

# GAME DESIGN BATTLES



Peter Hofstede

Kim Verbon



@spilgames  
@hofstede  
@digimini

Spil Games  
Peter Hofstede  
Kim Verbon



spilgames



**Peter Hofstede**  
Creative Director



**Kim Verbon**  
Head of Game Design

Many  
games

It's fun!

Huge  
untapped  
market

# Session program

Introduction



Pink vs. Blue



Top tips and pitfalls



Question and answers





**spil**games

## Introduction

A company overview

Global network of social gaming platforms

Games.co.uk Agame.com  
Spelletjes.nl Gioco.it Jeux.fr  
Juegos.com Jeu.fr  
Ourgames.ru GirlsGoGames.com  
Gry.pl Games.co.id

Targeted platforms for Teens, Girls and  
Family - free and easy



130M Unique visitors per month

300 people in The Netherlands, China, Germany and the UK

Advertising and virtual items



Anonymous gaming portals

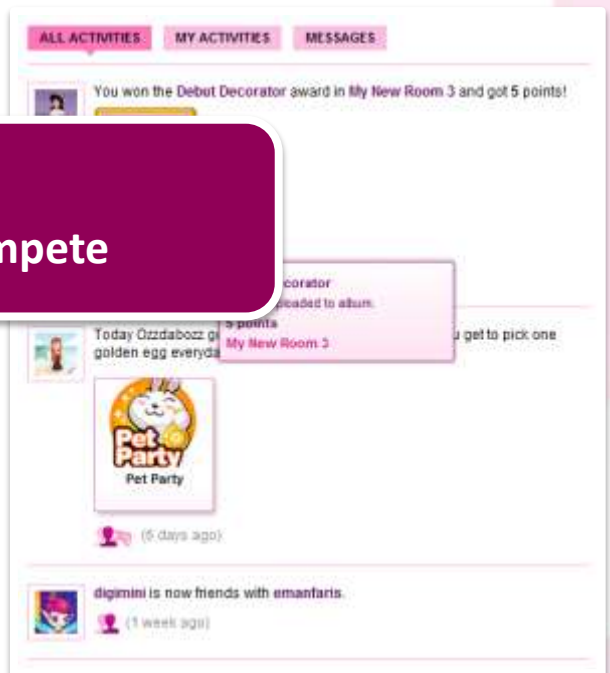
Social gaming platforms where users can create an **identity**



Teens and Girls love to  
**interact, share, collect and compete**

**edul777**  
add me  
said 1 day ago - [Report](#)

**AmandaSayzRawr**  
I gotta be honest, lacy639 no offense but its childish you enjoy saying poop, its fine to be like oh \*\*\*\*, but oh poop? really? Haha  
said 1 day ago - [Report](#)



