Black Myth: Wukong - Creative Brief

BACKGROUND INFORMATION

Black Myth: Wukong is an upcoming third-person action role-playing game developed by Game Science, a Chinese game development studio. The game is inspired by the classic Chinese novel "Journey to the West" and focuses on the legendary figure, Sun Wukong. In the aftermath of his Journey to the West, Wukong went on a quest for redemption and enlightenment. Throughout his journey, Wukong confronts his past, battles inner demons, and faces external adversaries that challenge his strength and resolve.

GOALS AND OBJECTIVES

To captivate and engage both existing fans and potential new players with a release trailer for "Black Myth: Wukong" that showcases the game's immersive world, innovative combat mechanics, and rich narrative, driving anticipation and maximizing pre-orders and day-one purchases.

Objectives:

- Showcase the depth and immersion of the game world.
- Highlight the game's unique combat mechanics.
- Tease major plot points and character arcs.
- Display cutting-edge visuals and designs.
- Drive viewer engagement and action.

TARGET AUDIENCE AND PERSONAS

Definition: Gamers aged 18-35, familiar with action RPGs, and have an interest in Chinese mythology.

- Primary: The Hero/Secondary: The Explorer

Persona: "Liam", a 28-year-old avid gamer who enjoys deep narratives, challenging combat, and exploring rich game worlds. He's played titles like "Dark Souls", "God of War" and is intrigued by Asian mythologies.

KEY MESSAGES & POSITIONING STATEMENT

For action RPG enthusiasts who crave deep narratives and innovative combat mechanics, "Black Myth: Wukong" provides a unique journey into Chinese mythology with unparalleled combat depth, because it draws inspiration from the classic "Journey to the West", blending traditional martial arts with a captivating story in a meticulously crafted mythical world.

COMPETITOR ANALYSIS SWOT

Strengths: Unique setting, deep combat mechanics, rich narrative.

Weaknesses: New IP without an established fanbase.

Opportunities: Tap into audiences interested in Asian cultures; potential for franchise expansion.

Threats: Other major game releases around the same time; high expectations due to pre-release buzz.

BRAND GUIDELINES, VISUAL IDENTITY & STYLE GUIDE

Color Palette: Deep reds, golds, and blacks.

Typography: Traditional Chinese calligraphy for titles; sleek, modern fonts for body text.

Imagery: High-resolution in-game captures; character close-ups.

Style Guide:

Dark   Realism   Mythical

MANDATORY DELIVERABLES & SPECIFICATIONS

2-minute trailer optimized for YouTube, Twitch, and the game's official website.

30-second teaser for social media platforms.

BUDGET & TIMELINE

Budget: $120 million. 80 workdays 50 artists $300 per day/per person

Timeline:

Nov. 15	Dec. 1	Jan. 1	Jan. 10
Concept Art Lock	Storyboard Lock	Assets Lock	Previz Lock
Feb. 8	Mar. 10	Mar. 15	
Animation Lock BMG 1st version	Lighting and Rendering A copy and B copy BGM Lock	Short versions for social media (1*1min, 1*30s, 1*15s) DELIVERY	

MEASUREMENT AND CRITERIA

Track trailer views across all platforms: YouTube: 2M views

Monitor pre-order numbers post-trailer release.

Gather feedback from the game's community forums and social media channels.

Measure engagement metrics: likes, shares, comments.