

The background of the slide features the WB Games International logo in a light yellow, semi-transparent style. The logo consists of a large 'W' and 'B' at the top, with 'GAMES' in a large, bold, sans-serif font below them, and 'INTERNATIONAL' in a smaller, bold, sans-serif font at the bottom. The entire logo is set against a yellow background with a white dot pattern.

WB Games at Comic Con 2020: Booth Design Proposal
Georgia State University MFA, ID/GRD8500, Spring 2020

WB GAMES

OVERVIEW

Founded in 2004, with a focus on adapting globally-recognized franchises such as **Lego**, the **DC Universe**, and **Harry Potter**, **WB Games** is a worldwide leader in the gaming industry across all platforms. By leveraging the built-in fan base that attends SDCC, **WB Games** can expand the reach of each licensed property's offering and set each new and existing title up for amazing success in 2020.



WB GAMES

AUDIENCE

The audience for the varied offerings from **WB Games** is fairly diverse. **Lego** games target a younger demographic as well as families. The Injustice series targets fighting game devotees as well as fans of the **DC Universe**. **Harry Potter: Wizards Unite** has the potential to close the gap between **WB Games** and their competitors, especially in regards to the female gaming audience.

KEY STATS

GAMING PLATFORMS BY GENDER

Fairly equal platform use with mobile
13 point lead with males in PC gaming
14 point lead with males in Console.
46% of gamers are female. **WB Games** is marketing to a near equal gender ratio.

PC: 48% Men | 35% Women
Mobile: 52% Men | 48% Women
Consoles: 37% Men | 23% Women

AGE/GENDER BREAKDOWNS

Male Gamers: Age/Pct.

- 10-20: 12%
- 21-35: 20%
- 35-50: 15%
- 51-65: 7%

Female Gamers: Age/Pct.

- 10-20: 10%
- 21-35: 15%
- 36-50: 13%
- 51-60: 8%



COMIC CON INTERNATIONAL: SAN DIEGO

OVERVIEW

Founded in 1969 by a handful of young comic book fans, **The San Diego Comic Convention** has grown into the international hallmark of fan conventions. What started as a gathering for enthusiasts of comics, science fiction, role-playing games, and toy collecting has evolved into a mandatory event for media industry professionals. High-profile game launches, blockbuster movie franchises, and collectible toy creators all leverage the enormous attendance rate and built-in fanbase at **SDCC** to launch their latest and greatest products. If a pop culture property from any vertical has hopes for a smash debut, San Diego is the bedrock their success will be built on.



COMIC CON INTERNATIONAL: SAN DIEGO

AUDIENCE

San Diego Comic Con is the ultimate fan convention. Attendees of all ages form an ever-diversifying and growing social demographic. The core audience is based in comic books and pop culture fandom. With a breadth of offerings to satiate the desires of its audience, **SDCC** has something for everyone. This can also make it difficult to rise to the highest point of visibility within the sea of attractions. In order to stand out amongst the tapestry of comics, gaming, movies, and toys, exhibitors need to pull out all the stops and present the attendees with an unforgettable experience.

KEY STATS

2020 DURATION

Thursday, July 23rd - Sunday, July 26th

Preview Night: Wednesday, July 22nd

2019 ATTENDANCE

135,000 attendees from over 80 countries

2,500 media personnel from over 30 countries

2019 FINANCIALS

Regional Impact: \$149M

Direct Attendee Spending: \$88M

Hotel & Sales Tax Revenue: \$3M



INJUSTICE 2

OVERVIEW

Injustice 2 is a fighting video game based on characters from **DC Comics**, and is the sequel to 2013's **Injustice: Gods Among Us**.

The game brands itself as a darker, edgier take on the **DC Universe**, allowing the developers to pit beloved superheroes against each other in cartoonishly-brutal death matches. This “alternate universe” flexibility in storytelling also led to a number of crossover characters being introduced as downloadable content.

Since its launch, **Injustice 2** has been a critical and commercial success, winning a number of industry awards and spawning a plethora of additional content to extend the game's lifespan.

While the game features a robust single-player story campaign, like all fighting games, the real replay value is in head-to-head multiplayer matches. This has led to a healthy competitive tournament scene around the game.



INJUSTICE 2

AUDIENCE

The core audience is primarily **DC Comics** fans and casual video gamers, especially young men. The popular setting and stylish graphics make it attractive even for fighting game novices.

Due to its wide cast of characters, the game also appeals to a number of tertiary audiences. This has not gone unnoticed by the developers, who have added such unlikely crossovers as **Hellboy** and the **Teenage Mutant Ninja Turtles**.

Injustice 2 has also been fairly popular in the American competitive fighting game circuit, with a healthy hardcore player community supporting it. While these players represent a relatively small percentage of actual sales, they are huge assets in terms of the game’s longevity and visibility.

PROS

- Extensive cast of popular characters
- Gameplay is tournament-ready, quick turnaround on demo machines
- Fosters an “arcade” spirit of friendly competition
- Distinct art style provides many opportunities for exciting visual treatments
- Many opportunities for new fans interested in the **DC** properties

CONS

- No longer played at largest American fighting game tournament
- Injustice 3** not yet announced
- Potentially overshadowed by newer fighting games (**Mortal Kombat 11**, etc.)
- Not directly connected to **DC Cinematic Universe**

GOALS

- Connect with new players who may be fans of **DC** or other fighting games
- Create an event that supports the core player community
- Design an environment that captures the breadth and intensity of the game
- Maximize opportunities unique to **SDCC** — event-exclusive comics, toys, etc.



HARRY POTTER: WIZARDS UNITE

OVERVIEW

Developed by Niantic, **Harry Potter: Wizards Unite** is a real-world, AR-based game, set within the mythology of the **Harry Potter** universe. By positioning its users as themselves within the **Wizarding World**, it puts the magic in the hands of players worldwide.

Available on both Apple and Android mobile devices, **Harry Potter: Wizards Unite** immerses its users in an expansive gaming experience within the **Potterverse**. Players are able to personalize their experience by joining their favorite house at **Hogwart's**, selecting their own wand, and choosing a profession.



HARRY POTTER: WIZARDS UNITE

AUDIENCE

The primary audience for **Harry Potter: Wizards Unite** is Millennials (born between 1980 and 1995) and Generation Z (born from 1995 to 2015). Mobile device usage for these demographics is ubiquitous, in terms of both recreational gaming and social interaction.

The secondary targeted demo are “Potterheads”, or the loyal **Harry Potter** fanbase. They are steeped in the mythology of the property and are likely to download and play the game in order to take part in the adventure they’ve previously come to love in both the novels and film series.

