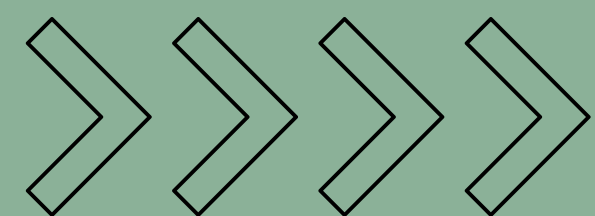


POKÉMON pokopia



Doris Lai, Eton Yao, Rachel Berger,
Taylor Inouye, Kun Chanathip Kiti,
Yutong Li



AGENDA



1 CONCEPT STRATEGY

2 POSITIONING

3 MARKETING PLAN

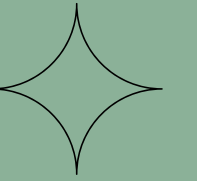
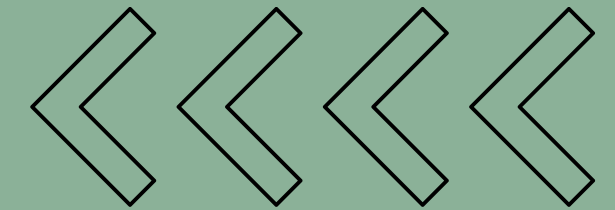
3a COMMS, PR, CREATIVE

3b PLATFORM, CREATORS, PAID MEDIA

3c FRANCHISE, PARTNERS

4 FINANCIALS, RESEARCH

CONCEPT STRATEGY



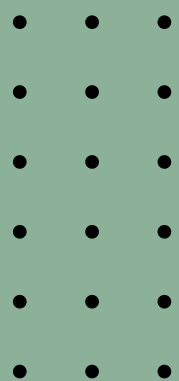
THE CONCEPT CENTERS ON A **MYSTERY-DRIVEN ADVENTURE SET** WITHIN A POST-APOCALYPTIC POKÉMON UNIVERSE. GUIDED BY A CAST OF POKÉMON, PLAYERS HAVE TO **UNCOVER** WHAT LED TO A WORLD SHAPED BY ENVIRONMENTAL IMBALANCE.

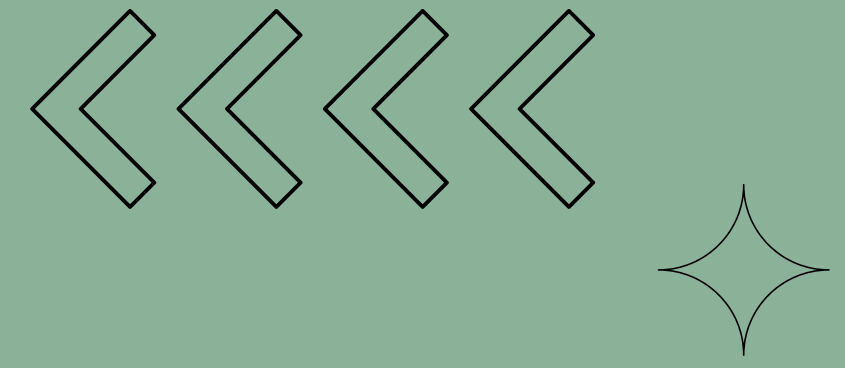


THE CORE GAMEPLAY:
REBUILDING HABITATS
RESTORING ECOSYSTEMS
REINTRODUCING HARMONY



PLAYERS **SOLVE CLUES** ABOUT THE REGION'S PAST WHILE ACTIVELY RESHAPING ITS FUTURE, **TRANSFORMING DAMAGED AREAS** INTO VIBRANT ECOSYSTEMS, **MEETING NEW POKÉMON**, AND ULTIMATELY **REVEALING THE TRUTH BEHIND THE REGION'S COLLAPSE**.





A large, irregular shape filled with a green pixelated pattern. The word "positioning" is written across the center in a colorful, bubbly font. The letters are in shades of purple, blue, green, and orange, with a white outline and a slight drop shadow.

- • •
- • •
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- • •
- • •

“For **casual gamers** aged 7–30 who want **imaginative fun** without **overwhelming complexity**, **Pokopia** is a creature-collecting habitat-restoration **RPG** delivering emotional reward through **creativity**, not competition.”

MARKETING OBJECTIVES



Pre-Launch

- **Target impressions:** 20M–40M
- **Pre-registrations / wishlists:** 500K–1M
- **Social following:** 100K+ across platforms
- **Viral content goal:** multiple posts exceeding 1M+ view

Launch

- Installs / Purchases:
- **Week 1:** 2M–3M
 - **First 30 days:** 5M–8M
 - **MAU:** 2M–4M
 - **Day 1 retention:** 35–45%
 - **Day 30 retention:** 10–20%

Post Launch

- Installs / Purchases:
- **Total:** 10M–20M
 - **MAU:** 3M–6M
 - **Community growth:** 500K+ social followers

Com Strategy



01

Social Media

Primary demand driver. Always-on. UGC-native – player builds are free marketing.



