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

# Market Plan



more to be  
announced



*EVERYTHING STARTS...*

There is *NEVER* an AAA title which has been released worldwide is related to traditional eastern mythology



*Therefore,*

Striking **VISUALS** + Rich **DETAILS** + Mysterious  
**STORY**

= *Black Myth: Wukong*



# *RESEARCH*

## *Overview*



### *INDUSTRY REVIEWS*

The current trends and discussions on **ARPG** and **SOULSLIKE** games and the potential opportunities for upcoming games to be focus on

### *AUDIENCE ANALYSIS*

Studying the discussion of ARPG and Soulslike players on major game-related platforms and forums, summarizes the expectations of players in order to create the audience profile of our game

### *COMPETITIVE LANDSCAPE*

Compare to current titles in ARPG and soulslike fields, What makes Black Myth: Wukong unique?

# AUDIENCE

## Analysis General Profile

The core audiences are **ACTION** and **IMMERSION**, and maybe **MASTRY**

**ARPG players**  
**Primary**

**SOULSLIKE Players**  
**Secondary**

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**.

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

# AUDIENCE

## Profiling PERSONA

“ Let me do thisssss! ”

LIAM is an 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.



MIDDLE CLASS

LA

Age 26

FULL-TIME VIRTUAL

YOUTUBER

### 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

### Personality:

INTROVERT

EXTROVERT

ANALYTICAL

CREATIVE

CONSERVATIVE

LIBERAL

PASSIVE

ACTIVE

# AUDIENCE

## Profiling PERSONA

**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

“ Video games aren’t just way to relax, they're a crucible where I forge my legacy. ”



MIDDLE CLASS

SEOUL

B Age 20 L

KOREAN UNIVERSITY STUDENT

### Looking For:

**Innovative ARPG** games blends innovative combat mechanics and robust fast-paced action to challenge her relax and strategic planning

**Excellent Visual effect** would affect mechanics and player decision-making

**Resting place** to evoke energy and the feeling of rewarding for school work and intern

**Appreciate** and understand eastern culture-based production and the meaning behind the game

### Pain Points:

The death of meaningful content once the main storyline is completed

Poor optimization, bugs or framerate issues

Require too heavy time commitment into mastering a game

### Personality:

INTROVERT

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LIBERAL

PASSIVE

ACTIVE



# AUDIENCE

## Analysis

Expectation

limited  
immersive custermize powerful  
**Storyline**  
short  
replayability

ARPG players  
Primary

win stress  
breath kill-in game learning  
dead **Juiciness** boss  
narrative frustration achieve

SOULSLIKE Players  
Secondary

B L A C K M Y T H • W U K O N G



# COMPETITIVE Landscape



Ghost of Tsushima 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** you fight.



Sekiro: Shadow Die Twice has authentic soulslike combat mechanics.

We offer a more diverse **COMBAT SYSTEM** which allows for greater playability.



Project the Perceiver also sets its stage in the traditional Chinese cultures.

We provide visually **STUNNING**, state-of-the-art graphics derived from real world Chinese **LANDMARKS**.



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

# *SWOT* *Analysis*



# SWOT Analysis

Strength

S  
Strength

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

Weakness

W  
Weakness

Opportunities

T  
Threats



# SWOT Analysis

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Strength

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Weakness

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

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Opportunities

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Threats



# SWOT Analysis

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Strength

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Weakness

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Opportunities  
111

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

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Threats  
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# SWOT Analysis

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Weakness

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Opportunities

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Threats

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





## *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.

# 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 (BOSS) Make the story more sustainable and the game more replayable*








It's not only a story about *Wukong*  
but Everyone Else in this *EASTERN FANTASY*  
*WORLD.*

“ Cunning fairies, brutal monsters, amorous lords or coward  
gods WE are curios about their fear and love, goodwill and  
hatred, obsessiveness and daily life ”



*And*  
*YOU*

猴子  
monkey





*Are you ready to embark on a  
NEW JOURNEY?*

天命人

*THE DESTINED ONE*



天命  
人



*THEME*

---

*“The Destined One”*

天命  
人



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*PREHEAT*

Raise **AWARENESS** and drive  
**CONSIDERATION**

**DEPARTURE**

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*RELEASE*

Drive **CONVERSION** and  
**WoM**

**ADVENTURE**

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*POST-LAUNCH*

Drive **REFERRAL**, and sustain  
sales

**HOMECOMING**

天命  
人



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*POST-LAUNCH*

Drive **REFERRAL**, and sustain  
sales

HOMECOMING

# PRE-HEAT

## TEASER CAMPAIGNS

Launch teaser trailers on social media and gaming platforms.  
YouTube, Instagram, TikTok, TGA 2023/E3

Influencer/streamers' **REACTION** to trailer

## INFLUENCER

EARLY ACCESS(Conditional)

## PARTNERSHIP

DEMO  
PREVIEW

TUTORIAL

CHALLENGE

## PRESS RELEASE

Regular press releases on gaming and tech media for broader reach

**PITCH** gaming journalists and media outlets for reviews or features.

## TARGETED MARKETING

Ads on Ins, X et al. Use Google Ads and Bing Ads to appear in search results for relevant keywords (SEM).  
Tailor ads to target audiences interested in similar genres.

