



MENDOCINO THE GAME

| A UNIQUE WAY TO REACH A NEW MARKET |

Allowing our out-of-market demographic an exciting
and engaging way to interact with our brand

A Hidden Object game is an exciting opportunity for the **Mendocino County Tourism Commission to enter the world of adver gaming while showcasing the **unique beauty** of the region, expanding reach among a new demographic, and creating a framework to promote signature events and new cornerstones of the brand – all for the price of a single medium-sized traditional promotion.**



WHAT IS AN ADVERGAME?

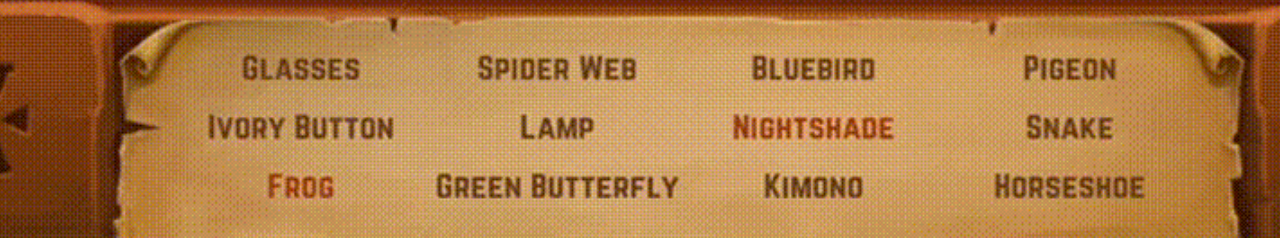
Historically the purview of Fortune 500 companies, Advergames are designed to immerse the user within a brand's core values. They may do this through the use of high-impact visuals that reflect on the brand, repetition of brand messaging, or simple sponsorship. Famous examples include the 1990s' Chex Quest, Burger King's Sneak Game, and Chipotle's recent smash hit, The Scarecrow.

The price to develop traditional advergames historically ranged from \$50,000 to over \$250,000, but increasingly-robust frameworks have created an opportunity for the creation of more affordable, engaging game types for mobile deployment.

HIDDEN OBJECT GAMES

Are one of the most consistently downloaded genres of mobile games, with a high level of repeat play, and extended time-in-game.





Hidden Object Games are a digital version of the old ‘find it’ games in the newspaper and children’s magazines. Players explore beautiful scenes to find ‘hidden’ objects. More advanced versions allow racing against the clock for a higher score, sharing achievements with friends, and experiencing randomized object lists so that each playthrough offers new challenges.



WHAT DOES THE MENDOCINO GAME LOOK LIKE?

We're proposing a ten scene game, highlighting some of the most iconic and diverse visual landscapes of Mendocino County. Players choose their level from a beautifully illustrated map of the region, and are then immersed in a stunningly-rendered artistic interpretation of that place.

Each scene will feature a wide range of 'findable' items, giving a high level of replay value. Level introductions and completion pop-ups will give more information about the point of interest, and give links to the VisitMendocino.com website, as well as an assortment of Share options.



TEN BEAUTIFUL SCENES

Rendered by our illustrator to recreate some of the most iconic destinations in Mendocino County.



50 ITEMS PER SCENE

Giving a higher-than-industry-standard amount of replay value.