PROS

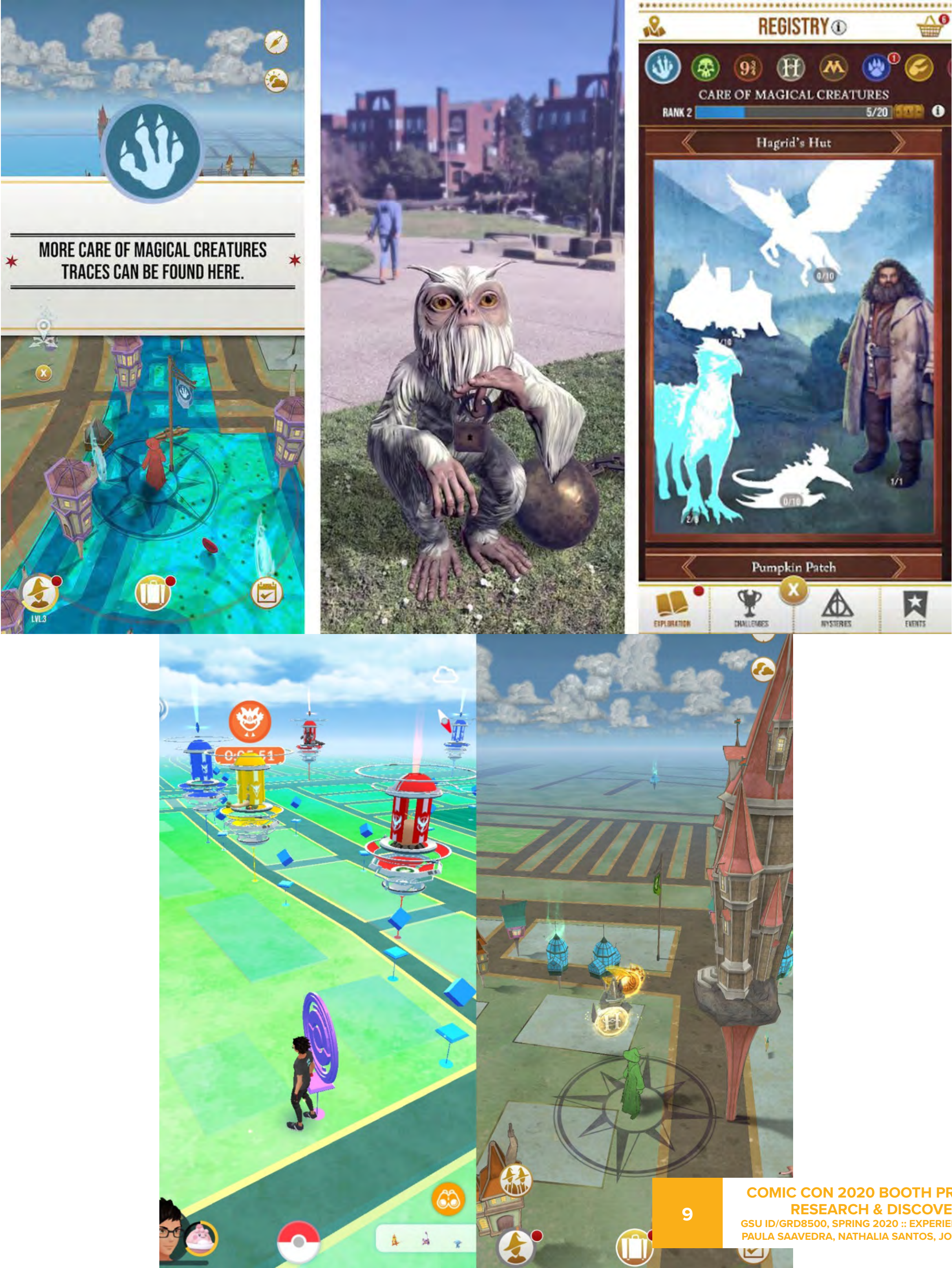
- 3D model designs of familiar scenes, characters, and creatures from the films
- Overall rich and beautiful game design
- Social interaction; opportunities to play with friends in a team-based mode
- Worldwide interaction; global challenges and events

CONS

- Main competitor is **Pokemon Go!**. Has an established user base with demo crossover
- Harry Potter: Wizards Unite** has a steeper gameplay learning curve
- HP: WU** uses more device data and battery resources than its main competitor
- More expensive Money-to-Gold conversion than **PoGO!** (1USD:80G, vs 1USD:100G)
- Players from rural areas have limited gameplay opportunity
- Facebook login is required

GOALS

- Connect with new players from both segments of the core audience
- Convert/attract current **PoGO!** users
- Create an event that supports the core community
- Leverage the mythology of **Harry Potter** with a live experience that captures the excitement of the familiar franchise properties as well as the unique qualities of the game
- Maximize opportunities unique to fan **SDCC** — event-exclusive comics, toys, etc.





Tactical Roadmap

PRE CON

01.01.2020 - 07.21.2020

In the months and weeks leading up to Comic Con, there are many opportunities to build anticipation for the WB Games presence in the exhibit hall. Through strategic social media promotion, direct mail, email marketing, and in-game incentives, WB Games can establish a core group of preplanned visitations among registered attendees to Comic Con 2020.

PASS PURCHASE

TRAVEL PLANNING

Hotel reservation

Flight/travel booking

Rental car reservation/Alternative option research

PRE-CON PLANNING

Preview program perusal

App download

Schedule/Itinerary Planning

GOALS

Build anticipation for the booth

Establish a core base of preregistered booth attendees

Design an engaging booth experience, balancing visibility and engagement for both game properties.

OPPORTUNITIES

Targeted social media posts teasing in-app/in-game exclusives

Leverage Preview Night exclusivity to build online and organic buzz

Email and Direct-mail promo to existing registered users



DAY 0

PREVIEW NIGHT WEDNESDAY, 7.22.2020

The inherent value of a Preview Night is the built-in exclusivity of attendance. By leveraging the “VIP ”status of the con-goers in attendance on this night, WB Games can continue to build the anticipation that was started in the Pre-Con phase of promotion. If executed well, this will make the booth a must-visit when the con opens to the remainder of the standard registrants.

ARRIVAL (EARLY)

Hotel check-in
Rental car pickup

REGISTRATION/PASS PICKUP (VIP)

Hotel reservation
Flight/travel reservation
Rental Car

PREVIEW NIGHT ACTIVITIES

Special Presentations/Guest Appearances
Exclusive Swag pickup
Posting to Social Media

DINNER (6-7P)

EVENING WIND-DOWN

GOALS

Establish a buzz at Comic Con about the WB Games booth

Build anticipation for future booths

Reward Preview Night booth visitors

OPPORTUNITIES

Establish an efficient and engaging booth experience that can be promoted organically throughout the weekend

Present and tease upcoming booth events and attendee activities

Reward Preview Night attendees with exclusive swag, special events, and exclusive game content

DAY
1

THURSDAY, 7.23.2020

Building on the success of its Pre-Con and Preview Night promotions, WB Games can enter in the Con Weekend proper with a solid buzz about the booth established. By continuing to leverage social media, as well as organic word-of-mouth, engagement, the foundations will be laid for a successful rate of visitation throughout the weekend, beginning on Thursday.

ARRIVAL (STANDARD)

Hotel check-in
Rental car pickup

REGISTRATION/PASS PICKUP

Queuing
Browsing Con App/Program; Schedule/Itinerary planning
Browsing Social Media
Playing mobile games (Harry Potter: Wizards Unite)
Talking/Interacting with other convention-goers

BOOTH AND PANEL VISITS

Attending scheduled events
Browsing vendor/exhibitor booths
Walking around, killing time before events
Looking for/collecting freebies and swag
Posting to social media
Looking for a place to sit/rest/hydrate

LUNCH (12-2P)**BOOTH AND PANEL VISITS**

[Pattern Established]

DINNER (6-7P)**POST-PROGRAMMING ACTIVITIES/PARTIES****EVENING WIND-DOWN****GOALS**

Continue to build booth buzz

Engage with existing users and attract new ones for both games

Build user engagement both in and out of the booth/exhibit hall

OPPORTUNITIES

Offer day-specific exclusive content events, and swag

Along with the game experience, make the booth a “destination” for all con-goers (chill-out zone, mealtime events, etc.)

Engage with Influencers and other non-core attendees to broaden brand awareness for WB Games

Extend brand awareness organically through analog interaction (costumed game tutors, mealtime events, etc.)

DAY 2

FRIDAY, 7.24.2020

With the Con in full swing by this point, the goal focus should shift partially from attracting visitors to also establishing retention and return visitation to the booth. Through strategically planned and executed participatory events, both in and out of the exhibit hall, as well as exclusive digital and analog incentives for attendees, booth visitation should not only remain solid, but steadily increase through out the rest of the weekend.

BOOTH AND PANEL VISITS

Attending scheduled events
Browsing vendor/exhibitor booths
Walking around, killing time before events
Looking for/collecting freebies and swag
Posting to social media
Looking for a place to sit/rest/hydrate

LUNCH (12-2P)

BOOTH AND PANEL VISITS

Attending scheduled events
Browsing vendor/exhibitor booths
Walking around, killing time before events
Looking for/collecting freebies and swag
Posting to social media
Looking for a place to sit/rest/hydrate

DINNER (6-7P)

POST-PROGRAMMING ACTIVITIES/PARTIES

EVENING WIND-DOWN

GOALS

Assess the first night's successes and areas to improve on
Take advantage of full-day attendance with a complete schedule of events
Continue to build booth buzz
Engage with existing users and attract new ones for both games
Continue to build user engagement both in and out of the booth/exhibit hall

OPPORTUNITIES

Offer day-specific exclusive content events, and swag
Along with the game experience, make the booth a "destination" for all con-goers (chill-out zone, mealtime events, etc.)
Engage with Influencers and other non-core attendees to broaden brand awareness for WB Games
Extend brand awareness organically through analog interaction (costumed game tutors, mealtime events, etc.)



