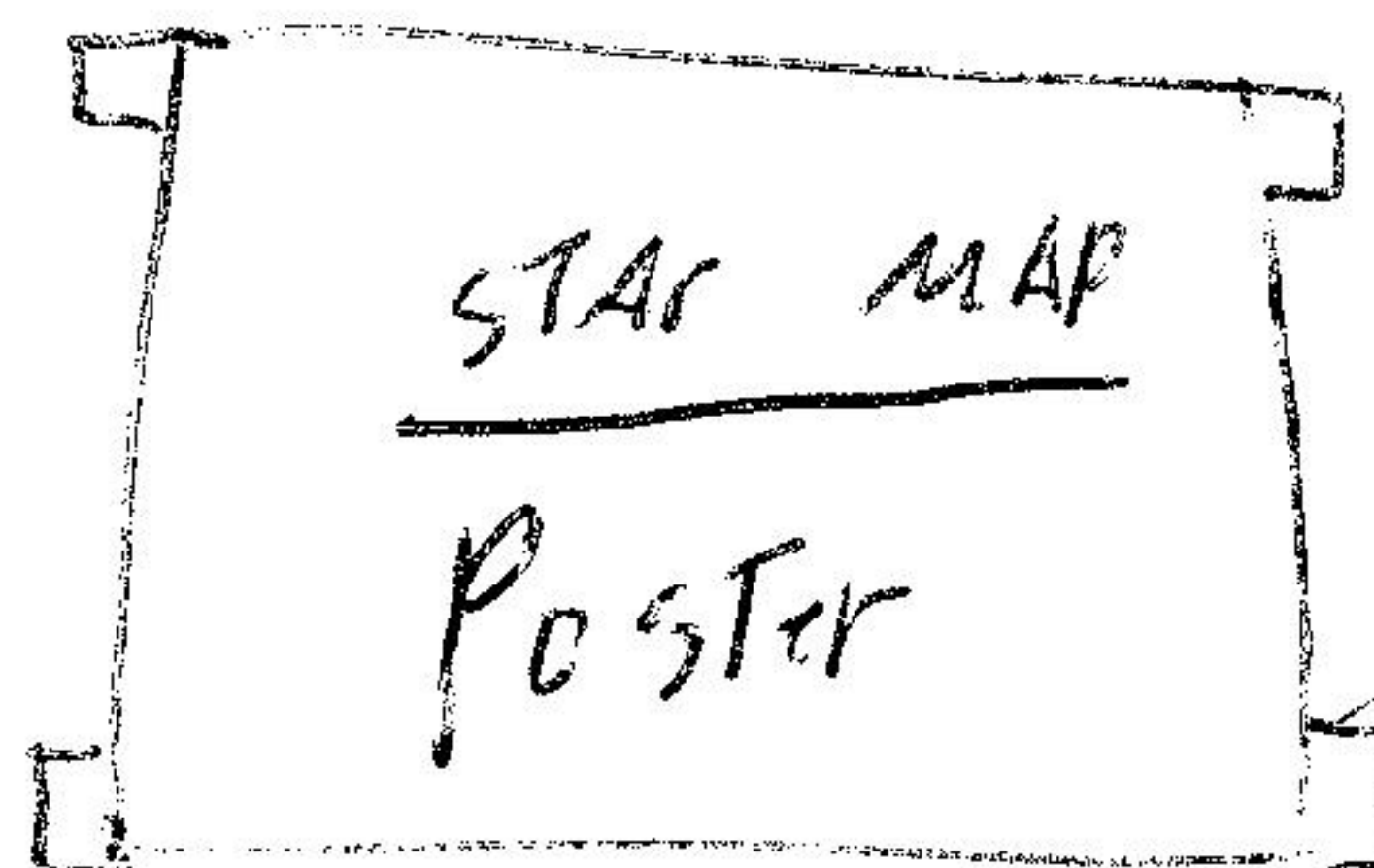
Key Learnings from Wing IV Launch:

Pros

- The Wing Commander brand carries tremendous value within the gaming market.
- The value of the interactive movie portion of the game was less in Wing IV than in Wing III. The movie portion of Wing Prophecy should be less important than that of Wing IV. Gameplay for WCP will be key.
- PR consultants are valuable only from a non-trade press standpoint.
- The draw of the interactive video and the use of TV/Movie stars is bigger in non-trade press than in trade press.
- The interactive demo has been effective both at launch and in ensuing months as a marketing tool.
- Coordination with PD on game assets for use in marketing materials is very important. Some of the most effective pieces used were the three magazine covers done for PR.

