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B L A C K M Y T H
W U C K O N G

Go-To-Market Plan



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Business Cases

Vision

As the very first Chinese AAA title, **Black Myth:Wukong** blends traditional eastern legendary literature piece, create an action-adventure game themed around Chinese novel Journey to the West, which could let players dive into an Eastern fantasy world, where every battle is a step into the unknown. Lead people take the journey through rich Chinese lore, mastering innovative combat and encountering characters that bring the story to life.

Forecast Data

Based on Raw Fury forecasting model, the rough budgt and sales have been counted as following:

Investment:	
Startup costs for developer	
Monthly burn rate	\$1,000,000
Total development budget (w 3month buffer)	\$83,000,000
Service spend total	\$0
Marketing spend total	\$29,000,000
Total budget	\$112,000,000
PPU PC	\$59.99
PPU Consoles	\$59.99
PPU Mobile	\$0.00
Platform fee PC	30%
Platform fee Consoles	30%
Platform fee Mobile	0%
Est. units sold first year (PC)	3,000,000
Est. units sold first year (Consoles)	1,000,000
Est. units sold first year (Mobile)	0
One-off revenue	
Total revenue first year	\$167,972,000
Break-even units at launch	2,667,111
Date of one-off revenue	Mar/21
First month sales % of total	20%
Rev. share to publisher	40%
Recoup of costs for publisher	100%
Profit (one year of sales)	
Developer	\$0
Publisher	(\$47,000,000)
Total	(\$47,000,000)
First royalty payment	Jan/00
Total amounts	
Sales	\$0
Cost	(\$112,000,000)
Net profit	(\$112,000,000)

TOTAL BUDGET

\$ 112,000000

TOTAL REVENUE FIRST YEAR:

\$167,972,000

Marketing Budget

Item	Cost
Community, PR, Social, Strategy	\$4,350,000
Asset Production	\$5,800,000
Media	\$8,700,000
Events Production	\$4,350,000
Big Ideas Production	\$5,800,000
Total	\$29,000,000

Product Positioning

Target Audience Profiling

Black Myth:Wukong positions itself as a Action RPG game with an immersive storyline and juicy combat mechanics in an eastern fantasy world. Therefore, both ARPG and Soulslike players should be the potential target audiences.

According to various players online forms and discussion boards, including Reddits and Steam community, players' expectation and aspects they dislike has been listed below:

Action RPG Players

- Looking for immersive storyline, powerful character, and games' replayability
- Unwilling to see the limitation on customizing and meaningless storylines

Soulslike Players

- Looking for juicy game experience with high sense of achievement and immersive narrative. Willing to see gorgeous fight senses
- Bosses that are too difficult to kill. Need to start over and over again if dead

General Target Audience Profile

- Primary ARPG players, secondary Soulslike players
- The core audiences are ACTION and IMMERSION, and maybe MASTRY
- Gamers aged 18-35, familiar with action RPGs, and looking forward to dive into an immersive storyline and various forms of art, may be interested in Eastern mythology

Audience Persona

Based on potential preference pulled from online discussion channels and other competitors audience profiles ("Lies of P" slides), two specific audience personas have been generated from these information:

Audience Persona #1: Hyesoo Kim

HYESOO is a dedicated Soulslike enthusiast who thrives on the intense challenge and complex lore of Elden Ring, Dark Souls, and Sekiro, mastering their brutal worlds with strategic finesse and skill.

- Age: 20-year-old
- Gender: Female
- Occupation: Korean University Student
- Location: Seoul, Korea
- Income level: Middle class
- Looking For:
 - Innovative ARPG games blends innovative combat mechanics and a robust, fast-paced action to challenge her relax and strategic planning
 - The excellent visual effects would affect mechanics and player decision-making
 - Resting place to evoke energy and the feeling of rewarding for school work and internship
 - Appreciate and understand eastern culture based production and the meaning behind the game

- Pain Points:
 - The dearth of meaningful content once the main storyline is completed
 - Poor optimization, bugs, or framerate issues
 - Require too heavy time commitment into mastering a game
- Favorite brands: Discord, Bandai Namco, Steam, TikTok, Netflix
- Personality:
 - Extrovert 74%, Analytical 81%, Liberal 90%, active 64%

Audience Persona #2: Liam Garcia

LIAM is a avid gamer who enjoys deep narratives, challenging combat, and exploring rich game worlds. He's played titles like "Dark Souls", "God of War" , and "Genshin Impact" and is intrigued by Asian mythologies.

