



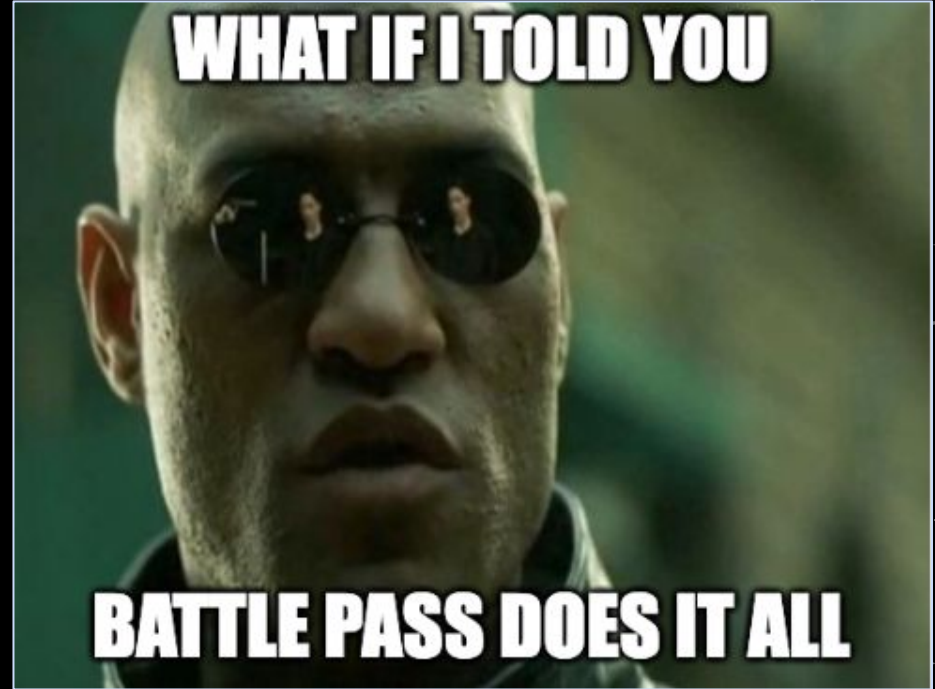
*I'll Explain
Why
There's a
Cocktail
Here
Shortly*

Don't Pass On

BATTLE PASS

F2P Design Mixology

FEATURE OF FEATURES?



FEATURE OF
FEATURES?

YE OLDE CAVALCADE O' CHARTS

EVERYONE'S DOIN' IT

*Almost half of top 100
Grossing Games have
a Battle Pass*

Half of World's Top Grossing Titles Utilize a Season Pass

Top 10 games by worldwide revenue in 2021 with Season Pass



Top Games by Monetization Descriptors



WE'VE DONE IT...

Implemented BP In Many Disparate Genres:

- *Puzzle (Match-Three)*
- *Social Casino*
- *Trading Card Game*

BUT Even Though The Title of This Talk Is "Don't Pass":

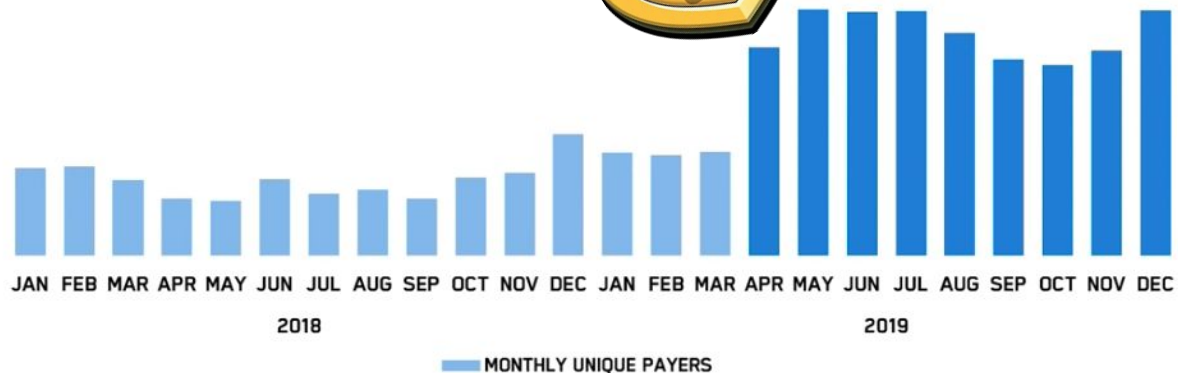
- Usually Includes other MAJOR updates / feature sets
- We've also reviewed it for many titles and concluded it WON'T work.