# Game developers

3<sup>rd</sup> party  
studio's

Licensed games from  
independent developers







Single player games



Multiplayer games



Mobile browser games





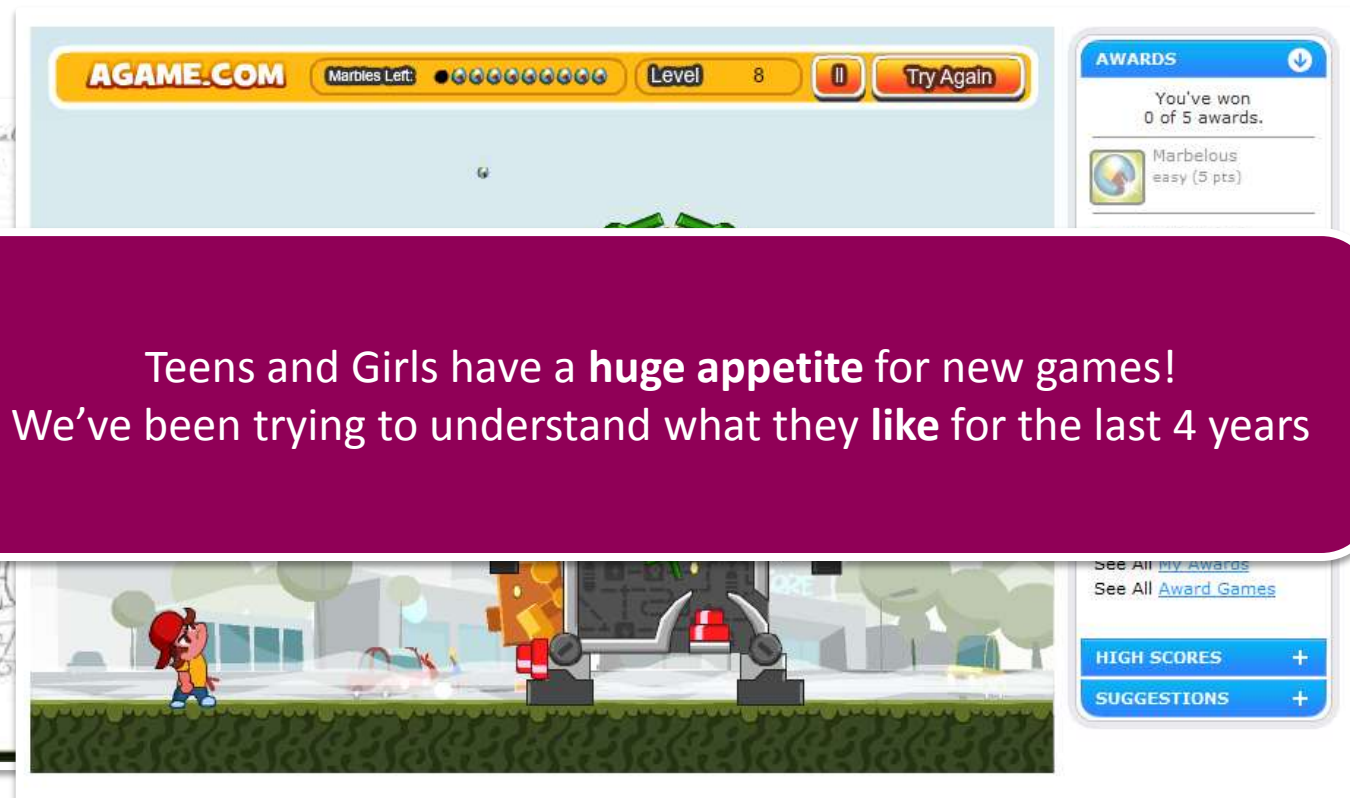
## Social Games

# Production scale (internal and licensed)

+/- 500 people worked on published games

600+ games were developed the first half of the year

600M pageviews per month





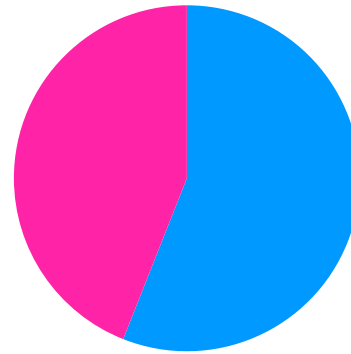
## **Pink vs. Blue**

Comparing some of our  
best teens & girls games



# AGAME.COM

38M UV's per month



Boys

Girls

Competition  
Extreme  
Big

Racing  
2D & 3D

Sports

Action

War

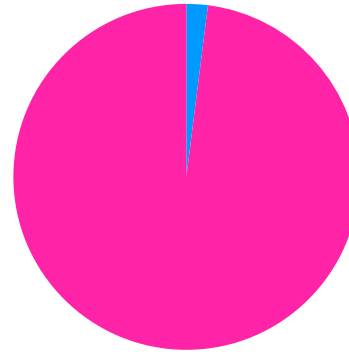
Age: 10-15



# GirlsGoGames



36M UV's per month



Boys

Girls

Animals

Dress-up

Cooking

Creative  
Caring  
Visual

Age: 8-12





# Do you know them?



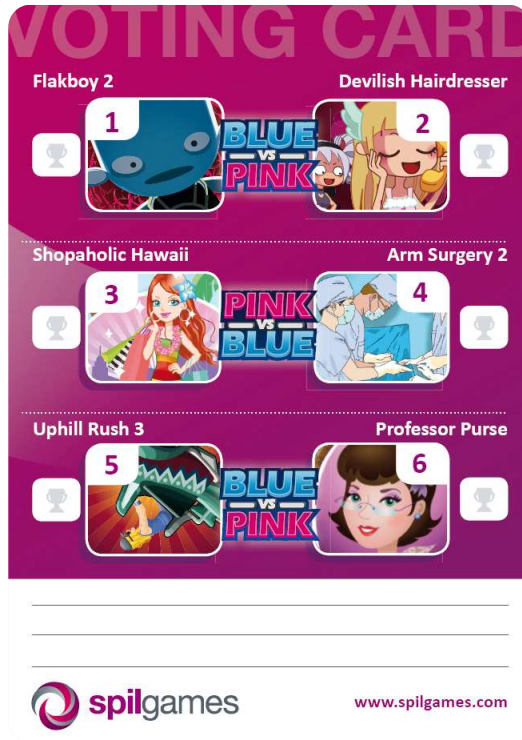
+/- 150 IP games a year

10 blockbusters

20% below expectations



The game is about:



You



The crowd

# VOTING CARD

Flakboy 2



BLUE  
vs  
PINK

Devilish Hairdresser



Shopaholic Hawaii



PINK  
vs  
BLUE

Arm Surgery 2



Uphill Rush 3



BLUE  
vs  
PINK

Professor Purse



Trailer

Insights

Votes!



# How popular?



3 correct choices wins a cool prize!



## Let's Play!



## Flakboy 2



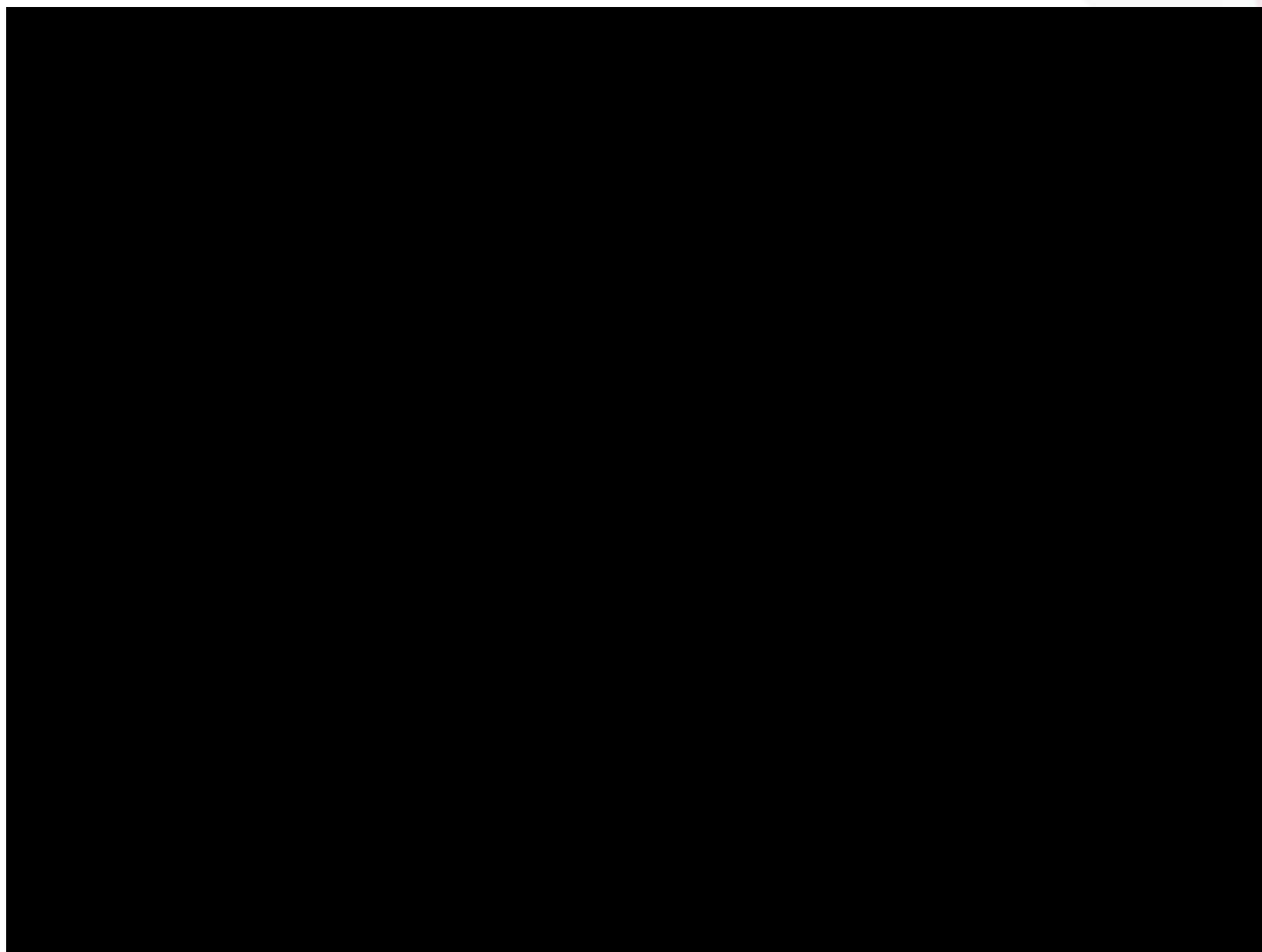
## Devilish Hairdresser





## Flakboy 2

[Play trailer](#)