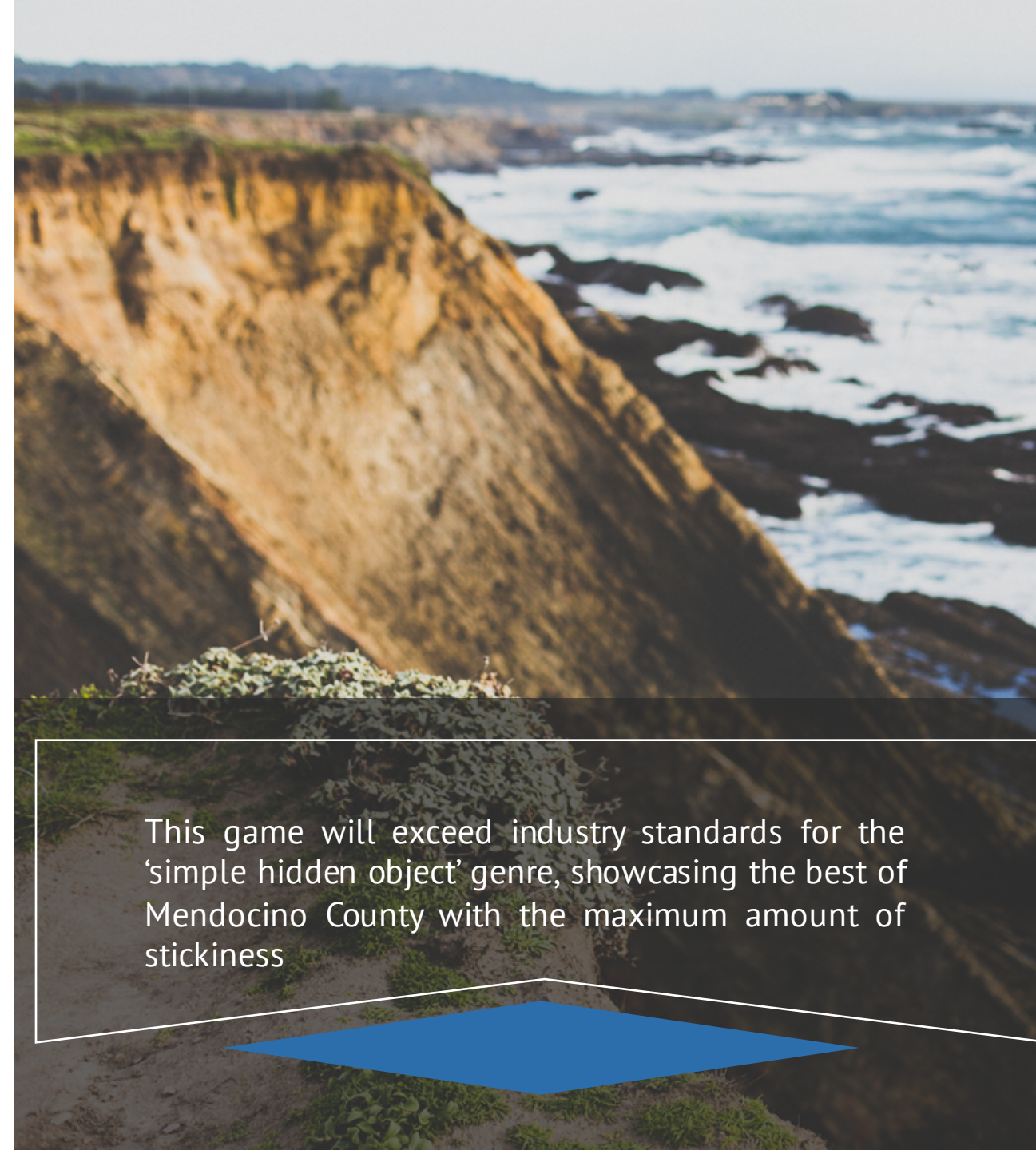
SOCIAL SHARING

Integration with Facebook to allow for one-click invitations to explore and sharing of scenes.



INTERNAL ANALYTICS

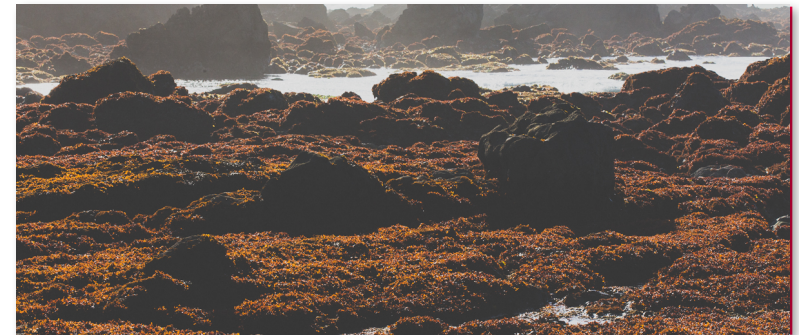
Allowing us to track visitation, time spent in game, social sharing, outbound link traffic, and basic demographic information (via Facebook integration).



