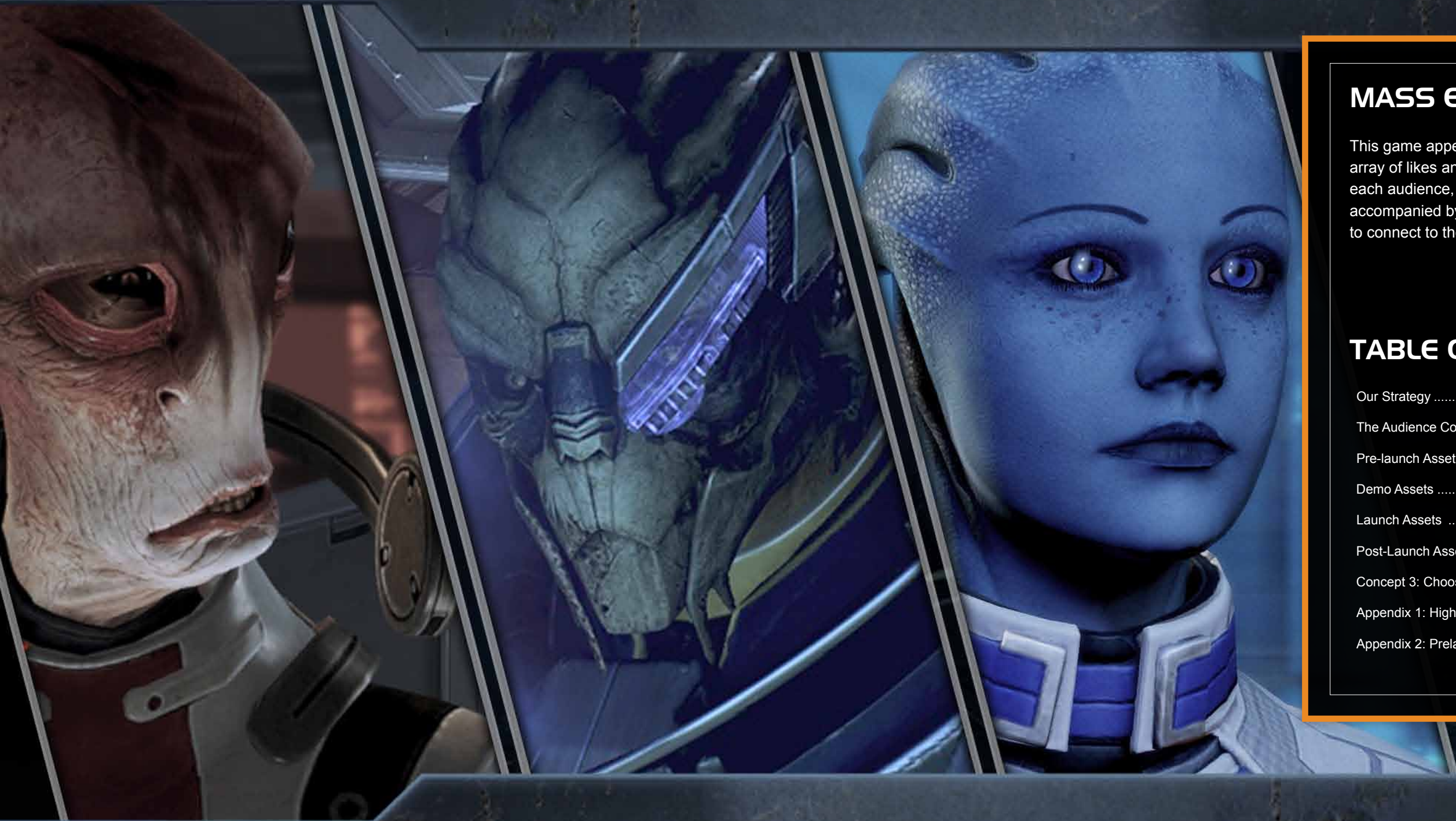




# MASS **E** EFFECT



## MASS EFFECT 3

This game appeals to a wide variety of audiences with a wide array of likes and dislikes. In order to strike the right notes with each audience, we propose a series of four email touches, each accompanied by free downloadable assets and each segmented to connect to the appropriate audience.

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## OUR STRATEGY

Mass Effect 3 is everything loyal fans hoped it would be—full stop. EA/BioWare put their full-dedicated resources plus some groundbreaking Kinect functionality into the crafting of a truly fitting end for this beloved trilogy. At the same time, they also added **new features and game modes (opportunities, not limits; options, not mandates) to open the experience up for other kinds of gamers**, be they the RPG story-lover with no ability to aim an assault rifle or the seasoned marksman with no time for dialogue trees, because everyone deserves the chance to play a game this awesome.

## KINECT OWNERS vs. NON KINECT OWNERS

We have addressed the divide between Kinect owners and non-owners in two ways—first from an all-up perspective and second as a strategy defined by the audience.

**All up, we believe that Kinect is a relevant story no matter the ownership.** For those with Kinect it aggrandizes their adoption of the technology, for those without, it reminds them of Kinect's commitment to the core and the uniqueness of gameplay on the Xbox 360 platform when combined with Kinect. As such, each email includes at least one mention of how Kinect improves gameplay, as well as a content bucket referencing an offer for a Kinect.

For an audience that already has a Kinect Sensor, this bucket would simply be removed from the template.

Additionally, for our more story-based audiences the “Better with Kinect” banner is featured at the top of each email, mirroring its placement on the game packaging. For our more shooter-based audiences (most skeptical about both Kinect and the prospect of Mass Effect 3 as a viable shooter option) we have left the mention for deeper in the email, drawing them into the possibilities and enhancing that message with a Kinect story.

**STORY** ←

## THE AUDIENCE CONTINUUM



### Badass Bards

People who enjoy roleplaying games, but have not played either of the previous Mass Effect games. **They enjoy character development, depth of story, and customization.**



### Shepards

People who have played Mass Effect, Mass Effect 2, or both. They have at least a passing knowledge of the series history, and likely a deep knowledge. **They enjoy both the roleplaying and shooting aspects of the series.**



### Conquering Captains

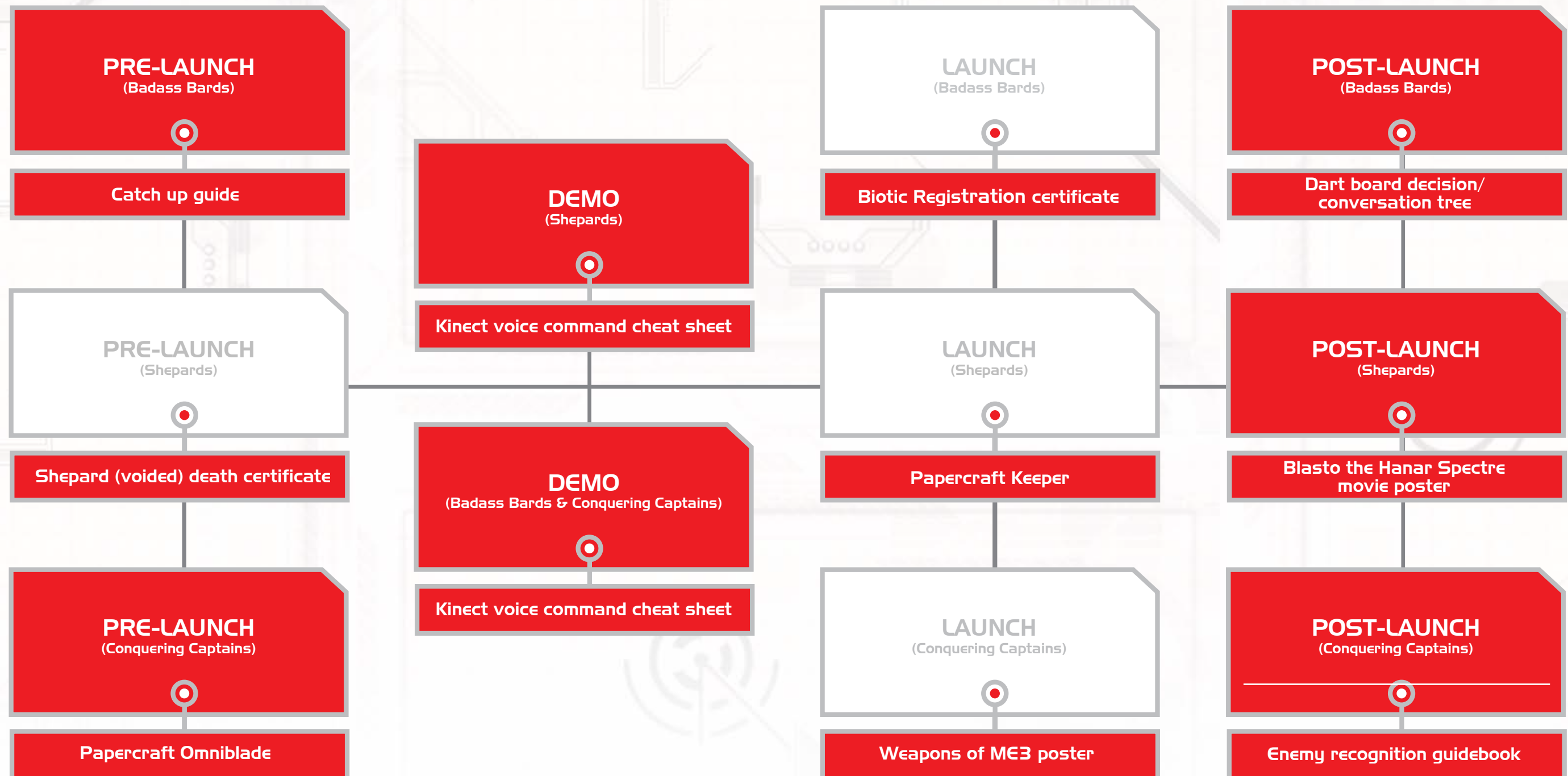
People who enjoy sci-fi blockbuster shooters, and who have not played either of the previous Mass Effect games. **They enjoy action, combat, and tactics.**

→ **ACTION**

In order to accommodate these three audiences, we are suggesting the addition of several segmented communications to the series of emails. In the communication maps that follow, touches in white are those currently requested, while touches in red are our suggested additions.