REVENUE BUMP!



Convert More Paying
Users



LTV AS WELL AS ARPU



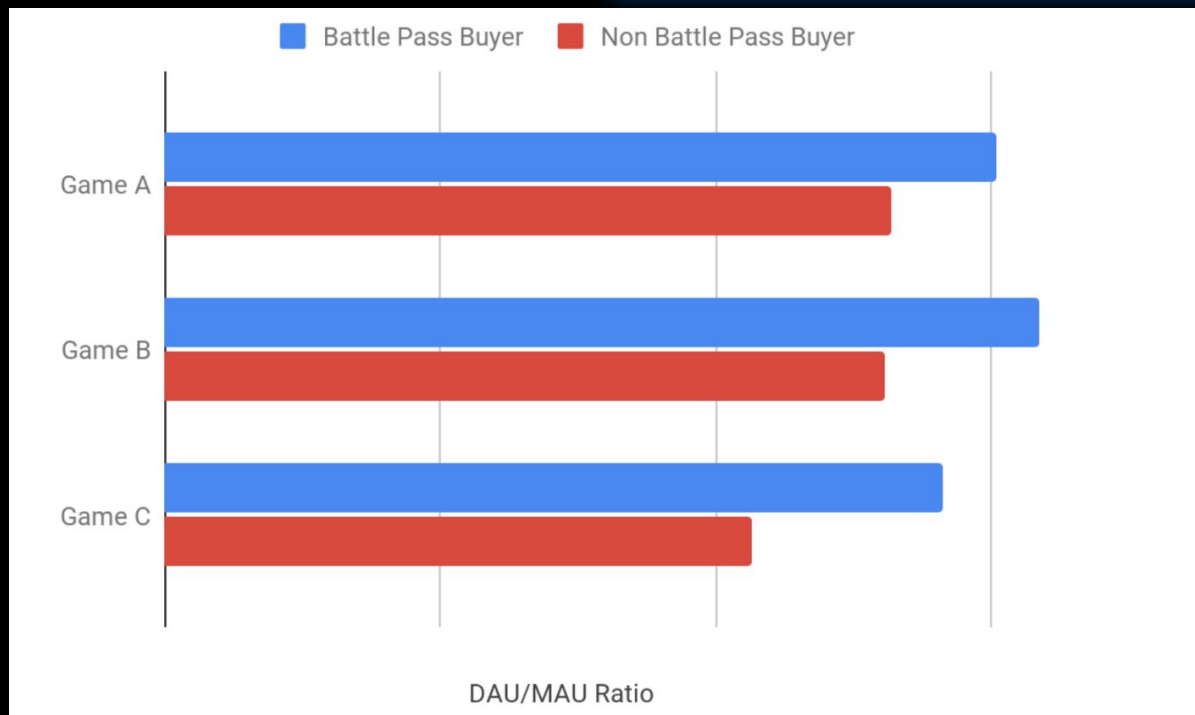
Keep Them Happily
Paying!



RETENTION BUMP!