This game will exceed industry standards for the 'simple hidden object' genre, showcasing the best of Mendocino County with the maximum amount of stickiness

WE HIGHLIGHT ABSOLUTE BEAUTY

Working with the Mendocino County Tourism Commission, we'll choose ten of the most beautiful, intriguing, unique, and engaging locations throughout the county. We'll capture the location from many different angles, and our illustrator will create a scene that pulls in all of the relevant highlights into a new, meta-image that fully captures the feel of the place.





A FRAMEWORK

To begin with, for example, we could highlight the wineries of Mendocino County, the City of 10,000 Buddhas, the Skunk Train, the Point Arena Lighthouse, Tidepooling at MacKerricher, Montgomery Woods, Chandelier Drive-Thru Tree, B Bryan Preserve, Lake Mendocino, and Glass Beach.

These ten scenes provide a framework on which we can build ongoing updates to increase engagement, pull back older players, and highlight specific events and seasonal happenings. In early October you could add a 'Mushroom Hunting' scene, for example, which would then be rolled out via update/push to every player, highlighting one of the most important events of the season.

ENGAGEMENT

It's the name of the game. The app will have robust internal analytics, allowing MCTC to track user acquisition, time-in-game, time-on-scene, outbound links from specific scenes, and social sharing.

Looking at comparable games, we estimate a low-end installation level of roughly 100-200 downloads per day – or roughly 55,000 users per year. The majority of these users will spend 4 hours immersed in the brand.



DOWNLOAD RANGES BASED ON COMPARABLE GAMES



MODERATE RANGE

Based on an average of 15 free Hidden Object games with no popular tie-ins and no marketing.