# CONCEPT 1 & CONCEPT 2 COMMUNICATION MAP

ORIGINAL REQUEST
  "PIXIE DUST"



# PRELAUNCH EMAIL

## BADASS BARDS



Email Concept 1



Email Concept 2



STORY DOSSIER (BADASS BARDS)

# PRELAUNCH EMAIL

## SHEPARDS



Email Concept 1



Email Concept 2



SHEPARD'S DEATH CERTIFICATE (SHEPARDS)

# PRELAUNCH EMAIL

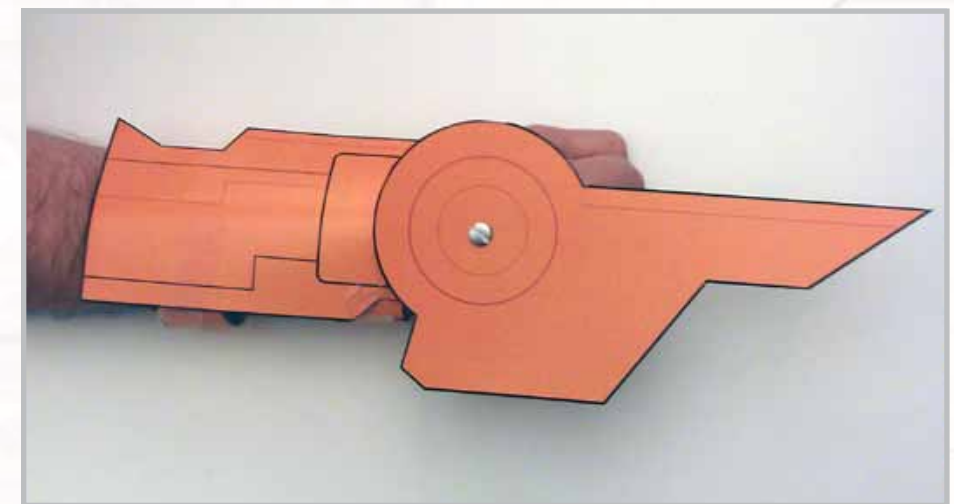
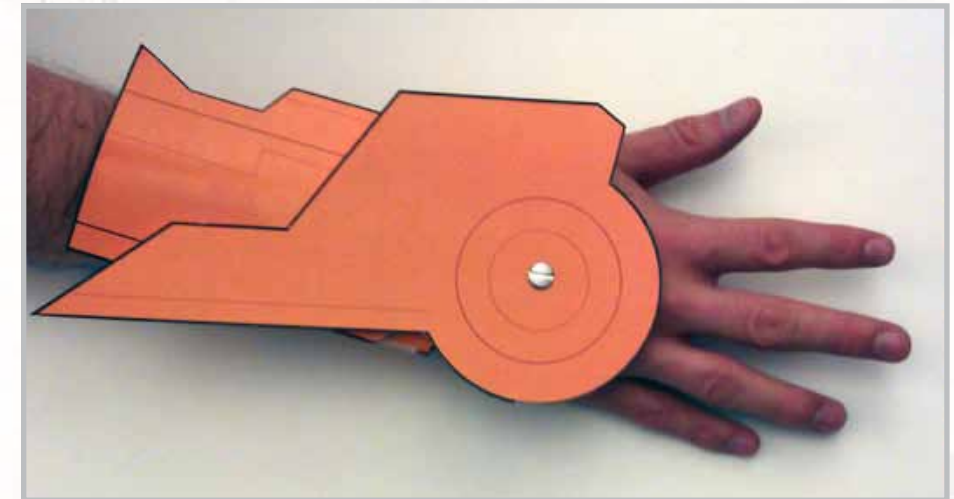
## CONQUERING CAPTAINS



Email Concept 1



Email Concept 2



PAPERCRAFT OMNI-BLADE (CONQUERING CAPTAINS)

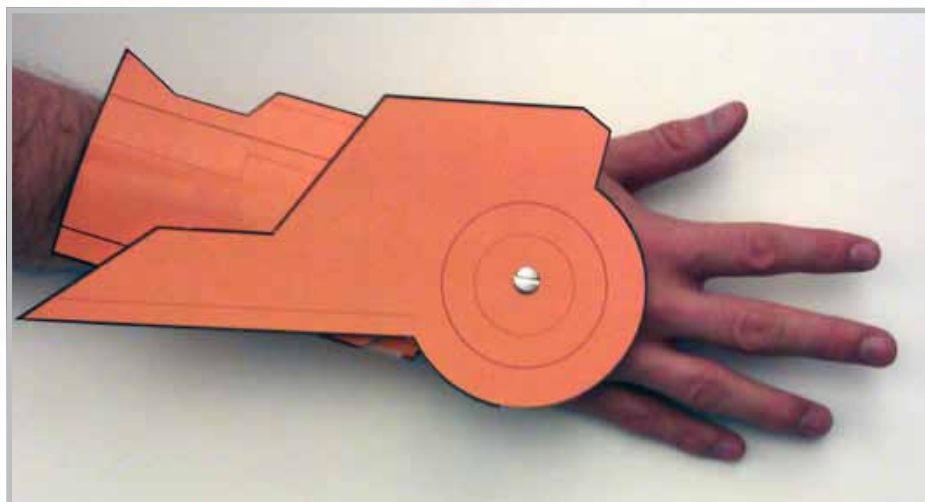
# PRE-LAUNCH ASSETS



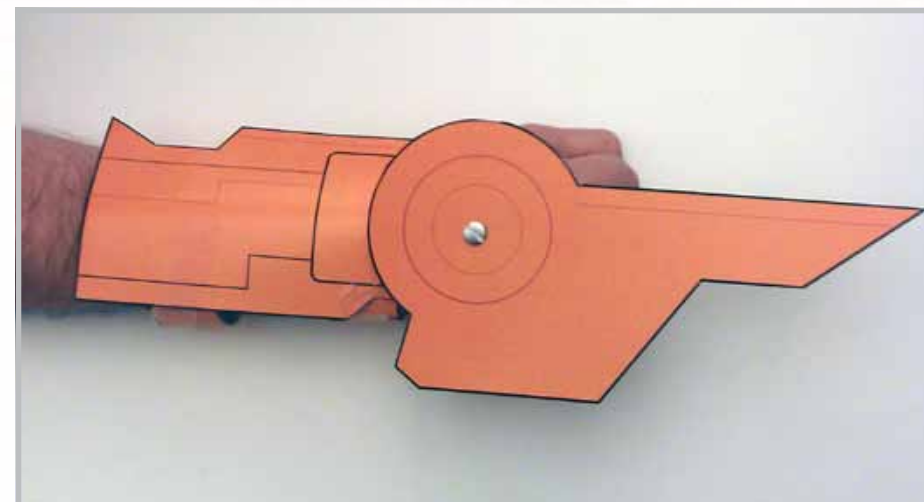
STORY DOSSIER (BADASS BARDS)



SHEPARD'S DEATH CERTIFICATE (SHEPARDS)



PAPERCRAFT OMNI-BLADE (CONQUERING CAPTAINS)



## STORY DOSSIER (1-2 PAGE PDF)

The Story Dossier presents the story to the Bards in such a manner that they know what has happened previously, suggesting that they do not have to purchase the previous two games to enjoy the story of Mass Effect 3.

TIME: 30 DAYS

COST: \$3,880

## SHEPARD'S DEATH CERTIFICATE

Shepard's Death Certificate harkens back to Mass Effect 2 for Shepards, as well as reminding them that the fight is never over.

