

Conquering New Frontiers: Angry Birds and their Epic adventure

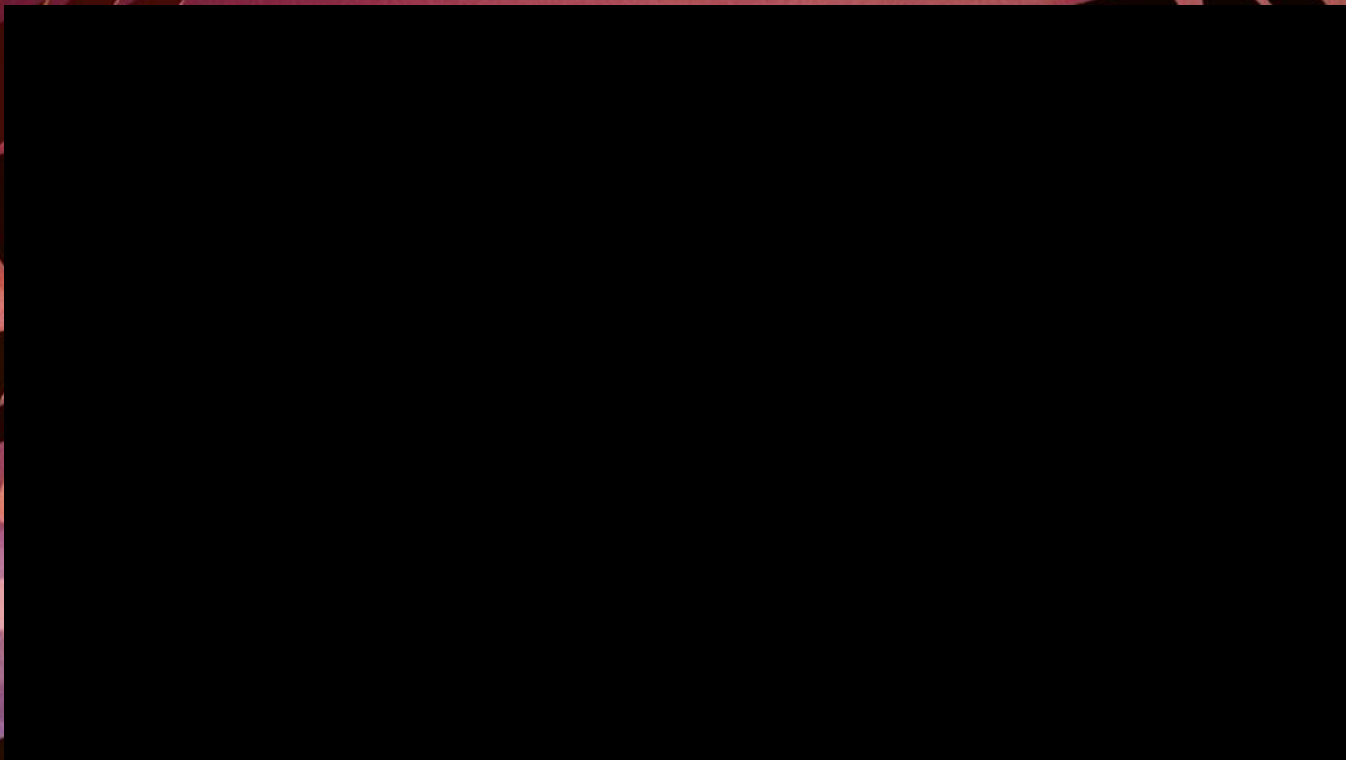


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ANGRY BIRDS EPIC



Epic Heroes – once upon a time...

- ▶ Original concept „100 Heroes“
- ▶ Gameplay Video instead of Prototype
- ▶ Pitched to Rovio in 2012





Brand Values

ANGRY BIRDS

A vibrant, cartoonish illustration from the Angry Birds game. In the center foreground is a large, red, round bird with a black beak and a very angry expression, with thick black eyebrows slanted downwards. Behind it to the left is a black, round bird with a yellow beak and orange eyebrows. To the right of the red bird is a yellow, triangular bird with a black beak and orange eyebrows. In the background, there are green pig-like characters with large eyes and open mouths, some appearing to be flying or falling. The scene is set against a blue sky with white clouds and a brown, rocky landscape with some wooden debris.

BE OFFBEAT!

IF YOU THINK YOUR
IDEA IS TOO CRAZY,
MAKE IT TWICE AS
CRAZY.