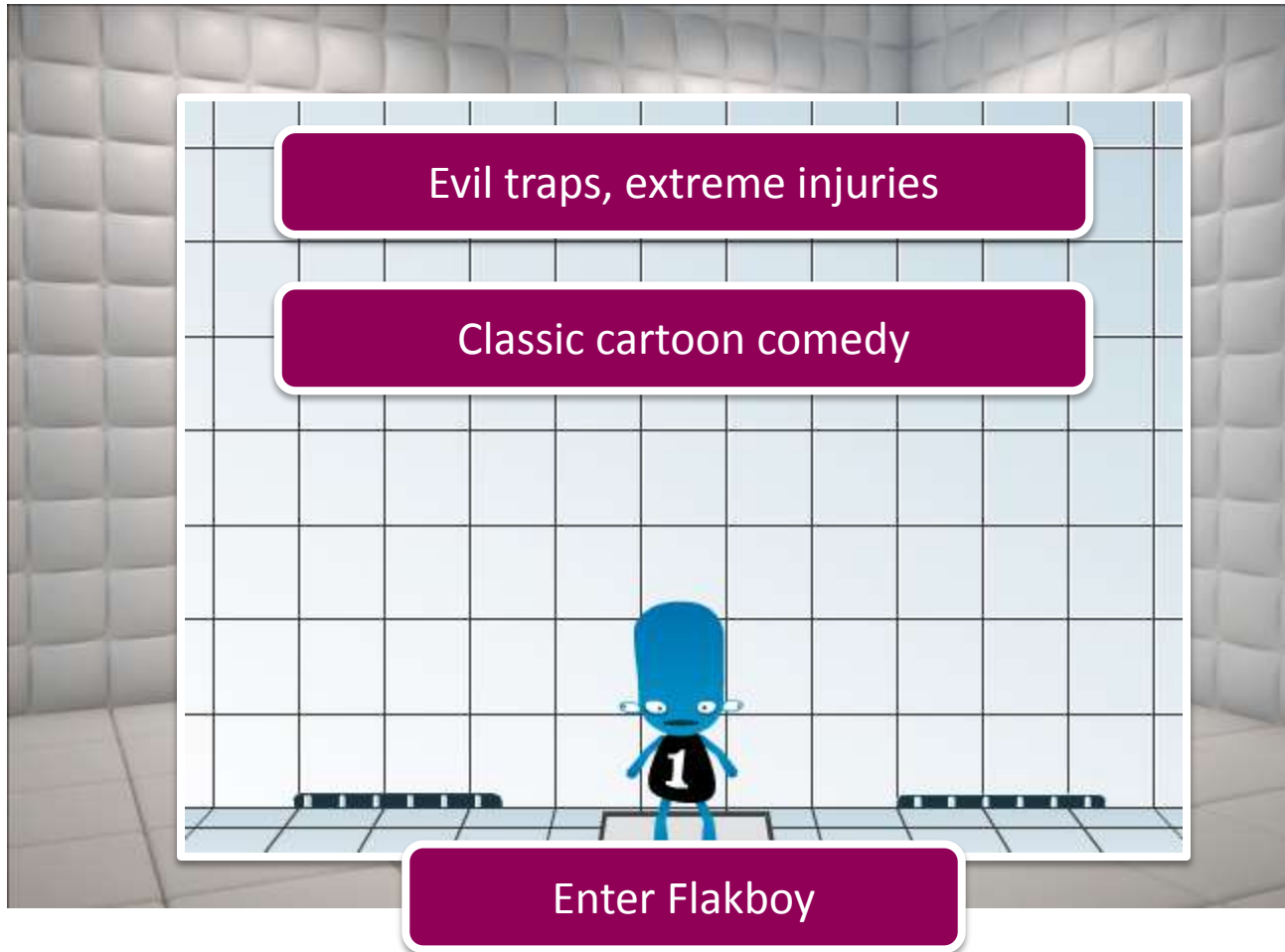
# Abuse of Power

Without the normal  
consequences

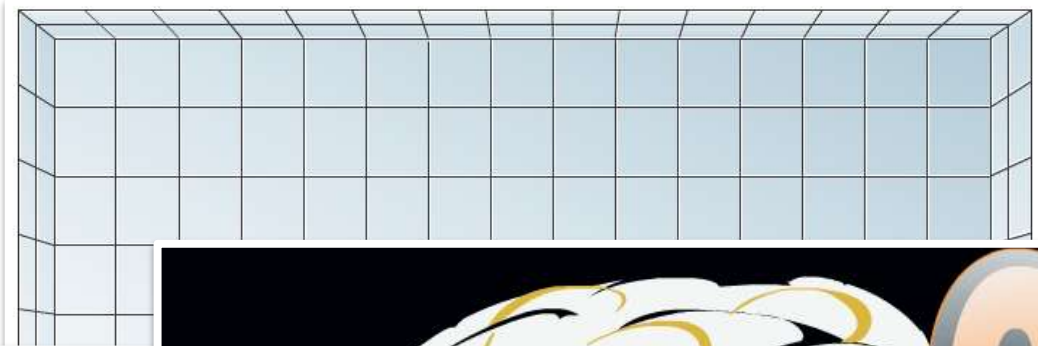


We learn to control ourselves but the **fascination** remains

Tempted by the dark side?







**AWARDS**

You've won  
5 of 5 awards.

**Minefield**

its

ge target reached using  
ines.

7:06  
HD

4:06  
HD

2:56  
HD

6:53  
HD

5:20  
HD

# FLAKBOY 2

Start Game

Gallery

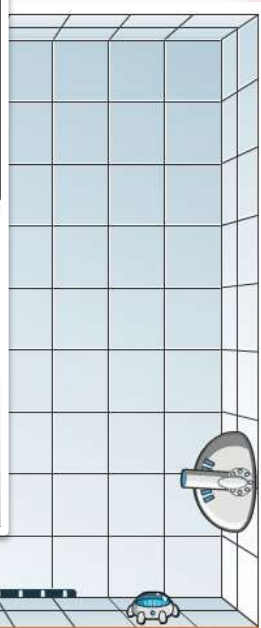
Walkthrough

Medals

Click here to play for high scores and awards

**AGAME.COM**

v1.1.0  
©www.spilgames.com



MORE ACTION AT:  
**AGAME.COM**

Level 1/8  
Budget :  
**\$200**

**GO**



# Flakboy



Teens like creative **sandboxes**



**Strategic** freedom enables showoff

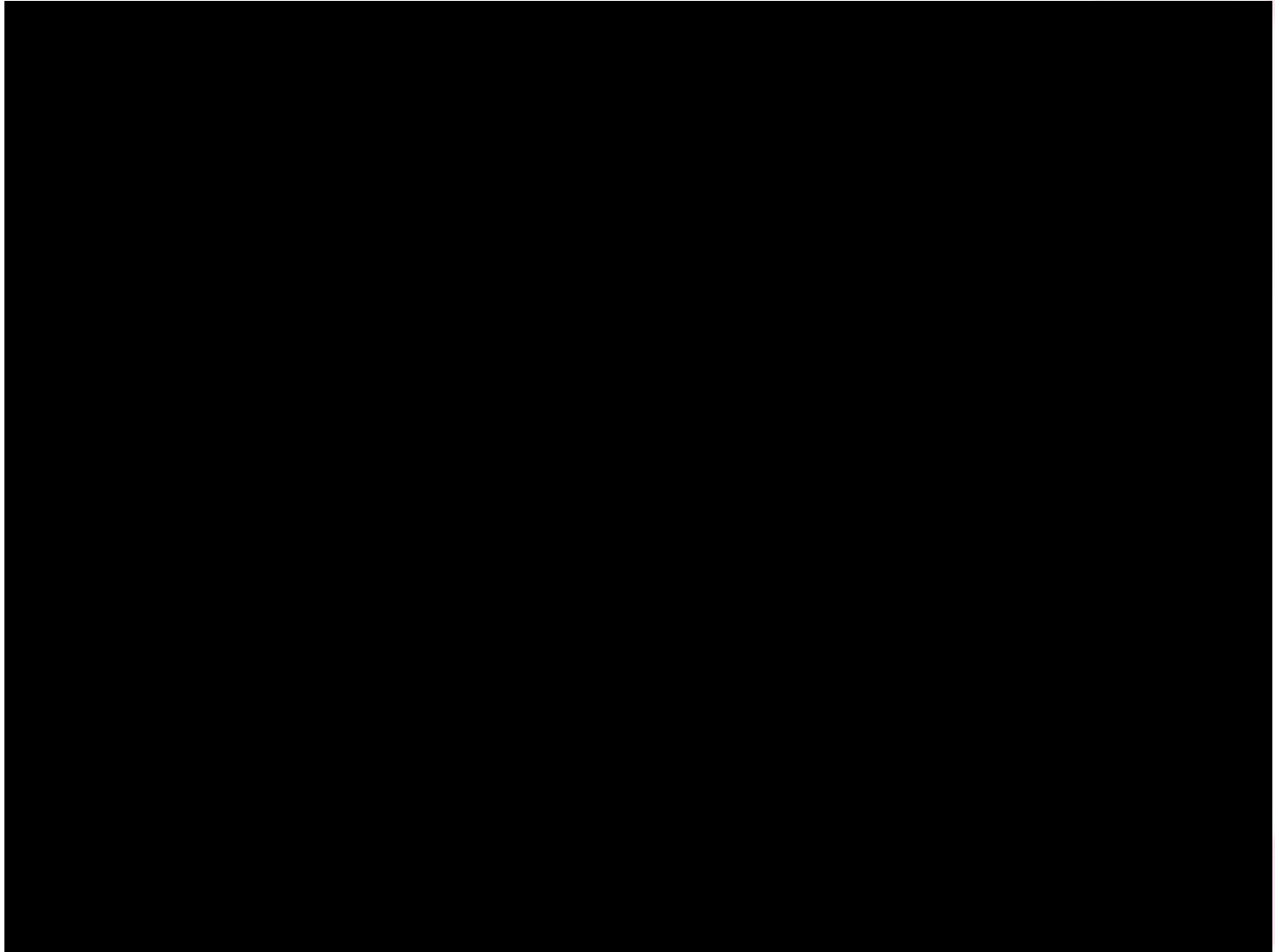


**Extreme and unrealistic themes**  
resonate with teens



## Devilish Hairdresser

[Play trailer](#)



# Universal Fears

Spiders or Hairdressers

Fear

Control





# Candy Store Wedding



Pretty Pictures



## Craving Crazy







Super Simple Game Mechanic

# Devilish Hairdresser

- ✓ Girls also find it **funny** to be nasty, it's not all about **pink**
- ✓ Taking control of your **fears**
- ✓ Simple game **mechanic**: young audience



Vote!





