

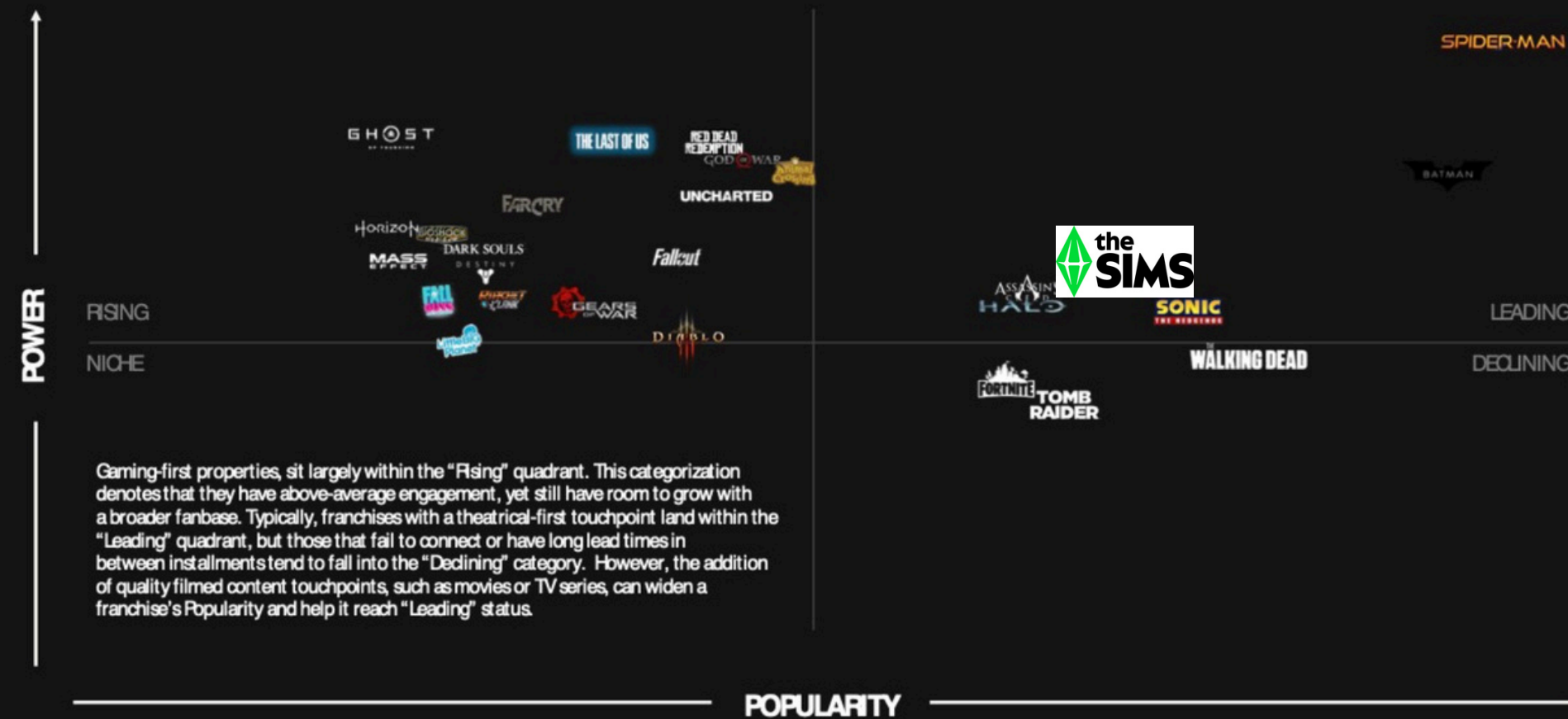
01



THE SIMS

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TLOU competitive franchise landscape.



Gaming-first properties, sit largely within the "Rising" quadrant. This categorization denotes that they have above-average engagement, yet still have room to grow with a broader fanbase. Typically, franchises with a theatrical-first touchpoint land within the "Leading" quadrant, but those that fail to connect or have long lead times in between installments tend to fall into the "Declining" category. However, the addition of quality filmed content touchpoints, such as movies or TV series, can widen a franchise's Popularity and help it reach "Leading" status.



MAPPING

200 MILLION + TOTAL UNITS SOLD
2025-EARLY 2026: FRANCHISE LIFETIME
PLAYERS EXCEED HALF A BILLION (500
MILLION+) ACROSS ALL GAMES.

F2P MODEL DROPPED 2022

CURRENT TRANSMEDIA IN DEVELOPMENT:
MOVIE W/ AMAZON MGM AND MARGOT
ROBBIE

TREND AND STRATEGY

The Sims' current brand strategy focuses on positioning the 25-year-old franchise not just as a game, but as a platform for self-expression, creativity, and digital storytelling.