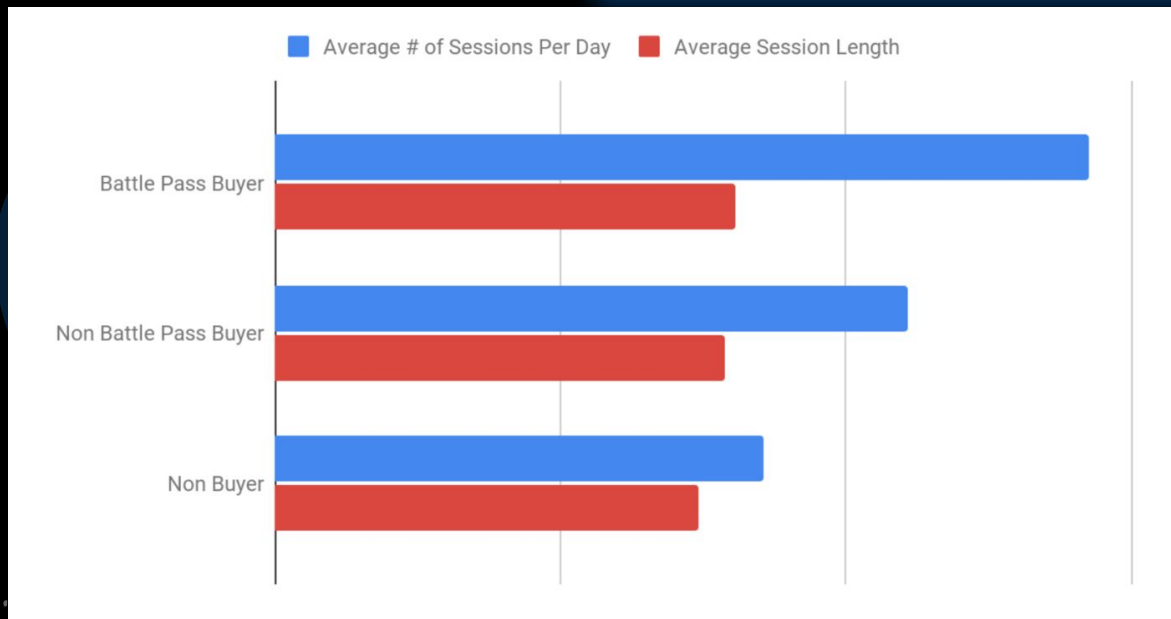
Deepen Player
Commitment



ENGAGEMENT BUMP!



Play More-Often for
More Rewards



ECONOMICAL & SCALABLE!



A Machine For "Content
Treadmill"



H-H-HOW?!

Show Me the Money!



MIX OF FINE INGREDIENTS + PERFECT BALANCE



SPIRIT

Sharp, warming,
nose-tingling,
burning
presence.



SWEET

Sugars, syrupy,
fruity flavors.



SOUR

Acidic, citrusy,
vinegary.



BITTER

Base biting
taste, banks,
coffees,
chocolates.



OTHER?

Umami,
saltiness,
dryness /
astringency, etc.

THE GOLDEN RATIO 2:1:1



2 Spirit

1 Sour

1 Sweet

THE RAW INGREDIENTS



SAGA MAPS



- A Journey...
- Feeling of Progression
- Sense of Scope
- A Focused Goal / Destination
- Special Waypoints / Unlocks

QUESTS / ACHIEVEMENTS



- Guided Goals
- To Direct Open-Ended Play..
- (An "Endless Tutorial")
- Feeling of Choice
- Joy of Winning Free Rewards