- Age: 26-year-old
- Gender: Male
- Occupation: Full-time Virtual YouTuber
- Location: Los Angeles, CA
- Income level: Middle class
- Looking For:
 - Games with innovative and high-quality visual effects to enhance the immersive experience
 - A community that is not just watching his content but actively participating in discussions, sharing theories, and contributing to the narrative experience of the games
 - Gain a sense of growth and achievement as his character overcomes challenges and evolves, both in power and in their role within the story
- Pain Points:
 - Shallow narratives that don't offer the meaningful choices and consequences he craves
 - Recycle the same combat and quest mechanics without innovation, which can make the experience of becoming a hero feel generic and unremarkable

- Audiences often prefer well-established heroes and channels
- Favorite brands: Youtube, Twitter, Twitch, Sony Interactive Entertainment, Blizzard
- Personality:
Introvert 63%, Analytical 67%, Liberal 81%, Passive 55%

**Research references see links below*

https://www.reddit.com/r/rpg_gamers/comments/15v29qu/which_arpg_games_hold_your_interest_the_most/

<https://us.forums.blizzard.com/en/d3/t/what-do-you-like-on-what-arpg-game/58795>

<https://steamcommunity.com/app/1627720/discussions/0/3883848458628577763/?l=english>

https://www.reddit.com/r/gaming/comments/11jti3d/people_who_struggle_with_soulslike_games_whats_on/

Competitive Overview

a. Ghost of Tsushima

It offers an expensive open-world alongside deep storytelling.

We do not have a full open world for exploration, but there is a story behind each one of the YAOGUAI (Boss) you fight.

- We similar: heroes saving the world
- We win with a more authentic and unique play combat system and mechanics

Sales: 9.73 million copies by 2022

b. Sekiro: Shadow Die Twice

It has authentic soulslike combat mechanics.

We offer a more diverse combat system which allows for greater playability.

- We similar: authentic soulslike comba mechanics
- We win a more diverse but not that hardcore combat mechanics

Sales: 10 million by 2023

c. Project the Perceiver

This game sets its stage in the traditional Chinese cultures.

We offer a more authentic Chinese traditional experience and our graphical prowess and faithful representation of Chinese mythology offer an immersive experience that is hard to match.

- We similar: based on the traditional Chinese cultures
- We win: state-of-the-art graphics derived from real world Chinese landmarks

Sales: N/A

SWOT & TOWS Analysis

SWOT

Strengths:

- First Chinese 3A title released worldwide
- Innovative Narrative storytelling:
 - Traditional Stories + Vivid Characters
- Unique gameplay mechanics blends of combat combination and superb visual effects

Weaknesses:

- New IP without an established fanbase
- Lack of understanding on Chinese culture and traditional stories
- Limited map exploration

Opportunities

- Tap into audiences interested in Asian cultures; potential for franchise expansion
- Unique design of soulslike and action games genre
- New audiences from soulslike titles

Threats

- Other major game releases around the same time
- High expectations due to pre-release buzz
- Elden Ring DLC coming out about the same time

TOWS

SO:

- Leverage Strong Narrative and Visuals for Global Appeal: Use the game's strength in narrative storytelling and visual effects to attract audiences interested in Asian cultures and mythology, thereby expanding its reach beyond the traditional fanbase.
- Innovative Gameplay as a Differentiator: Utilize the unique gameplay mechanics and the blend of combat combinations to appeal to fans of similar games, offering them a fresh experience that other games might not provide.