By shifting from traditional advertising to a creator-led, community-first approach, EA leverages user-generated content and authentic influencer partnerships to keep the game relevant and foster a "comfort meets chaos" lifestyle brand

Core Brand Strategy

- **Empowering User Creativity:** The brand views its players as artists and the game as their toolset. The "Find Yourselfes" campaign highlighted the game as a safe space for self-discovery and exploring identity.
- **Inclusivity and Representation:** The Sims has doubled down on inclusivity, adding gender-affirming options, diverse clothing, and expanding representation in-game to match the LGBTQIA+ and diverse fanbase.
- **"Life with a Weird Twist":** Marketing emphasizes the unique, chaotic, and often humorous aspects of the game (aliens, drama, supernatural elements) that sets it apart from traditional "real life" simulations

TRANSMEDIA

- Multi-platform storytelling across social media
- Short, vertical episodic content optimized for mobile
- Weekly releases to build consistency and anticipation
- Connected narrative that grows across episodes
- Designed for engagement (comments, shares, audience interaction)



SOCIAL AND ENGAGEMENT

#MYSIMLIFE CHALLENGE

Players recreate real-life stories & dream scenarios using The Sims and share on TikTok / IG / YouTube Shorts



HOW IT WORKS

- Weekly themes (e.g., “Dream Life”, “Day in My Life”, “Future Self”, “Alternate Reality Me”)
- Players post short storytelling videos
- Use hashtag #MySimLife

ENGAGEMENT DRIVERS

- Feature top creators on official Sims channels
- In-game rewards (exclusive items)
- Top stories become official Sims content

WHY IT WORKS

- Leverages strong UGC & storytelling community
- Aligns with short-form video trends
- Turns players into creators + marketers

PR EVENT

Rave X Sims Party

A Sims-branded rave where attendees become “Sims IRL,” wearing glowing Plumbob headpieces that reflect their mood, identity, and choices throughout the night.

Entry: “Create-A-Sim IRL” — self-expression/identity

- Guests choose traits (romantic, creative, etc.)
 - Get a color-changing Plumbob headpiece
- Plumbob color = mood/personality (updates throughout the night)

Inside the Rave: “Life with a Weird Twist” — chaos/humor

- Unexpected “Sim chaos moments”:
 - Lights flicker → “low needs” moment
 - Random dance battles triggered
 - NPC-style actors interacting with guests

Creator Integration

- Partner with: DJs, TikTok creators, Fashion/DIY creators
- Pre-event: “Build your rave persona” content series
- During: Live content capture stations

PLUMBOB

A SIMS RAVE EXPERIENCE

COME AS YOUR SIM SELF

EVENT CONCEPT

PLUMBOB is a one-of-a-kind rave where fans step into The Sims universe and express their truest selves through music, mood, and mayhem.

From Create-A-Sim check-in to mood-reactive Plumbob hats, every detail is designed to celebrate self-expression, creativity, and the beautiful chaos of life.

EXPERIENCE HIGHLIGHTS

- CREATE-A-SIM CHECK-IN**
Choose your traits, style, and vibe to build your rave persona.
- MOOD REACTIVE PLUMBOB**
Your Plumbob changes color based on your mood & interactions.
- SIM CHAOS MOMENTS**
Random events, surprises, and NPC appearances keep the night unpredictable.
- LIVE DJ SETS**
Curated by top DJs and Sims-loving creators.
- SAFE & EXPRESSIVE SPACE**
Celebrate identity, creativity, and community.

THE ULTIMATE NIGHTLIFE EXPERIENCE
WHERE YOU CONTROL THE VIBE. THE CHAOS. THE STORY.

CREATE-A-SIM CHECK-IN
CHOOSE YOUR TRAITS. BUILD YOUR VIBE.

MOOD REACTIVE PLUMBOBS

SIM CHAOS EVENT
LIGHTS FLICKER... EVERYONE DANCE!

LIVE DJ SETS

SAFE & EXPRESSIVE SPACE
BE WHOEVER YOU WANT TO BE

Alex is feeling Flirty
Chaotic
Jenna needs to dance!

03

SIMS X LOVE ISLAND



SIMS CHALLENGES



- Sims Take Over Challenge: Just like Sims, each Islander will be “controlled” by the rest of the group. Islander can sabotage or help couples
- Relationship Meter Challenge: the current couple pairings will face off head-to-head in trivia based on their pairing.
- The winner will get a night in the hideaway

CROSS PLATFORM INTEGRATION



- For a limited time, the Islanders will be put in the game.
- Fans will be able to create their own realities with the Islanders.



SHIMS

THANK YOU