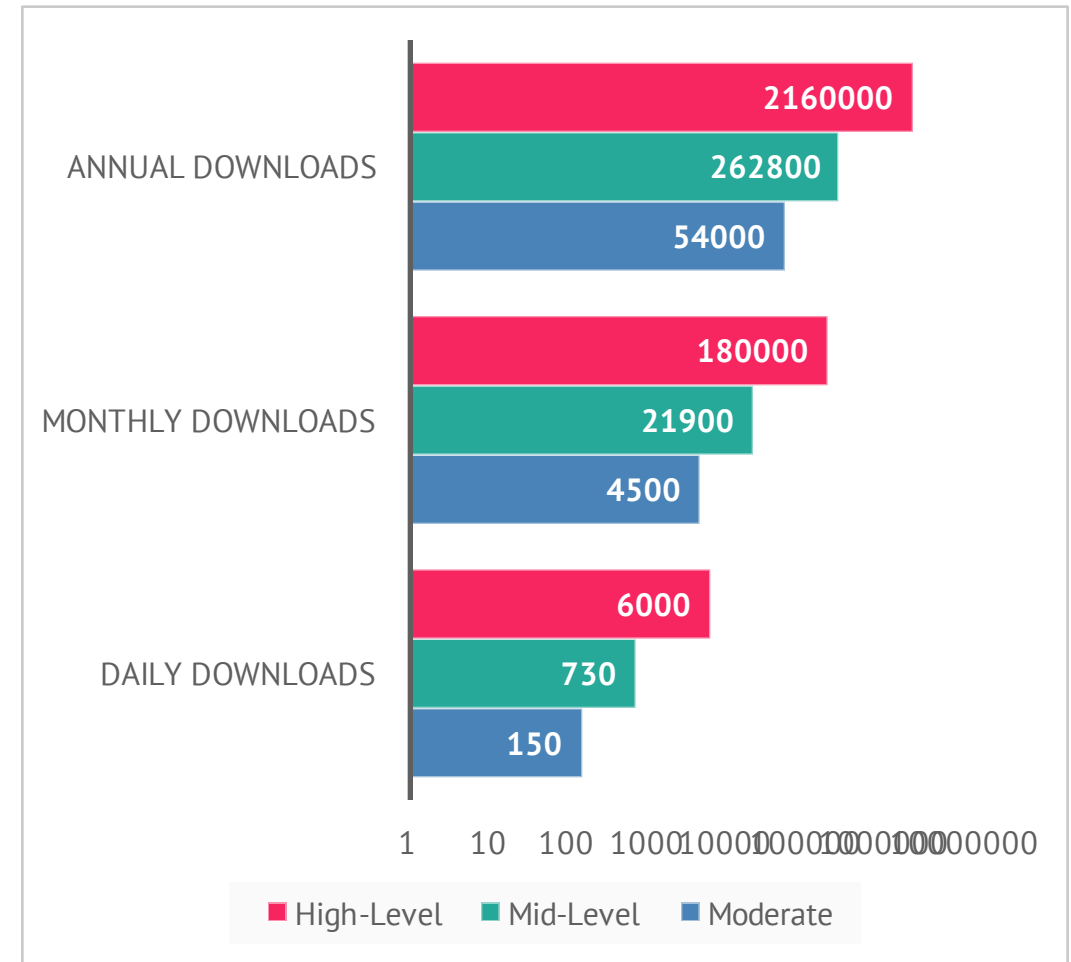
MID-LEVEL RANGE

Based on an average of 12 free Hidden Object games with a popular brand but no significant marketing.

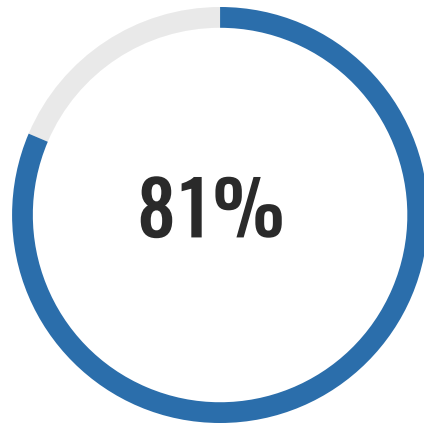


HIGH-LEVEL RANGE

Based on 20 of the most popular simple Hidden Object games in the App Store.

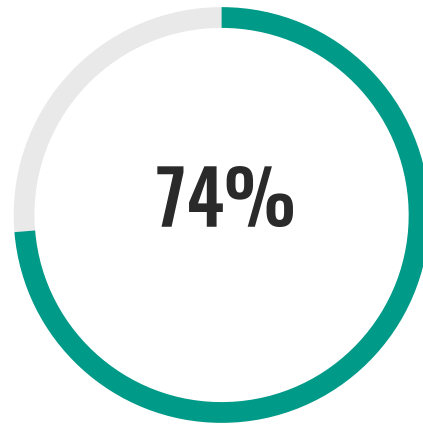


ENGAGEMENT AND REACH ARE KEY



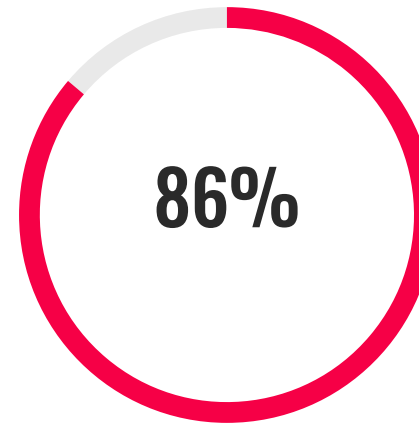
ONGOING ENGAGEMENT

81% of Hidden Object players spend at least 4 hours in game



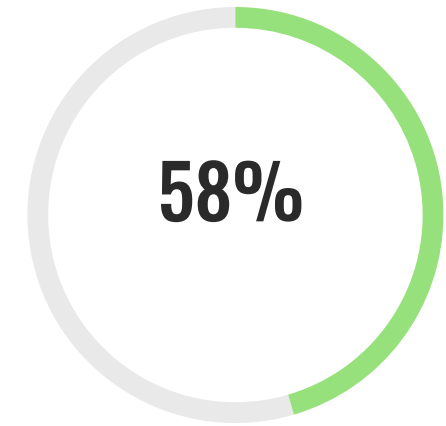
SHARING FUN

74% of Hidden Object players Share their progress with their friends



MILLENNIAL MARKET

A whopping 86% of Millennials play mobile games, making it one of the easiest ways to reach this market



EVERYONE MARKET

58% of Americans play some form of mobile game – making it an excellent way to reach *all* markets



TIME & MONEY

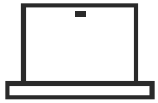
We're dedicated to creating a robust, affordable game for the Mendocino County Tourism Commission in a timely manner.