7M in 3 months



17M in 3 months

## Shopaholic Hawaii



## Arm Surgery 2

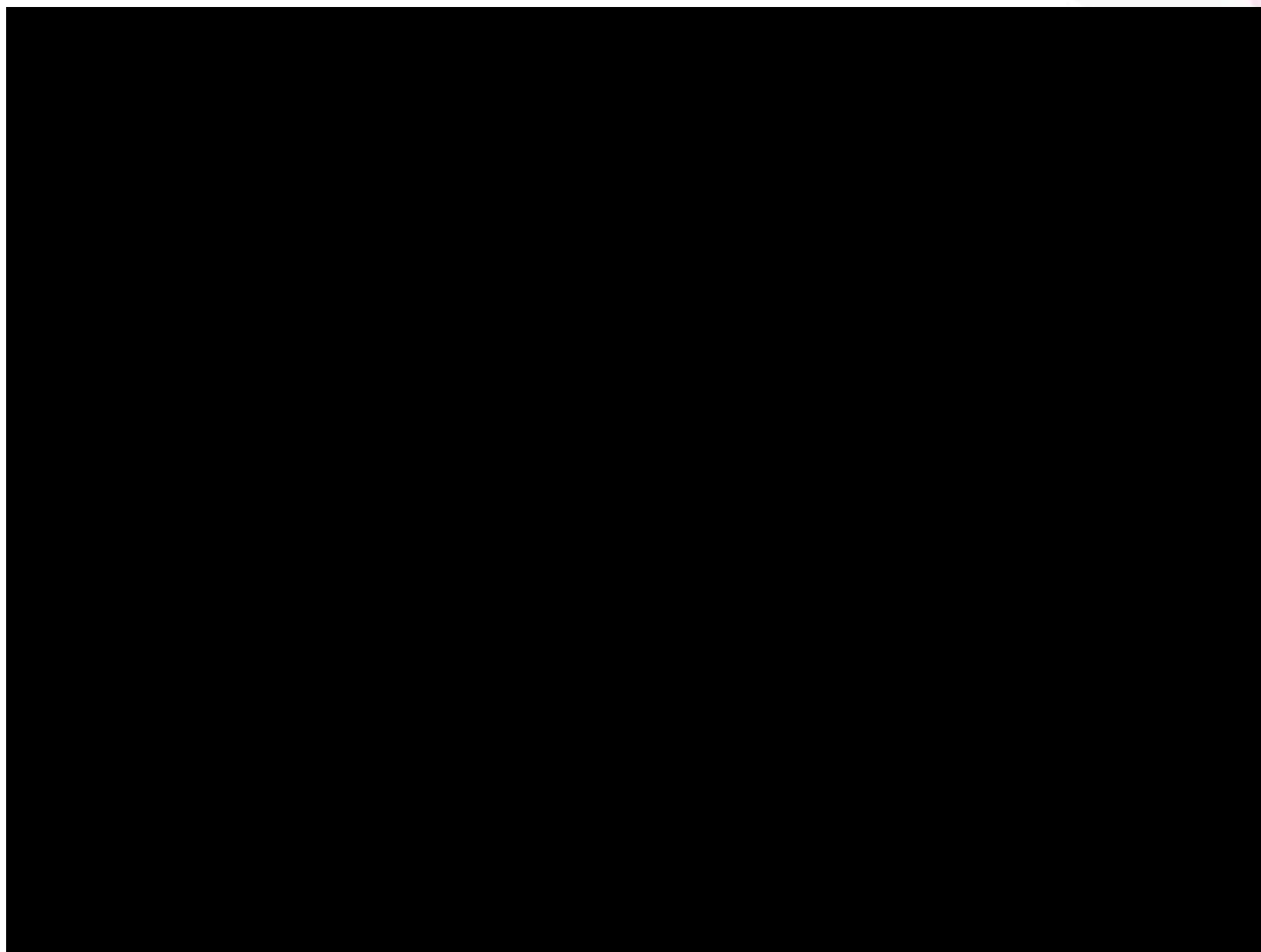






## Shopaholic

[Play trailer](#)





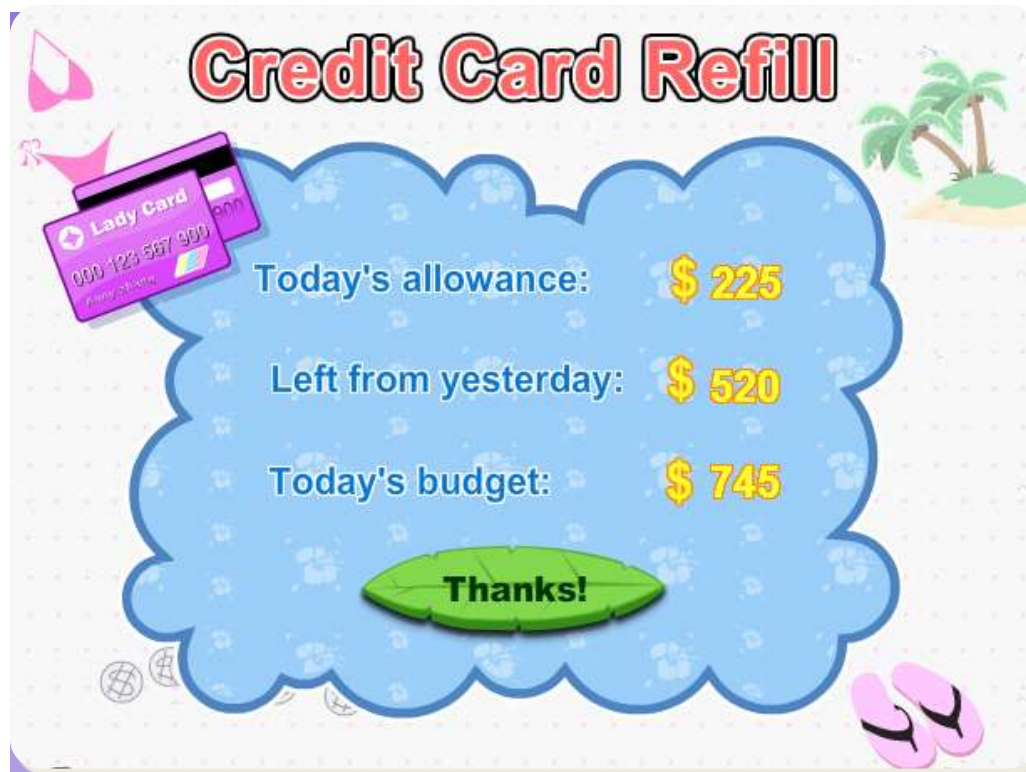
# Shop & Show off

**But: spend your money wise!**

## Identify & Dream



## Important choices



Work to earn cash for your favorite pastime—shopping! You'll have to stop shopping 'til your shift is over...