# PRE-HEAT



## SOCIAL MEDIA

Launch Social Media Channels – assets distribution

Short on trend media that can be easily disseminated

UPDATES

TEASERS

INTERACTION

## CONTENT

Regular press releases gaming & tech media

BTS, DEV diaries, artwork galleries.

Blog: **INSIGHTS**  
Game's development, lore, and characters

## EVENTS

Off-line demo pre – play, challenge, :  
Draws + Invitation

Game Events & EXPO:  
Gamescom, E3 etc.  
Media + influencers pre-play and review.

## PRE-ORDER REWARD

Pre-order gets in-game rewards

## MUSIC COLLAB

Content & Challenge Collab with KPOP Group Seventeen.



# 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.....

## **STRATEGY:**

We will build an INTERACTIVE MEDIA WEBSITE

Using a modern perspective and interactive designs to retrace the JOURNEY TO THE WEST



GOAL: EDUCATING INTERACTIVE ACTIVATING  
Bridging the knowledge gap of traditional IP  
JOURNEY TO THE WEST  
Starting the conversation

# OFFLINE EVENTS

After the release of our demos and trailers, the public have been waiting for a long time. On our **JOURNEY**, there are of course expectations and **DOUBTS**....

## **STRATEGY:**

As part of the “Destined One” campaign. We will 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**



GOAL: Create buzz, encourage content creation, build expectations

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*PREHEAT*

Raise AWARENESS and drive  
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*RELEASE*

Drive CONVERSION and  
WoM

ADVENTURE

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*POST-LAUNCH*

Drive REFERRAL, and sustain  
sales

HOMECOMING

*TARGETED  
ADVERTISING*

Use data-driven advertising on media platforms to reach potential players.

*THE GRAND  
LAUNCH*

Feature the display the trailers and posters on the giant screens of Time Square.

*CHALLENGE*

Online challenge event

*RELEASE*

*LAUNCH  
SPECIALS*

free mini trial before purchase

*SOCIAL MEDIA*

*OFFICIAL LAUNCH*  
(Price and platforms)

Release new content, patches, and features consistently.

*PRESS  
RELEASE*

The press release announcing that the game has officially gone live.

The number of pre-order and wish lists.

# TIMES SQUARE

## Launch Event

Times Square, New York  
8:20 PM, Aug 20, 2024

**IMMERSE** yourself in the magical world of “Black Myth: Wukong” in whole 10 minutes.

**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.



GOAL: Drive AWARENESS  
Create Buzz, social discussion

# CHALLENGE

## DESTINED BOARD

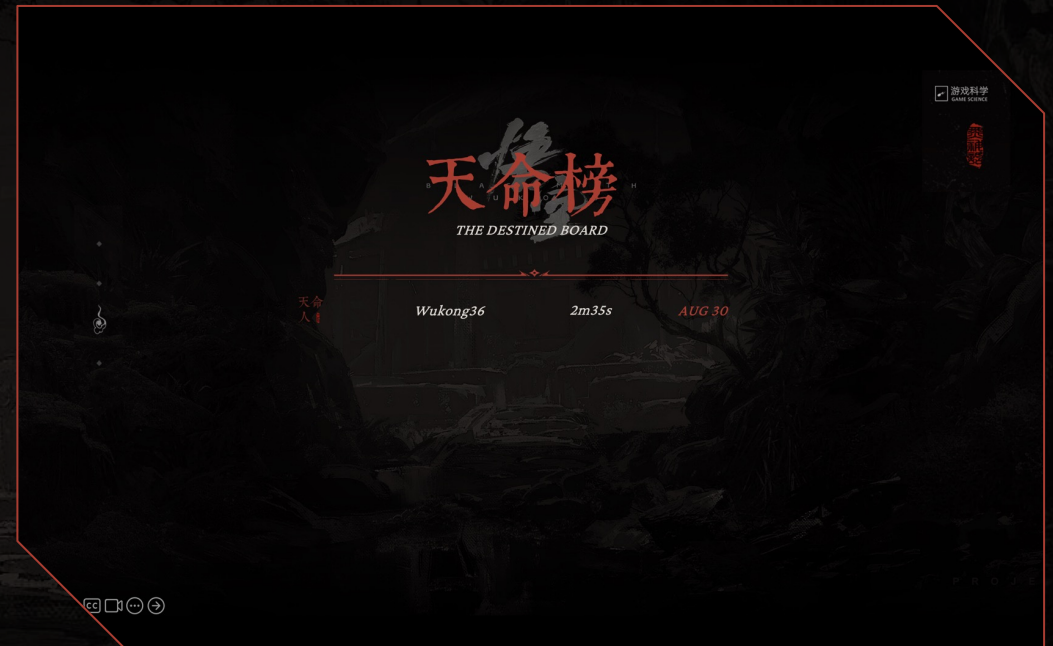
In *JOURNEY TO THE WEST*, Wukong overcame eighty one challenges to be crowned the Fighting Buddha