ST:

- Marketing Focus on Unique Elements: Counteract the threat of major game releases like Elden Ring DLC by emphasizing the unique aspects of your game such as the Monkey King IP and the innovative blend of traditional stories with vivid characters.
- Highlight First 3A Title Achievement: Use the fact that it's the first Chinese 3A title released worldwide to create buzz and set high expectations, differentiating it from other releases.

WO:

- Cultural Education as a Feature: Address the game's cultural specificity by integrating educational elements that make the traditional Chinese aspects more accessible and interesting to Western audiences, turning a potential weakness into a unique selling point.
- Expand Open-World Features in Updates: Recognize the limited open-world experience as an area for improvement and plan for future updates or DLCs.

WT:

- Strategic Release Timing: Considering the newness of the IP and competition with major releases, strategically choose the game's release date or marketing campaigns to avoid clashing with big names like Elden Ring.

- Focused Community Building: Acknowledge the lack of an established fanbase and actively work on community building through social media and engagement with RPG forums to create a loyal following that can help sustain the game through initial release periods.

Feature Affinity Matrix



Marketing Pillars

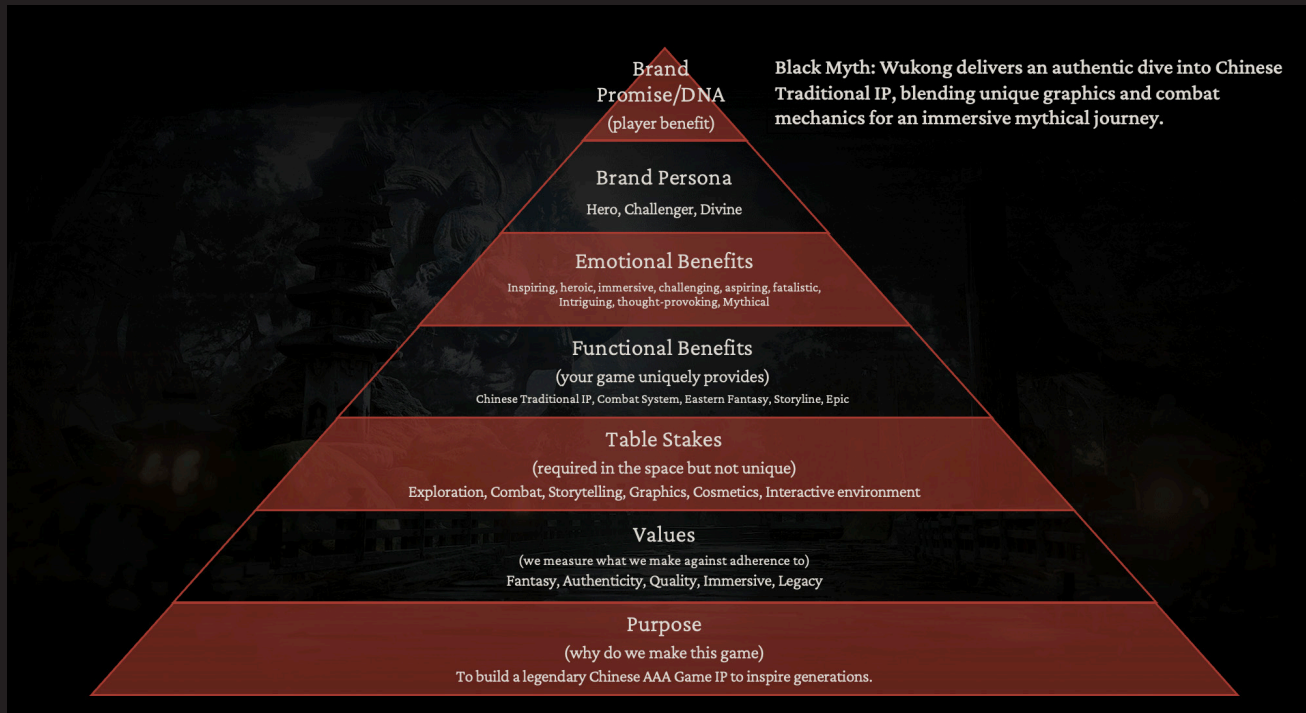
Story & Visuals: Experience the authenticity in a virtual eastern mythology with stunning visual effects

