

Women in Games



In partnership with Channel 4's

IDEASFACTORY

Scotland

Marketing Competition

THE TASK

The task is to design promotional media to support a marketing campaign for the '**Shadow Witches**' game specified in the 'Game Premise' section.

The winner gets a cash prize of £200 and a free ticket to the 2005 Women in Games conference, and will be featured on the Women In Games and **IDEASFACTORY** Scotland websites. Four runners up will also get their work featured on a competition page of the Women in Games website. See www.channel4.com/ideasfactoryscotland and 'Prizes' section below for more details.

GAME PREMISE

- **Title**

Shadow Witches

- **High Concept**

Stealth, magic and dance-conflict in a tropical Dundee.

- **Genre**

Cross genre: fighting and rhythm action with third person stealth.

- **Platform**

Next generation console the 'HexStation' (similar features to Xbox 2 and PlayStation 3)

- **Target Audience**

Female and male, suitable for players 15 or under. Primarily Europe and North America.

- **Unique Selling Points**

- Unique 'dance-fighting' for conflict resolution and persuasion
- Spectacular 'magic-firework' visual effects take the dancing to another dimension
- Shimmer: feisty female lead character, 'night, magic and dance with attitude'.
- Stunning adaptive soundtrack fully integrates with dance moves
- Original tropical Scottish environment combines historical splendour, bamboo and palms
- Created using our fully featured Wig Game Engine incorporating integrated in-house toolset
- Unlicensed intellectual property with potential for extensive future exploitation

- **Objectives**

- Develop night-dancing skills
- Develop spell-casting skills
- Gain arcane artefacts
- Gain followers
- Gain territory

- **Overview**

The near future, global warming has turned Dundee into a hothouse surrounded by a bamboo shantytown. Streetwise witch clans now rule the city with silk-gloved fists, vying for territory and magical artefacts.

Conflict between witches is resolved by ritualised 'night-dancing' in which the two opponents attempt to out-dance each other, using capoeira-like dance moves. Night-dancing can also be used to attract new clan members.

Each clan has a home base where they store the ancient artefacts that power their magic. The player controls Shimmer, feisty leader of the Shadow Witches clan, who starts the game with little territory and few artefacts.

Every night, as the moon rises, Shimmer creeps out into the steaming streets to explore the city, looking for artefacts to steal and witches to night-dance with. Arcane beasts also haunt the city streets at night and must be scared off with spells.

The Shadow Witches' territory expands as new members are recruited, attracted by the magical power of the clan and night-dancing of Shimmer. As the clan grows their base also expands and improves. As the territory expands so surrounding witch clans launch raiding parties and the games' challenges increase.

The magic is both manifested in spells and also creates exotic light shows during the night-dances. The combination of Scottish tropical and magical firework displays of light give the game a unique look. The original dance conflict resolution gives the game a unique feel.

CATEGORIES

The competition has four categories:

- A. Full A4 page magazine advertisement**
- B. Design for posters and postcards**
- C. Concepts for merchandising**
- D. Marketing strategy, including stunts, events and other forms of product placement.**

Applicants are invited to submit proposals that correspond to one, or more than one, category.

BUDGET

Submissions in Category D must include a breakdown of the Marketing budget specifying estimated costs. The budget must not exceed £50,000.

For example: celebrity host, promotional video, venue, food and drink, flying 100 press to event, audio video equipment hire, goody bags, staff etc.

PRIZES

- The winner gets a cash prize of £200 and a free ticket to the 2005 Women in Games conference, including travel expenses.
 - The winner will be featured on the **IDEASFACTORY** Scotland website
 - The Winning entry, four runners up and Honourable Mentions will be showcased at the 2005 Women in Games Conference
 - The Winning entry and four runners up and Honourable Mentions will be featured on the competition page of the Women in Games website.
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RULES AND REGULATIONS

1. INTRODUCTION

The Women in Games Marketing Competition is a new competition run in association with the Women in Games Conference and Channel 4's **IDEASFACTORY** Scotland.

For more information about the Women in Games conference go to www.womeningames.com

For more information about **IDEASFACTORY** Scotland go to www.channel4.com/ideasfactoryscotland

2. COMPETITION SCHEDULE

Monday 4th July 2005 5pm
Monday 18th July

Monday 25th July
Tuesday 9th August

Final closing date for entries to arrive
Stage 1 Judging completed – short list announced
Stage 2 Judging completed
Winners announced and award presented at WiG Conference

3. ENTERING THE COMPETITION

Who may enter?

- The Competition is open to anybody.
- Individual and team entries are permitted but teams must consist of a maximum of three.
- Submissions must be prepared solely by entrants with no outside help. Entrants are forbidden to make use of outside consultants, agencies, typesetters, design studios etc.

4. SUBMISSION DETAILS

- All applications must include a completed entryform, supported by concept artwork, storyboards or other visuals. All graphic materials must be submitted in digital form on CD (not DVD) labelled with Name, Title, Section and Number and must adhere to the following criteria. Failure to comply with these criteria may result in disqualification.
 - The file must be saved as *.JPEG (maximum quality)
 - Image resolution 2480x3508 pixels @ 300dpi
 - The file name must be in the format: "surname_X_AZ.jpeg"
Where:
Surname is your last name
X is your initial
A is the section letter(s)
Z is the image number (1-4) of the entry
.jpeg is the file extension
- All supporting text and other documentation must be submitted on CD and labelled with Name, Title, Section and Number.
- No entries will be returned. No exceptions. WiG is not responsible for any damage or loss of any entry.

5. SUBMITTING AN ENTRY

- Each individual or team must submit an entry form signed by all team members. A contact address, telephone number and email address must also be provided in order that the Competition Organisers can contact students during July.

- All entries should be sent to the address below, and must arrive by Monday 4th July 2005 5pm. Entries will be accepted any time before this.

Rebecca Thompson
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- For queries please contact

Tel: +44 (0)1382-308628

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6. ACKNOWLEDGEMENT OF RECEIPT OF ENTRIES

- On receipt of entry competition entrants will receive acknowledgement via email.

7. TERMS AND CONDITIONS

- Competition entrants agree to the terms and conditions of the Competition.
- The winning entries will be published on the Women in Games website. WiG will endeavour to arrange for further publication and promotion of the entry but is under no obligation to do so.
- By entering the Competition, you (and any contributors) agree to take part in any publicity relating to the competition if you are invited to do so and without further compensation. Entrants warrant that they are the authors of the entry and grant WiG the right to publish and reproduce the entries in all forms and media now or developed in the future throughout the world for the full period of the copyright and all renewal and extensions thereof.
- No cash equivalent is available. WiG reserves the right to cancel or amend the terms of the Competition as required by circumstances.
- The decision of the judging panel is final and no correspondence will be entered into.
- WiG cannot accept responsibility for entries lost or delayed in submission. Proof of submission is not proof of receipt.
- To the fullest extent that may be excluded by the law WiG accepts no responsibility for or liability arising from participants taking part in the Competition.
- Shadow Witches game premise © 2005 Mark Eyles, used with permission. Mark Eyles grants WiG the right to publish and reproduce the premise in all forms and media now or developed in the future throughout the world for the full period of the copyright and all renewal and extensions thereof.