DAY 3

SATURDAY, 7.25.2020

Saturday at Comic Con will see the highest attendance rate of the weekend. This day presents the largest pool of not only engaging established users and brand loyalists, but also potential new users. By adding to the booth's schedule of events and upping the ante for attendee engagement with additional Con-exclusive incentives, WB Games can build on the success of the three previous days, in terms of building brand awareness and user engagement.

BOOTH AND PANEL VISITS

Attending scheduled events
Browsing vendor/exhibitor booths
Walking around, killing time before events
Looking for/collecting freebies and swag
Posting to social media
Looking for a place to sit/rest/hydrate

LUNCH (12-2P)

BOOTH AND PANEL VISITS

[Pattern Established]

DINNER (6-7P)

POST-PROGRAMMING ACTIVITIES/PARTIES

EVENING WIND-DOWN

GOALS

Assess the previous days' successes
areas to improve on

Take advantage of maximum
attendance rate

Maximize booth buzz

Engage with existing users and attract
new ones for both games

Continue to build user engagement
both in and out of the booth/exhibit hall

OPPORTUNITIES

Offer day-specific exclusive content
events, and swag

Along with the game experience, make
the booth a "destination" for all
con-goers (chill-out zone, mealtime
events, etc.)

Engage with Influencers and other
non-core attendees to broaden brand
awareness for WB Games

Extend brand awareness organically
through analog interaction (costumed
game tutors, mealtime events, etc.)



POST CON

SUNDAY, 7.26.2020 AND AFTER

With the con ending, attendees will be focused on gathering up their souvenirs, checking out of their hotel, and making it to whichever means they'll be traveling home by. With pragmatic concerns at the front of their minds, it will be much more difficult to divert their attention to the booth. That being given, focus and preparation should shift to follow-ups and extension of engagement post-con.

BOOTH AND PANEL VISITS (ONE LAST LAP)

- Attending scheduled events
- Browsing vendor/exhibitor booths
- Walking around, killing time before events
- Looking for/collecting freebies and swag
- Posting to social media
- Looking for a place to sit/rest/hydrate

LUNCH (12-2P)

TRAVEL HOME

SOCIAL MEDIA POSTING (#TRENDING)

SWAG/PURCHASE INVENTORY

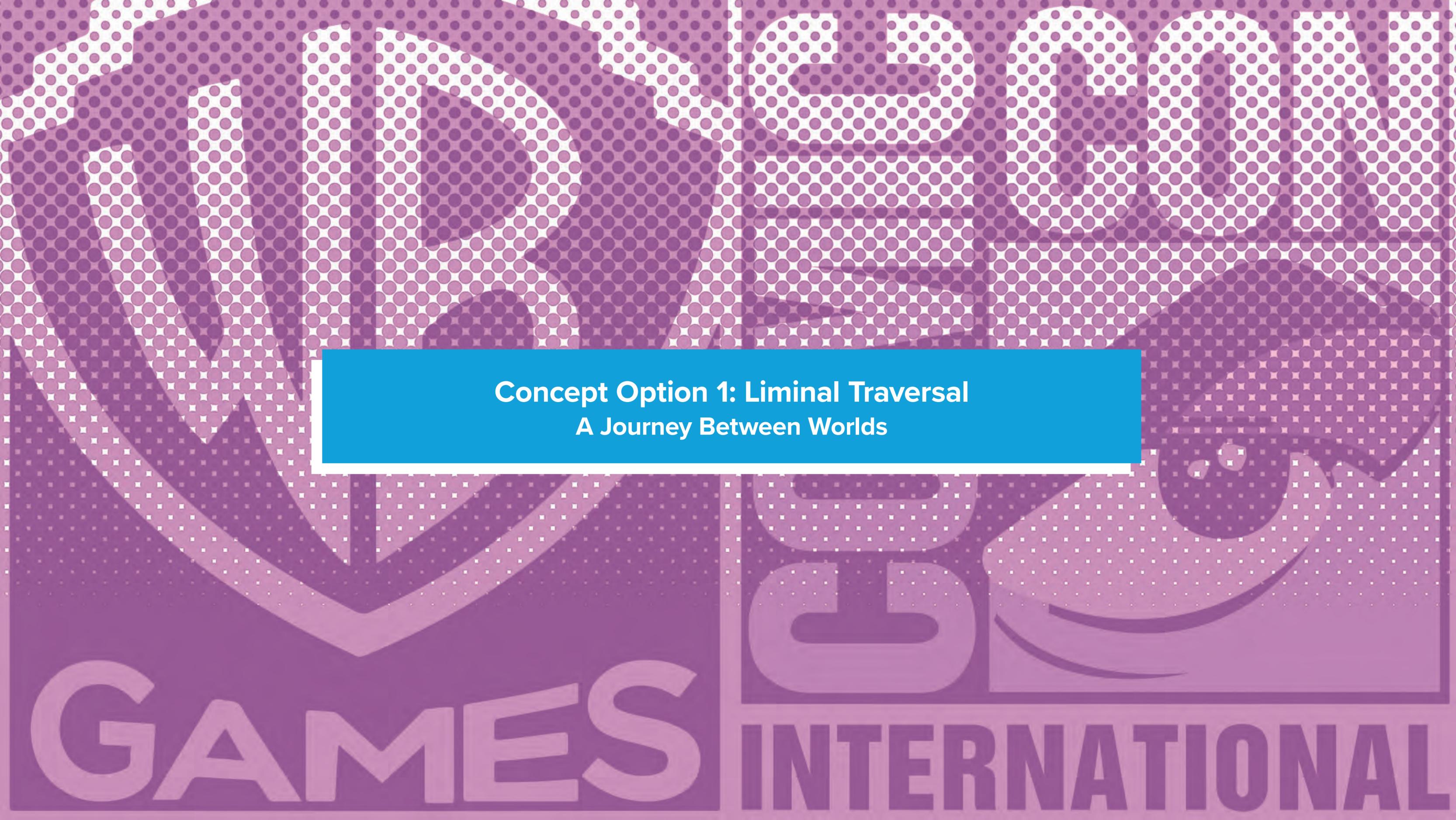
2021 PLANNING

GOALS

- Maximize brand awareness with remaining con attendees
- Hard push to social media to establish post-con engagement

OPPORTUNITIES

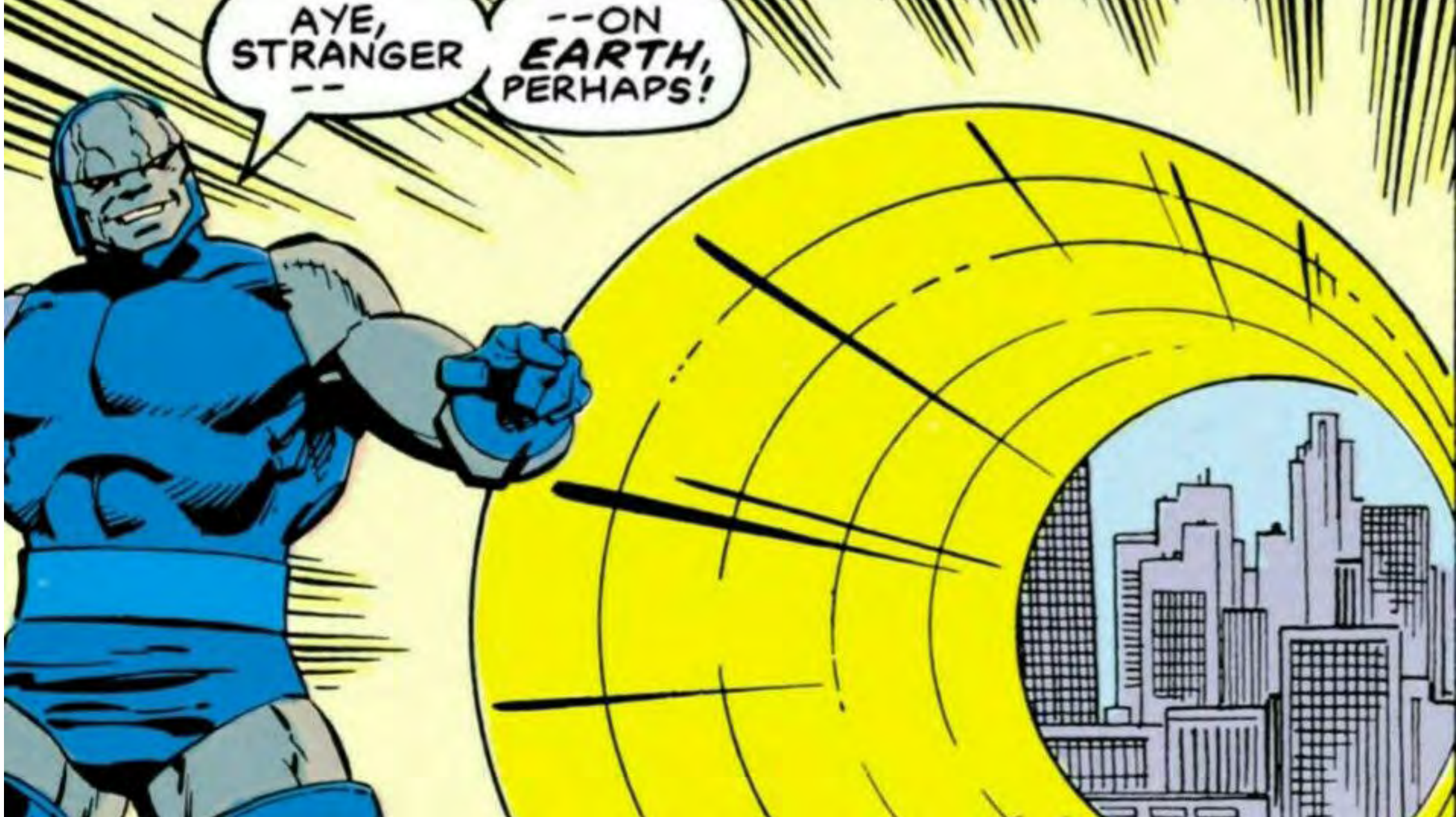
- Keep the same quality of booth experience in order to present a sense of fan dedication
- Last Day-exclusive content
- Begin to build anticipation for upcoming releases/events
- Begin to build a full data pool to analyze success and weaknesses for application to the next event