PREMIUM / VIP CLUB



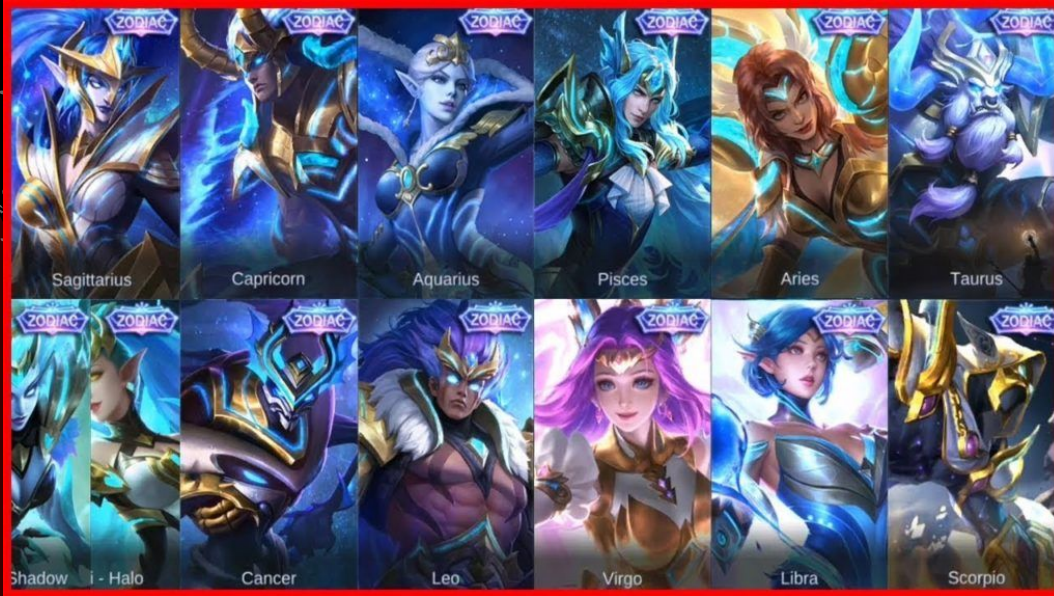
- Originating In Casino Games
- Easier Progression: Loostens the Game Economy
- Daily Bonuses
- Usually Tied to Low-Cost Monthly Subscription

SEASONS



- End Date with Big Rewards
- Progression Refreshes
- New Content / Events
- Leaderboard Jubilee

SKINS / COSMETICS



- Something Mighty Special
- You Covet It 'Cause Others Have It...
- ... Then You Show It Off
- Doesn't Affect Gameplay

THE BATTLE PASS GOLDEN RATIO 2:1:1

2 Spirited Trackfulls of Rewards

1 Sour & Steady Progression

1 Too-Sweet-To-Be-True Value Proposition

MIXOLOGY 101

BEST CURRENT PRACTICES
FOR THE
BATTLE PASS



Fortnite

The screenshot shows the Fortnite Battle Pass interface for Chapter 2 Season 1. The background is a solid blue color. In the center, a character in a white and gold hooded outfit is shown. The top navigation bar includes links for PLAY, BATTLE PASS, CHALLENGES, COMPETE, LOCKER, ITEM SHOP, CAREER, and STORE. The user's current level is 1, and they have 400 V-Bucks. The Battle Pass progress is shown as 3 of 3. The main section features the text "CHAPTER 2 SEASON 1" and "ENDS IN 53 DAYS". A yellow button offers to "GIFT BATTLE PASS \$9.49". On the right, a "FUSION" set is highlighted as a "LEGENDARY | OUTFIT" reward, with a "VIEW REWARD" button and a "PURCHASE 74 REWARDS" button. At the bottom, a timeline shows the progression of rewards from day 00 to 100, including various items like skins, V-Bucks, and emblems. The bottom status bar shows "60 FPS" and "60 FPS" on the left, and "Calendar Offset: -0:00 hrs" on the right. Two buttons at the bottom right are "Watch Battle Pass Video" and "View All Rewards".

PLAY BATTLE PASS CHALLENGES COMPETE LOCKER ITEM SHOP CAREER STORE

400

3 of 3

CHAPTER 2
SEASON 1
ENDS IN 53 DAYS

GIFT BATTLE PASS
\$9.49

LEGENDARY | OUTFIT
FUSION
FUSION SET
Merged into one.

VIEW REWARD

PURCHASE 74 REWARDS

00 01 02 03 04 05 06 07 08 09 100

60 FPS 60 FPS

Calendar Offset: -0:00 hrs

Watch Battle Pass Video View All Rewards

Fortnite

The screenshot displays the Fortnite Battle Pass interface. At the top, the 'BATTLE PASS' title is on the left, and navigation icons (back, shield, calendar, hanger, shopping cart, and a circular icon) are in the center. On the right, there are icons for V-Bucks (0), a plus sign, a friend icon (0), and a menu icon. The main section shows 'SEASON 6' with a progress bar at 'TIER 1' (0/10 stars) and 'SEASON ENDS: 69 Days'. Below this is a grid of 23 reward slots, with the first slot (slot 16) being the 'Free Track' and the rest being the 'Premium Track'. A 'PURCHASE' button is at the bottom left of the grid. To the right of the grid is a character model. Callouts point to various elements: 'Current Tier' points to the tier indicator, 'Season Timer' points to the season end date, 'Free Track' points to the first reward slot, 'Premium Track' points to the second reward slot, 'Call to Action' points to the purchase button, and 'Big Reward - End Goal' points to the character model.

