

TOMB RAIDER II

**PC CD (Win 95)
SONY PLAYSTATION**

**Draft Marketing Plan
Issue 2**

**Street Date: November, 1997
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PRODUCT SUMMARY

Title

Tomb Raider II

Format

PC CD (Win95 native) supporting Direct X
Sony Playstation

Genre

Action/Adventure

Positioning

With Tomb Raider hailed as the “Best Game of ‘96/97” and all the attention that has already built for the sequel, Tomb Raider II is set to become the most eagerly awaited game for Christmas 1997 and will certainly be the best game for the season.

Tomb Raider II is even more of a visual feast, even more exciting and even more clever than the initial title and will certainly not disappoint the legions of fans awaiting the new release.

Lara Croft will surely gather more to her flock of die-hard fans with new moves being introduced, an extended wardrobe for costume changes throughout the game plus a slight update to how this icon moves throughout the game.

In addition, the PC version of Tomb Raider II will only be available as a Win 95 product supporting Direct X which no doubt will be heavily supported by the 3-D graphics card market.

TARGET RELEASE DATE

UK release : November, 1997

Current Beta Date

PC CD: 1st September, 1997

Sony PSX: 1st September, 1997

Current Master Date

PC CD: 24th October, 1997

Sony PSX: 24th October, 1997

Foreign language versions - see localisation section

COMMERCIAL INFORMATION

Sales Forecast

	Lifetime (Units)	Gross Rev	Marketing Budget 8%
PC CD	225,000	£4,533,750	£362,700
Sony PSX	(split TBC)		

Dealer Price

UK

PC CD (Win 95 native)	£21.50
Sony PSX:	£28.00

LOCALISATION

(PC Version)

Both the German and French skus are fully localised with in-game, manual and box. The English version includes a Dutch translation to the manual only. There will also be a Italian/Spanish box

4 skus : English/Dutch
 German
 French
 Italian/Spanish

PSX Version

Fully localised French and German versions in-game and manual with box have been produced. Multi-lingual Italian/Spanish/Dutch on-box and English/Spanish/Italian/Dutch manual.

PRODUCT INFORMATION

Gameplay Background

Storyline

Helicopter rotors cut noisily across the Great Wall, kicking up the dust into a great cloud that obscures the horizon. The metallic skee of a wire resounds as Lara Croft absails down, snapping her free-fall to a stop, swiftly releasing the clip and dropping the last few feet to land with stylish ease at the entrance to the Wall.

Working her way through labyrinthine passageways running deep into the mountainside, Lara discovers the ancient emperor's palace. Beyond its vast impenetrable doors lies the Dagger of Xian, the trophy of her latest pursuit.

Confronted by Chinese and Italian members of the Fiamma who are examining the door and its code-wheel mechanism for ways in, Lara soon learns that in order to access the lock she must search the magician Gianni Bartoli's house in Venice for clues.

Bartoli's derelict house has a complex canal network to negotiate and further puzzles to solve within Fanatical cult members and their dogs guard Bartoli's secrets with their lives, but there is no sign of a code-key; only a seaplane docked in a canal where crates have recently been unloaded.

Lara boards the plane to investigate further and manages to overhear snatches of a conversation about 'Bartoli's Grave'. Straining to eavesdrop she is taken by surprise and knocked unconscious. Waking several hours later locked in a storage room on a large floating rig in the ocean, she discovers another prisoner: a Tibetan Warrior monk who have been harshly interrogated by Gianni Bartoli's son, Marco.

The monk tells her that his brotherhood sabotaged and sunk the liner upon which Bartoli was a passenger many years ago. Bartoli was drowned, taking his secrets with him to a watery grave that the cult is now exploring under the guidance of Marco.

He goes on to explain that the cult is searching the shipwreck for a device 'acquired' by Bartoli many years ago. This device will unlock the catacombs of his Tibetan monastery where a sacred object has been protected for many centuries. He believes that this sacred object is the code key that will unlock the palace doors...