Wukong: As the only cleric in the game, satisfy the player’s fantasy of becoming a hero and saving the world

Innovative Mechanics: Immerse the audiences with juicy battles to experience both ARPG & Soulslike games

Yao Guai: Make the story more sustainable and the game more replayable

Brand DNA



Positioning Statement

For ARPG and Soulslike game enthusiasts who are looking for immersive narratives and innovative combat mechanics, Black Myth: Wukong provides a unique journey into Chinese mythology with unparalleled combat depth, and blend traditional martial arts with a captivating story because it redefines the mythological adventure genre that all characters and bosses matters for players to discover immersively.

Risks and Mitigations

Controversy Speech by developer:

Public Relations Campaign: public relations campaign to address the controversy, including a formal apology if appropriate
Corporate Social Responsibilities Campaigns to Rebuild Company Image.

Cultural Specify Limiting Broader Reach:

Develop additional assets and contents that provides context and education about the cultural elements. Tailor marketing campaigns to highlight universal themes and the gamer's unique features that appeal to global audiences.

Competition with Major Game Releases:

Unique Selling Points (USPs): Emphasize the game's USPs in marketing and promotional activities to stand out in the crowded market.

Communication Strategy

Theme - The Destined One

It's not only a story about Wukong, but everyone else in this Eastern fantasy world, and YOU (player). Are you ready to embark on a new journey?

The theme is meant to include the players to provide them an immersive game experience. Players could be the hero to save the world.

Objectives and Tactics

**See next page*

AWARENESS



Objectives

Establish Brand Awareness

Tactics

Teaser Campaign
Word of Mouth
Announce
PR
Social Media Channels
Influencer
Collaboration
Game Expos and offline events

CONSIDERATION



Objectives

Increase Awareness to install

Tactics

Targeted Marketing: Steam, SEO, ASO
Game Demo, Preview
Interactive Media
Website
Influencer
Playthroughs
Word of Mouth

CONVERSION



Objectives

Drive ROI, positive Installs

Tactics

Targeted Marketing: Steam, Reviews
In-game rewards for preorder
Times Square Launch
Event
Steam

ACTIVE PLAYERS



Objectives

Increase playtime customer generation

Tactics

Challenge Event: The Destined Board
Targeted Ads
Influencer Content To's and How's
Social Media
Community
Engagement & UGC

EVANGELIST



Objectives

Drive Referrals and Stickiness

Tactics

Influencers
Referral Program
Social Media Content
Promotion
The Destined Board
Challenge
Content Creation
Collaboration

Big Ideas

1. To be the Destined One

JOURNEY TO THE WEST is one of the four great masterpieces in China. Before you embark on the journey to experience the stories of Wukong, it is important that you know about what happened in the Journey to the West.....

Goal:

- Educating interactive activating
- Bridging the knowledge gap of traditional IP JOURNEY TO THE WEST
- Starting the conversation

Strategy:

- Build an INTERACTIVE MEDIA WEBSITE
- Using a modern perspective and interactive designs to retrace the JOURNEY TO THE WEST

2. Challenge Destined Board

In JOURNEY TO THE WEST, Wukong overcame eighty one challenges to be crowned the Fighting Buddha.

Goal:

- Create Buzz with challenges, keep players engage, Activate social interactions and social sharing

Strategy:

- Launch #SPEED RUN CHALLENGE
- Players can upload the video of them challenging specific Guai in the game to social media channels and @heishenhua, and tag the challenge. We will verify relevant information, and on the Destinated Ranking on our website

3. Who is Wukong - Social Media Activity

You might not know the story about Sun Wukong, or Journey to the West. But you must have known who they are . In fact, they are all Sun Wukong.

Goal:

- Educating interactive activating
- Bridging the knowledge gap of traditional IP JOURNEY TO THE WEST
- Starting the conversation

Strategy:

- Launch #WHO IS SUN WUKONG
- Lead Discussions by posting characters referencing Wukong in other IPs.
- Activate player discussions on Wukong image from their knowledge.