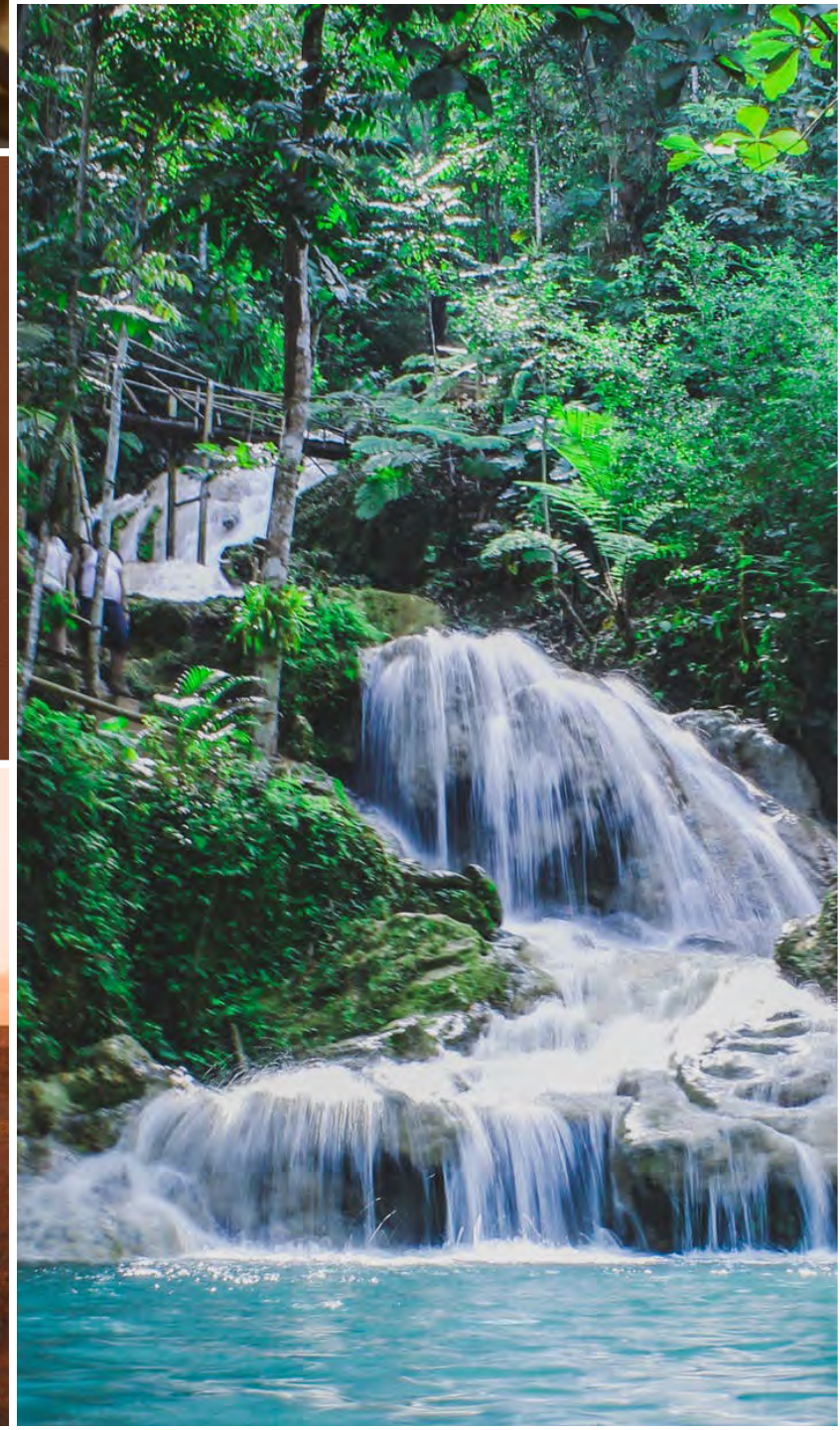
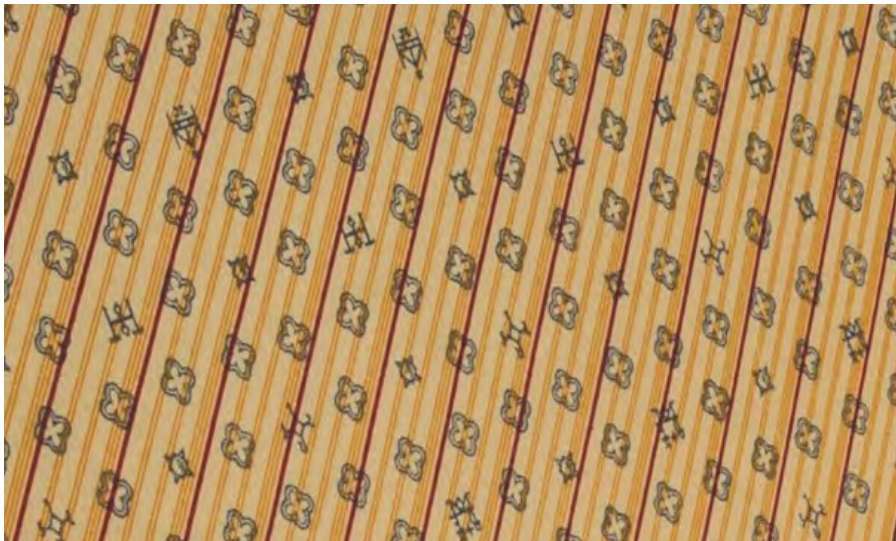


Concept Option 1: Liminal Traversal
A Journey Between Worlds

CONCEPT OVERVIEW

This design concept centers around the idea of Travel. With a mysterious portal bridging the separate experiences, attendees can literally move between two worlds. Traversing between the expanse of outer space on the **Injustice 2** side of the booth and the wondrous, sprawling interior contained within Newt Scamander’s magic suitcase on the **Harry Potter: Wizards Unite** side, juxtaposition of scale is also a key defining trait of this booth’s design.