With no time to lose, Lara must escape and begin an exploration of the old shipwreck. Gripping onto a sub in the rig's diving pool, she hitches a lift as its engines start up. Through the glass roof, the sub's operator can see the dark shape of Lara looming over him. She give him a polite wave. Angered, he begins a dangerous descent, zigzagging violently down toward the sea bed, paying more attention to his unwelcome hitcher than to his direction. The sub smashes into the seabed, imploding violently and catapulting Lara toward the shipwreck.

The first part of the ship lies embedded upside down on the sea floor. Lara desperately searches the water-riddled rooms in the hope of locating the device before the Fiana discover it for themselves. Eventually she finds a detached section of the ship where she locates the device that will open the door to the concealed area within the Tibetan monastery.

Grabbing onto an airbag, Lara jettisons from the sea depths to the ocean surface, hijacking the seaplane and making a dramatic escape to the snowy plateaux of Tibet.

Running on empty, the plane crash-lands below the Raq plateau and Barkhang monastery. Lara has to traverse icy valleys and steep cliffs before reaching the silent monastery. Here she is assaulted by patrolling cult members and by bandits pillaging the monastery's treasures. She also has an encounter with Marco Bartoli himself.

In the eerie catacombs running deep within the monastery's foundations, she finds the entrance to the concealed area the monk spoke of. She uses the device from the shipwreck to open it and finds the Talion key. This will decode the internal doors of the emperor's Palace and lead her to the Dagger of Xian.

Pursued by the Fiana, she inserts the Talion key into the centre of the code dial. The doors, undisturbed for centuries, yawn open to expose areas fraught with traps leading toward the dagger that is sunk into its dragonhead pedestal.

As Lara reaches to draw the dagger, a trap opens beneath her. As she plunges to her doom, the Fiana enter the room, accompanied by Marco Bartoli. They watch in awe as he seizes the prize, his body contorting as he begins to drive the dagger deep into his heart.

Lara though is quick to reappear. She disrupts the ceremony, scattering it into a flurry of confusion. Bartoli disappears...

In pursuit, Lara reaches a narrow bridge leading to the subterranean Floating Islands, veiled in mist and surrounded by deadly swamps. The cult members that confront her have already transformed into hideous reptilian beasts. These are Bartoli's army of faith, just as the Emperor's men had been.

The Emperor's Palace lies on the far side of the Islands. This is an evil, menacing place that now harbours the formidable dragon form of Marco Bartoli.

Drawing the dagger from his heart will destroy him...

NEW KEY PRODUCT FEATURES

- dynamic lighting which will include flares, gun flashes, controllable lighting (rooms where you can turn lights off and on) and real-time sunsets (areas where you start with daylight and turn to darkness)
- the new locations that have been created will be even richer than the original game and will allow for far more versatility of gameplay for both look and feel. Incorporates exterior settings eg. Venice
- incorporates new movements to the vast array that Lara already has, eg crawling and climbing
- new clothes wardrobe for Lara where she will have a number of costume changes throughout the game
- introduces new weapons to her already vast arsenal which includes underwater devices
- incorporating a variety of human baddies plus a new list of enemies
- all 6 new levels. Each location has a primary goal. Levels 1 - 4 require Lara to collect 3 precious objects that once belonged to the evil Empire. Once Lara has acquired all 3 artefacts, she turns to Shi's tomb, Level 5 and by placing them into the lock, is able to reach deep inside. Level 6 takes place on the legendary 'Floating Islands - the land of the immortals'
- a refined game engine which has eliminated the minor problems and improved performance over the original Tomb Raider. Also refined Control system.
- Win '95 native to incorporate Direct X and eliminate the necessity of individual graphic card patches

CREATIVE GUIDELINES

As Tomb Raider is a highly established product and Lara Croft a mass market icon, it is natural to continue building the brand identity in incorporating similar imagery to the initial product.

The treatment should be skewed to the storyline and have a "Chinese" feel to the logo and background. The logo should remain true to the original in font style only as the original logo lends more to the original storyline. Lara Croft should be the main focus of the front of box, poised in a more self-assured, adventurer extraordinaire, way.