02

PR & Showcases

Pokémon Presents is the single highest-leverage. Replaces paid TV at announce.



03

Creator Partners

Convert the non-mainline-curious via cozy-game and Let's Build creators.



04

Paid Digital & Video

Scales reach on PR can't carry alone. Connected-TV only in launch window.



05

Experiential & OOH

Cultural-moment manufacturing. One pop-up > a month of display ads.



06

Direct / CRM

Near-zero-CAC conversion of existing franchise loyalists. Carries pre-order push.

Where each channel plays, and why



01 SOCIAL

TikTok · Instagram Reels · YouTube Shorts · X · Discord

Core loop is clip-native. Sustain always-on visibility, seed UGC,

02 PR

Pokémon Presents · IGN · Polygon · Kotaku · Famitsu · Eurogamer

Controlled reveal and credibility. Pokémon Presents anchors the calendar.

03 CREATOR PARTNERS

aDrive · MandJTV · Stardew/Animal Crossing cohort · Let's Build YT Shorts

Translates 'relaxing + creative' to audiences who don't auto-buy Pokémon.

04 PAID

YouTube · Meta · TikTok · Twitch takeovers · CTV (Hulu, YTTV)

Scales around pre-order and launch. Skip linear TV – inefficient for this audience.

05 Experiential

NYC · LA · Tokyo · London pop-ups · Pokémon Centers · transit wraps

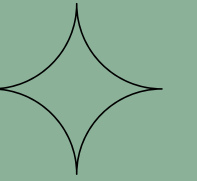
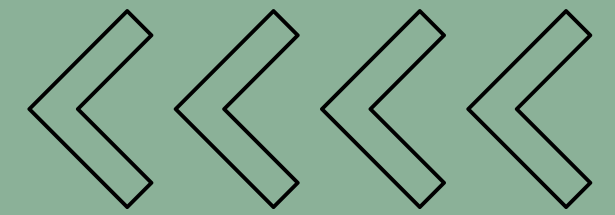
Manufactures cultural moment. Designed as earned-media bait, not reach.

06 CRM

Pokémon Trainer Club · My Nintendo · Pokémon GO/Sleep in-app

Cheapest channel. Converts franchise loyalists before a dollar of paid spend.

PR PLAN



OVERVIEW:

FOCUSES ON THE COMMUNITY ASPECT, EMOTIONAL CONNECTION, AND SHAREABLE EXPERIENCES, REFLECTING THE GAME'S CORE IDENTITY

CALM, CREATIVE, AND COLLABORATIVE

STEP 1: TEASER PHASE (6-8 MONTHS BEFORE LAUNCH)

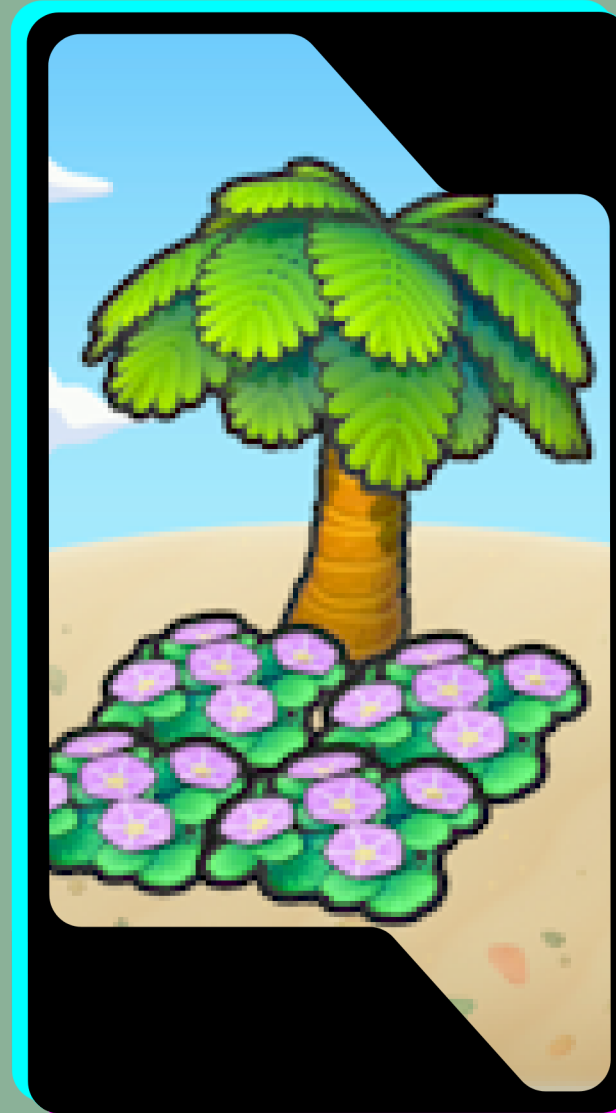


CRYPTIC TEASER DROPS DURING POKÉMON PRESENTS

NO GAMEPLAY
JUST A DAMAGED WORLD
AND DITTO TRANSFORMING
THEN FADE OUT

POST ON SOCIAL MEDIA A PHOTO OF THE BROKEN WORLD
CAPTION: "WHAT HAPPEND"

