

TOMB RAIDER III UK MARKETING PLAN

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Tomb Raider III Marketing Plan.

Product Info

Release Date:	November 23 rd
Format:	PC CD-ROM Playstation
RRP:	PC £39.99 PSX £39.99

Game Overview

The eagerly anticipated sequel (three-quel?) to Tomb Raider and Tomb Raider II, Tomb Raider III combines the best elements of its two predecessors:

- Tomb Raider's atmosphere, vast locations, puzzle-solving and exploration elements.
- Tomb Raider II's action and use of vehicles.

The combination of these elements offers the player an environment that features a 50-50 balance between exploration and action elements.

Tomb Raider III's non-linear levels present the player with more than one route to complete each level. There is also a new structure for the order of game-play: Tomb Raider III contains 5 separate 'adventures' which link together. After completing the first adventure, the following three may be played in any order, before the fifth level brings the game to its conclusion. A new save-game system has also been implemented, offering 'easy' and 'difficult' options.

Improved artificial intelligence allows more sophisticated combat techniques since enemies react far more realistically – they may even run away when initially approached. It is now possible to sneak past some of the enemies and duck behind objects whilst shooting.

As well as a completely new landscape system that allows far greater detail than the previous games, Tomb Raider III incorporates a variety of new elements such as multi-coloured lighting, weather effects and more realistic execution for flames, explosions and water surfaces. All elements have been designed to give the game more depth and the player more satisfaction!

Main technical improvements

- Faster game engine.
- Multi-coloured lighting and improved Dynamic lighting.
- Improved enemy AI and combat techniques.
- New landscape system allows complex architectural structures and organic surfaces / objects.
- Improved effects such as rippling, transparent water, reflections and semi-transparencies.
- PlayStation Specific: Hi-Res (from 384 x 240 to 512 x 240). Supports Dual Shock Analogue Pad.

New features

- Vehicles such as canoe, quad bike, mine cart, underwater propulsion unit and snow vehicle..
- Weapons such as grenade launcher, desert eagle and rocket launcher.
- New costumes for Lara.
- A greater number of enemies than TRI and II combined.

New moves – main

- Dash Lara has the ability to dash at high speed for several seconds, allowing her to avoid time-based traps. A dive can also be added to this move.
- Duck Lara can duck to avoid flying missiles.
- Duck & Crawl Lara can proceed forward and backwards in the crawl position.
- Monkey Swing A jump and grab will enable Lara to swing around certain parts of the levels.
- Rope Swing The rope swing will be similar to the death slide, in that Lara will be able to hold the rope, swing and release at any time.

Cosmetic enhancements

- Leaves blowing around the floor areas.
- Footsteps in snow and sand.
- Weather effects such as snow, wind and rain.
- Effects such as fog, mist and darkness.
- Birds flying around certain environments.
- Particle-system for in-game flame effects.

Marketing Challenges

- This game is the 3rd in a series; this presents a challenge to generate excitement and interest.
- Press and consumers have great expectations that the game will exceed its predecessors in every sense, in short it has a hard act to follow!
- Tomb Raider and Lara Croft have been around for 3 years. Some fans may have become jaded by hundreds of hours of game play; these consumers need to re-enthused.
- Winning back those gamers who felt TRII had too much shooting and not enough puzzle solving.

Marketing Opportunities

- The game itself is far more puzzle based than TRII, returning to the format of Tomb Raider.
- Tomb Raider the Movie is scheduled for release Christmas '99, this is building hype for the brand in the mainstream media.
- Early specialist-press previews have been positive suggesting that the feared 'back-lash' against the 3rd Tomb Raider may not materialise.
- Merchandise Range – To be launched in M&S for Christmas, plus Eidos' own LARA© merchandise to be promoted in all software boxes from mid October.
- Nell McAndrews – The personification of Lara Croft. Available for live P.A.'s and promotional activity, proving to be extremely popular and versatile.

Trade Campaign

Tomb Raider Presentation and Launch Party

Date: Thursday 15th October

Venue: Natural History Museum (Great Hall), London.

Time: 7.30pm – 1am.

Guests: Press & Buyers – Approx 400 (E/F/G)

The objective of this event is to convince specialist press and trade buyers that Tomb Raider III is significantly superior to its predecessors. This will be conveyed using a high quality professionally produced video presentation that will compare and contrast the 3 titles. Jonathan Ross will host the event; this will add glamour and act as an additional incentive for guests to attend. (He is also a huge TR fan, which is appropriate!).

The event will be held in the Natural History Museum's Great Hall, this is an extremely impressive venue with 18th century gothic architecture, there is also a enormous Dinosaur skeleton at its centre (There are Dinosaurs in TRIII) which will be dressed for effect.

The Hall will be professionally dressed including Lara figurines, Laser show and dry ice; the format will be relaxed with cocktails and light buffet or canapés. The presentation should last around 15-20 mins.

Invitations to be distributed by 23rd September.

Trade Mailer

Two trade mailers (aimed at buyers and Press) will be mailed out, these will include a full colour glossy flyer, plus promotional merchandise. (TBC.)

These mailers will be repeated 2 months and 1 month prior to launch.

Trade Advertising

Teaser Ads ('Lara's Back!') will run in CTW eight weeks and 6 weeks prior to launch. A DPS and CTW Wrap-round will run 4 weeks and 2 weeks prior to launch respectively.

Merchandise

LARA© branded merchandise will be available from November. This can be used for trade incentives, suitable items include: Caps, Jackets, Polo shirts, key things, watches, watch straps and wallets.

There will also be more heavily branded items (featuring pictures of Lara) including: Watches, T-shirts, Posters, Lara Figurines (desktop size) and Mini-Maglite torches.

Point of Sale Material

This is to be confirmed following final sign off of packaging art.

Designs have been briefed for:

- Lifesize Standees
- A2 Posters
- Shelf Wobblers
- Open / Closed Signs
- Window Stickers

Currently the budget allows for Floor-based standees, A2 Posters, Shelf Wobblers, 'Lara's back' Window stickers and Open/Closed signs.

Consumer Campaign

PR

See separate PR Plan for full press schedule. (Attached).

Advertising

TV Commercial

A Television commercial was produced by TBWA entitled "I've finished with her Twice" and was aired in the UK, France and Germany.

Radio Commercial

A Radio Commercial has been briefed to EARDRUM Productions.

The Radio Ad is scheduled to air from 26th November for 1 month in London (Capital, Kiss, Virgin) Manchester (Piccadilly), Birmingham (BRMB) and National (Virgin AM). Deadline for copy is 19th November.

Outdoor

UnderGround Posters to run at Major Underground Stations during Early December.

Movie Theatres Collectable Postcards will be distributed through Movie Theatre chains (Inc. Virgin Cinemas, UCI, MGM, and Showcase.) From 1-30th November. This window coincides with the release of films predominantly appealing to 16-35 year-old males.

Consumer Press

The Press Advertising Campaign will follow a 3-phase format:

Phase 1	¼ Page Teasers	“Lara’s Back’
Phase 2	½ Page ‘pyramids’	Coming soon with release date.
Phase 3	Main Ad.	DPS featuring screen shots & preview / review quotes.

Please see TRIII media plan for full details of ad placement.

Trilogy Demo – PC and Playstation

A Consumer demo with includes Tomb Raider I (Playable level), Tomb Raider II (Playable Level) and Tomb Raider III (Rolling demo).

This will be cover-mounted on leading PC and Playstation publications (See PR Plan); It will also be distributed via retail stores, merchandised within a counter-top dispenser.