Total cost for MCTC would be \$12,000, including all project management (mostly done gratis), reference photography, development, play testing, debugging, and submission to the Android and iTunes stores.

Our target time to completion is 4.5 months, contingent on timely approval of design documents, mockups, etc.



TIMELINE



**WK
1**

CONCEPT

Design Document (40% Due)

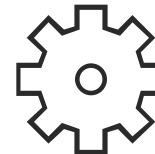
Rough concept of scenes, final decisions about UX/UI, wireframing.

INITIATION

Beginning Core + Sketches (10% Due)

Rough UI/UX sketches, sketch of first scene; beginning of Unity framework for app.

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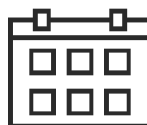
TIMELINE

WORKING PROTOTYPE

First Visuals + Concepts (20% Due)

Beta skeleton of game app, runnable on at least one OS (iOS or Android). Utilizing final UI/UX art, and one scene's complete artwork.

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CONTINUATION

Added Visuals

Iterations of game app, addition of further scenes as completed. Refinement of feel, testing on multiple devices and platforms.

FINAL TEST FLIGHT

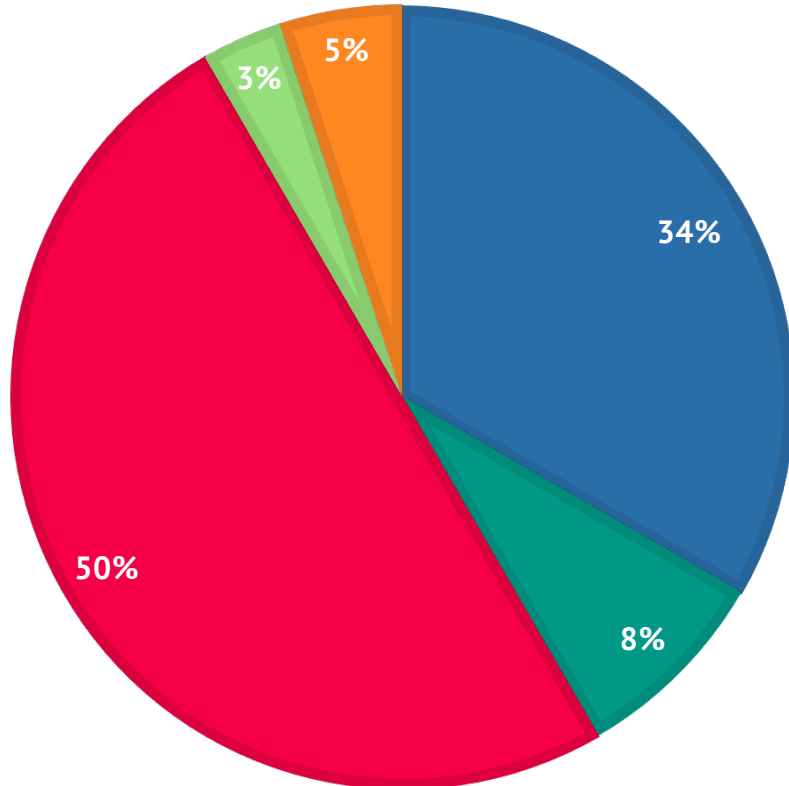
Tested App + All Scenes (30% Due)

Final testing and running via Testflight on devices before final launch and marketing.