STEP 2: THE REVEAL (4-5 MONTHS PRE-LAUNCH)

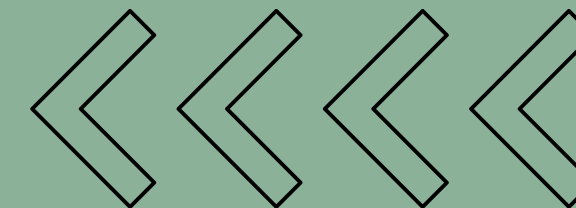


A GAMEPLAY REVEAL VIA POKÉMON PRESENTS (OWNED MEDIA) AND IGN EXCLUSIVE DEEP DIVE (EARNED MEDIA)

REVEALING
HABITAT BUILDING
TRANSFORMING INTO POKÉMON
LEARNING POKEMON SKILLS
MULTIPLAYER ISLAND

POKÉMON POKOPIA IS DIFFERENT
CREATIVE NOT COMPETITIVE

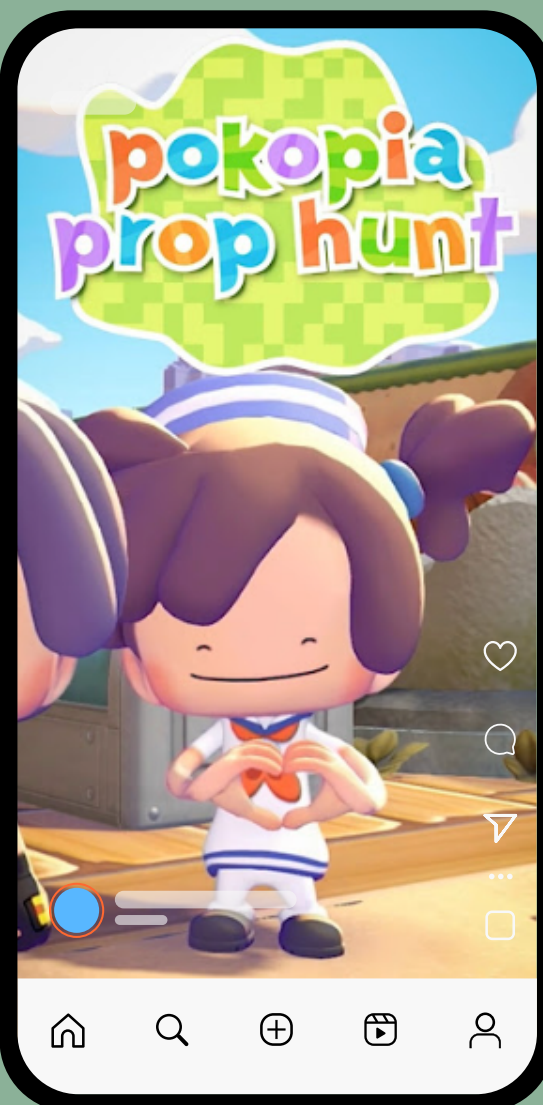
PR PLAN



STEP 3: CREATOR EARLY ACCESS (3 MONTHS BEFORE LAUNCH)

POKEMON YOUTUBERS, LIFESTYLE CREATORS, AND BUILDING GAMEPLAY CREATORS TO A LIMITED PLAY BUILD

THREE SEPARATE GAMEPLAYS
POKEMON YOUTUBERS = PROP-HUNT
BUILDING CREATORS = COLLABORATE
LIFESTYLE CREATORS = INDIVIDUAL BUILD EXPERIENCE



STEP 4: EXPERIENTIAL POP-UP EVENT (2 WEEKS-1 MONTH BEFORE LAUNCH)

EXPLORE POKOPIA HABITATS AND UNLOCK POKEMON

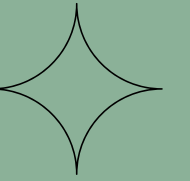
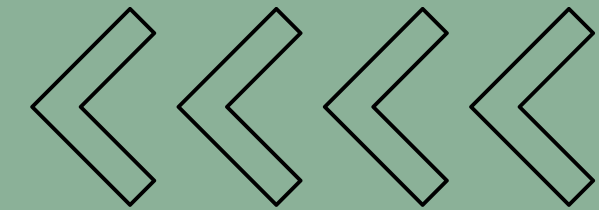


LOCATIONS:
LA
NEW YORK
TOKYO

FEATURES
AR POKEMON INTERACTIONS
PHOTOBOOTH W/POKEMON
COLLECT THEM ALL
MYSTERY BOX

INVITE
INFLUENCERS AND STREAMERS
SELECT FANS WHO ENTER A RAFFLE
SELECT MEDIA

PR PLAN



TAKEAWAY:

