

E3 2017

Marketing Copy & Guide

DETAILS OF THE GAME

Full Game Title: Assassin's Creed® Origins

Publisher: Ubisoft

Genre: Action RPG

Game Rating (ESRB/PEGI) [expected OK]:

Rating Pending- expected M

Price:

Standard Edition \$59.99

Deluxe Edition \$69.99

Gold Digital Edition \$99.99

Steel Book Gold Edition 1\$09.99

Website/URL:

assassinscreed.com

GAME DESCRIPTION & COPY BLOCKS

20 word copy:

Explore the Great Pyramids and hidden tombs of Ancient Egypt. Discover the origin story of the Assassin's Brtherhood.

50 word copy:

Assassin's Creed® Origins is a new beginning. Experience a new way to fight while exploring the Great Pyramids and hidden tombs across the country of Ancient Egypt. Live emotional and memorable adventures along your journey, and discover the origin story of the Assassin's Brotherhood.

120 character copy [for social media]

Uncover the mysteries of ancient Egypt #AssassinsCreed Origins. Pre Order Now!

TOP 3 GAME FEATURES

Multiplayer? Xbox Play Anywhere? Improvements since last iteration?

THE MYSTERIES OF ANCIENT EGYPT - Discover lost tombs, the great pyramids, mummies and the gods.

AN ORIGIN STORY - Start at the beginning and uncover the origin story of the Assassin's brotherhood.

ALL NEW COMBAT - Experience new combat mechanics and use powerful weapons to take down epic enemies.

MAGIC MOMENTS

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

EXPERIENCE THE MYSTERIES OF ANCIENT EGYPT – Uncover lost tombs, explore the Great Pyramids, and discover the secrets of ancient mummies, Egyptian gods, and the last pharaohs.

AN ORIGIN STORY – Start here, at the very beginning, with the never-before-told origin story of Assassin's Creed. You are Bayek, protector of Egypt, whose personal story will lead to the creation of the Assassin's Brotherhood.