**ID@Xbox Events**

**Marketing Copy & Guide**

# **Details of the game**

**Full Game Title:** Ashen

**Publisher:** Annapurna Interactive

**Genre:** Action RPG

**Game Rating (ESRB/PEGI) [*expected OK*]:** Expected T/16

**Price:** n/a

**Website/URL:** ashen-game.com

# **GAME DESCRIPTION & COPY BLOCKS**

**20 word copy:**

Ashen is a 3rd person, Action RPG where forging relationships with those you meet in multiplayer is key to survival.

**50 word copy:**

Ashen is an action RPG, where forging relationships is key to survival. There is no sun and the natural light that exists comes from eruptions that cover the land in ash. This is a world where nothing lasts, no matter how tightly you cling to it.

**120 character copy [for social media]**

Ashen is an action RPG about a wanderer in search of a place to call home. There is no sun and the natural light that exists comes from eruptions that cover the land in ash. This is a world where nothing lasts, no matter how tightly you cling to it. Players may cross paths with one another, and choose to guide those they trust to their camp, encouraging them to rest at the fire and perhaps remain. When someone joins your settlement, they come with unique skills and crafting abilities to bolster your chances of survival. Together, you might just stand a chance.

# **Top 3 Game features**

*Multiplayer? Kinect Functionality? Improvements since last iteration?*

1) Co-operative Passive Mulitiplayer

2) Open World Exploration

3) High Risk Combat

# **MAGIC MOMENTS**

*This should be the 1 -2 key “magic moments” that will make consumers want to buy your game*

* Forge relationships with other players you come across in the world, and help each other to prevail against the dark.
* Bring life to a settlement of the remnants of humanity that have survived an age of darkness.