THIS GAME + CAMPAIGN FOCUSES ON COZY GAMING CULTURE, NON-COMPETITION, USER-GENERATED CONTENT, AND REAL-WORLD + DIGITAL CROSSOVER EXPERIENCES



STEP 5: LAUNCH WEEK: REBUILD KANTO

FULL MEDIA COVERAGE
CREATOR LIVESTREAM MARATHON
CREATE SOCIAL MEDIA CHALLENGES

EXPERIENTIAL POP-UPS
CONTINUE IRL EVENTS
COMFY GAMING
MERCHANDISE SALES
POKEMON STATUES IN CITY
COLLAB W/OTHER BRANDS



STEP 6: POST-LAUNCH (KEEP MOMENTUM GOING)

ONGOING STRATEGY

SEASONAL EVENTS

INCLUDE HOLIDAY REWARDS
BEST BUILDS OF THE MONTH
BEST DITTOS OF THE MONTH
COMMUNITY COMPETITIONS

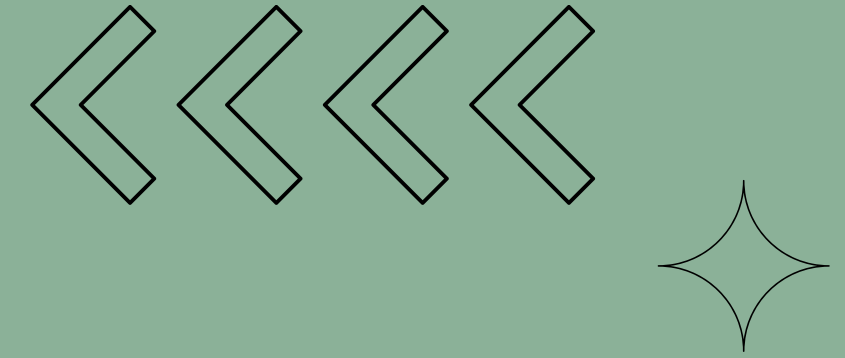
AND MORE

CREATIVE & MESSAGING STRATEGY

- RESTORATION, NOT COMPETITION
- PLAYER-DRIVEN WORLD BUILDING
- VISIBLE TRANSFORMATION →
EMOTIONAL REWARD



PLATFORM DISTRIBUTION PLAN



WEEKS 1-4: PRE LAUNCH

- Platform & store set up
 - submit game to Nintendo e-Shop for review
 - Set up pre-orders on eShop
- Community Building
 - Launch a discord server with lore channels
 - Launch a fan-art contest
- Creator Outreach
 - Identify Tier 1 and Tier 2 creators

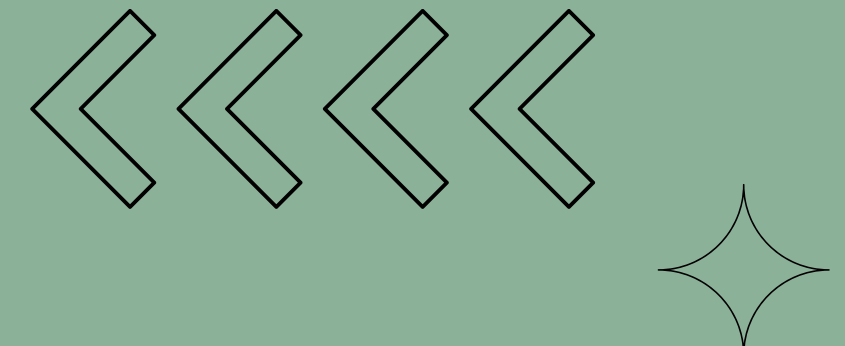
WEEKS 7-10 LAUNCH

- Platform and Store
 - Go live across Nintendo eShop
- Community & Events
 - Activate the #MyPokopiaTeam UGC challenge
 - Keep Discord active
- Creator & Press
 - Tier 1 and Tier 2 creators go live and publish reviews

WEEKS 11-20 SCALE

- Content & Creator
 - Brief Tier 1 and Tier 2 creators on new in-game content drops
- Retention
 - Deploy major content update by week 12-14
 - Send push notifications & email campaigns to re-engage players

CREATORS



TIER 1: ANCHOR CREATORS (2-4)