4. WUKONG X Intangible cultural heritage

Goal:

- Let the virtual illustrate the reality. Provide players immersive understanding to the eastern culture while calling actions to protect cultures

Strategy:

- Produce a series of documentary, featuring the landmarks in the game
- Collaborate with local intangible culture heritage protection institutions and invite professionals to introduce the history of the landmarks to the players. And we will donate 0.5 dollar to these organizations per sales.

5. Empower the next generation of Gamers

Goal:

- Inspiring the next generation, VIDEO GAMES DON'T POISON THE NEXT GENERATION

Strategy:

- Collaborate with schools to provide field trips and studio tours for students who may be interested in game development

Tactical Go-to-MKT Plan

Paid Media Tactics

Targeted Marketing

1. Paid Ads on various platforms

- Steam banner, Instagram, X
- Using A&B testing to optimize advertising assets.

2. Optimize content and use Google Ads and Bing Ads to appear in search results for relevant keywords (SEO)

3. Tailor ads to target audiences interested in similar genres

- Souls-like, Action RPG, 3A

Influencer Strategy

1. Identify Suitable Influencers

- Look for influencers whose followers align with our target demographic.
- Consider a mix of micro-influencer for niche engaged audiences and macro influencers for wider reach.

2. Develop Campaign brief

- Objective: increase game awareness, drive downloads.
- Key Messages: Provide key points: unique features, storyline, and gameplay elements.
- Creative Freedom: Allow influencers some creative freedom to resonate with their audience

3. Campaign Execution

- **CONTENT TYPES:** Encourage a variety of content, such as reviews, live streams, social media posts
- **EXCLUSIVE ACCESS:** Early exclusive access to game and special in-game items to showcase
- **EVENT COLLABORATION:** Invite influencers to participate in our on/off-line events

4. Measure and Analysis

- **KPIs:** Define Key performance indicators such as engagement rates, reach and conversion
- **TRACKING:** Use tracking links or promo codes to monitor the impact

5. Monitor Support

- **ENGAGEMENT:** Actively engage with the content posted by influencers (Comment, sharing etc.)

6. Long-Term Relationships

- **BUILD RELATIONSHIPS:** Build long-term relationships with influencers who are genuinely enthusiastic about the game

7. Stay Updated

- **MARKET TRENDS:** Stay updated about trends in influencer marketing and adjust strategy accordingly

Time Square Launch Event @ 8:20 p.m. on Aug. 20, 2024

Times Square billboard advertising costs can vary significantly.

Based on the Pricing Structure for Times Square Billboards, a very rough estimate for this campaign could be around \$50,000.

Display of game trailers, gripping story snippets, and captivating posters. For the next two days 1/30min

Invite media and influencers.

- Promote the release and capture public attention and interest through the display of trailers and game content on the large screens in Times Square.

Owned Media Tactics

Social Media Content Distribution

1. YouTube (Primary, Mid/ Long Video Content)

- Trailers and Teasers: High-quality trailers for new content or updates
- Let's Play Videos: Gameplay videos, possibly featuring influencers or developers.
- BTS: Developers interviews and production stories

Subscribers: 35.7k -50k / Avg Videos/month: 0 – 1/2

2. TikTok (Primary, Short/Viral Video Content)

- Fun, Engaging clips: short, captivating gameplay
- Challenges and Trends: Participate in or start gaming related trends of challenges
- UGC: Repost popular content made by platers

Subscribers: 0k -100k / Avg Content/week: 0 – 2/5 week

3. X / Twitter (Primary, Announcements & Interaction)

- Updates & Info: News, Updates, and event announcements
- Interactive Content: Polls and Questions.
- Teasers: Sneak Peeks of upcoming content or features.
- Community: Highlight posts - fans

Subscribers: 16.2k -35k / Avg posts/week: 0 – 2/5 week

4. Instagram (Secondary, Short/Viral Video Content)

- Reels: short engaging clips
- BTS: Development stories
- Fan art & Community: Fan Art + UGC
- Announcements: Updates on events, challenge, and content -
- Community: Highlight posts - fans