Sept. COVER CGW

(MAY 9th Demo Decision)



¹ Internal EA analyst estimate

DEMO ISSUES - E3 DEMO TO TERRY ? ABIL US...

• SEPTEMBER ONE PERSON DEMO •

3D supp - Dem
LIZ?
"DOWN LOADABLE SCRUMBLE DEMO"
50-60 mag Mag Dem

Cons

- Too much retailer-dependent activity was done (un-merchandised standees, screenies, counter-cards) without collateral benefit, and it was not measurable.
- Wing IV needed more polish in order to be deemed a classic.
- Non-targeted advertising such as movie trairing and American Airlines in-flight video was probably not cost-effective.
- Online ad campaign should have been more coordinated and comprehensive.
- Mark Hamill's presence at trade shows tends to attract more Star Wars fans than Wing Commander fans and may not be worth his fee.
- Pre-sell programs and promotions should be pushed more heavily. +

Competitive Overview:

- There is a strong legacy of competition from 1996²

Title	1996 Unit Sales	Handwritten Notes
Mechwarrior II	284,907	↑
Star Wars Rebel Assault II	252,014	
Mechwarrior II: Mercenaries	194,028	
Wing Commander IV (for reference purposes)	179,843	←
Descent II ONLY MULTI-PLAYER GAME ON LIST	176,761	
X-Wing Collector's CD	148,998	
Fury 3	107,702	
Mechwarrior II: Ghost Bear Legacy	92,097	↓

Handwritten notes: U.S. ONLY, Sold Around

- Future competion can be expected to come from any of the previous game companies. Titles on the horizon include X-Wing vs. TIE Fighter and Star Trek: Star Fleet Academy

TARGET AUDIENCE

Primary: Wing IV owners

- Male, 16-40
- Wing Commander fan
- Space combat fan

Secondary:
High end system
multiplayer

PRODUCT POSITIONING:

Positioning Statement:

Wing Commander: Prophecy is the next generation space combat game.

Product Features:

- All-new space combat with Vision Engine™ technology
- Independent light-sourcing and lens flare (any other lighting effects?)
- Both single player and multiplayer capability
- All-new story
- All-new villains
- All-new player character
- Space combat determines the movies you will see
- Gargantuan cap ships
- New Alien threat
- Multi-ship maneuvers
- New player character
- Mark Hamill, Tom Wilson, GINGER LYNN
- Particle Rendering Game Engine

New Ships
Syd Mead

MP GAME MUSIC

² 1996 PC Data



IDEAL REVIEW:

Wing Commander: Prophecy picks up where **Wing IV** left off, with a vengeance. With a new software engine that blows everything else out of the ether, **Prophecy** will leave you screaming for more. Chris Roberts may be gone, but his legacy lives on in the fifth chronicle of the epic **Wing Commander** saga. A new player character, new villains, a new and vibrant storyline, and the much needed addition of a multiplayer option to **Wing Prophecy** will make it one of your top picks for 1997.

PRODUCT DESCRIPTION

Description:

In **Wing Commander IV**, you outwitted and defeated the deranged Admiral Tolwyn, saving humanity from a tyrannical and fascist rule. **Wing Commander: Prophecy** marks a new chapter in the **Wing Commander** saga. You will face a new threat, one that will chill you to the marrow and make you question all that you have learned in your long years of service to the Confederation.

Style & Tone:

- Apocalyptic threat to humanity's very survival
- New logo look
- New game, story and engine design
- Fresh new design and marketing approach, emphasizing gameplay over movie and worldwide coordination

MARKETING OBJECTIVES:

Overall Strategy:

1. Position **Wing Commander: Prophecy** as a top five priority for EA World in Christmas 1997.
2. Make WCP the number one choice for space combat fans in Christmas 1997.
3. Coordinate PD, CS, Operations and Marketing in both Europe and the US to successfully roll a project with ambitious and unprecedented (at Origin) timelines and milestones.
4. Generate renewed interest in the Wing series through properly positioned and targeted activity and advertising.

ECTS HUSE
(SEPT Demo?)

Advertising:

Attempt to achieve a worldwide advertising look for WCP; work with foreign to achieve synergies worldwide.

