

# 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:

- ▶ Increase loyalty 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 receive 3 event lootbox:
  - ▶ First box present for win game in any game mode;
  - ▶ Second box present for win in local game mode;
  - ▶ Third box present for winning in Wi-Fi game mode;
- ▶ There is icon with information about event at game main screen;
- ▶ Players must know about this event: advertisements, media channels, “soon” items in-game shop;

# Calculating

Count of instalations:

$$\underline{\text{Inst} = \text{AP} * \text{IE} * \text{PCFS} * \text{PCSS} * \text{PCTS}}$$

**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:*

$$1\ 000\ 000 * 50\% * 50\% * 70\% * 50\% = 87\ 500\ \text{instalations.}$$

# 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!