TIME: 30 DAYS

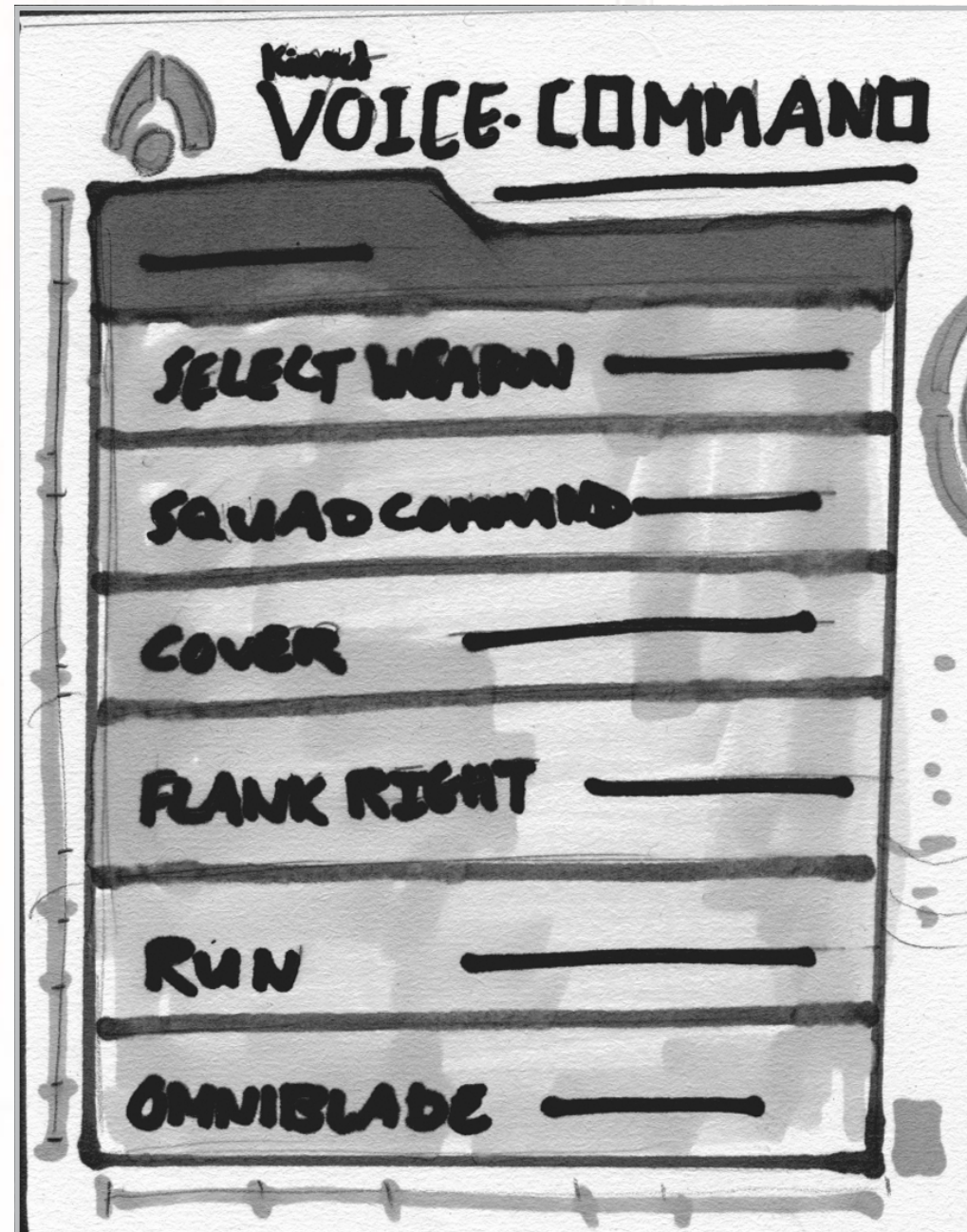
COST: \$3,720

## PAPERCRAFT OMNI-BLADE

The papercraft omni-blade reinforces the combat-oriented vision of Shepard included in much of the early marketing.

TIME: 30 DAYS

COST: \$6,160



KINECT VOICE COMMAND CHEAT SHEET (ALL AUDIENCES)

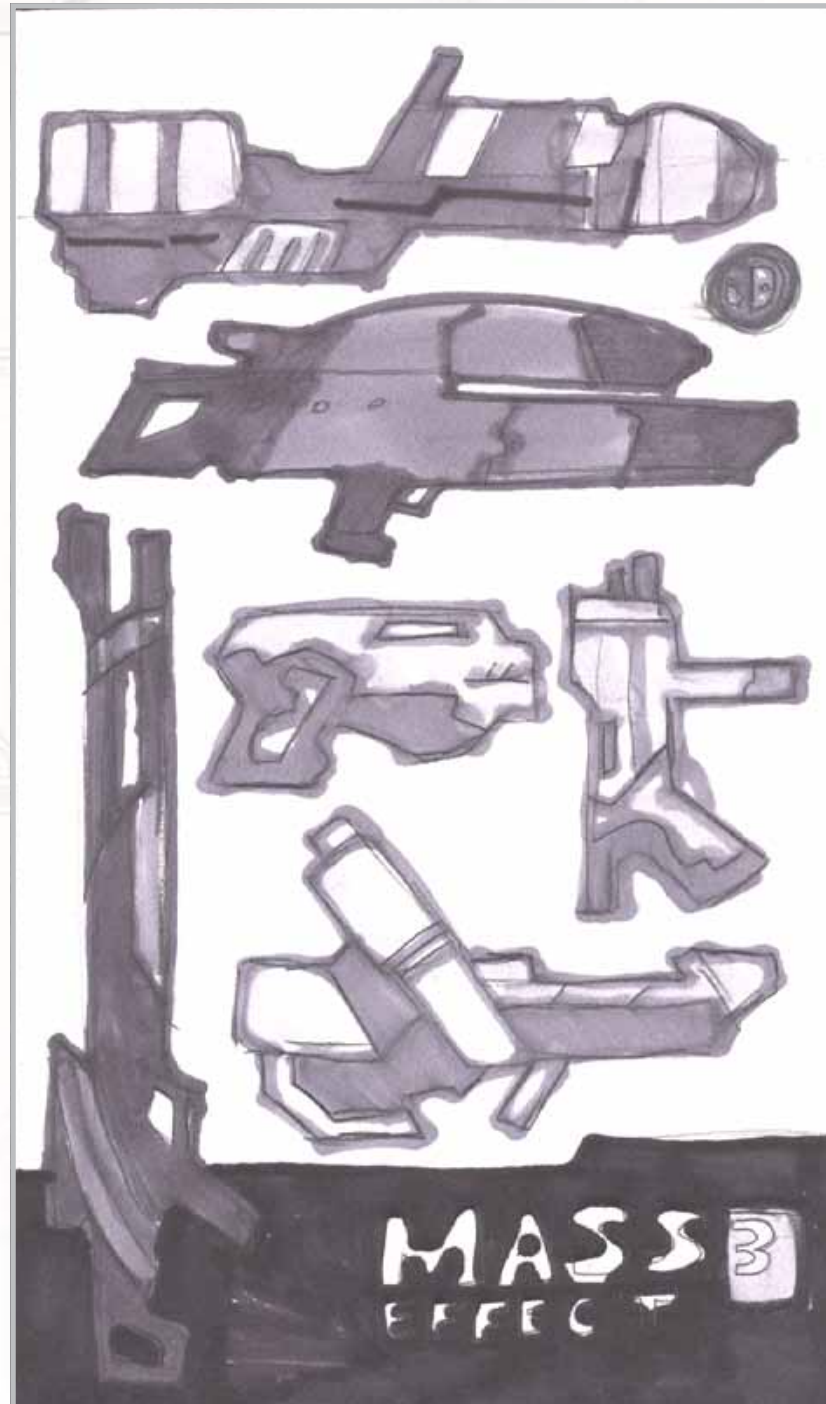
## KINECT VOICE COMMAND CHEAT SHEET

Each audience receives the Kinect Voice Command cheat sheet with this touch, reinforcing the gameplay of the demo and aggrandizing the Kinect Sensor and its integration into the game. BioWare may already be creating a similar asset, and if so we will coordinate with them, as this is a perfect opportunity to connect the excellent gameplay they are about to experience with Kinect (and to let them know how to use their Kinect if the functionality is already in place in the demo). As additional commands are added as the player levels up and unlocks abilities, these will be the most basic, evergreen commands.

TIME: 30 DAYS

COST: \$2,390

# LAUNCH ASSETS



WEAPONS OF ME3 POSTER (CONQUERING CAPTAINS)



BIOTIC REGISTRATION CERTIFICATE (BADASS BARDS)



PAPERCRAFT KEEPER (SHEPARDS)

## BIOTIC REGISTRATION CERTIFICATE

The assets at this stage are segmented to appeal individually to the different audiences.

The Biotic Registration Certificate is designed to draw the Bards into the background of the universe, showing them some of the depth to the setting.

TIME: 30 DAYS

COST: \$3,720

## PAPERCRAFT KEEPER

The papercraft Keeper is another way to tie the Shepards to the history behind them, and remind them of why they love the franchise. It's a very recognizable figure, and one that plays a key role in the previous games.

TIME: 30 DAYS

COST: \$6,160

## WEAPONS OF ME3 POSTER

If there's one thing that the Captains like, it's weapons, and this poster will show off all the brilliant weapons from the Mass Effect universe so that the Captain's can drool over them, just like they do the weapons for Halo, Gears of War, and the like.

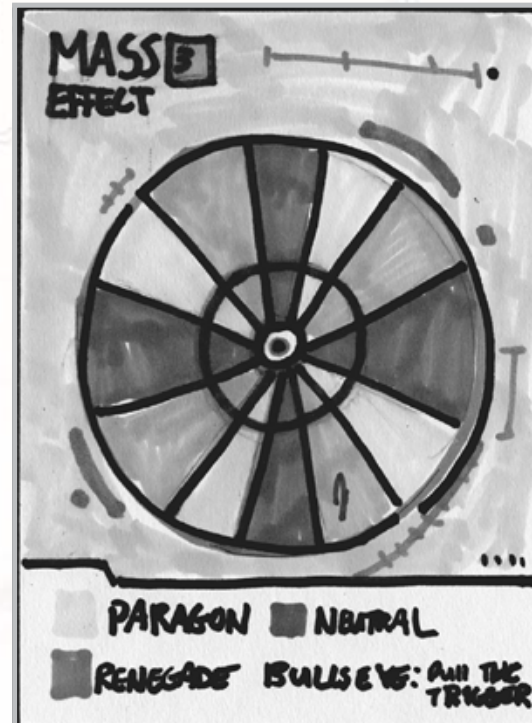
TIME: 30 DAYS

COST: \$4,020

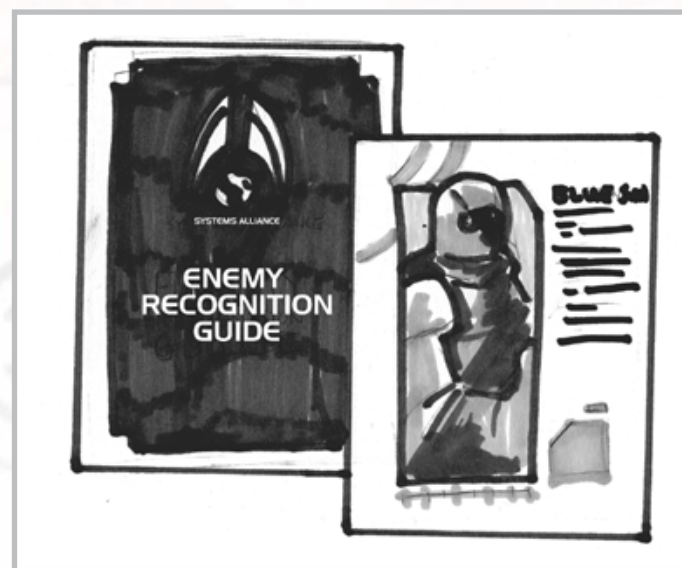
# POST-LAUNCH ASSETS



BLASTO THE HANAR SPECTRE MOVIE POSTER (SHEPARDS)



DART BOARD DECISION TREE (BADASS BARDS)



ENEMY RECOGNITION GUIDE (CONQUERING CAPTAINS)

## DART BOARD DECISION TREE

The Dart Board Decision Tree allows us to demonstrate the sheer number of choices available in the series to the Bards (it can also be placed on the ground and used as a coin-toss to avoid putting holes in walls). It is aimed at using that depth of story to push fence sitters or the friends of those who have purchased over the edge into purchase.