# Safe

Work a shift at Safe Swim?

Salary:

100

Shift:

Let's Wo



**GirlsGoGames** vroeg Hi girls, We know you love our Shopaholic games! What would be your favorite theme for the next Sh...

- ☐ Shopaholic Models ...
- ☐ Shopaholic Pets ...
- ☐ Shopaholic dancer ...

Nog 24...

Game Design Playground



25	75	40
35	20	45





By mochlover2010  
Today



By angel273  
Today



By bibah65  
Today



By kithma  
Today

## UGC

5+ million per game

20.000+ images a day

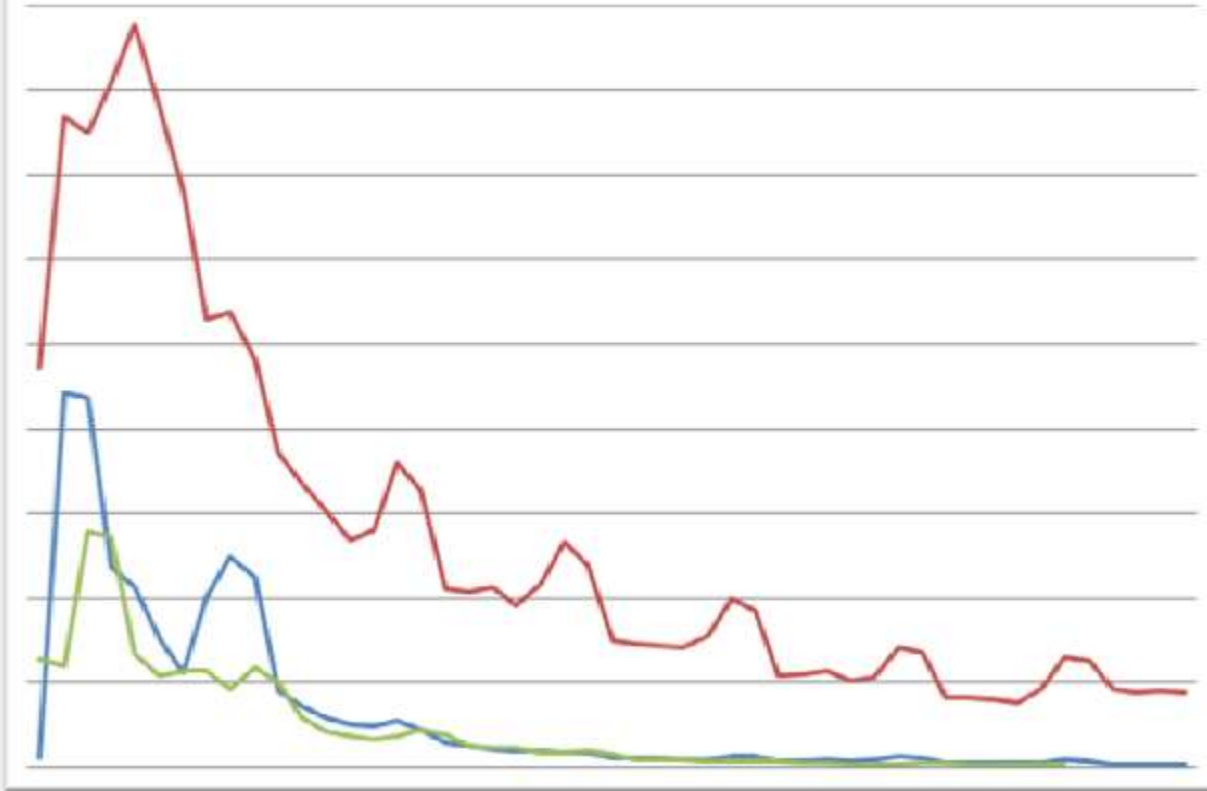
60+ fashion magazines each day!

## Hardcore dress-up

10% owns it all!



\$53.1  
billion



Social & scarcity makes popular



# Shopaholic Hawaii



New in dress-up: **daily** return reasons



Money management: **important** choices

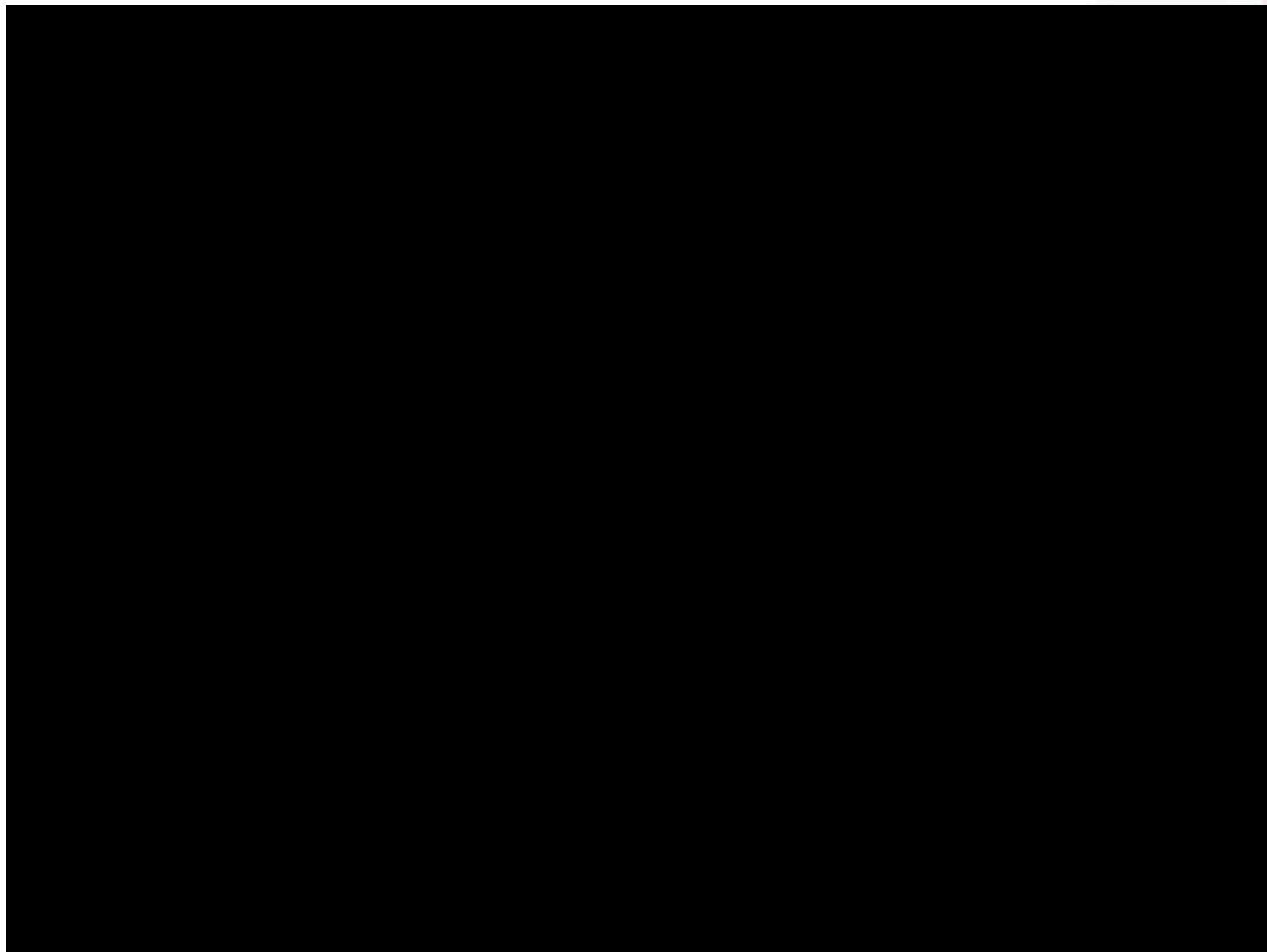


**Shopping!** A real life activity!



## Arm Surgery

[Play trailer](#)



# Gross

But I just have to keep  
watching



Unexplored themes..?