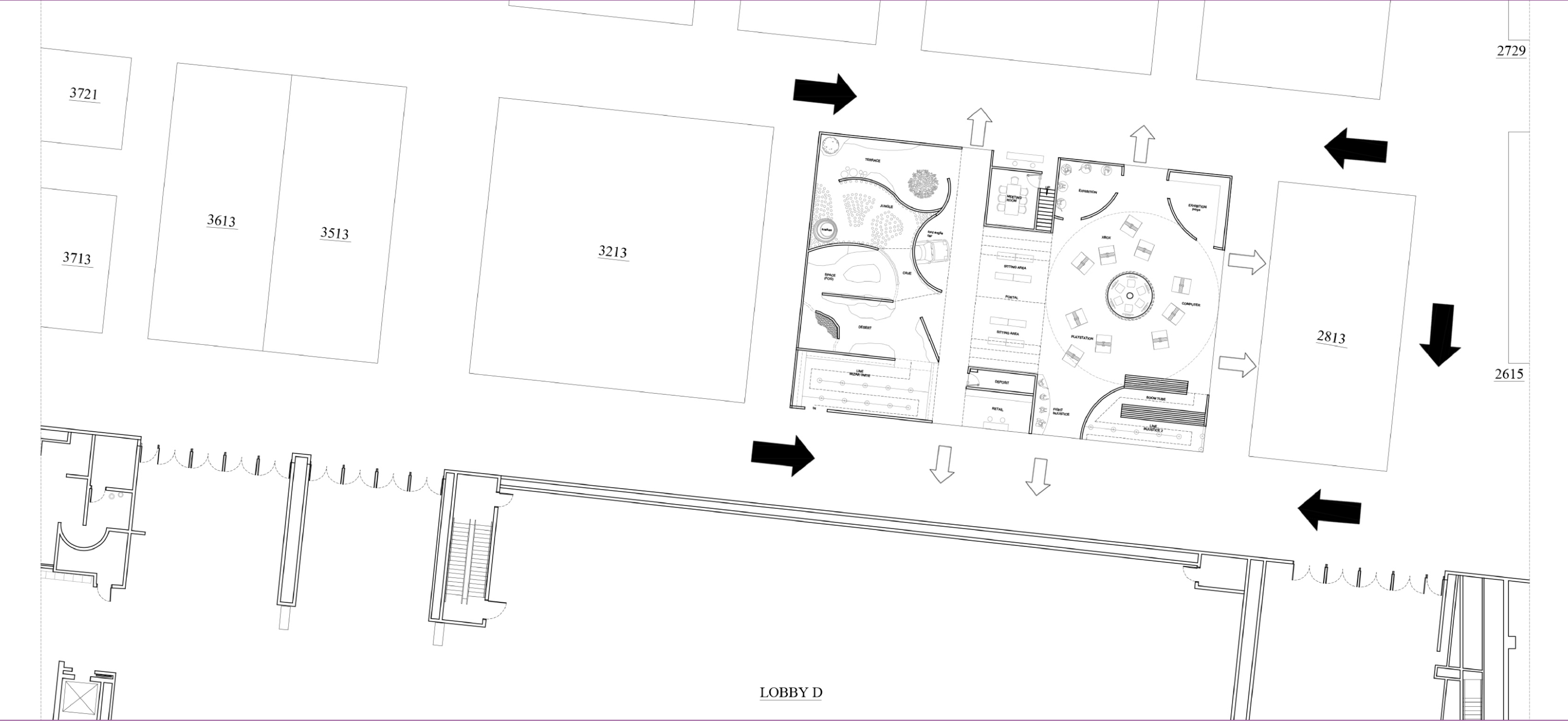






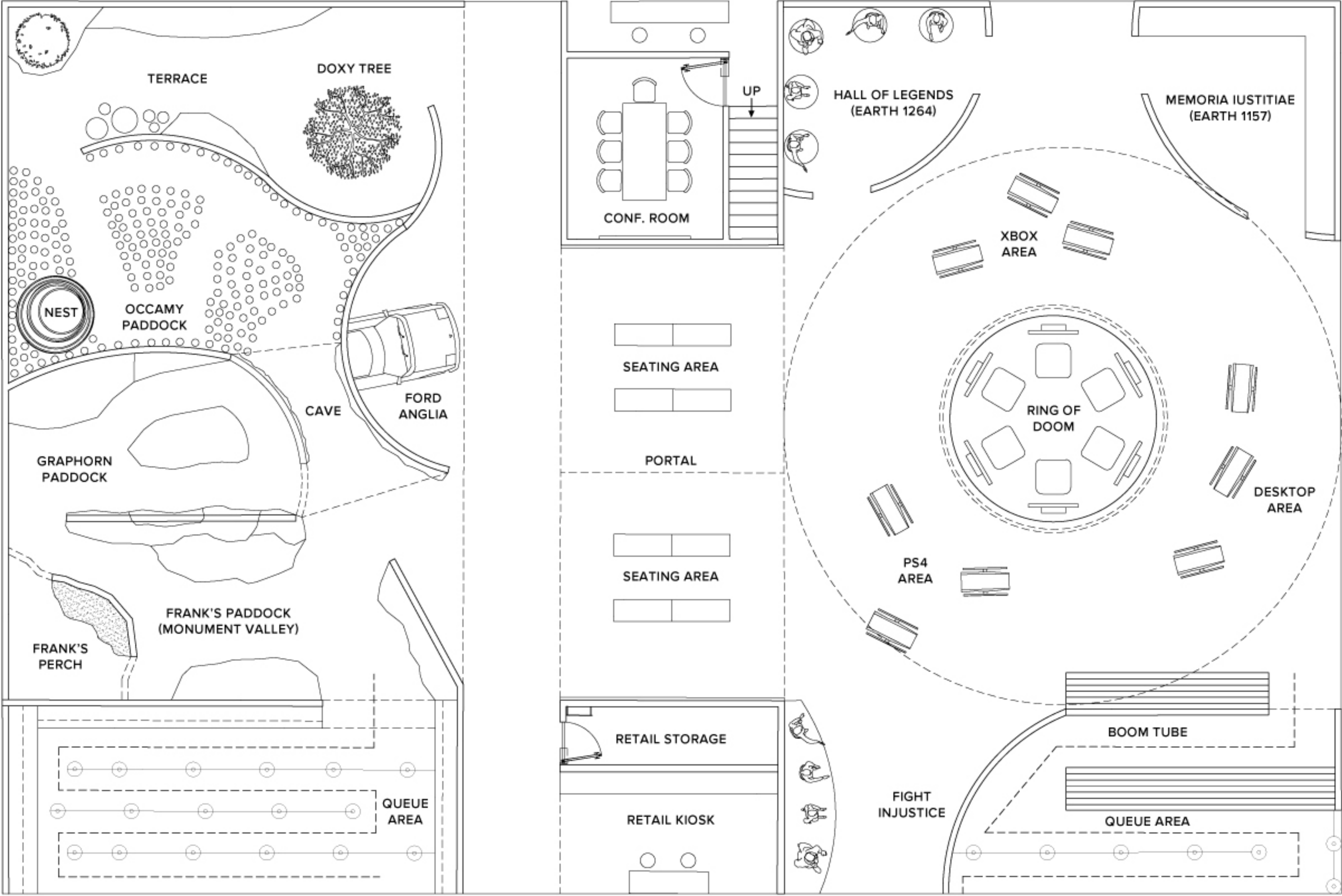
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