TIME: 30 DAYS  
COST: \$4,020

## BLASTO THE HANAR SPECTRE MOVIE POSTER

Blasto the Hanar Spectre and his in-universe movie *Blasto The Jellyfish Stings* is a fan-favorite, and so this movie poster gives an implicit assurance to Shepards that this game includes the same irreverent humor or gives the Shepards a discussion point to bring their friends into the universe.

TIME: 30 DAYS  
COST: \$4,020

## ENEMY RECOGNITION GUIDE

Having seen the weapons of Mass Effect, the Enemy Recognition Guide allows the Captains to see just what they will be shooting with those weapons, including in-game weak points where those exist.

TIME: 30 DAYS  
COST: \$3,880

# CONCEPT 3 – CHOOSE YOUR OWN ADVENTURE

Concept 3 of the prelaunch email provides another avenue to hook readers into the universe of Mass Effect, a serial short story that will allow the reader to experience the invasion of Earth by the Reapers. A choice will be presented at the end of each story section, and their choice will determine how the story continues for them, reinforcing the importance of decisions in Mass Effect 3.

This story will run as a separate content block at the bottom of the Prelaunch, Launch, and Post Launch emails, and the branching nature of the story will require additional coded versions of the emails, as the reader will receive a different story in the Launch and Post Launch emails depending on their previous choices. There is also a default story segment for the Launch and Post Launch emails for those who have made no previous choice.

The story will highlight the deadly force of the attack and the difficulties of surviving it, with more than half of the choices leading to the reader ending up captured or dead. This will emphasize the weight put behind the choices in the game.

A unique asset to reward the choices made and encourage buzz will accompany each email. The first part of the story is presented at the right as an example.

## Earthfall

*For you, it begins as a spreading darkness. At first you think it's just another London drizzle sweeping along the low-hanging clouds, but the extranet didn't say anything about rain, or you wouldn't have planned a shopping trip today.*

*And then there's the impact. The ground shakes, and a man nearby falls to the ground. You steady yourself against a nearby building, and then there's another impact, and another. There is a blaze of light from around the corner, and then screams and debris fill the air.*

*Looking around the corner, all you see at first is a rolling cloud of dust, and then there's another lance of light, a straight line from the center of the dust cloud into the Tower of London, and the Tower explodes. Even at this distance, you can feel the concussion of the explosion.*

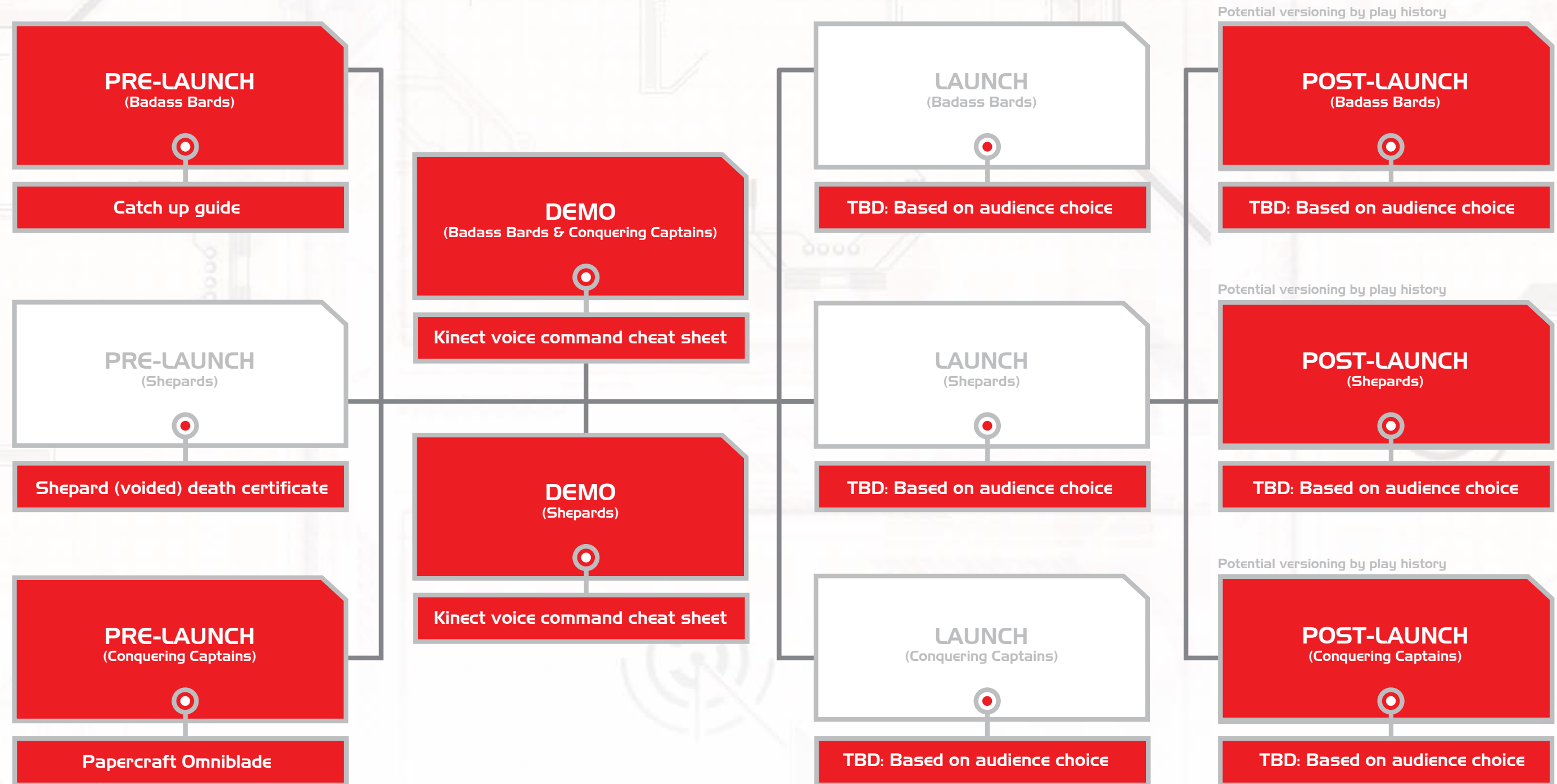
*Blinking away the blazing after-image, you look back at the source of the attack, and as the dust clears somewhat, you get a glimpse of it. Hundreds of feet high, sheathed in gleaming black armor, it's a nightmarish cross between a squid and an insect, and it's not alone. Dozens of them can now be seen rising above the buildings of downtown London.*

## WHAT DO YOU DO?

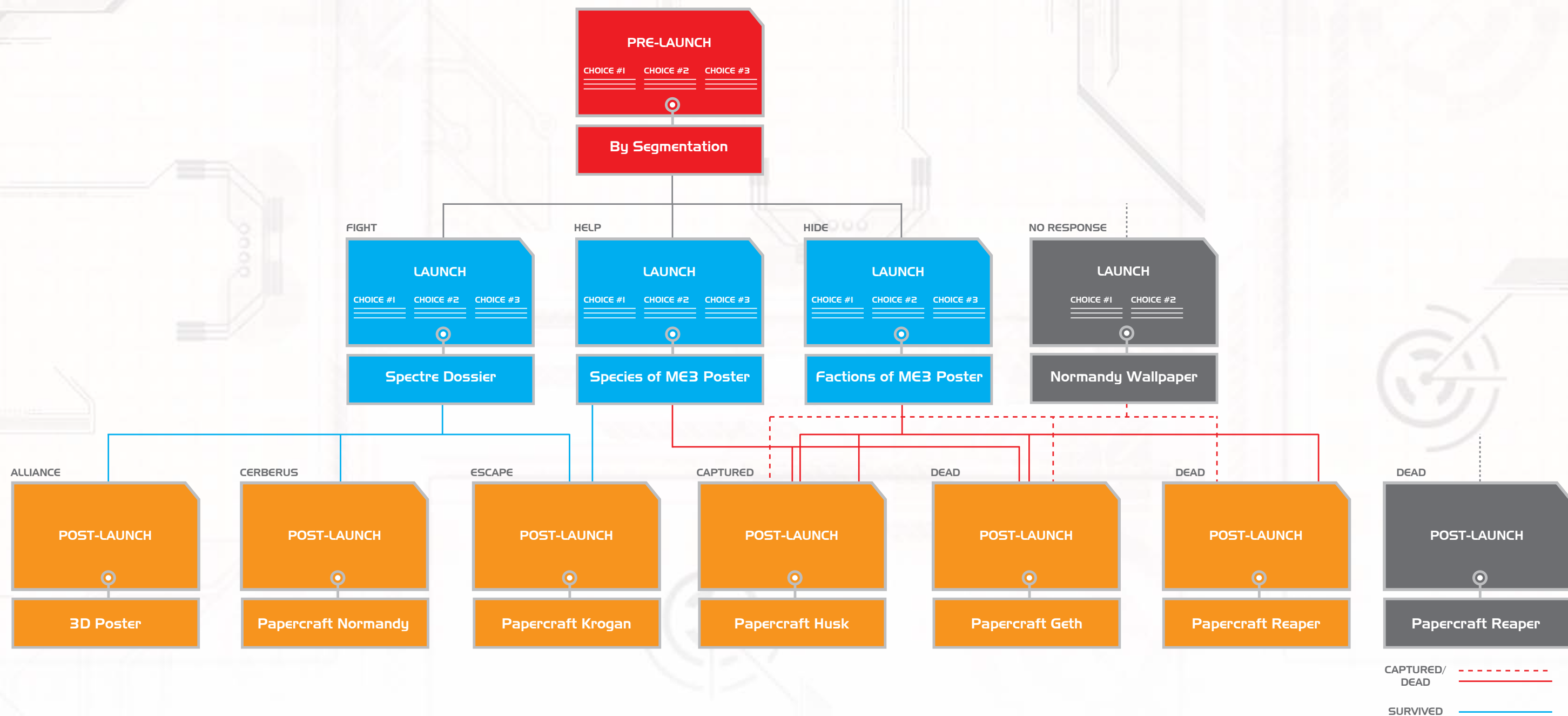
Try to help the wounded around you get to safety. [>Help](#)  
Hide in the nearest building and wait out the initial attack. [>Hide](#)  
Search for a weapon and try to fight back. [>Fight](#)