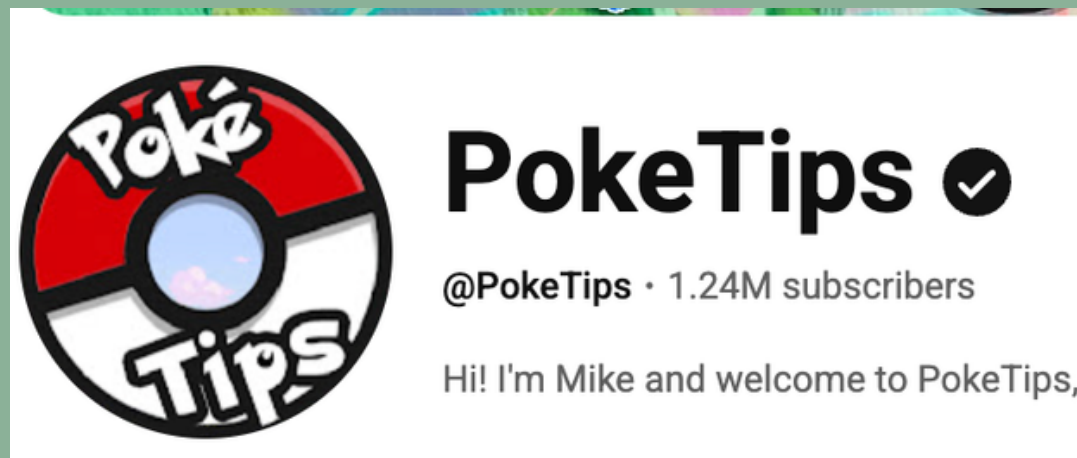
- Large Pokémon-focused YouTubers and Twitch streamers (500k-5M)
- Goal: Credibility, mass reach

TIER 2: AMPLIFIERS (15-30)

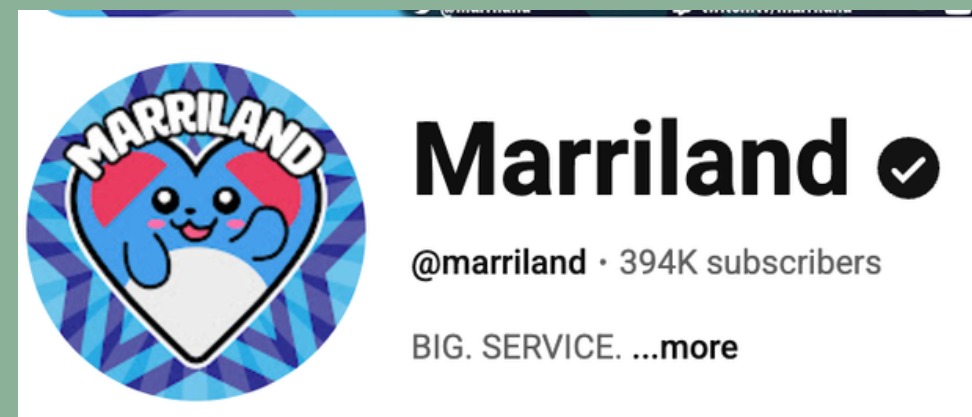
- Mid-tier gaming and creator-collector creators (100k-500k) on YouTube and Twitch
- Goal: Broad discovery and conversion-focused content

TIER 3: COMMUNITY SENDERS (100+)

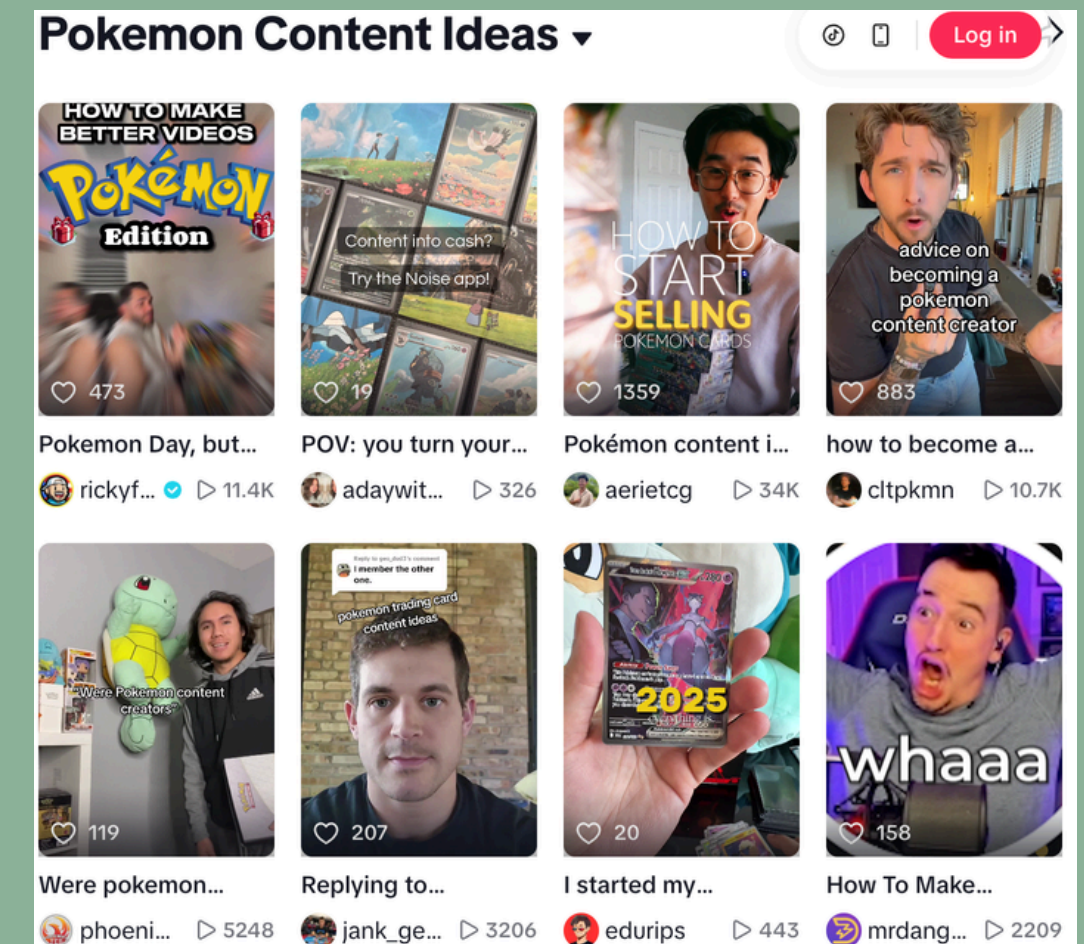
- Nano & Micro creators on TikTok and YouTube Shorts (5k-100k followers)
- Goal: Algorithm-driven discovery, UGC volume