SITE PLAN



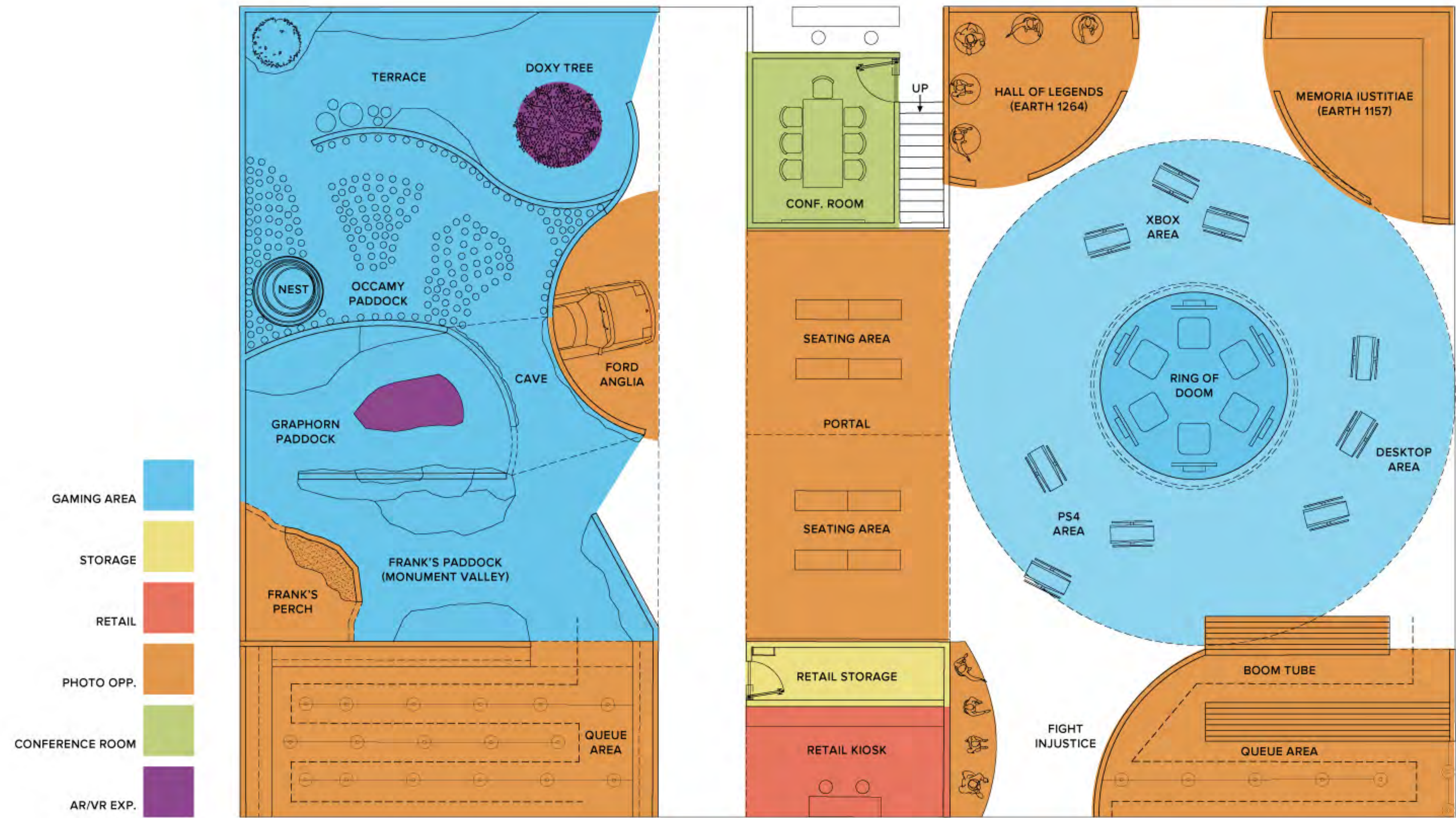
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