Teens like to push themselves





Surgery turned cool!

Where are the games?

Surgery is about healing





Great, a crisis!

Caring can be a great mechanic for young audiences

# Arm Surgery 2



Teens enjoy **grossness**



Very few **surgery** games



**Helping out** can make them feel in control and responsible

# Vote!







14M in 3 months



13M in 3 months



## Uphill Rush 3



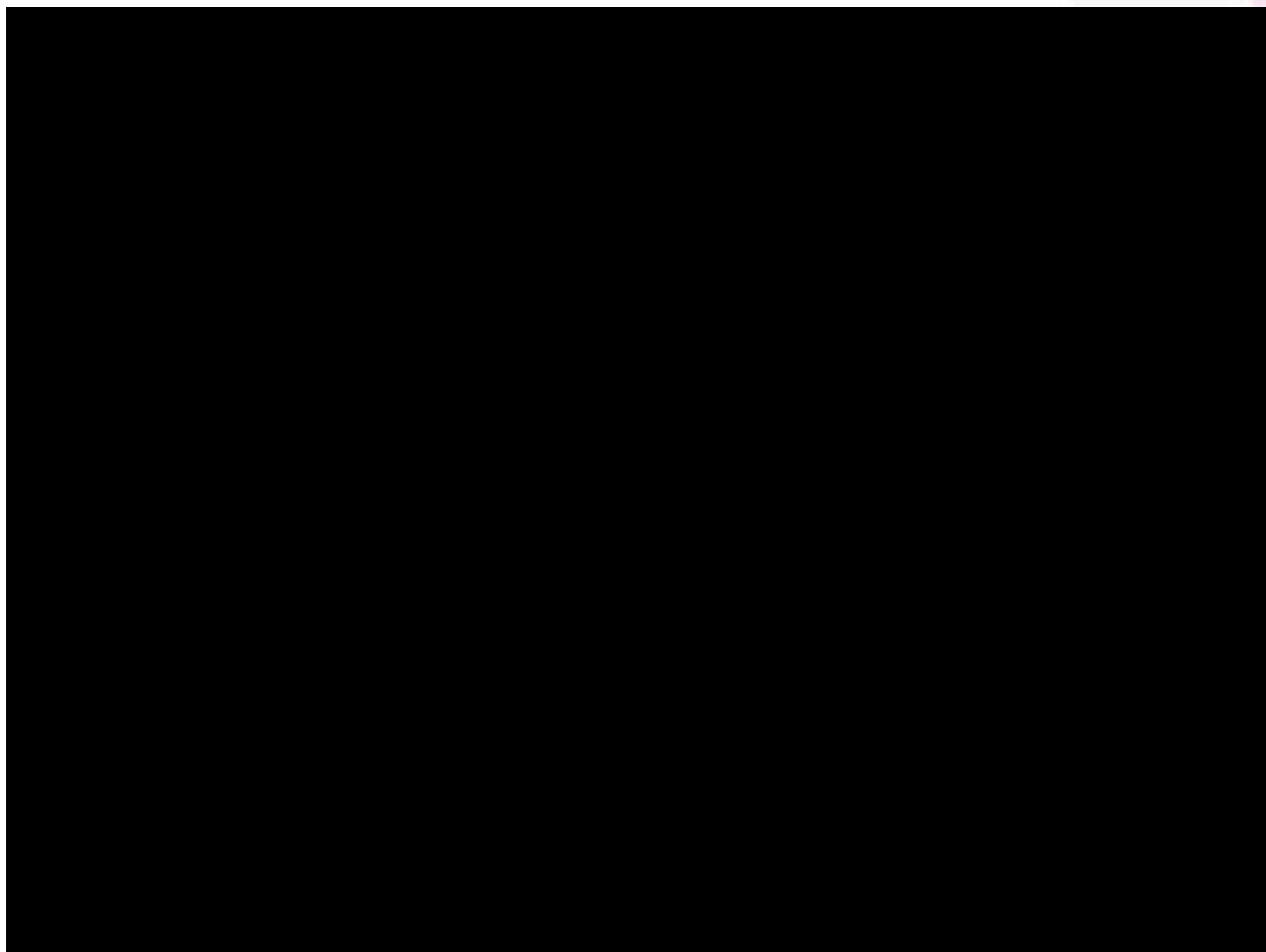
## Professor Purse





## Uphill Rush

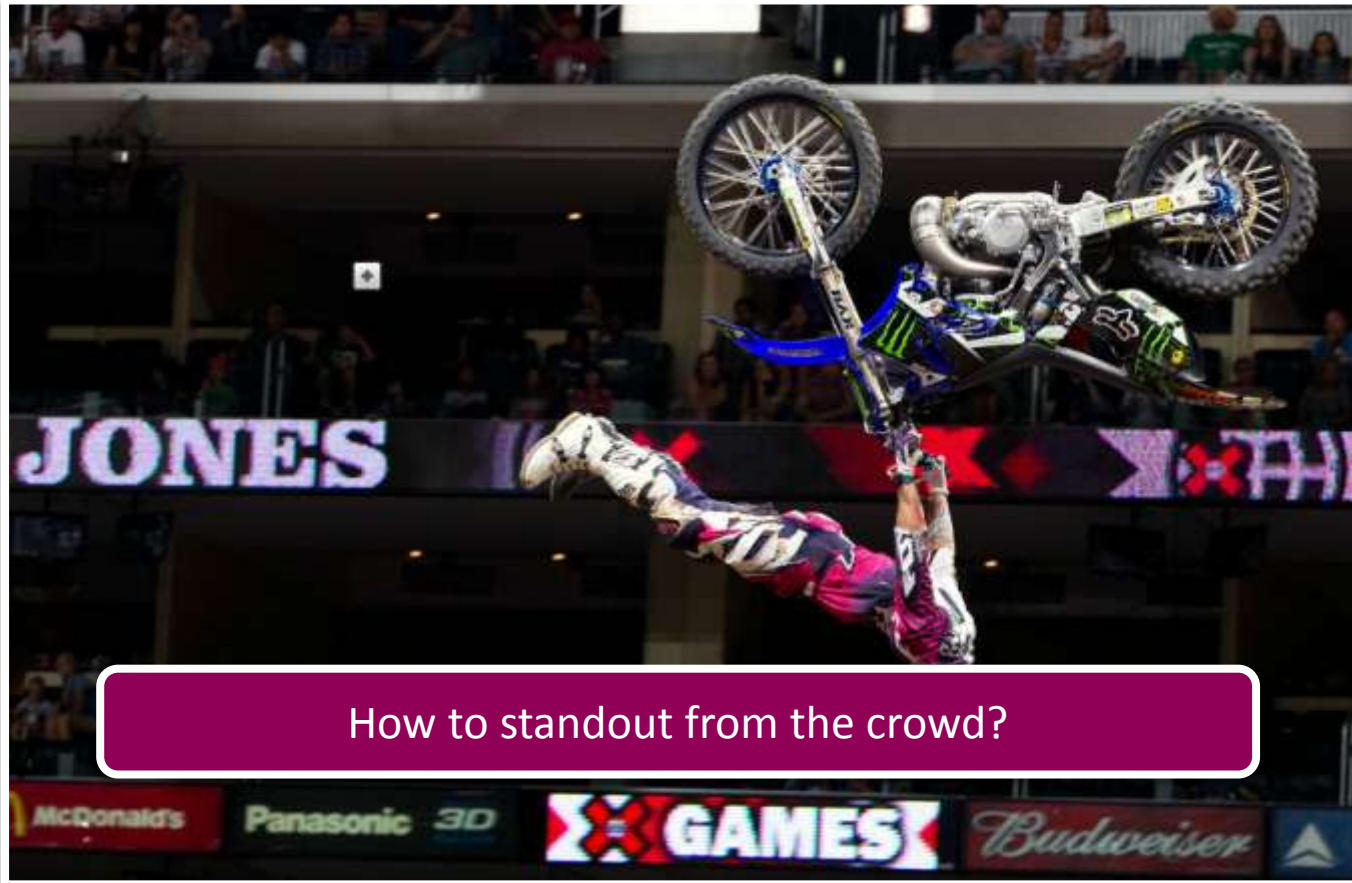
[Play trailer](#)



# Extreme

Just works

Simulating a popular teen fantasy



How to standout from the crowd?