Subscribers: 0k -15k / Avg posts/week: 0 – 1/2week

Community

1. Reddit Approaches

- Launch Black Myth: Wukong official subreddit for player feedback and engagement
- Participate in other related subreddits to start discussions and spread awareness

2. Official Discord

- Create Official Channels for player discussions; Player Support; Community Engagement

Leverage Analytics:

Use data analytics to understand player behavior and preferences. Tailor events and tones according to player preferences.

Player Support Service:

Provide excellent customer service and support. Quick and helpful responses to player issues can build loyalty and trust.

Community Engagement & UGC:

Active community with social media forums, Discord. Player Feedback, Challenge, Q&A, Fan Arts

Offline Events

Goal: Create buzz, encourage content creation, build expectations

Strategy:

- Host pre-play events for Media, influencers and fans to tryout the game before the release.
- Media and influencers (Invitation)
- Fans – Lottery
- OFF-LINE CHALLENGE: THE DESTINED BOARD

Earned Media Tactics

Press Release

1. Regular press releases on gaming and tech media for broader reach
2. Pitch gaming journalists and media outlets for reviews or features.

Press Release Example:

Announcing that the game has officially gone live.

FOR IMMEDIATE RELEASE

Black Myth: Wukong Set to Unleash Its Epic Adventure on August 20, 2024

[Hangzhou, Aug. 20] – The highly anticipated video game, Black Myth: Wukong, is gearing up for its official launch on August 20, 2024. After months of anticipation and excitement from the gaming community, players worldwide can finally embark on an extraordinary journey into the mystical realms of Chinese mythology.

Developed by Game Science, Black Myth: Wukong promises an unparalleled gaming experience, combining stunning visuals, immersive storytelling, and engaging gameplay. Players will step into the shoes of the legendary Monkey King, Wukong, as he navigates a rich and visually stunning world filled with mythical creatures, ancient mysteries, and epic challenges.

Game Science has spared no effort in ensuring that Black Myth: Wukong exceeds expectations, delivering a title that pushes the boundaries of what is possible in the gaming world. The game boasts cutting-edge graphics, innovative mechanics, and a captivating narrative that will keep players on the edge of their seats.

"We are thrilled to announce the official launch date of Black Myth: Wukong. This game represents a labor of love for our team, and we can't wait for players to experience the magic and wonder we've crafted within the game," said Baicun Jiang, the Lead Game Designer at Game Science. "August 20, 2024, marks the beginning of an unforgettable adventure, and we look forward to players immersing themselves in the world of Wukong."

Black Myth: Wukong will be available on Steam and Epic Studio, allowing gamers across different platforms to join the epic quest. Pre-orders are now open on Steam and Epic Studio, offering exclusive in-game bonuses and early access opportunities.

As the countdown begins, fans and enthusiasts are encouraged to follow Game Science on social media for the latest updates, behind-the-scenes content, and exclusive sneak peeks leading up to the official launch.

Get ready to embark on a legendary journey like never before. Black Myth: Wukong arrives on August 20, 2024 – a date that will undoubtedly be etched in the annals of gaming history.

About Game Science:

Game Science is a video game development company with a passion for pushing the boundaries of gaming. The studio is dedicated to delivering immersive and unforgettable experiences to players worldwide.

For Media Inquiries:

[Media Contact Name]

[Media Contact Title]

[Email]

[Phone Number]

Endemic Influencer Campaign

1. Identify Influencers

Target Influencers who are well-respected in the ARPG and Soulslike gaming communities

2. Personalized Outreach

Reach out to influencers with tailored messages, highlighting the games' unique features and its alignment with their content

3. Early Access and Exclusive Content

Provide early access to encourage content creation and collaborate on exclusive content to generate anticipation and unique coverage

4. Long-Term

Offer incentives and recognition for their efforts and focus on building long-term relationships for sustained support

Marketing Calendar



