Developing Games with Established IP

Robert Tomkinson
Senior Director, Global Marketing, Playfish

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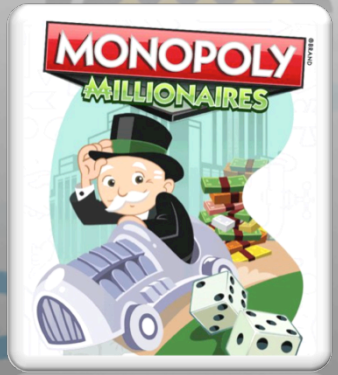
Playfish Creates Social Games

part of the EA family



Leveraging Brands

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Pioneer Board Game Category

The MONOPOLY® Brand

- 75 years old
- 103 countries
- 37 languages
- 97% brand awareness

Source: Hasbro 2009 Global Brand Study

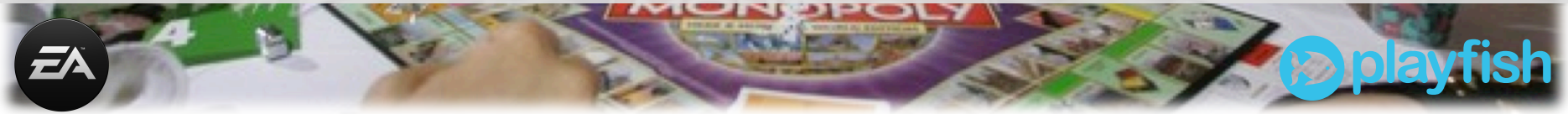
Meaningful Experiences

Introducing Monopoly to Facebook

MONOPOLY
MILLIONAIRES
BETA
Loading... 90%
Roll Dice!
ADD MONOPOLY MONEY
ADD MONOPOLY GOLD
Need Good Neighbors?
Yang
Invite Friend!
Anom
Qdub
Marvin
Junlun
Michael
Jon
Mr. Monopoly

Competition

Synchronous vs. Asynchronous



Solution: Visit, Engage, Cooperate!

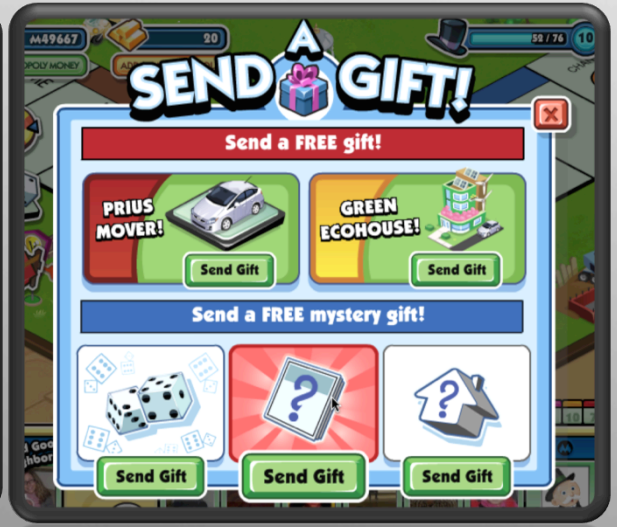
I'm already hooked! Popular franchise, compelling game play, and not too much "work" … I think you have a winner on your hands!

I just called my friend and told him where exactly where he should put the Vortex trap!

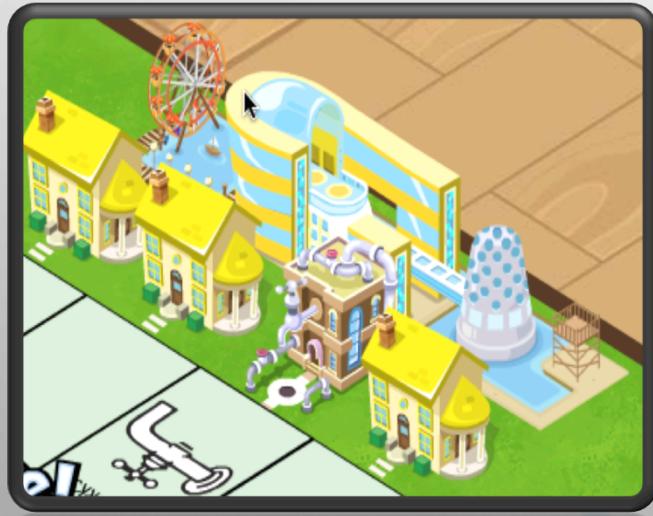
I switch between movers … the dog for more properties, wheelbarrow for more money, sports car for more rolls, boot when I'm approaching go!

Success in Numbers…

70 Million Dice Rolls



3 Million Free Gifts Sent



13 Million Houses & 1 Million Hotels Built

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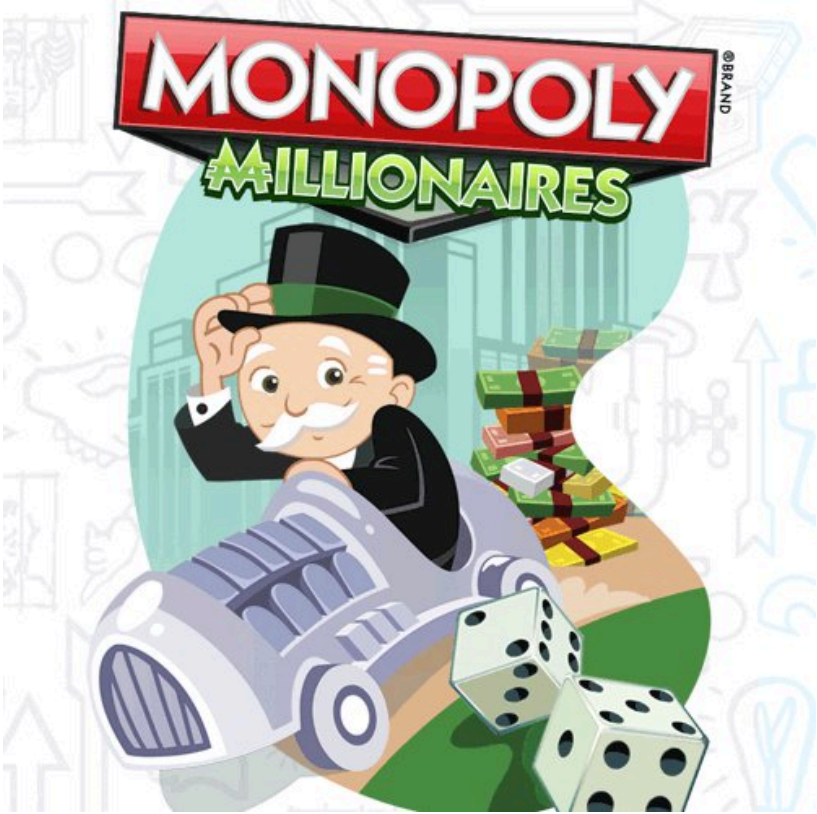
Platform for Significant Partnerships

Lessons Learned

Affinity

Expectations

Brand Elements



Something New

Platform Relevant

Business Model