Drive Ahead Valentine's Day Event

Targets

Valentine's Day - celebrating which makes sense to women and pairs prefer. So, using this real life event we can:

► Increace loyality of female auditory;

► Increase popularity 2-man game mods;

► Receive installations of application;

Description of event

- Event will be able only 24 hours (00:00 14.02 – 23:59 14.02);
- When event able, players can reveice 3 event lootbox:
  - Fisrt box present for win game in <u>any game mode</u>;
  - Second box present for win in <u>local game mode</u>;
  - Third box present for winning in <u>Wi-Fi game mode</u>;
- There is icon with information about event at game main screen;
- Players must know about this event: advertisments, media channels, "soon" items in-game shop;

Calculating

Count of instalations:

Inst = AP * IE * PCFS * PCSS * PCTS

Inst – count of instalations;

AP – active players;

IE – players interesting in event (%);

PCFS – players completed first stage(%) (winnig game in any mode);

PCSS – players completed second stage(%) (winnig game in local mode). Mostly players will do it solo;

PCTS – players completed third stage (%) (winnig game in Wi-Fi mode).

Example:

*1 000 000 * 50% * 50% * 70% * 50% = 87 500 instalations.*
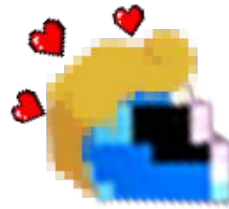
Lootboxes

Box sprites example

►Box droplist content 3 items (event vehicle, event helmet, event arena);

►Box drop 1 random event item;

►Gamers have possible to collect all 3 box by winning 3 game in different mods;

Event items

- Example of vehicle:

- Example of head (Heruvim's hair):

- Game arena created in same style;

FAQ

Q: Who interested in this event?

A: People who playing Drive Ahead! and interested to receive new items;

Q: Where is fun?

A: This event using cooperating game modes. In my opinion it is the most funny and joying mode in game. Playing together – what can be better?

Q: Where is profit?

A: Main profit – instalations.

Thanks for watching!