



Pillow Zombies

Pitch By Sarah J. Bruno

What is Pillow Zombies?

- A Tower Defense strategy video game
- Action, adventure
- Single player
- Windows only
- Card buff system to customize turrets and heroes
- Immersive storyline
- Multiple levels and zombies
- No in-game transactions



Why Pillow Zombies?

- I like video games
- Their goal was to reach CA\$ 28,000
- Only reached CA\$ 1,365



Company Objectives

- To bring in more interest
- Have that interest lead to donating money to the campaign to help the product become a well-made product.

Target Audience

- Enjoy strategy video games on computers
- Ages starting in middle school to college
- Male and female
- No income to low income, either a student or working part-time jobs
- Laid back lifestyle, will buy, especially if recommended
- Loyalty to Windows, Alienware or Lenovo
- Great graphics and high quality imaging, faster frame rate and the ability to continue playing for hours
- Immersive and that allow a free-roam with a storyline

Advertising Message

- Inform about the immersive storyline, the gameplay, the great graphics, and the ability to play for hours
- Differentiate the client's product from those of competitors

TV Ad

Visual	Audio
Fade in to 2 people sitting at desks with laptops.	Game audio can be heard lightly in the background throughout the entire ad. Person 1: This game is getting so borrrring!
Person 2 looks over at Person 1 and then at Person 1's computer screen.	Person 2: Is that the old Tower Defense games?
Person 1 looks at Person 2 and nods.	Person 1: Yeaah.. but I've had about enough of it by now. No storyline, just the same thing over and over.
Person 2 points at his computer screen where Pillow Zombies is being played. Person 1 looks at the screen.	Person 2: You should check out Pillow Zombies. It's got this cool, immersive storyline about finding out this mystery girl and it has power ups and special abilities. It blows old TD games out of style.
Person 1 nods his head in approval as he is impressed.	Person 1: Where do I go to get this game? I need to check it out now.
Person 2 tabs to a new tab and shows Person 1 how to get the game.	Person 2: Just go to Kickstart and search Pillow Zombies. It's only the demo right now, but if you back the project, you can get the digital copy and more!
Person 1 looks excited as Person 2 shows him the webpage on Kickstarter. Person 3 walks by.	Person 3: Oh dude, is that Pillow Zombies? Totally backed that game on Kickstarter already.
Visuals fade out.	Game audio fades out.

Radio Ad

- Are you bored with the traditional Balloon Defense or Tower Defense games? Then, you should try out PILLOW ZOMBIES! It is a great, fun game that brings back the old school format with a modern style and a twist that makes the game more fun and addicting! Get lost in an immersive storyline to save a mystery girl and level up with special abilities and power ups to defeat those horrid zombies! Learn more about the game at Kickstarter when you search Pillow Zombies at www.kickstarter.com or on social media at Grr Studios.

Print Ad



Try Out Pillow Zombies
on Kickstarter

Or Visit www.grrstudios.com
to Contact the Developers for
More Information

Other Work Examples

Allen Theatre and MJ's Coffeehouse

About the Allen



The Allen Theatre is one of the few single screen movie theatres in Central Pennsylvania. According to local deeds, the theatre is suggested to have been called the "Hippodrome" and then later "Astor." The theatre had shown popular feature films to become a second-run movie house. It was closed in the mid 1980's and then later reopened as the Allen Theatre on Sept. 21, 1995. It has since become an important part of Annville and its surrounding community.

Contact and Hours

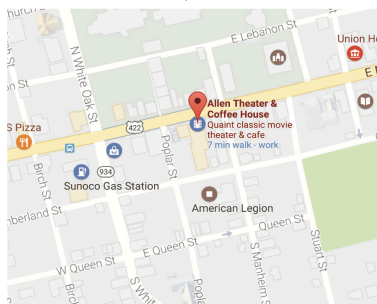
MJ's Coffeehouse:

Monday: 5:00pm to 10:00pm
Tuesday-Sunday: 11:30am to 10:00pm

Phone:
(717) 867-3545

Website:
<http://www.allentheatre.com/>

Address:
36 East Main St. Route 422
Annville, PA 17003



Watch the latest movie titles
and dine in our award-winning
coffeehouse afterwards!



Allen Theatre
and MJ's
Coffeehouse

MJ's Coffeehouse

MJ's serves deli sandwiches, soups and salads, gourmet coffees and teas, specially blended brews, delectable pastries and ice cream desserts. Because it has a very quiet and friendly environment for anyone that visits, it is the perfect place for people in the community and students to relax.

Many people come here to hang out with friends or by themselves and do work. MJ's also provides select board games,



periodicals and daily local newspapers which are all circulated among its customers.

Allen Theatre

The Allen Theatre has much to offer to those who attend. College students, seniors, and children only have to pay \$7 to receive a ticket while the regular admission is \$9 and screenings before 5 pm are also \$7.

Every now and then there are silent films that are shown and live events as well so be sure to look out to see what we are showing. The Allen Theatre also offers a state of the art Dolby Digital 7.1 sound format and quality digital projection system.



Special Events



On Monday nights at 9pm you can enjoy wonderful music during our open mic nights. Anyone can come and perform or just listen to the music that is performed.

In addition, on selected Thursday, Friday and Saturday evenings, talented jazz and other styled musicians provide entertainment. Every Tuesday at MJ's, they cut the price on all of their salads and sandwiches. At the Allen Theatre, Metropolis will be shown on March 19th, The General on July 16th, Cabinet of Dr. Caligari on October 29th, and 6 Vintage Christmas Shorts on December 17th.

The Strategy

- The selected media represent the most cost-effective strategy for reaching the target audience because the gaming community is a very large community
- Print ad:
 - placed around shopping centers, malls, in-store
- TV and radio ads:
 - Many students from middle school to college watch television or listen to the radio in their spare time or as they do homework
 - Place in a Twitch stream or during other broadcasts of gaming tournaments
- Direct mail:
 - DLC (Downloadable Content) mostly associated with email
- Brochure Ad:
 - Use in the physical stores
 - Audiences notice it at check-out and the ability to take it home with them to look into with their computer in front of them.
- Social Media

Measures of Success

- By analyzing how many people will donate money to the Kickstarter project because that is the objective I have for the campaign.
- How many people open the direct mail and go to the website
- Number of brochures taken
- Number of likes, follows on social media

Once more...

- Bring in more interest and have that interest lead into donations for the Kickstarter Pillow Zombies
- I know the target audience well
- Target audience is from middle school to college age
- I know the uniqueness of Pillow Zombies from other Tower Defense strategy games
 - Want to emphasize those qualities and attributes
- Help the client's team meet its marketing objectives because
 - Geared toward bringing in the interest to the product and to also have that interest want to donate to the campaign.

Are there any questions or
comments?