Target Market

Males aged 12 upwards

MARKETING CHALLENGES AND STRATEGIES

Objectives

- to replicate the major success of Tomb Raider and to further broaden the appeal and create a bigger ship-out than the original in the first month of release
- to ensure blanket coverage at press and retail in month of release and throughout the Christmas period
- to re-promote throughout 1998 to ensure continual full price sales in added value promotions until the eventual release onto the Kixx label

ACTIVITY PLAN

PR - Specialist

(Coverage to be attached)

CONSUMER ADVERTISING

Advertising

With the huge press coverage that is ensured for Tomb Raider II, the specialist games press advertising across all platforms will fall month of release and in December to re-iterate the release and create a high profile impact

Lifestyle advertising will include mens and entertainment coverage in month of release to ensure that the purchaser who potentially is not a true gamer but has bought the original title is aware of the release of the sequel.

National press advertising is being considered for the first week of release to drive the potential purchaser instore. Although national press advertising will be bought within the retailer packages for the Christmas period, solus advertising should be considered to raise the product's profile out of the confusion created around the Christmas period of multi-product advertising.

Solus National Press Advertising

A full page, full colour insertion in The Sun week of release is being considered (10 million circulation) plus a outside back cover in the Guardian Magazine (1.2 million) which will incorporate a Lara Croft sticker.

Publication	Aug	Sept	Oct	Nov	Dec	Jan
Official Playstation Magazine		X	X	X		
Playstation Plus			X	X		
Playstation Pro				X		
GamesMaster			X	X		
PC Format			X	X	X	
PC Gamer			X	X		
PC Zone	X(supp)			X	X	
PC Gaming World			X	X		
C & VG				X	X	
Loaded				X		
Maxim				X		
Q				X		
Empire				X		
Neon				X		
The Sun				X		
Select				X		
The Sun				X		
The Guardian				X		
Sky TV Guide				X		

Trade Marketing**Trade Press**

A teaser campaign commences at the beginning of September with full page advertisements running every second week followed by a CTW front cover wraparound 4 weeks before release explaining the product and campaign. A full page advertisement with a message from Lara will be considered two weeks before release.

CTW Campaign

Date:	1/9	8/9	15/9	22/9	29/9	6/10	13/10	20/10	27/10
Week:	11	10	9	8	7	6	5	4	3
Insertion	X	X		X			X	X	

Trade Communication Programmes

Mail-outs

A POS brochure which will include a trade mailer will be mailed out to key retailers and store managers 8 weeks before release.

Information mail-outs will be co-ordinated to inform the buyer, store manager and the independent sector as a when each consumer campaign commences.

Programme Chart

Date:	22/9	29/9	6/10	13/10	20/10	27/10	3/11	10/11
Week:	8	7	6	5	4	3	2	1
Fax Mail (review scores)	X	X	X	X	X	X	X	X
Trade Mailer	X							
Eidos Store Demonstrators					X	X	X	X

Marketing Support/POS Material

With continual feedback from National Accounts and the Eidos On-The-Road Team, a list of POS material is to be produced which will be used effectively throughout National Accounts and the Independent sector.

The list includes:

- **standard A2 posters** with separate strips announcing “Coming Soon” and “Out Now” to be used up to 6 weeks before release
- **standard dummy boxes**
- **3-D standees** cut out of 60 X 40 board. If bulky, a fold is necessary for ease when transporting
- **a generic display model for gondola ends** across most accounts. To be advised by National Accounts
- **till wobblers.** A small but effective way to place material free of charge but also to remind the potential purchaser of the forthcoming release. Can be carried by the Eidos Team while visiting the stores and posted to the National Account list
- **Air exclusion stickers.** Pre-dominantly for the Independents and Export but due to demand for Lara Croft imagery a number of National Accounts will allow window stickers. To be mailed to the National Account list
- **flyposters.** An overrun of 60 x 40 flyposter are to be produced for window and instore displays
- **Cubes.** For instore and window display

- **Postcards.** An overrun of postcards from the Summer campaign have been produced to build excitement of the impending release of TR2. To be mailed to the independent and National Account mailing list
- **PC & PSX demos** for retail. Available from September
- **Pre-order pads.** To allow store managers in both the independent and key account sectors to monitor the build of the release
- **Trade Mailer.** To incorporate campaign details, PR coverage plus POS listings and ordering forms.