PokeTips ✓
@PokeTips • 1.24M subscribers
Hi! I'm Mike and welcome to PokeTips,



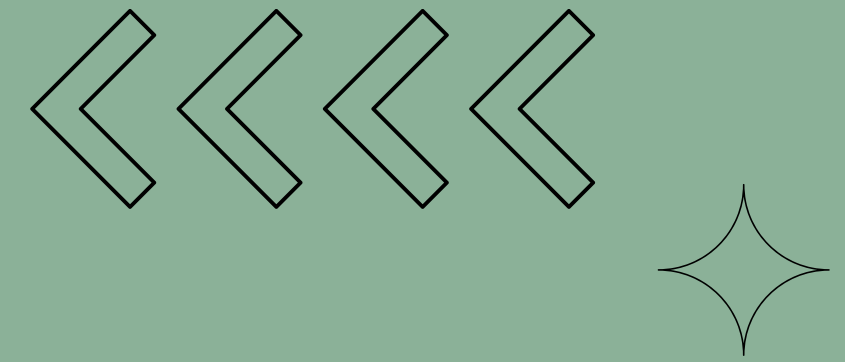
Marriland ✓
@marriland • 394K subscribers
BIG. SERVICE. ...more



Pokemon Content Ideas ▾

HOW TO MAKE BETTER VIDEOS Pokémon Edition	Content into cash? Try the Noise app!	HOW TO START SELLING POKEMON CARDS	advice on becoming a pokemon content creator
473	19	1359	883
Pokemon Day, but... rickyf... 11.4K	POV: you turn your... adaywit... 326	Pokémon content i... aerietcg 34K	how to become a... cltpkmn 10.7K
Were pokemon... phoeni... 5248	Replying to... jank_ge... 3206	I started my... edurips 443	How To Make... mrdang... 2209

COMMUNITY ENGAGEMENT PLAN



DISCORD

- Launch lore servers
- Post-launch: monthly challenges, reward giveaways, etc.



REDDIT

- Seed r/Pokemonpokopia, r/NintendoSwitch2, r/creaturecollecting
- Maintain a named developer account for ongoing transparent community updates



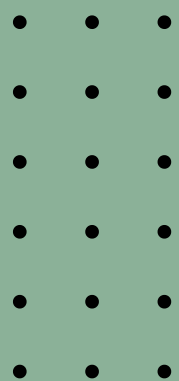
X (TWITTER)

- Live “Pokopia Direct” stream on launch day with giveaways
- Respond to fan posts and repost top UGC to build visibility



UGC & HASHTAG STRATEGY

- Hero Hashtag: **#Pokopia**
- Campaign hashtag: **#MyPokopiaTeam**
- TikTok and Reels are designed with “Stitch/duet hooks” to invite creator response
- Add advertisements on TikTok and Meta (with creator permission)



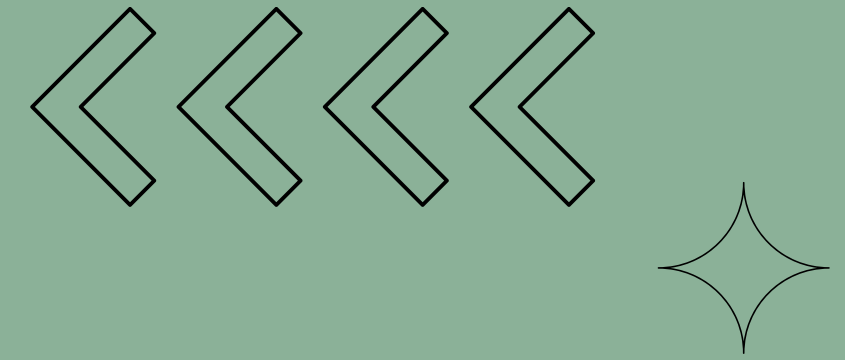
PAID MEDIA PLAN

Phase 1: Pre-Launch

1. Build early awareness and curiosity around Ditto campaign
2. Teaser content across Meta + YouTube targeting Pokémon fans
3. TikTok Spark Ads to amplify organic/social-native content
4. Apple Search Ads to capture high-intent traffic