BATTLE PASS

SEASON 6
SEASON ENDS: 69 Days

TIER 1 0 / 10

Free Track

Premium Track

Call to Action

Season Timer

Big Reward - End Goal

PURCHASE You can purchase the Battle Pass to claim all the rewards you've earned.

Global Currently unavailable.

About Battle Pass

Clash of Clans "Gold Pass"

Parallel Tracks

Freebie Track

- Get On The Train
- Revisit the screen constantly to claim (and be reminded of awesome deal).

Premium Track

- Covet the goodies you could have earned (and still can!) with one cheap purchase.



Properly Laying Out Track

- **Max It Out:** Make it easy to get to the end...
- **Catch It Up:** Earlier work counts towards progress...
 - Support late-comers (buy the pass near end of season)
- **Reward Early-Finishers Too**
- Make hopping tiers a low-sweat effort.
 - Should take some grinding...
 - But doable for casual players too...
 - Maybe with some tougher bonus quests for experts.



CoC: Rewards



Clear Summary of Rewards

- **Cosmetic** "Anchor Goal" - Exclusive, One-Time Skin
- **Magic Items** - Speed up Economy
- "Free" **Hard Currency**

Making Rewards Rewarding

Generous

- Huge Value Vs. Buying the Rewards Directly as IAP
- Unique cosmetic - hero skins (expensive otherwise)
- Nice Mix of Hard Currency and Boosts (For Lower-Level Players)
Perks (For High-Level Players)
And Clan-Based Features (Such as 1-Gem Donations in CoC)

Well-Paced

- Clear "Gap" On Free Track Vs. Premium Track
- Big Honkin' Reward Every Few Rungs - Esp Premium



CoC: Challenges



Mix of Big and Small

- Accomplish Tons of 'Em Just By Playing Normally
- Daily Fresh Challenges For Variety
- Tons of Options

SOME SPECIAL MIXES

A Few Games That Innovate On the Formula



Gardenscapes “Golden Ticket”



Elegant / Effective:

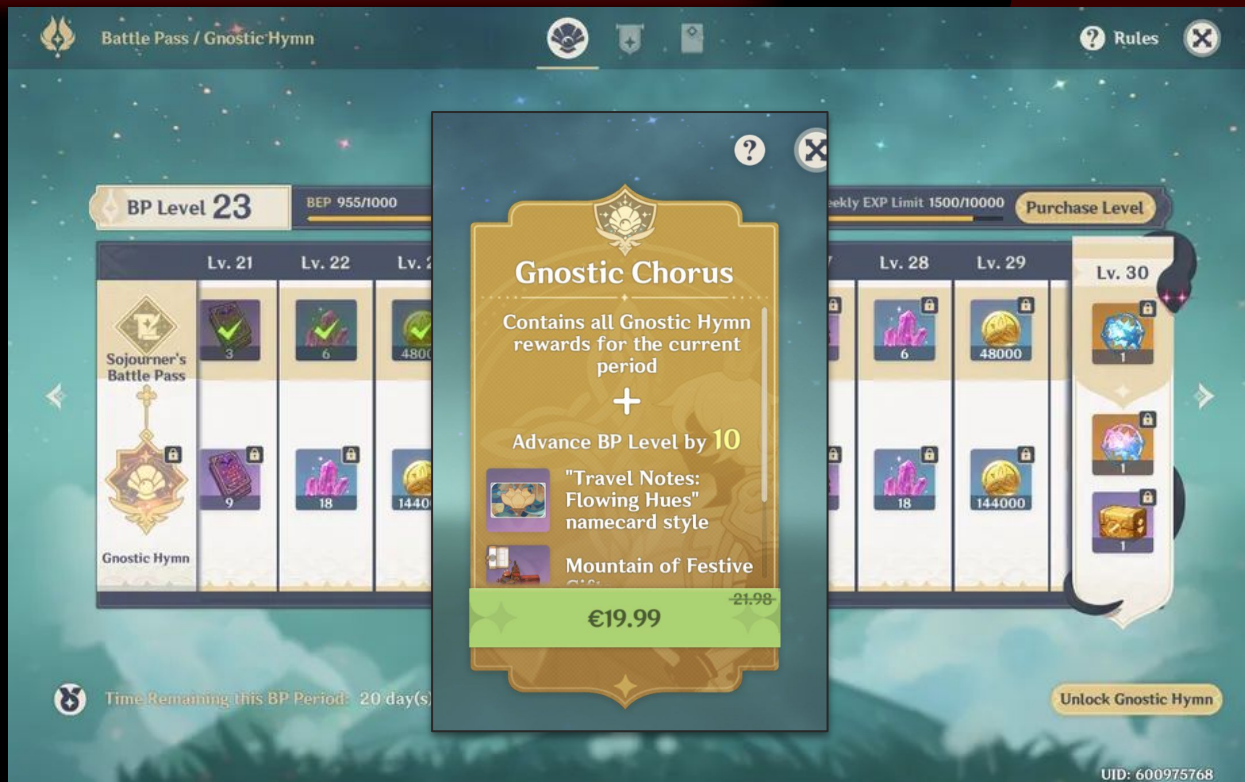
The audacity to bring the “Battle Pass” to a Gardening-Themed Match-Three Game!

- Play As Usual
- Get Useful Rewards
- Immediate Boosts
- Cosmetic “Cute” Pet at Season's End
- Themed with Liveops Events (Disco, Yoga, Rodeo, Etc.)



Genshin Impact

- Tied to Gacha - Get Rare Items to Help Level-Up
- Premium "Gnostic Hymn" Track for \$9.99 with Big Rewards Every 10 Tiers
- Third **Ultra-Premium** Tier "Gnostic Chorus" for \$19.99 to Jump 10 Tiers + Premium Nameplate



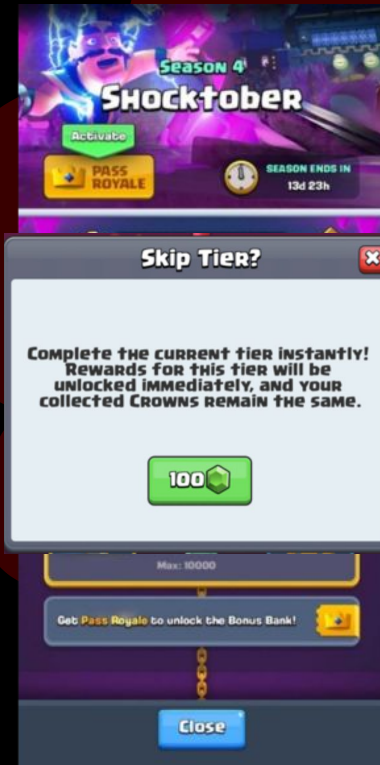
Brawl Stars "Brawl Pass"



- Mix of Easy + Short Term, Medium-Term, Long-Term Quests
- Strongly Incentives Players to Try All Brawlers / Modes

Clash Royale "Pass Royale"

- No Quests: Just Simple Progression: Play As Usual / Earn Crowns
- Pay Gems to Unlock Tiers Early
- Exclusive "Chest Queue" Feature and Free Tournament Re-Entries





YUCK

A Few Examples of Less-Than-Palatable Battle Passes (IMHO)

Idle Miner Tycoon



- Tied to “Event Mines” - Encouraging More Event Gameplay, But Not Core Game Engagement
- The Big Reward Badge Tied to Event, Not Pass
- Scant Reason to Use the Pass if Not Already into the Event

Halo Infinite

- Quests don't correlate with good gameplay (i.e. must use a specific weapon to get kills even if sub-optimal)
- Objectives that progress the battle pass don't advance the game...