# CONCEPT 3 COMMUNICATION MAP

ORIGINAL REQUEST
  "PIXIE DUST"



# CONCEPT 3 STORY AND ASSET TREE



TOTAL ASSETS II . Note: If necessary, the number of assets can be cut down significantly.

# CONCEPT 3 PRE-LAUNCH EMAIL

## BADASS BARDS-SHEPARDS-CONQUERING CAPTAINS



Badass Bards



Shepards



Conquering Captains

# CONCEPT 3 ADDITIONAL ASSETS



3D POSTER (EXAMPLE)



SPECIES RECOGNITION POSTERS



## 3D BATTLE SCENE POSTER

Directly tying into the invasion of Earth, this view of a Reaper leg jutting out of the clouds of dust and ash is designed to draw an immediate emotional response from the recipient. With the addition of classic red-blue 3D glasses, the Reaper leaps out of the picture, visible in 3D. It will be the reward for those who fight the hardest and most sensibly, ending up serving the Alliance directly.

TIME: 30 DAYS

COST: \$4,020

## SPECTRE DOSSIER (NOT SHOWN)

This editable pdf will allow the recipient to enter their own name and a few details, and then print out a dossier of their own activities and qualifications as a Spectre. It is aimed to deepen the connection that the Shepard audience has with the universe, and introduce both Bards and Captains to the depth available. It will be provided to recipients who choose to fight in their first option, reinforcing Shepard's words from the Fall of Earth video, "We fight or we die, that's the plan."

TIME: 30 DAYS

COST: \$3,880

## SPECIES AND FACTIONS OF MASS EFFECT POSTERS

These posters continue reinforcing the depth of the Mass Effect universe, presenting an in-universe view of the various species or factions of Mass Effect. The Species poster will be presented to recipients who choose to help other wounded in their first option, reinforcing their care for other sentient beings. The Factions poster will be presented to recipients who choose to hide in their first option, reinforcing the need to choose a side.

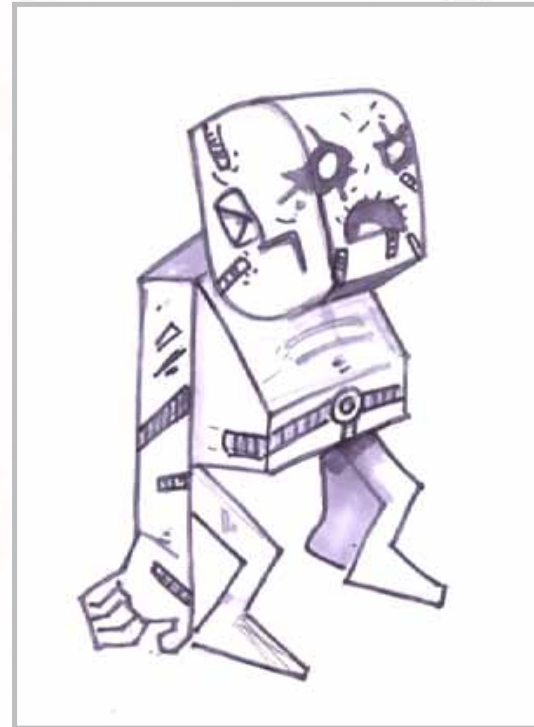
TIME: 30 DAYS

COST: \$7,310 EACH

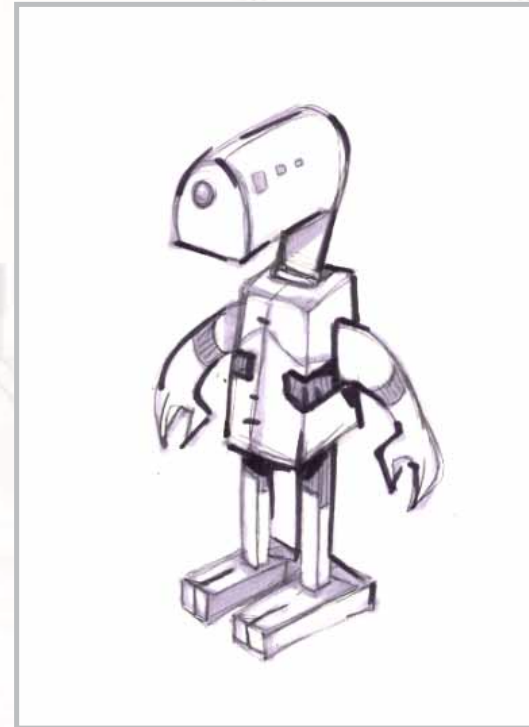
# CONCEPT 3 ADDITIONAL ASSETS



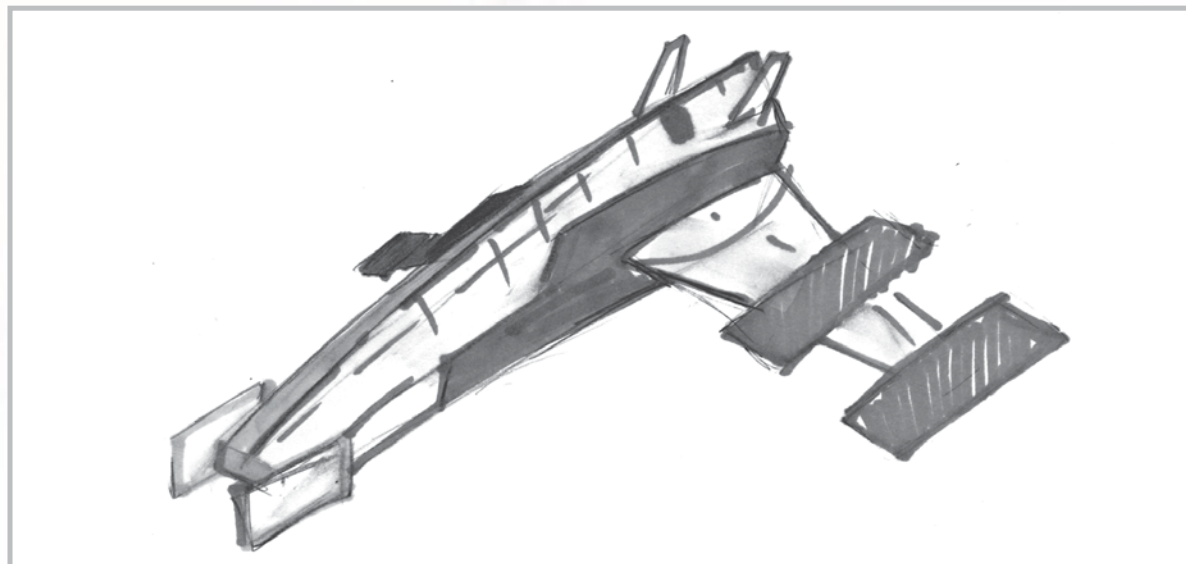
PAPERCRAFT KROGAN



PAPERCRAFT HUSK



PAPERCRAFT GETH



PAPERCRAFT NORMANDY

## NORMANDY WALLPAPER (NOT SHOWN)

The beauty of a close-up on the Normandy in wallpaper form is intended to draw recipients back into the story presented in the emails, and in the game as a whole, as it will be directed at those recipients who did not respond to the first choice.

TIME: 30 DAYS

COST: \$2,110

## PAPERCRAFT

The completion of the story will result in the gift of a constructible papercraft figure for the recipient, with the figure depending on the ending of their story. The endings and associated papercraft are listed below:

- Cerberus: Papercraft Normandy
- Escape: Papercraft Krogan
- Captured: Papercraft Husk
- Dead but tried to help others: Papercraft Geth
- Dead and hidden: Papercraft Reaper

TIME: 30 DAYS

COST: \$6,160 EACH

# APPENDIX I – HIGH IMPACT DIGITAL ASSETS



# APPENDIX I – HIGH IMPACT DIGITAL ASSETS

## END OF THE EARTH COUNTDOWN DESKTOP APP

This desktop app provides a countdown to the release of the game, presented as a message from Commander Shepard with a countdown until the time when the Reapers will strike Earth.

TIME: 30 DAYS  
COST: \$25,946

## DON'T FEAR THE REAPER DESKTOP APP

This interactive desktop app features a cartoon version of a Reaper. So long as the user interacts with it—providing it with food and activities every day—it remains cute and cuddly. If the user fails to interact with it for a certain period of time (24 or 48 hours most likely) it grows bigger and rampages across the desktop, causing “damage” and “blowing things up”. It does so for a short period of time, and then the damage repairs itself, and the Reaper returns to its cute, cartoon version.