Brand Values

Guile

Ryu

BE IMAGINATIVE!

DON'T ASK WHAT THE BRAND CAN
DO FOR YOU. ASK WHAT YOU CAN
DO FOR THE BRAND!



Brand Values



**BE
INCLUSIVE!**

INCLUSION
INSPIRES
INNOVATION



Brand Values

WHAT'S ON THE
AGENDA FOR
TODAY?

THERE'S A
TYPHOON WE
COULD STOP.

BORING.

THREE
SUPER-VILLAINS
ARE RUNNING AMOK
IN TOKYO.

BORING.

REBELLIOUS

SMART MAY HAVE THE
BRAINS BUT ANGRY
HAS THE BALLS.

Epic Heroes

- ▶ From Slingshot game to Tactical RPG
- ▶ Why RPG?
 - ! Surprise the players
 - ! Tap into new target groups
 - ! Tempt casual players with a complex RPG
- ▶ Weapons & gear are the perfect playground for crazy ideas



Every solid rpg needs to have a Paladin...



Epic Enemies

▶ Pigs are silly but resourceful

▶ Pigs are perfect for crazy ideas, too



Epic Weapons

- ▶ A variety of (non-lethal) weapons
 - ! Sponges, feathers & books for Chuck
 - ! Pans, combs & musical instruments for Mathilda
 - ! Sticks with something on top are generally used very heavily (for better reach)
 - ! Over hundred different weapons in the game



Epic Weapons

- ▶ Crafting
- ▶ Golden pig and Gacha rolls
- ▶ Epic set items
- ! Collectible trophies for the players



Every solid rpg needs to have a Wizard...



Epic Battles

▶ Playable prototype

- ! 3-wave battle with different bird and pig abilities
- ! Funny violence & ridiculous pig enemies
- ! Gorgeous visuals

▶ Rovio's people laughed their a**** off:

we had a winner!



Epic Battles

- ▶ Tutorial using as little text as necessary
- ▶ Flat learning curve, introducing new features steadily
- ▶ Tactical battles get complex with time
- ▶ Simple to learn, hard to master
- ▶ Social interaction



*No birds or pigs were harmed during development

Epic World



Visit Piggy Island!



Epic World



- ▶ Piggy Island is a colorful world
 - ! lots of places to be explored
 - ! lots of treasures to be found
 - ! optional content to be discovered

- ▶ Story with a few twists and a lot of silly ideas, where the birds will
 - ! seize a ship
 - ! steal a submarine
 - ! join forces with a pig

No solid rpg needs a spy... But we still have one!



Epic Balancing



- ▶ Soft Launch period
 - ! Canada, Australia & New Zealand
 - ! 3 months
 - ! A/B Testing
 - ! Multiple Updates
- ▶ „Diffifulty Map“ showing player progression
- ▶ Quantity of resource drops
- ▶ Item prices (snoutlings & lucky coins)



Epic Balancing

- ▶ Difficult for a wide range of audiences
- ▶ Tutorial and learning curve had to be nearly perfect
- ▶ 25 unique playable classes
- ▶ 350 unique skills & abilities
- ▶ Dozens of interlocking combinations
- ▶ End game dungeon introduced during development



Looking like Leia is in fashion again



Development

- ▶ About 2 years from concept to global launch
- ▶ Rovio working closely with Chimera
- ▶ Regular visits
- ▶ Agile development & iterations
- ▶ Animation studio at Rovio



Release

- ▶ Simultaneous release on iOS, Android and WinPhone
- ▶ Now working on content updates & new features
- ▶ Community contributes cool stuff



You need to have pirates!



Epic Fun Facts

- ▶ 1.600.000.000 piggies knocked out
- ▶ 7.800 years of playtime
- ▶ 25.000.000 potions brewed
- ▶ 35.000.000 weapons and off-hand items crafted



ANGRY BIRDS EPIC



Epic Summary



- ▶ Know the brand's values:
what can the brand do for you?
Contribute to the brand -> expand the brand!
- ▶ Look at different aspects of the game:
Include features for the casual, core and social audience
Surprise your players!
- ▶ Put a lot of time & effort into balancing
F2P approach has to fit the genre & audience

Epic Summary



- ▶ Work closely with your partners:
Visit regularly, it's worth it.
- ▶ The first 20 minutes of gameplay are crucial.
Iterate until you feel they are perfect.
- ▶ After the release is before the release!
Care about your community
Update the game regularly
- ▶ Use pirates or princess Leia (or both)

Time For
Q&A