100 games!

🏠 **RACING GAMES** Home > Racing Games > Uphill Racing (100 games)

### UPHILL RACING

SORT GAMES BY: Most Played ▾ Best Rated ▾ Newest ▾

Displaying: 1 - 20 of 99 games found 1 2 3 4 5 ➔ Games per page: 20 ▾

Game Title	Plays/wk	Rating
<b>Uphill Rush 3</b>	80,982	85.0%
<b>Uphill Rush 2</b>	46,840	95.0%
<b>Uphill Rush</b>	24,576	88.0%
<b>Monster Truck Demolisher</b>	14,083	83.0%
<b>Moto X Madness</b>	11,965	78.0%
<b>Truck Mania 2</b>	11,406	80.0%
<b>Zombie Tank Battle</b>	10,039	78.0%
<b>Tractor Mania</b>	8,979	81.0%

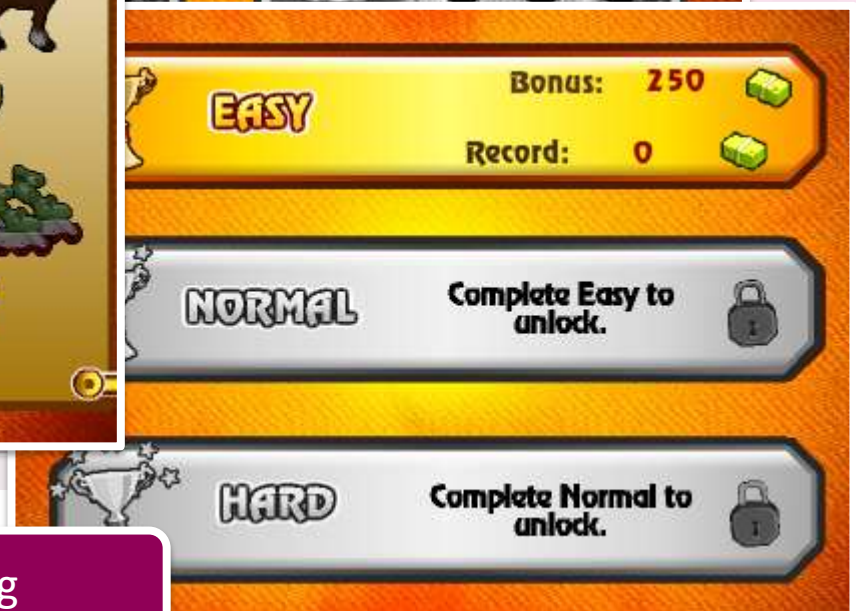
Tank Mar...

Nothing really new, but a sum of small improvements

cup	How to unlock
1 easy	Directly playable
1 normal	Complete cup 1 on easy
1 hard	Complete cup 1 on normal
2 easy	Directly playable
2 normal	Complete cup 2 on easy
2 hard	Complete cup 2 on normal



8 hard Complete cup 2 + 4 + 6 on hard to unlock



It's big



Better controls

Bigger jumps

Visual style



# Uphill Rush



Big and extreme



Colorful and realistic beats abstract and stylized



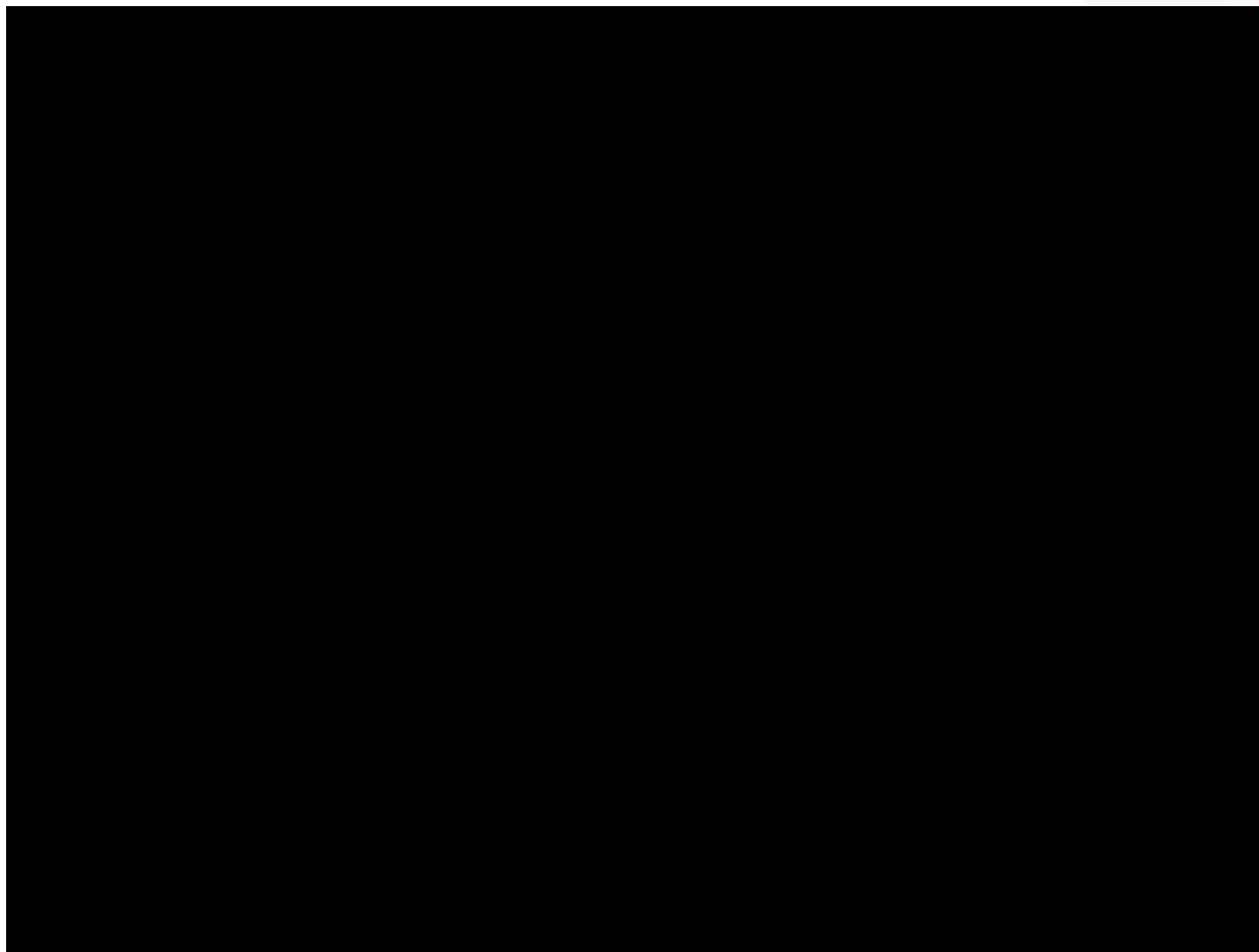
Well executed **clichés** often beat geeky masterpieces. Teens see a lot of things for the first time.