TIME: 45 DAYS  
COST: \$52,169

## CHOOSE YOUR OWN ADVENTURE FLASH GAME

This is an expansion of the Concept 3 idea, presenting a short story set during the Fall of Earth, accompanied by images associated with the choices and action in the story. The game allows the user to play through the short story any number of times to see all of the different outcomes. At the end of each playthrough, they are presented with a link to the Mass Effect 3 demo.

TIME: 49 DAYS  
COST: \$58,776

## CRITICAL DECISIONS COMIC VIGNETTES

A series of 3-6 panel comic vignettes revisit the critical decision points in Mass Effect and Mass Effect 2. They are designed to catch Bards and Captains up to the events of Mass Effect 3 and remind Shepards of the choices they've made previously. Each comic will end with Shepard faced with the question of what to do, leaving the results open to each reader.

TIME: 30 DAYS  
COST: \$3,500 EACH

## SHEPARD'S SPACE HAMSTER/FISH TANK ANIMATED BACKGROUND

Harkening back to the captain's cabin in Mass Effect 2, this animated background presents either a tank for the various exotic fish or the space-hamster available for purchase in the game. The player would be able to choose the number and type of fish/space-hamsters, and they would then move about the background in a semi-random manner.

TIME: 30 DAYS  
COST: \$17,322

## CITADEL VIEW ANIMATED BACKGROUND

This download will allow recipients to turn their desktop background into an animated view out the windows of the Citadel. Starships and shuttles will zip past, and the clouds and colors of the Serpent Nebula will glow and shift.

TIME: 30 DAYS  
COST: \$17,322

## MASS EFFECT ADS ANIMATED BACKGROUND

This download will turn the user's desktop background into an in-universe computer screen, complete with “pop-up” ads from the Mass Effect universe. They will be able to see advertisements for biotic amps, weapons, ship models, space hamsters, and more, right on their background.

TIME: 30 DAYS  
COST: \$17,322

## AUGMENTED REALITY

### Normandy, Omni-blade, and N7 Helmet

Using this technology, recipients can print out a visual code, and then hold it up in front of a webcam. The code is then passed into the connected computer and an enhanced image is displayed on the computer's screen. For instance, a 3D representation of the Normandy could be visible above a sheet of paper with the code on it. Alternatively, an Omni-blade could be displayed on the user's arm. Finally, an N7 helmet could be superimposed over the user's features.

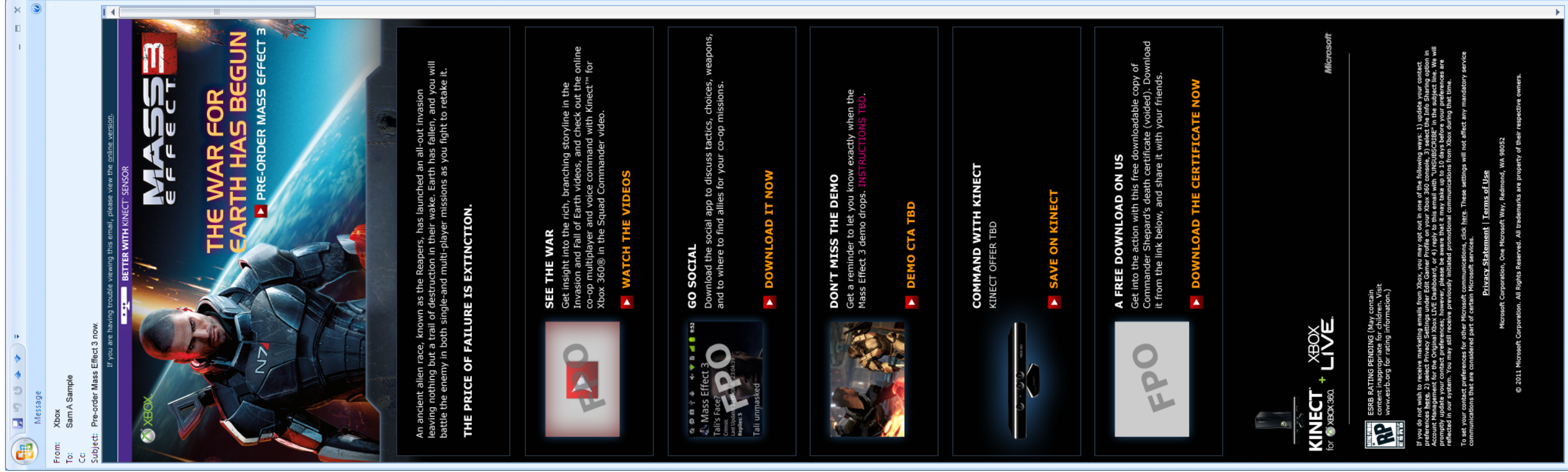
Example site:

<http://www.weareautobots.com/ww/index.php>

TIME: TBD  
COST: TBD (EXPENSIVE)

# APPENDIX 2 – PRELAUNCH EMAIL CONCEPTS





**COPY**

**CONCEPT 1 "It Has Begun"**

The first concept takes wording taken directly from the Key Messaging, integrating it into the top of the template requested. It is the most homogeneous with current marketing, which has both advantages and disadvantages. It will be familiar language, but also language that the reader may have seen elsewhere. The videos and social app sections are phrased to support the "key game features" listed in the brief. As with the other concepts, Kinect is included as an all-up message, with the only difference between Kinect and Non-Kinect audiences being an additional content block referencing a TBD offer to buy a Kinect.

**DESIGN**

The layout and visual elements reflect the Mass Effect 3 website as exhibited by the grayish blue hues, bright CTAs and a contrast between the background and copy.

0 PIXELS

340 PIXELS

400 PIXELS

500 PIXELS



**COPY**

**CONCEPT 2 "The Final War"**

The second concept loosens up the language a little, and provides a new description of the content of the game specifically tailored for those who have played the previous games.

**DESIGN**

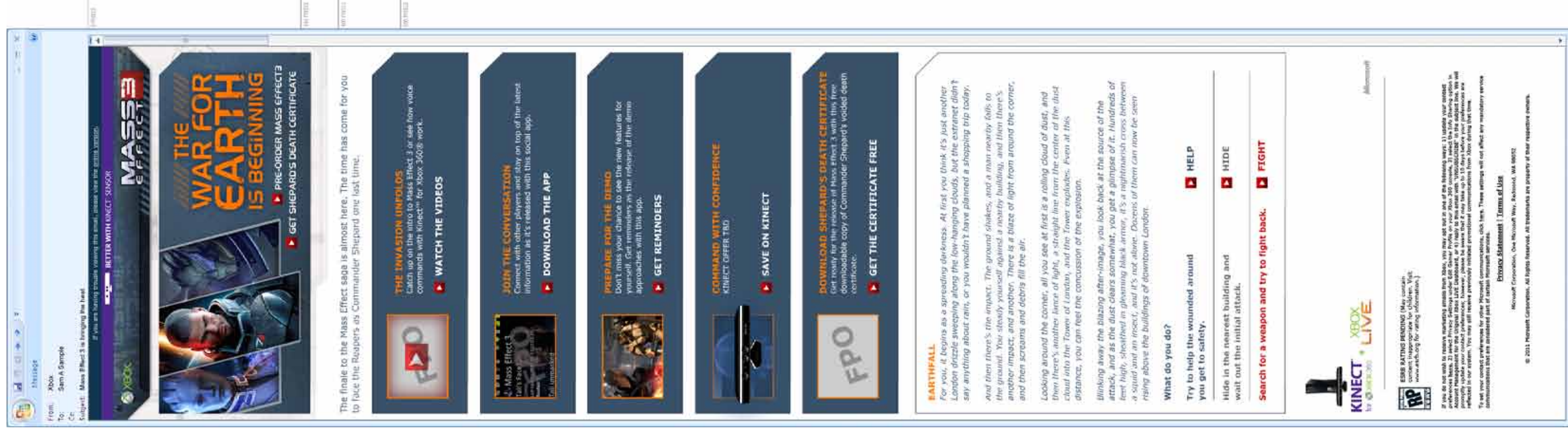
The layout for concept two starts off with a bold header and intense images that soon lead the recipient's attention towards the content blocks below.