### **STRATEGY:**

We will launch an

### **#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.



GOAL: Create Buzz with challenges, keep players engage, Activate social interactions and social sharing.

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HOMECOMING

# POST LAUNCH

## *CONTINUOUS ACTIVATION*

Possible DLC updates

Seasonal events or limited-time challenges can create excitement

## *COMMUNITY ENGAGEMENT & UGC*

Active community with social media forums, Discord.

Player Feedback  
Challenge, Q&A, Fan Arts

## *MARKETING PROMOTION*

Continue: social media, content marketing, influencer partnerships, and targeted advertising  
Promotional Trials and referral deals

## *LEVERAGE ANALYTICS*

Use data analytics to understand player behavior and preferences. Tailor updates and marketing strategies based on this data.

## *PLAYER SUPPORT SERVICES*

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

## *CONTENT CREATION COLLAB*

Collaborate cross brands and other titles to launch limited merchandise  
i.e. Bandai - Ichiban Kuji





# Corporate Social Responsibilities Programs

WUKONG X Intangible cultural heritage

## **STRATEGY:**

We will 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. dollar to these organizations per sales.



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

# *Corporate Social Responsibilities Programs*

Empower the next generation of Gamers

## ***STRATEGY:***

We will **collaborate with schools** to provide field trips and studio tours for students who may be interested in game development.



GOAL: Inspiring the next generation, **VIDEO GAMES  
DON'T POISON THE NEXT GENERATION.**

# POST LAUNCH



## PRELAUNCH

### INTERACTIVE WEBSITE

IN-PERSON EVENTS

TRAILERS

## RELEASE

### 8.20 OFFICIAL RLEASE

TIMES SQUARE: 8.20 8.20pm

CHALLENGE DESTINED BOARD

## POSTLAUNCH

### THE LONG TAIL MARKETING

DLC, COLLABRATION  
& COMMUNITY ENGAGEMENT

COPERATE SOCIAL RESPONSIBILITY

1. WUKONG X Intangible cultural heritage
2. Empower the next generation of Gamers

*SOCIAL MEDIA  
CONTENT STARTERGY*



# SOCIAL MEDIA

## Content Distribution



### YOUTUBE

Mid/ Long Video Content  
PRIMARY

**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

1- 2 / week Major Announcements



### TIKTOK

SHORT/VIRAL Video Content  
PRIMARY

**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

3-5/ week



### TWITTER

Announcements & Interaction  
PRIMARY

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

1-2 / week Updates  
Weekly interactive content



### INSTAGRAM

SHORT/VIRAL Video Content  
SECONDARY

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

3-4 / week Updates  
1-2/ month long content

# 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.*

### STRATEGY:

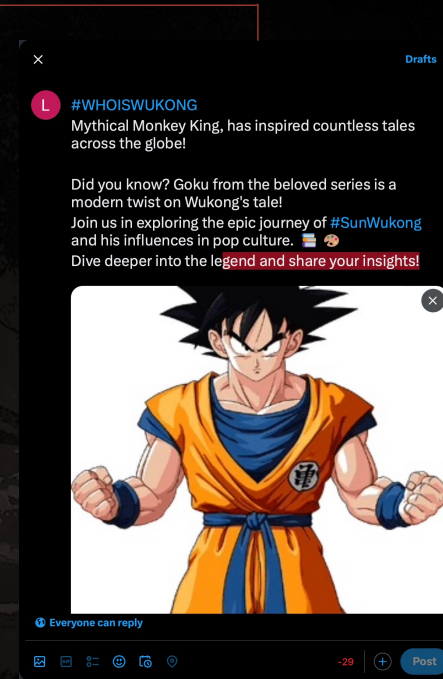
We will launch an

**#WHO IS SUN WUKONG**

Lead Discussions by posting characters referencing Wukong in other IPs.

Activate player discussions on Wukong image from their knowledge.