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18



COST BREAKDOWN



● CODING – \$4,000

● UI ELEMENTS – \$1,000

● SCENES (X10) – \$6,000

● SPLASH SCREEN – \$300

● PROJECT MANAGEMENT – \$600

PROJECT TOTAL COST – \$12,000



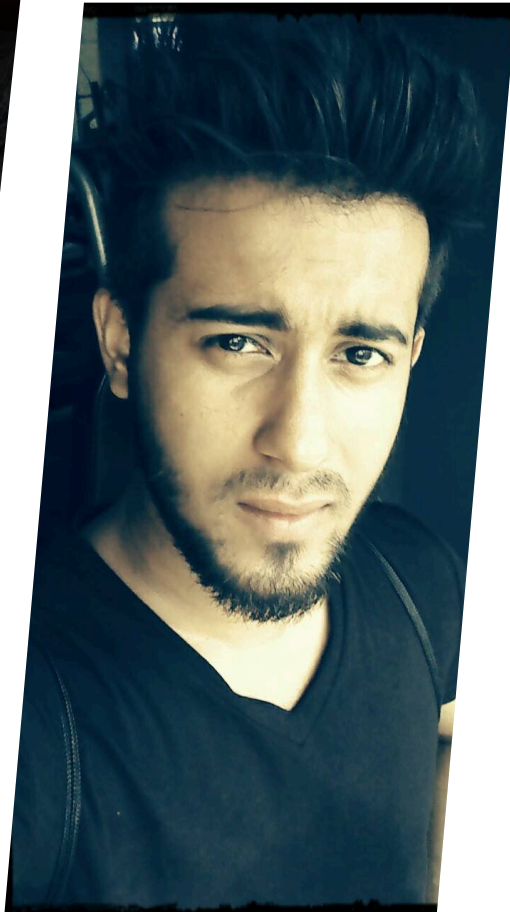
ABOUT US

A global team of travel lovers who adore games, and
like to make people smile



| **BRENDAN**
MCGUIGAN |
PROJECT MANAGER

| **HIMASHIS**
KARMAKAR |
ILLUSTRATOR



| **LORIBELLE**
GODOY |
GAMEPLAY
PROGRAMMER

| **RON LESTER**
CRISOSTOMO |
UI/UX
PROGRAMMER



Brendan McGuigan

PROJECT MANAGER

Brendan has more than 15 years experience in marketing and game development. He has worked extensively within the travel and tourism spheres, including as a digital marketing consultant for Visit Mendocino County. His passion is promoting beautiful destinations using outside the box thinking.



Himashis Karmakar

ILLUSTRATOR

Himashis is a concept artist and illustrator based in Hyderabad. He holds a BA in Digital Media (Visual Effects) from the University of Wales. He began in the visual arts field as a concept artist working for top-20 game studios, and moved on to digital matte painting to create worlds. Clients include Rocksalt Interactive, Studio Emix, and Image Infotainment.



Ron Lester Crisostomo

UI/UX PROGRAMMER

A longtime team leader with Skillshot Labs, Ron has overseen the development of more than a dozen successful mobile games. As a UI/UX specialist he is dedicated to making sure the user experience is seamless and enjoyable, and furthers the overall gameplay. He has been working as an independent development with his partner, Loribelle, since early 2015, and in that time has programmed seven fully-deployed mobile games, including a project with Brendan.



Loribelle Godoy

GAMEPLAY PROGRAMMER

Ron's partner from Skillshot Labs, Loribelle is an incredibly skilled Unity developer. With a background in C#, C, and Ruby, Loribelle is equipped to take on projects of virtually any scope. Her passion is game development, however, and she is constantly on the lookout for new projects that open new markets to the world of casual gaming.

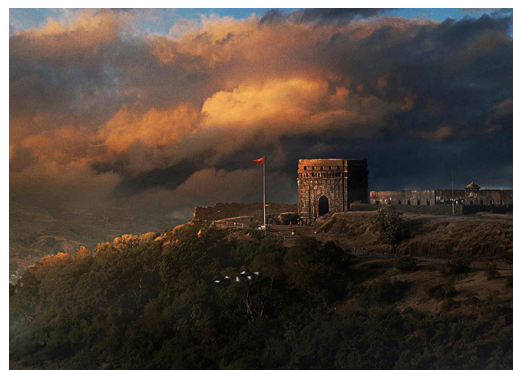




ART HIGHLIGHTS

HIMASHIS KARMAKAR

With more than 500 published matte illustrations in his portfolio, Himashis has a clear and distinctive style. It is one of imagination and wonder, ideally suited to the beauty of Mendocino County.



CONTACT

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**THANK
YOU**