0 PIXELS

340 PIXELS

400 PIXELS

500 PIXELS



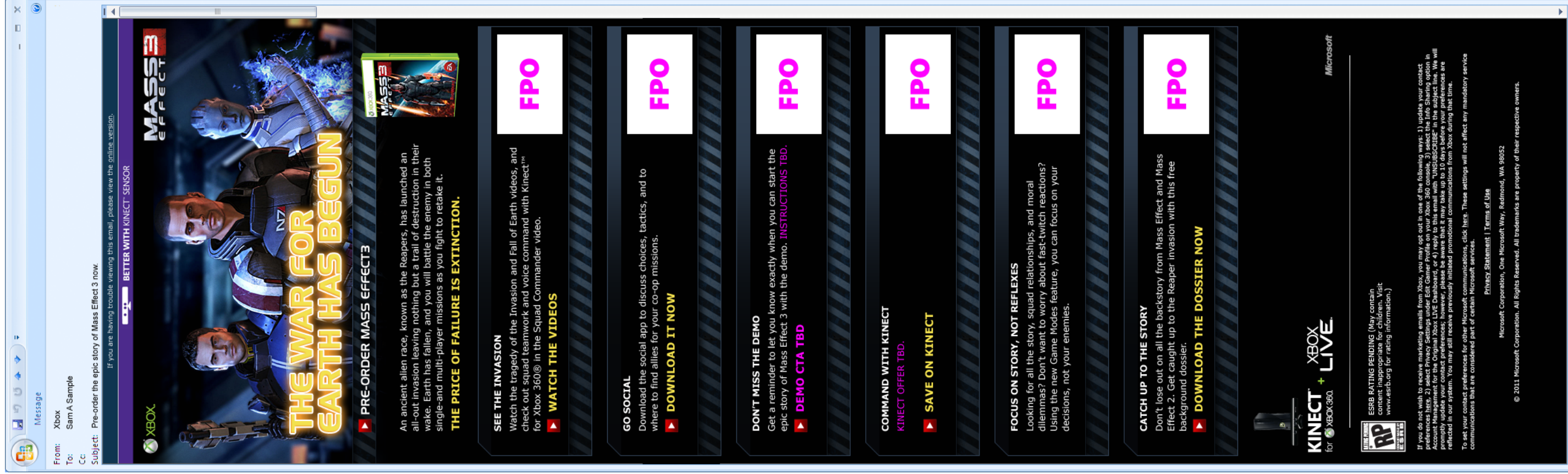
**COPY**

**CONCEPT 3 "Choose Your Own Adventure"**

This concept includes a developing story at the bottom of each part of this series of emails, playing off the idea of the in-depth story with decision points. Ideally, there would be branching versions of the follow-up email(s) that continue the story and bring it to a unique end. For the first story option it would reach the point where the reader is "inducted into the Spectres" or "refused entry to the Spectres" based on their actions. The first story option is carefully abstracted and includes none of the actual characters from the game, to avoid needing massive approvals from Bioware. The second story option likewise uses no major canon characters, but it is set during the War on Earth. This approach is riskier from an approvals point of view, but provides a more direct tie-in to Mass Effect 3. The email as a whole maintains the templated structure, keeping the copy to a minimum to allow space for the story while still hitting the most important points. It brings the downloadable CTA up to the top alongside the pre-order CTA.

**DESIGN**

A different approach was used for concept 3, unlike that of concept one and two. This layout doesn't use nearly as much dark colors, this allows the content blocks to stand out plus the email looks visually lighter and cleaner.



**COPY**

**CONCEPT 1 "It Has Begun"**  
 The first concept takes wording taken directly from the Key Messaging, integrating it into the top of the template requested. It is the most homogeneous with current marketing, which has both advantages and disadvantages. It will be familiar language, but also language that the reader may have seen elsewhere. The videos and social app sections are phrased to support the "key game features" listed in the brief. As with the other concepts, Kinect is included as an all-up message, with the only difference between Kinect and Non-Kinect audiences being an additional content block referencing a TBD offer to buy a Kinect. The audience has been addressed by emphasizing story and character relationships, as well as adding a section on the game modes (which can be removed if that feature is pulled for some reason).

**DESIGN**

Visual treatment echoes the Mass Effect 3 website as exhibited by the grayish blue hues and slanted striped graphic elements. Area for supporting imagery adds visual interest.

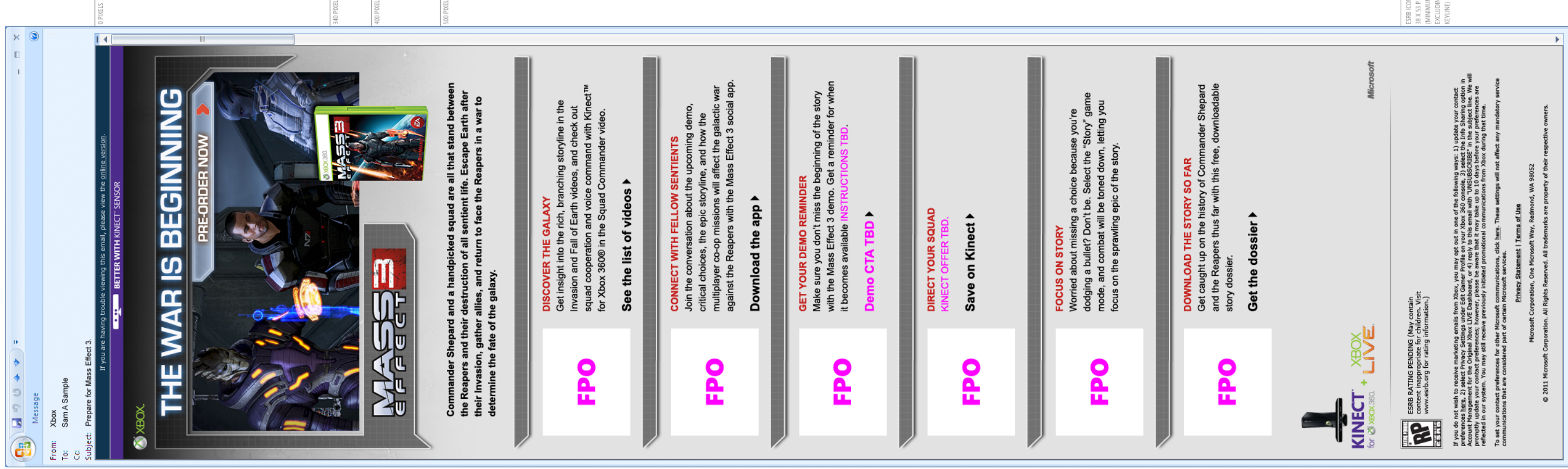
0 PIXELS

340 PIXELS

400 PIXELS

500 PIXELS

ESRB ICDP  
 38 X 53 P  
 (MINIMUM  
 EXCLUDING  
 KEYLINE)



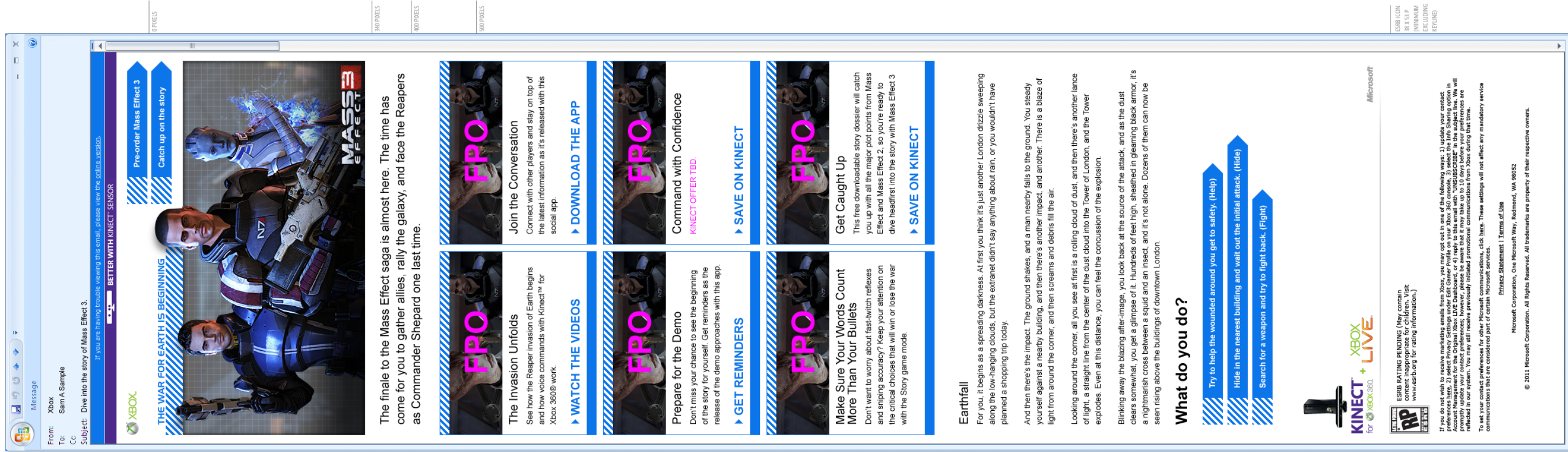
**COPY**

**CONCEPT 2 "The Final War"**

The second concept loosens up the language a little, and provides a new description of the content of the game specifically tailored for RPG players by emphasizing story and character relationships, as well as adding a section on the game modes (which can be removed if that feature is pulled for some reason).

**DESIGN**

Incorporates sci-fi aesthetic without being too overdone that can overshadow the content in the email. Area for supporting imagery adds visual interest for the viewer.