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GOAL: EDUCATING INTERACTIVE ACTIVATING  
Bridging the knowledge gap of traditional Chinese IP  
**JOURNEY TO THE WEST**  
Starting the conversation

*INFLUENCER  
STARTERGY*



# INFLUENCER

## 1. IDENTIFY SUITABLE INFLUENCERS

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

## 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

## 5. MONITOR SUPPORT

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

## 7. STAY UPDATED

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

## 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

## 4. MEASURE AND ANALYZE

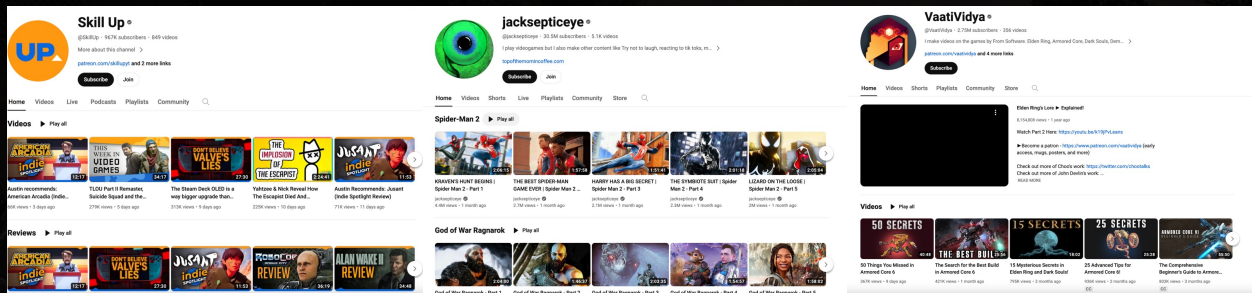
**KPIs:** Define Key performance indicators such as engagement rates, reach and conversion  
**TRACKING:** Use tracking links or promo codes to monitor the impact

## 6. LONG TERM RELATIONSHIPS

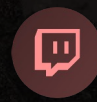
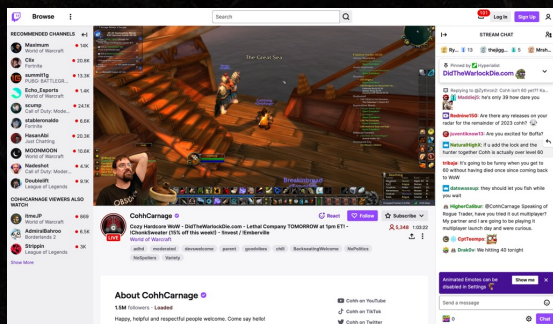
**BUILD RELATIONSHIPS:** Build long-term relationships with influencers who are genuinely enthusiastic about the game.



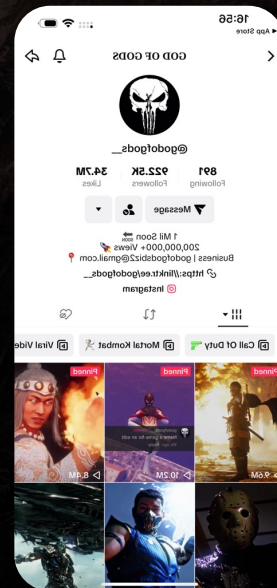
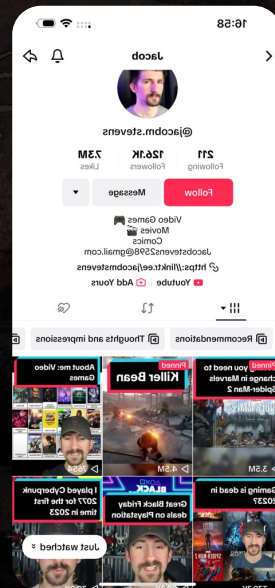
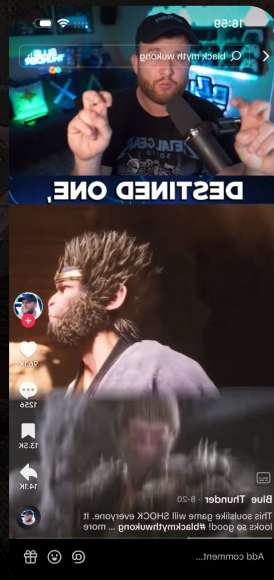
# INFLUENCERS



YOUTUBE



TWITCH



TIKTOK

# *MARKETING*

## *Budget*

Revenue = Predicted Sales Quantity \* Unit Price – Platform Fee

Revenue = 5 million \* \$59.99 \* 70% = \$209 million

Marketing Budget = Revenue \* 14% = \$29million

# MARKETING Budget

Item	Cost.	
Community, PR, Social, Strategy	\$	4,350,000
Asset Production	\$	5,800,000
Media	\$	8,700,000
Event Production	\$	4,350,000
Big Idea Production	\$	5,800,000
<b>Total</b>	<b>\$</b>	<b>29,000,000</b>