An aerial view of a medieval fantasy city built on a hillside. The city features intricate architecture, including a prominent windmill and a large tower. The landscape is lush with greenery and rolling hills, bathed in the warm, golden light of a sunset or sunrise. The word "FABLE" is overlaid in large, golden, serif letters across the center of the image.

FABLE

Marketing Launch

Angelina Tharitimanont, Eton Yao, Dalasia Hawkins, Yizhe Dai, Adeline Pham



What is Fable?

Fable is a third-person open-world action role-playing game in which players control a customizable hero who engages in melee, ranged, and magical combat against various enemies, with combat designed to let players switch fluidly between styles during encounters and use targeting and weapons such as swords, bows, and spells.

The game emphasizes player choice and open-ended decisions, allowing players to write their own story.





Positioning Statement

Fable seeks to enable players to experience a fresh yet nostalgic fantasy adventure, reimagining the action RPG and modernizes choice and consequence for a new generation, while preserving the charm, satire, and moral transformation that made the original game so beloved.





Target Audience

Fable targets the “Explorer” archetype, focusing on players who want to fully immerse themselves into the land of Albion and choose their destiny at their own pace.

Beyond world exploratation, Fable targets players who desire a wide variety of choices and endings.



Target Audience: Customer Profiles

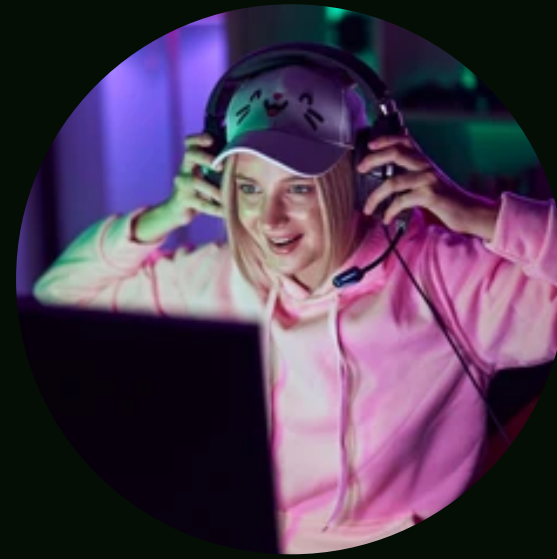


Ryan | The Strategist

Age: 22-35

Core Values: Branching narratives, complex moral systems, reputation and moral decisions

Favorite Games: Baldur's Gate 3, Divinity: Original Sin 2



Cheryl | The Immersionist

Age: 21-30

Core Values: NPC relationships, emotional storytelling, reactive dialogue, companions

Favorite Games: The Witcher 3, Cyberpunk 2077



Veronica | The Escapist

Age: 20-45

Core Values: Fantasy escapism, side quests, worldbuilding, character immersion, roleplaying

Favorite Games: Skyrim, Hogwarts Legacy

PR/Event

Write Your Fable

- Partner with a Renaissance Faire to create an immersive pop-up where attendees can dress in a Fable-Inspired outfit.
- Guests rent a curated fantasy outfit for the day that matches their character archetype.
- With the rental, they receive a unique code to unlock the same exclusive outfit in-game.
- The activation drives social sharing (“IRL vs. In-Game”) and strengthens emotional connection to the game.
- It boosts player acquisition and in-game cosmetic engagement.





The Mirror of Albion Interactive Bus Stop

When someone walks past the screen, it will:

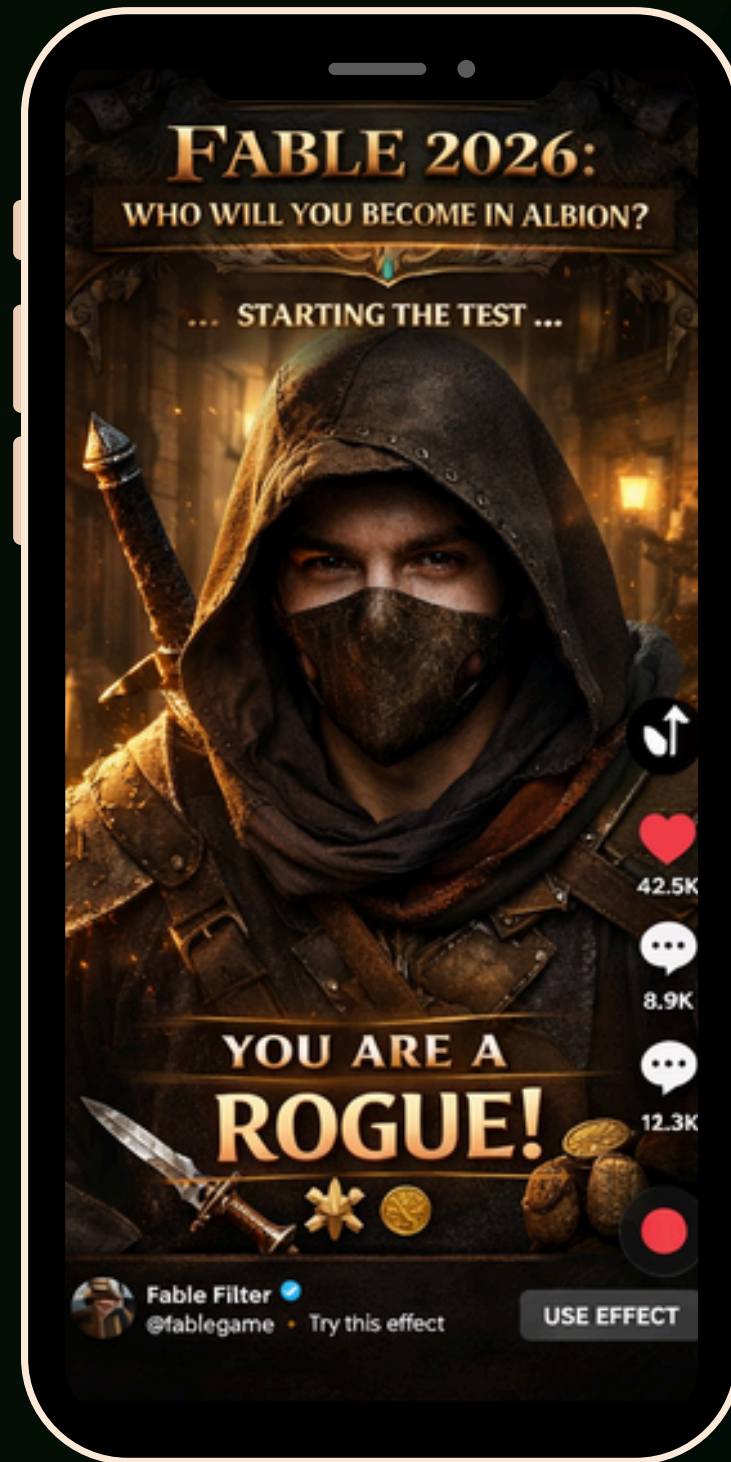
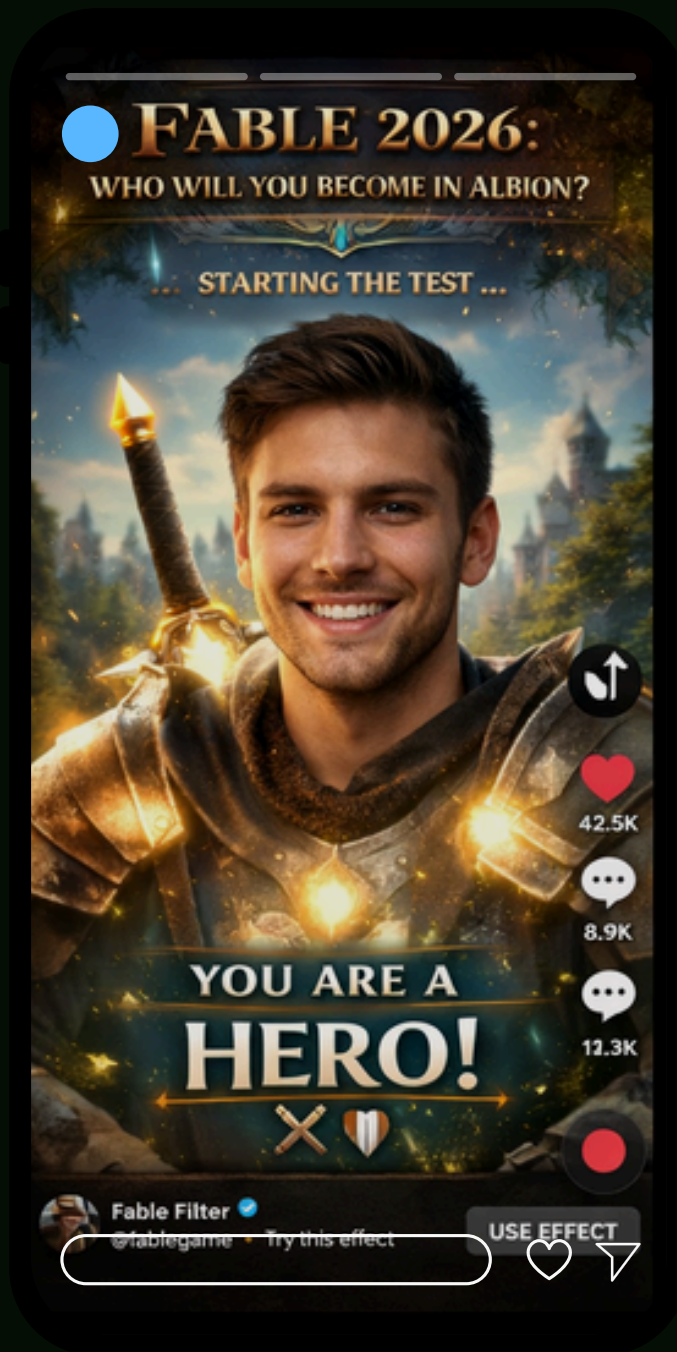
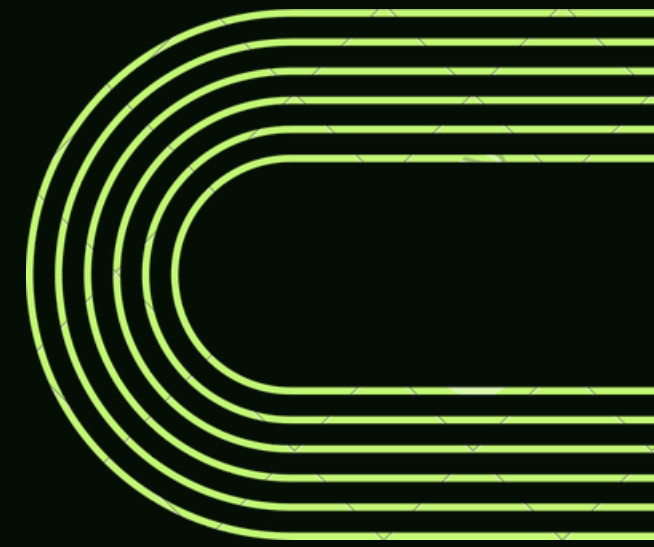
- Detects their silhouette
- Tracks their movement in real time
- Enhances their reflection with fantasy elements

Clothing Items Turn Into Fantasy Gear

- A hoodie = leather armor
- Headphones = glowing crown
- A tote bag = a spellbook
- A neutral stance creates a noble aura
- A smirk triggers darker, villain energy



Social/Digital Media



“Choose Your Fate” Tiktok Filter

An interactive TikTok AR filter that determines whether you become a Hero, Rogue, or Villain in the world of Albion.

Promotion Methods

Sponsor Twitch streamers and TikTok influencers to show off their character result, specifically creators who specialize in fantasy RPG games, books, or other content.



Consumer or Brand Promotions

- 21+
- Fable inspired design for Guinness beer
- Aligns with the world of the game
- British company



- under 21
- Gold wrapper inside chocolate shows a QR code that either unlocks new skins, regions of land, or tools for a limited time.
- British company



Integrated Plan

	Pre-Sale			Sale
Tool	Aware	Interest	Involvement	Purchase
"Write Your Fable" Popup Event		→	→	
"The Mirror of Albion" Bus Stop	→			
"Choose Your Fate" TikTok Filter	→	→	→	
Food & Drink Collaborations			→	→





Thank You!