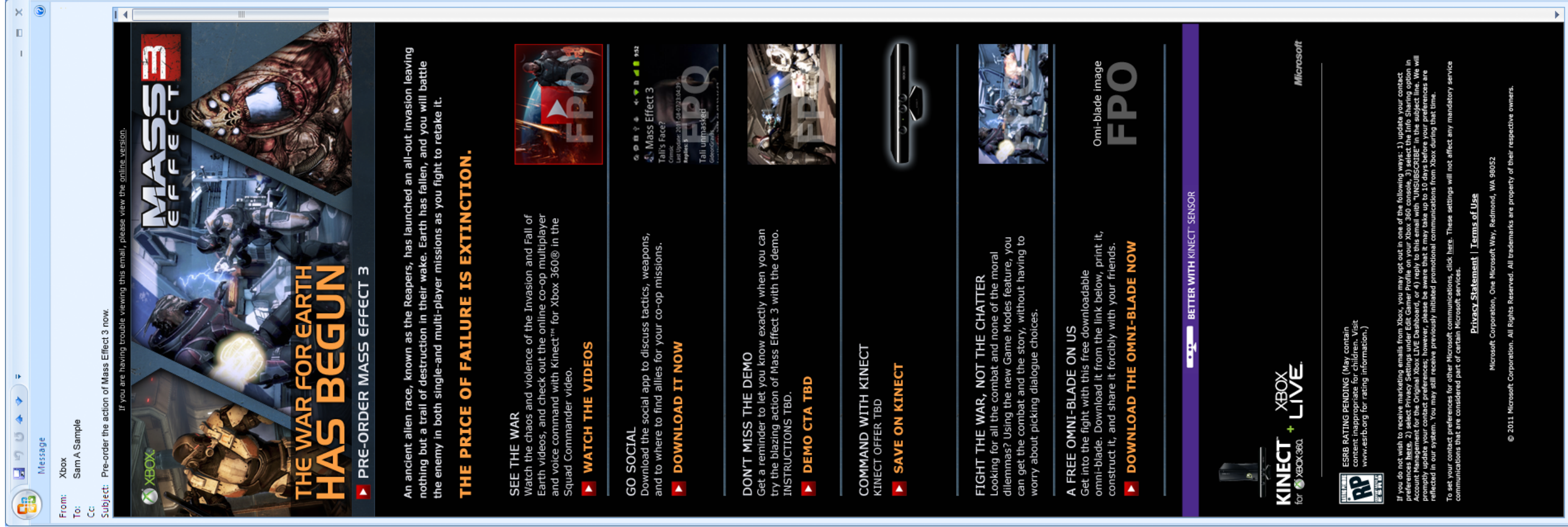
## COPY

### CONCEPT 1 "It Has Begun"

This concept includes a developing story at the bottom of each part of this series of emails, playing off the idea of the in-depth story with decision points. Ideally, there would be branching versions of the follow-up email(s) that continue the story and bring it to a unique end. For the first story option it would reach the point where the reader is "inducted into the Spectres" or "refused entry to the Spectres" based on their actions. The first story option is carefully abstracted and includes none of the actual characters from the game, to avoid needing massive approvals from Bioware. The second story option likewise uses no major canon characters, but it is set during the War on Earth. This approach is riskier from an approvals point of view, but provides a more direct tie-in to Mass Effect 3. The email as a whole maintains the templated structure, keeping the copy to a minimum to allow space for the story while still hitting the most important points. It brings the downloadable CTA up to the top alongside the pre-order CTA. The audience has been addressed by emphasizing story and character relationships, as well as adding a section on the game modes (which can be removed if that feature is pulled for some reason).

## DESIGN

Utilizes side-by-side content modules to minimize length of email. Solid, flat visuals produces a clean aesthetic but still maintains the sci-fi feel.



**COPY**

**CONCEPT 1 "It Has Begun"**  
 The first concept takes wording taken directly from the Key Messaging, integrating it into the top of the template requested. It is the most homogeneous with current marketing, which has both advantages and disadvantages. It will be familiar language, but also language that the reader may have seen elsewhere. The videos and social app sections are phrased to support the "key game features" listed in the brief. As with the other concepts, Kinect is included as an all-up message, with the only difference between Kinect and Non-Kinect audiences being an additional content block referencing a TBD offer to buy a Kinect. The audience has been addressed by emphasizing multiplayer and violence, as well as adding a section on the game modes (which can be removed if that feature is pulled for some reason).

**DESIGN**

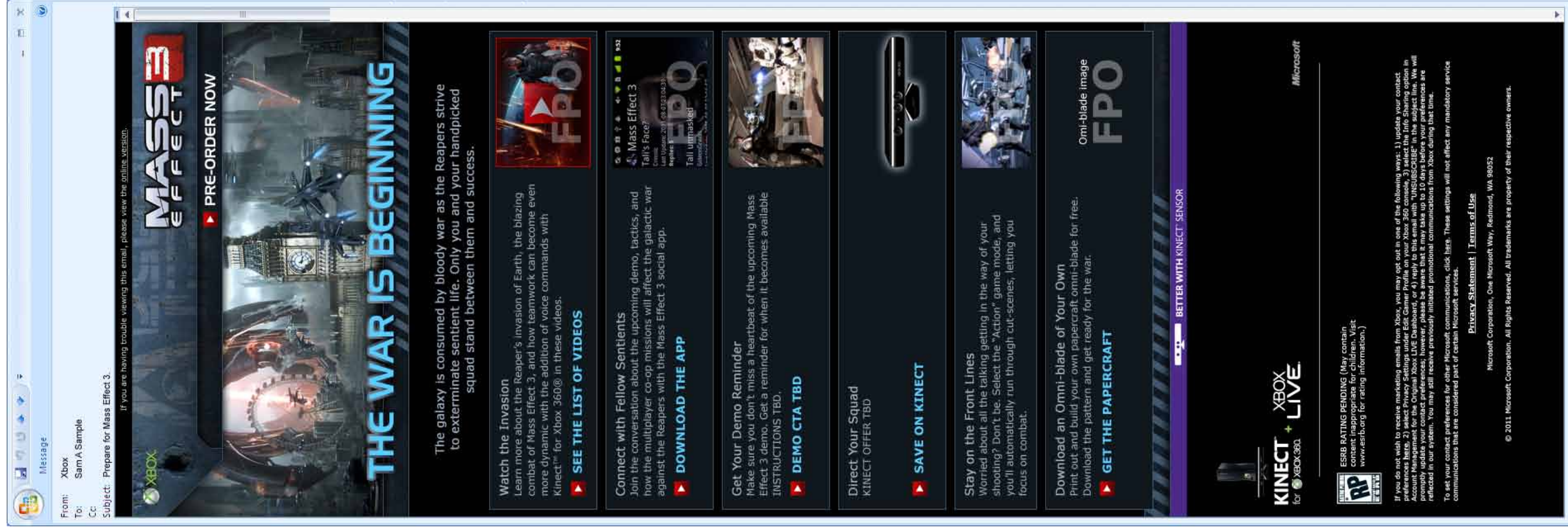
This action packed hero is kept compact in height for concept one. The orange color is picked up from the art and carried through out the communication's CTA's for a unifying flow. Content buckets follow an established layout, but only a thin bar divides them. Because the hero has a lot going on, a content free from contained shapes is a good contrast. Content images are FPO until assets can be provided or approved.

0 PIXELS

340 PIXELS

400 PIXELS

500 PIXELS



**COPY**

**CONCEPT 2 "The Final War"**

The second concept loosens up the language a little, and provides a new description of the content of the game specifically tailored for shooters by emphasizing multiplayer and violence, as well as adding a section on the game modes (which can be removed if that feature is pulled for some reason).

**DESIGN**

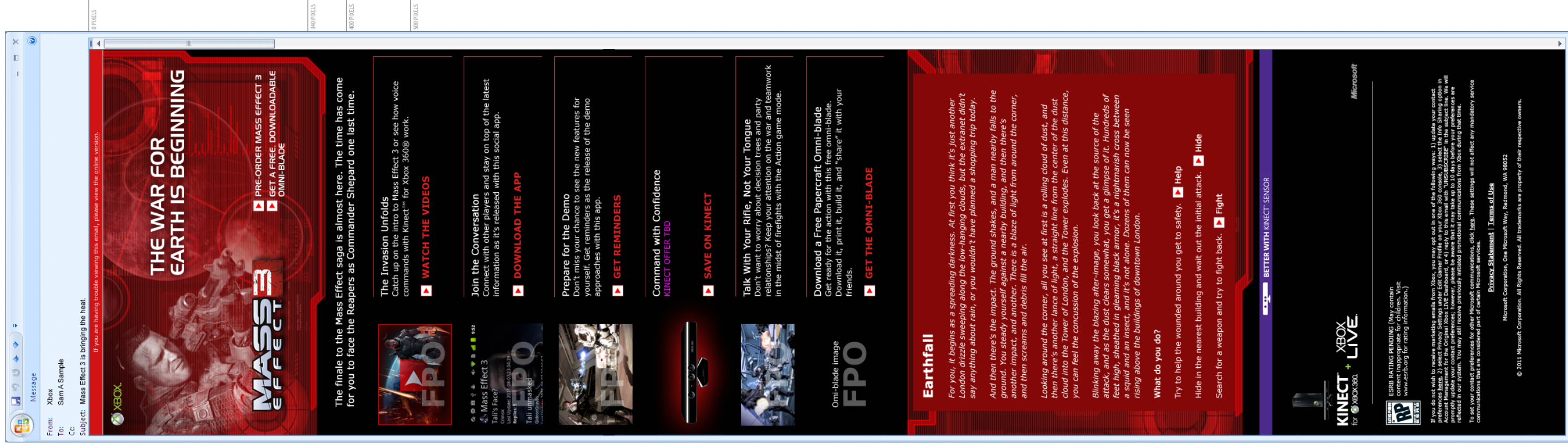
The hero is another action packed scene, this time, with a broader view of the war. The header bar and caution stripe graphics are from the Mass Effect website creating that link. The content is contained in subtle enclosed buckets with eye-popping CTAs. Content images are FPO until assets can be provided or approved.

10 PIXELS

340 PIXELS

400 PIXELS

500 PIXELS



**COPY**

**CONCEPT 1 "It Has Begun"**

This concept includes a developing story at the bottom of each part of this series of emails, playing off the idea of the in-depth story with decision points. Ideally, there would be branching versions of the follow-up email(s) that continue the story and bring it to a unique end. For the first story option it would reach the point where the reader is "inducted into the Spectres" or "refused entry to the Spectres" based on their actions. The first story option is carefully abstracted and includes none of the actual characters from the game, to avoid needing massive approvals from Bioware. The second story option likewise uses no major canon characters, but it is set during the War on Earth. This approach is riskier from an approvals point of view, but provides a more direct tie-in to Mass Effect 3. The email as a whole maintains the templated structure, keeping the copy to a minimum to allow space for the story while still hitting the most important points. It brings the downloadable CTA up to the top alongside the pre-order CTA. The audience has been addressed by emphasizing multiplayer and violence, as well as adding a section on the game modes (which can be removed if that feature is pulled for some reason).

**DESIGN**

Embrace the red! The awesome digital read-out art is from the Mass Effect website and perfect for this subject line, "Mass Effect 3 is bringing the heat." This hero art brings the viewer in-universe along with the choose your own adventure story at the bottom. Content is still divided into buckets, but maintains open black space between the read-out art. Content images are FPO until assets can be provided or approved.