Produce advertising to reflect the title's new positioning in:

Print:

- Teaser ads in November issues of CGW and PC Gamer
- 3 page spread ads in December and January issues of CGW and PC Gamer
- Further advertising in targeted sci-fi magazines

TV:

Consider targeted TV advertising on the Sci-Fi Channel

Online:

Coordinate worldwide banner contests on influential online gaming sites with E. Egan
Keyword banner advertising on selected search engines

Localization:

Help Elizabeth Egan wherever possible in achieving Italian localization and French subtitles.
Help where possible on docs translation in Dutch, Hebrew, Polish, Russian and Greek.

Public Relations:

Trade:

- CGW ~~preview~~ in July issue *News Flash (feature)*
- CGW cover in September issue *(Preview) must have some sort of code by June 27th*
- Demo available before ship - secure date from team
- Dave will get Dale to provide PR group*

E3 behind closed doors - selected trade press
Pursue further covers, previews and reviews with other trade magazines
ECTS - coordinate with Elizabeth Egan to help make WCP top 3 supported title at ECTS. Work to have Rod come over to demo on the stand. Billy @ ECTS Sept 7th - 11th

Demo
for
MAGS?

Non-trade:

- On-the-set coverage by selected press
- Possible coordination with Elizabeth Egan to send top German magazine to the set ✓
- Exploitation of Mark Hamill/Star Wars popularity with accessible media
- Secure independent PR agency to drum up further non-trade coverage ✓
- ← Possible airing of behind the scenes footage on the Sci-Fi Channel —

Retail Programs:

Scheduling organization of Maverick should allow for a more predictable street date than in the past, which will create greater opportunity than ever before for the marketing co-op provided by Sales. We will push hard to make sure there is attention paid to **Wing Prophecy** in every major retail account, and pre-sell #s achieved as never before. PROMISE AN AD DATE, NOT AN EXACT STREET DATE!

Consumer Promotions:

Secure co-promotions with strategic partners for value-adding co-marketing opportunities. Look at joystick companies, 3D hardware companies, speakers and monitors.

*Work with Europe for possible WW joystick co-promotion.

On-line Marketing:

Sell sheet Web page to go up on 6/19 (first day of E3) in both German and English. MAYBE TRAILER?
Full scale Web page to go up on 10/20 in both German and English. STORY BOARDS?

Banner links with commercial partners (e.g. retailers, hardware manufacturers, etc.).

Downloadable demo available before ship.

Downloadable linkable banners.

WCP Win95 theme in English and German. DATE 10/20

Direct Mail:

Work with EA Direct sales for targeted mailing.

Work with Retail Marketing to ensure retail mindshare. Perhaps offer WCP at a discount.

Research:

Focus groups to be held at Beta for feedback to the team.

Work with Elizabeth Egan to ensure German focus groups at Beta.

Topics: Packaging, gameplay (in a trailer if not showable), docs, advertising

Two online surveys have been performed and compiled, selected portions attached.

Other:

Other software companies

Work on cooperative marketing inserts to include in other products (LucasArts, Activision, Interplay as targets)

Box and documentation

- The box kick-off has already taken place, and early comps will be available on 4/28
- Documentation - A large part of this budget is currently earmarked to make the most of what will most directly affect the consumer - the outside of the box. The team has asked for a map of the WC universe, which should be discussed. Other materials should include a playguide, manual and install guide. All are up for discussion.

Chris M.
concerned
with
Dates of
lockdown

Soundtrack - Work with Edel records to ensure game presence on the "Inspired by Wing Commander" CD. Keep WW focus on any inserts.

MicroMachines - explore opportunities for this with Galoob toy company

WILL BE A
HIT BOOK

Deluxe Edition

Standard implements, including manual, playguide and install guide

WC Universe map

T-shirt XL

Hat

Patch - military style, Prophecy patch

Making of video - Germany loves this

Brainstorm other ideas

HINT BOOK

OK? IN AUDIO CD

calendar

KEY DATES:

Video shoot, non-trade press	5/97
E3 - Intro to Press	6/97
CGW Preview	6/15
Sell sheet Web page active	6/19
Sales Meeting	7/97
Key Accounts Meetings	7/97
Other Previews	8/15
Demo Available to Mags	???
Downloadable Demo Available	???
Music CD ships	???
ECTS	9/97
Retail pre-sell activity	10/1
Web page active	10/20
CGW Cover	8/15
Magazine advertising	10/15 through 2/15
Web advertising/contest	11/97 and 12/97
Product trailering	11/97 through 5/98
Reviews	12/15