Phase 2: Launch

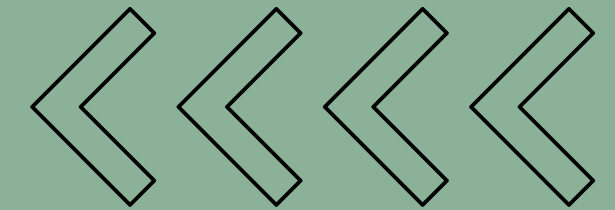


1. **Peak investment** to dominate attention at launch
2. **YouTube**: bumper (6s) + skippable (30s) for mass reach
3. **TikTok TopView** on Day 1 for maximum visibility
4. Meta full-funnel (awareness → conversion)
- • • 5. **Twitch homepage** + Connected TV (Hulu, YouTube TV) for broad reach
- • • 6. Aggressive retargeting of all **pre-launch engagers**
- • •

1. **Optimize** toward **top-performing creatives** and audiences
2. **Expand** with lookalike audiences for efficient scaling
3. **Shift budget** from broad awareness → **retargeting + conversion**
4. Align **media bursts** with content drops/events
5. Sustain engagement while **improving ROI** over time

Phase 3: Post-Launch Scale

FRANCHISE SYNERGY PLAN

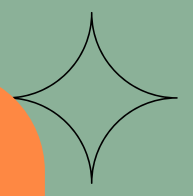
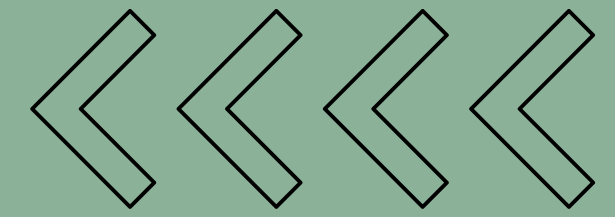


Pokemon Scarlet and Violet



1. Players will be able to claim a **mystery gift Ditto**
2. This ditto will have the hidden ability, **Impostor** and will have the unique **title of “Transformer”**
3. This Ditto will also come with a unique **Pokopia-themed mark**
4. A limited time event where players can do a **5* raid** against a ditto.
5. This raid ditto has a higher chance of **being a shiny.**

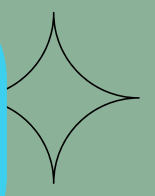
FRANCHISE SYNERGY PLAN



Pokemon TCG

1. Pokopia Specialty Set
2. Players will be able to collect cards from the Ditto Disguise Series
3. These cards will initially appear as other Pokémon, hiding Ditto's true form
4. A peel or flip mechanic will reveal Ditto underneath the disguise
5. Certain disguised cards will be rarer, increasing collectibility and trade value
6. A limited time promotional pack





Pokemon Anime

1. Ditto will be featured in a multi-episode “**Mischief Arc**” within the anime
2. Ditto **will impersonate humans**, creating comedic mistaken identity scenarios
3. The **arc will balance humor with emotional depth** around Ditto’s **desire to belong**
4. A central conflict will explore Ditto’s struggle with identity and acceptance
5. The resolution will reinforce themes of self-acceptance, connection, and restoration

FRANCHISE SYNERGY PLAN



Mobile Game Synergy

1. **Ditto-themed events** across GO, Sleep, Café ReMix, TCG Pocket, and Unite
2. In Pokémon GO, **Ditto will appear more frequently in disguised spawns** with increased shiny rates
3. In Pokémon Sleep, **Ditto will feature unique sleep styles** tied to its transforming nature
4. In Café ReMix, **Ditto will appear as a special customer** with transforming puzzle mechanics
- • • 5. In TCG Pocket, **Ditto-themed cards** will feature disguise/reveal mechanics that
• • • mimic other Pokémon
- • • 6. In Pokémon Unite, **Ditto will be introduced as a playable character** with transformation-based abilities



FRANCHISE SYNERGY PLAN

PROMOTIONAL PARTNERS PLAN

1. Player **builds a structure inside Pokémon Pokopia**
2. An option in-game to select a portion of your build and **“Convert to LEGO”**
3. Directed straight to LEGO’s website, or upload your selection straight into the LEGO website
4. Website will convert the build into LEGO-compatible geometry that includes:
 - a. **Piece list**
 - b. **Step-by-step instructions**
 - c. **A custom-branded box featuring the player’s creation**
5. Order the full kit with an **exclusive LEGO Edition Ditto**

Partner 1: LEGO

- Seamless digital-to-physical experience
- LEGO aligns with game well -> credibility and a proven customization ecosystem



Partner 2: Gong Cha



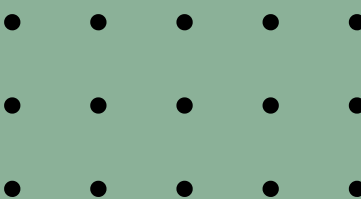
Gong Cha, an international beverage franchise with over 2,000 locations