## Professor Purse

[Play trailer](#)





# Who are you?

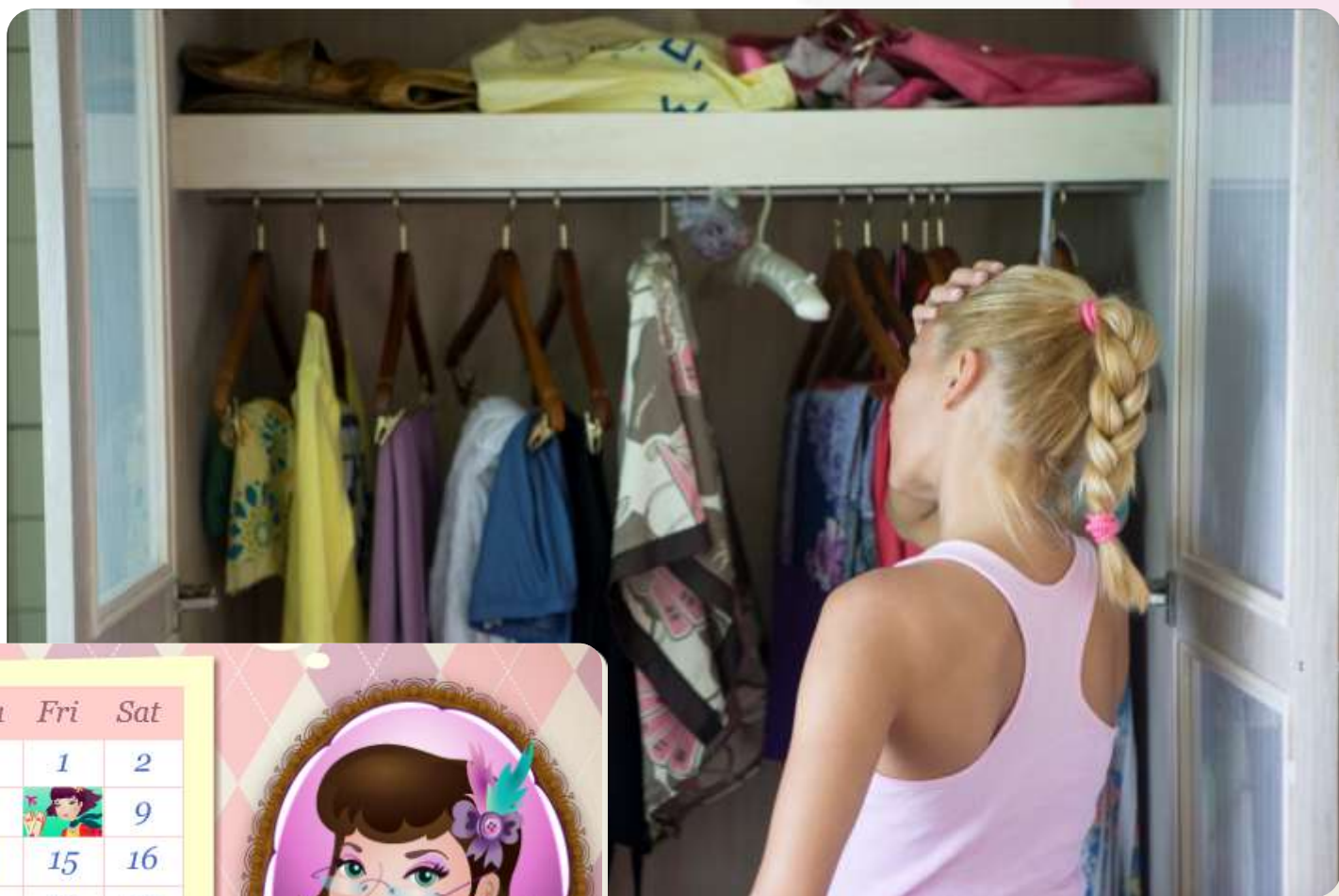
Tell me more about... me!

Magazine feature



Let me introduce: Koosje



Daily crisis



Sun Mon Tue Wed Thu Fri Sat

					1	2
3	4	5	6	7		9
10		12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 2011

Felicity Fix-It



Daily game





ME

Vanity

Self reflection

Insight:  
“Women are their own favorite topic”

Conversation starter insight:  
“The favorite conversation topic for women are their hopes and aspirations”





# Professor Purse



Inspired by **real life**: wardrobe crisis



Personality test: get to know **yourself**



Based on **magazine feature**, not a game

# Vote!



Series Total:  
**500M**



64M in 3 months

Total:  
**97M**



27M in 3 months



# VOTING CARD

Flakboy 2

Devilish Hairdresser

1

K.O.



BLUE  
vs  
PINK

2



Shopaholic Hawaii

Arm Surgery 2

3



PINK  
vs  
BLUE

4



K.O.

Uphill Rush 3

Professor Purse

5



BLUE  
vs  
PINK

6



K.O.

## The results..

Hardcore award

Pink & Blue award

Hard or Easy..?

Some tips..





## Tips & Pitfalls

For teens & girls game design

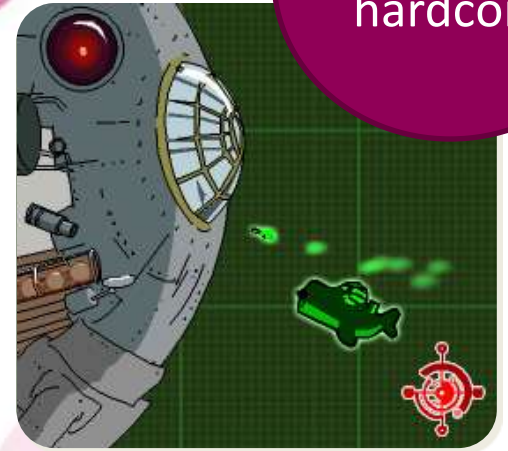


DON'T

Texts

Go  
hardcore

Trust  
your  
intuition

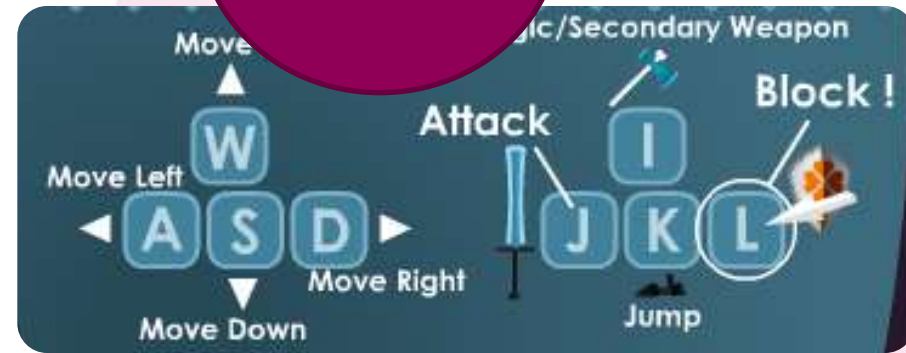


Home  
work



Test My History  
How evolved is your historical trivia  
thinking?

Complex





Cliché



Love

DO



Big  
or  
Small

Inspiration  
is  
everywhere

KISS



INSPIRATION POINT

The online market for girls and teens is still wide open!



**Q&A**



Got a game and looking for a global Girls  
and Teens Audience?

Talk to us!



**Thanks!**

# Contact us

## Peter Hofstede

Peter.Hofstede@spilgames.com

## Kim Verbon

Kim.Verbon@spilgames.com



@spilgames  
@hofstede  
@digimini

Spil Games  
Peter Hofstede  
Kim Verbon



[www.spilgames.com](http://www.spilgames.com)