FLOOR PLAN - FIRST LEVEL



BOOTH CONCEPT 01: LIMINAL TRAVERSAL

FLOOR PLAN - ZONED



INJUSTICE 2 - VIP KEY ART INVITE AND BADGE



BOOTH CONCEPT 01: LIMINAL TRAVERSAL

HARRY POTTER: WIZARDS UNITE - VIP KEY ART INVITE AND BADGE



BOOTH CONCEPT 01: LIMINAL TRAVERSAL

12 - PRE-CON DIGITAL ACTIVATION



BOOTH CONCEPT 01: LIMINAL TRAVERSAL

ISOMETRIC VIEW 01

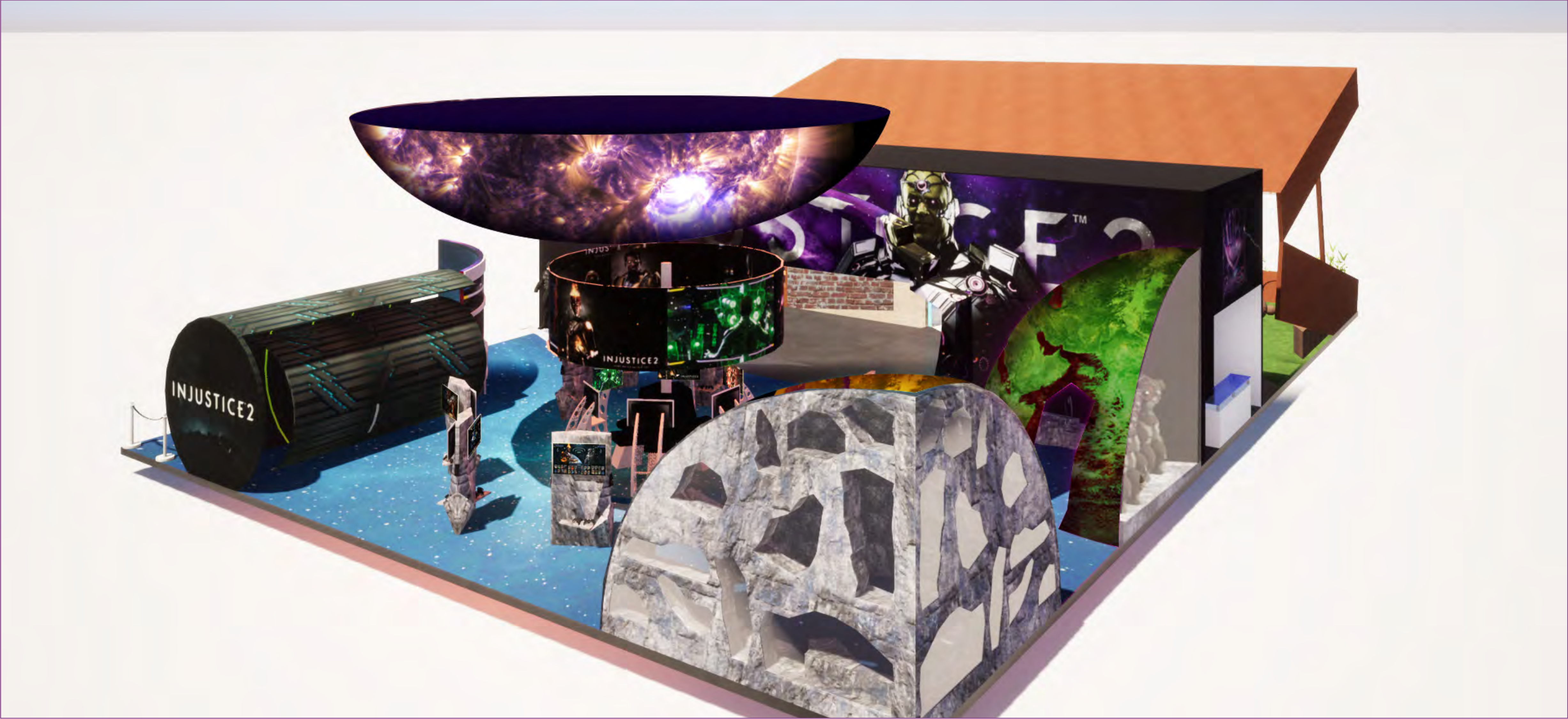


BOOTH CONCEPT 01: LIMINAL TRAVERSAL

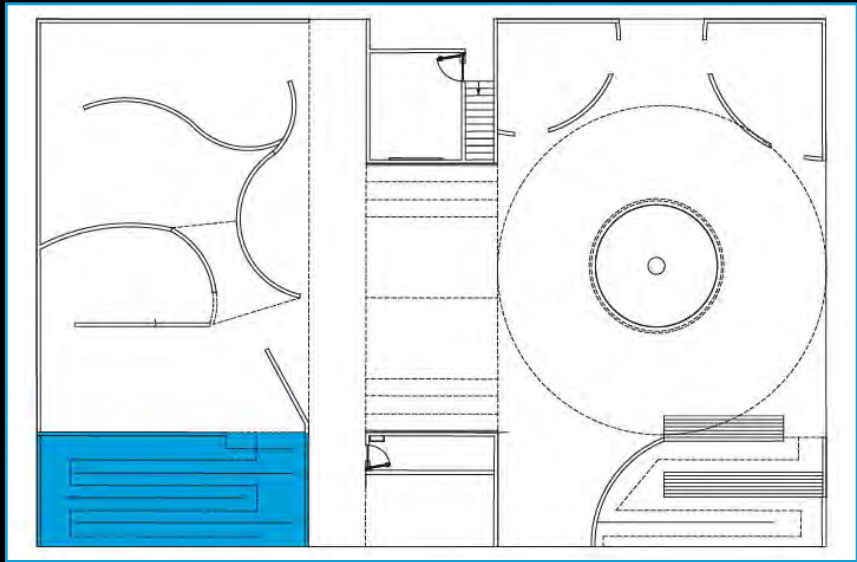
ISOMETRIC VIEW 02



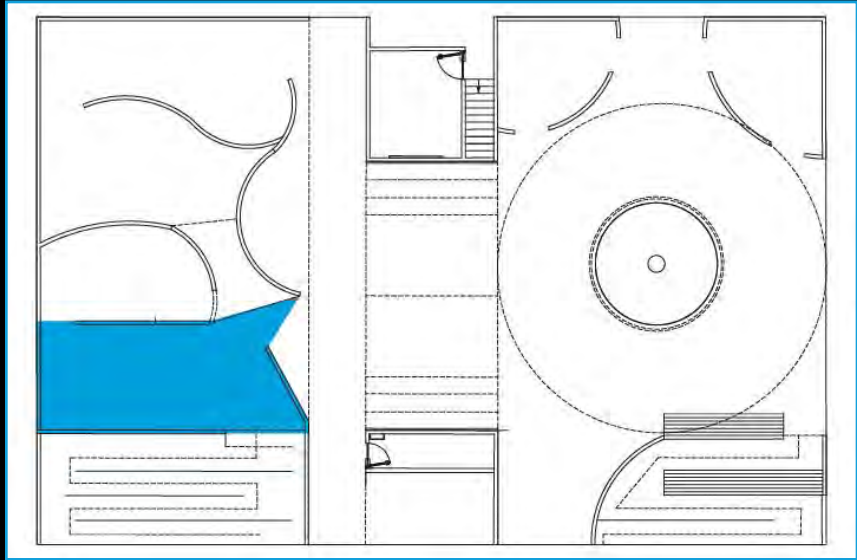
BOOTH CONCEPT 01: LIMINAL TRAVERSAL
ISOMETRIC VIEW 03



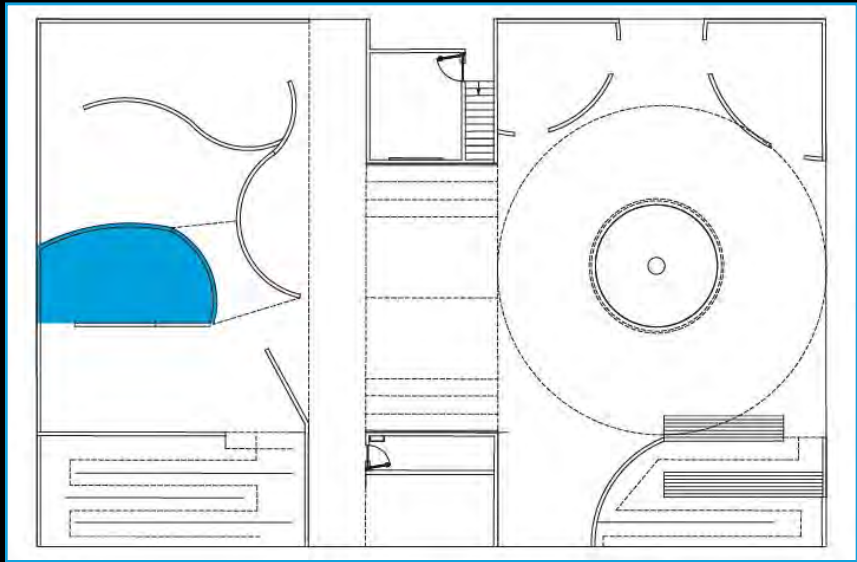
BOOTH CONCEPT 01: LIMINAL TRAVERSAL
NEWT SCAMANDER'S WORKSHOP



BOOTH CONCEPT 01: LIMINAL TRAVERSAL
FRANK'S PADDOCK (MONUMENT VALLEY, ARIZONA)

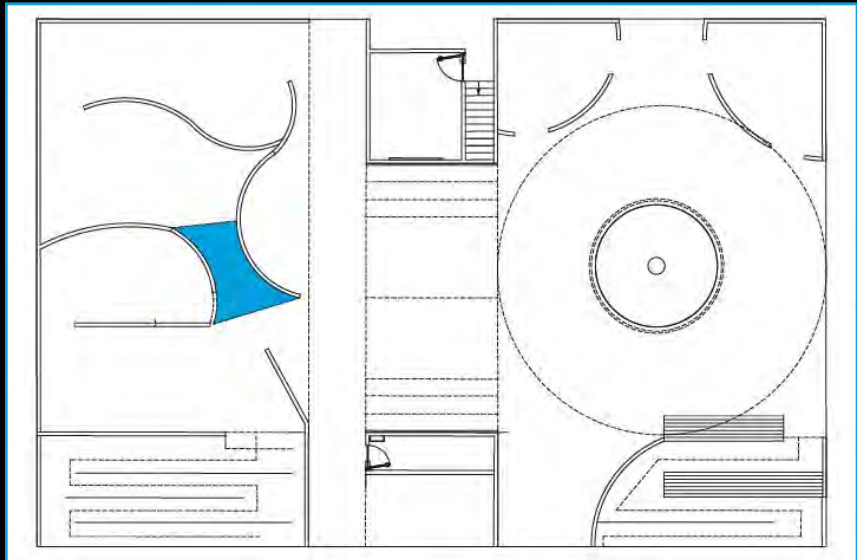


BOOTH CONCEPT 01: LIMINAL TRAVERSAL
GRAPHORN PADDOCK



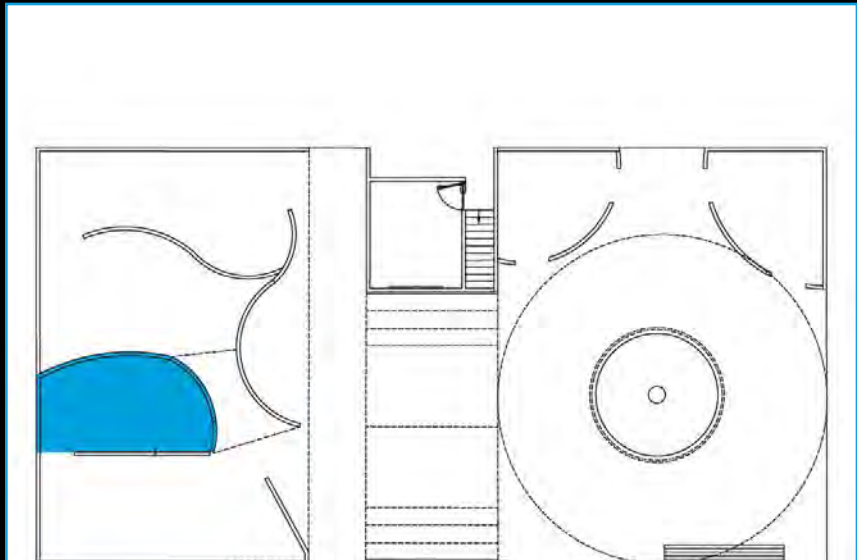
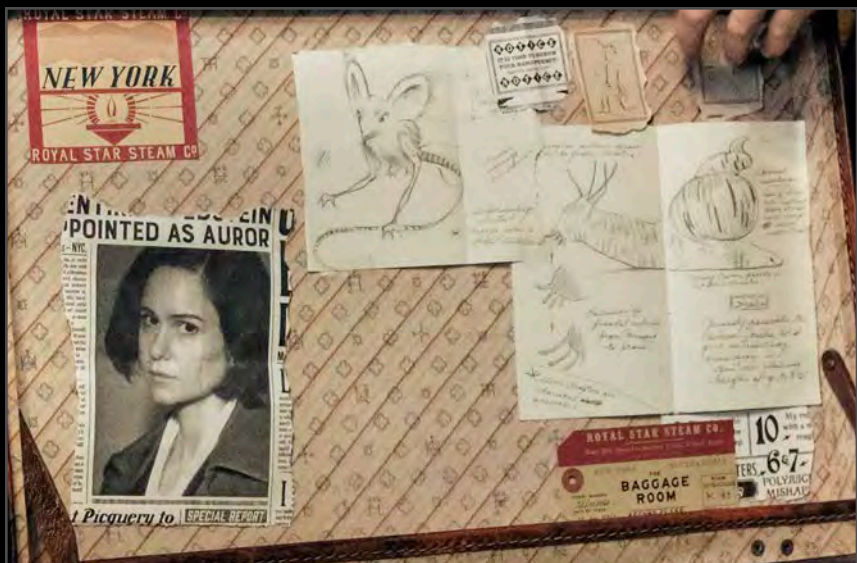
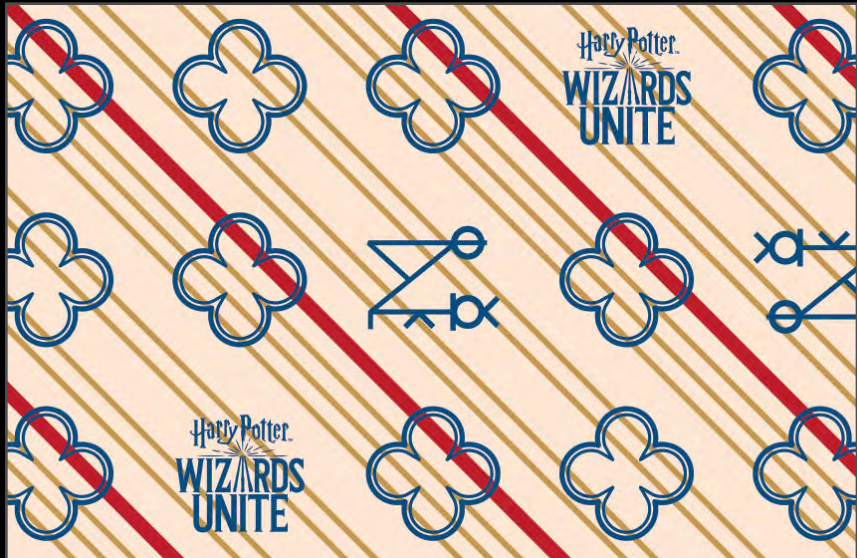
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