Offer 2-3 limited-time Pokopia-themed drinks like **Matcha Mosslox**, **Peakychu Earl Grey Milk Tea**, or **Ditto Taro Smoothie**

Brand Activation:

1. Customers will receive a **3-slot punch card** that they can receive from the cashier
2. Every location will have a QR code to unlock a **location-specific challenge inside Pokopia**
3. Completing each mission will earn a Pikachu-shaped punch hole on their card and a **Pokopia badge**
4. Upon completing three challenges, as indicated by three hole punches on their card, players can redeem an **exclusive completion badge and a free drink!**

- Creates an adventure both in the game and out
 - Blends routine behavior with progression and collection that feels connected to Pokémon
- Makes the brands more memorable and shareable

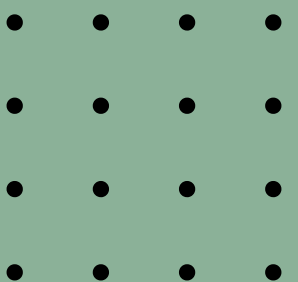


Partner 3: San Diego Zoo

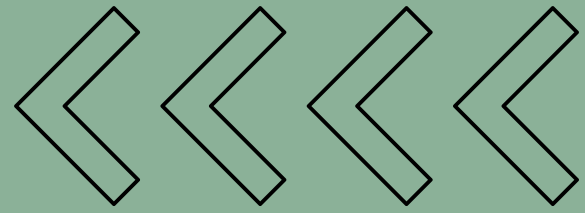
- **Special placards** installed alongside select animal exhibits, pairing real animals with their **Pokémon counterparts** (e.g., sea lions with a water-type Pokémon)
 - **Highlight key information** about the animal's natural habitat, conservation status, and behaviors
 - **Reference how players can find and interact** with a similar Pokémon within the game—such as encountering that Pokémon along in-game beach environments
- **Limited-time in-game events** tied to the partnership
 - Themed research tasks or habitat-building challenges inspired by real conservation initiatives



- Enhances immersion and learning
- Positions the game as socially responsible
- Aligns entertainment with environmental impact



FINANCIALS

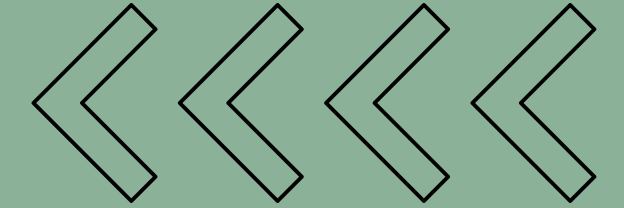
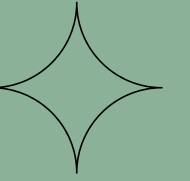
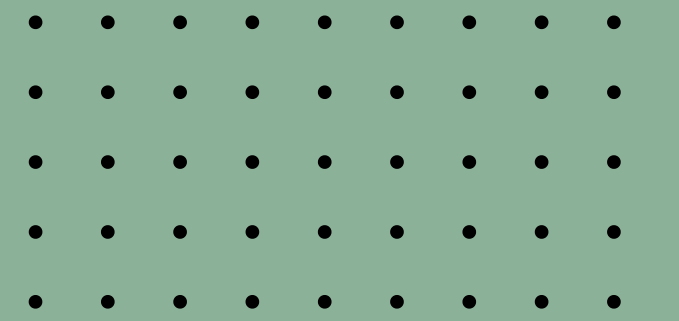


Budget Breakdown

Total Marketing Budget	~\$35-45M
Revenue Projection	\$350-500M gross (5-6M units @ \$70)
Budget as % of Revenue	~10% (industry standard: 8-15%)
Post-Launch Live Ops	\$5-8M/yr funded from Year 1 revenues

Area	Allocation	Approximation
Paid Media (Digital, Social, CTV)	40%	\$14-18M
Creator & Influencer Partnerships	20%	\$7-9M
PR, Events & Experiential Pop-Ups	20%	\$7-9M
Creative Production	12%	\$4-5M
Community, CRM & Owned Ops	8%	\$4-5M

INSIGHTS AND RESEARCH



Early market research focused on:

- Player sentiment around past Pokémon spin-offs
- Identifying demand for relaxing, non-competitive gameplay
- Validating interest in simulation and worldbuilding mechanics



Development phase informed by:

- Player feedback and playtesting sessions
- A/B testing and beta data
- Iteration on core gameplay loops to balance engagement and a calming experience



Post-launch performance tracked using key KPIs:

- Monthly Active Users (MAU) to measure engagement and retention
- Churn rate to identify when and why players drop off
- Sales performance benchmarked against previous Pokémon spin-offs



Qualitative insights gathered from:

- Player reviews
- Community feedback
- Social media sentiment



Insights used to guide live-service strategy:

- Content updates and feature improvements
- Event timing and design
- Ongoing content releases to sustain engagement and long-term growth



thank you