My Halo impressions: one of the best competitive PVP experiences I've had in years, combined with basically the worst battlepass I've ever seen. This BP is so bad it makes the game less fun by forcing you to do annoying bullshit, and so stingy it feels pointless to grind it.

2:02 AM · Nov 16, 2021 · Twitter Web App

449 Retweets 49 Quote Tweets 7,421 Likes



Archero

- Too-Short Season (two weeks)
- Big Payoff at End but Middling, Low-Value Rewards otherwise (a Slog)
- No Exclusive Cosmetics

IS YOUR BAR PROPERLY STOCKED?

WARNING: A Battle Pass without the right ingredients won't pass muster.

(I've tried.)



THE RIGHT STUFF?

?

ADEQUATE REWARDS

Enough power-ups or varied items players actually care about?

?

META ENOUGH?

Enough level-ups, unlocks, events, or boost-uses to keep players consuming those rewards and wanting more more more?

?

PLACE TO SHOW OFF?

PvP or heavy social core?
A sweet skin without a place to show it off is as sad as a selfie without Instagram.

?

ROOM TO GROW?

What about for long-time fans of your game? Still ways to up-level?

FINAL TIPS

ACCESSIBLE

Price as impulse buy - most are \$4.99.

CLEAR VALUE

Really obvious giveaways vs. a la carte IAP:

Often 30x to 50x value...

For Beginners, Mids, and Elders



FUN QUESTS

Additive to the game;

Naturally flowing.

Not too challenging.

If not, OK to not have quests!

EXCLUSIVE REWARDS

Skins, emotes, or equipment
players can't get elsewhere and
covet / enjoy showing off.

FINAL TIPS 2

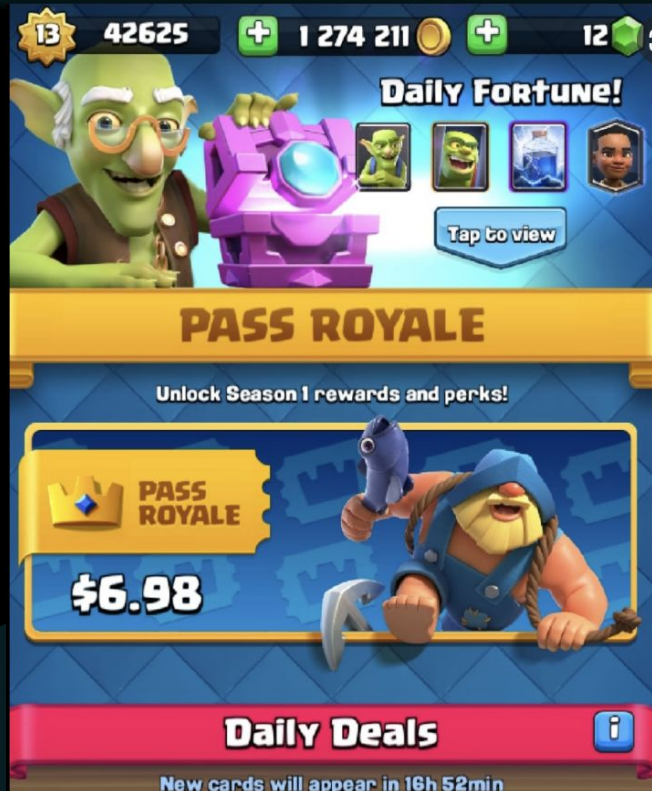
FRONT AND CENTER

Make Central to Navigation / Home

Lots of Notifications / Alerts /
Badges
(No Claim, No Gain)

Also Top of IAP Store

Also Near Any Premium Features It
Triggers



MIX WISELY!

David Fox

CEO, Double Coconut

david@doublecoconut.com



DOUBLE COCONUT

