



**LAUNCH IDEAS**

# IT APPEARED LIKE MAGIC

Back in the day, you walked into an arcade and there it was, almost as if it magically appeared. Let's recreate that moment again.

- Everyone expects a big reveal at an expo. Let's do exactly the opposite.
- We'll just appear on location with the game and let those lucky enough to be at the right spot at the right time play it.
- We'll do this a bunch of times to keep people guessing about where Magic Girl will appear next.
- But we'll never be in one place for very long. Just a few hours on location and then we'll disappear as if the whole thing was just an illusion.



# MAGIC GIRL #1

Let's give the first Magic Girl to the one person who's been the most vocal and outspoken about the game – Pinsider iceman44

- In one bold move, we can take our biggest skeptic and transform him into the greatest advocate for Zidware and Magic Girl.
- He's also showcased the most desire and passion to play Magic Girl. So let's surprise and delight him by delivering the first MG to his door without him even knowing it's coming.
- We can even also play a little "trick" on him to make the reveal even more epic. We should let him know that his game is scheduled for 2017 delivery, and then surprise him with the game that same week.



**DO YOU HAVE YOUR WAND?**

# MAGICIAN'S CRATE

# MAGIC GIRL #1? (Alternative)

# THE ALCHEMIST'S PIN

**WE'LL CALL YOU WITH THE CALLOUTS**



**MAGIC GIRL #51 (assuming we make 50)**

**WHO IS THE MAGIC GIRL?**



LET'S DO THIS