Promotional Merchandise

Survival Kits (First Aid). Details to be confirmed

CONSUMER PROMOTIONS

Washroom Advertising

Targeting the 18 - 35 year old male, a nation-wide washroom campaign has been confirmed covering 1,100 Pubs, Clubs, Theme Bars and Style Bars. The busiest venues over the festive season have been cherry-picked ensuring a reach of 4 million 18 - 35 year old males per week and generating up to 4 impacts per night.

15.18 million impacts are calculated over a month's period (mid Nov to mid Dec) and this is not including higher throughput in the night-club venues, some boasting a throughput of 10,000 people a week.

This medium guarantees impacts as placement of the posters is directly above the urinals and lets face it, males try not to look left or right at the urinals. A captive audience is guaranteed (unless completely inebriated and then there is a question mark on whether they can reach the urinals at all!), nobody is going anywhere until their delivery is complete.

The medium is perfect for a short, sharp message from Ms Croft continuing on the same theme from the launch campaign - "Size is everything".

Beermat Promotion

A nation-wide promotion has been confirmed throughout the month of November targeting over 2,000 Ferret & Firkin pubs (demographically younger and trendier than the standard pub) and night-clubs.

Two million beer mats are being manufactured which will produce around 2,000 beer mats per venue for the month of promotion.

Domino's Pizza Promotion

A two month promotion has been confirmed over November and December which will include a 8 million leaflet door-drop nation-wide. Most Domino Pizza outlets are in primary cities and generate a massive delivery service through the day and night, targeting a younger audience, pre-dominantly young single males. An on-leaflet (menu) promotion to win product, Playstations and the star prize, a holiday to China will be advertised on the 8 million leaflets circulated and due to the positive reception that Lara has received at Domino Pizza's head-office, we have confirmed the **first** themed pizza - a "Lara Special" to tie in with the promotion over the Christmas period.

OUTDOOR ADVERTISING

48-Sheet Poster Campaign

As a medium, 48-sheets are more creatively impactful due to their size, are located predominantly at the roadside and thus are largely viewed by car owners (pre-dominantly male) with a smaller percentage of pedestrians. 665 cherry-picked sites have been confirmed in the five major cities nation-wide - London, Manchester, Birmingham, Glasgow & Newcastle for a two week period from launch and will generate around 60% coverage through the campaign period.

London Underground 6-sheet Poster Campaign

As potentially 30% of sales are generated in the London area, a medium weight campaign of 300 6-sheet poster sites across the Underground is confirmed to run throughout November. The audience is pre-dominantly male with a younger bias. These sites will be specially treated creatively to create a PR angle. Ideas include a lenticular image of Lara to create a 3-D effect.

Spectacular Site On Cromwell Road

The most seen poster site in Europe leading onto the M4 is confirmed for the first two weeks of the launch of Tomb Raider II. Creatively, the poster site will be specially designed in keeping with the campaign.

Double Decker Bus Super Rear Campaign

A super rear campaign has been confirmed in major conurbations - London, Birmingham, Manchester, Newcastle where major bus routes through city centres have been selected to advertise on the whole of the back of the bus. This campaign commences in November for two months to the end of December.

Flyposting Campaign

With the continual feedback of how much awareness is built through flyposting, a nation-wide flyposting campaign will commence throughout November targeting major conurbations. 7,000 are to be produced which will ensure major coverage.

SALES PROMOTIONS

To be confirmed

ACCOUNT	ACTIVITY
Electronics Boutique	
Game	
Dixons	
E UK	
Toys R Us	
HMV	
Virgin	
Our Price	
PC World	
Anglo Corp	
BCA	
Intermediates	
Gameplay	