CAVE TUNNEL



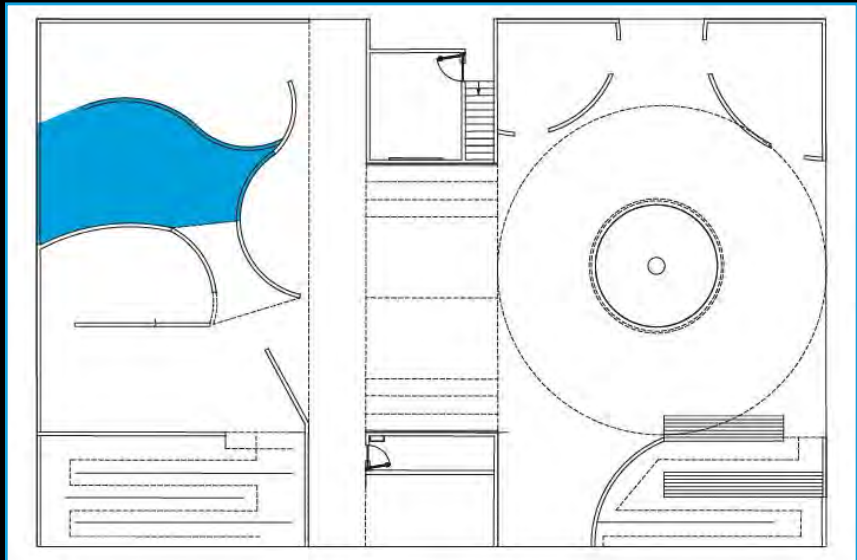
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

BOOTH CEILING - NEWT'S NOTES AND MEMENTOS



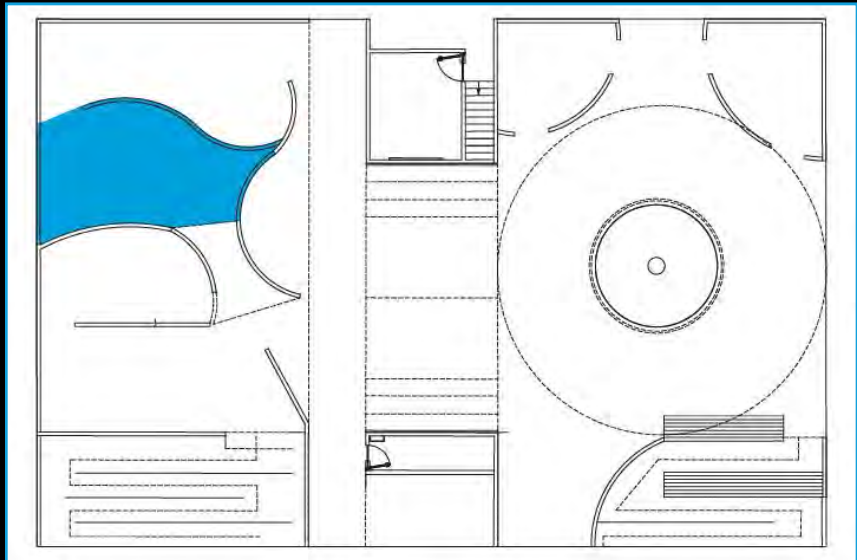
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

OCCAMY PADDOCK 01

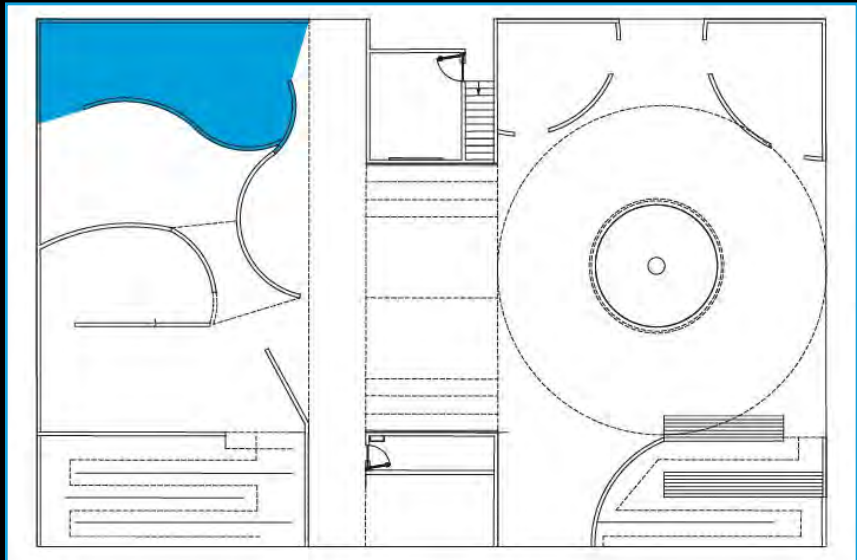


BOOTH CONCEPT 01: LIMINAL TRAVERSAL

OCCAMY PADDOCK 02

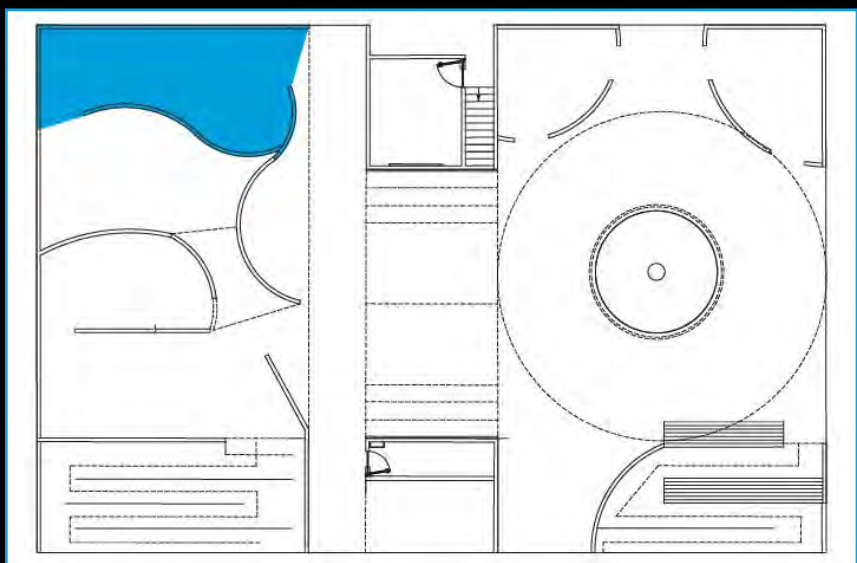
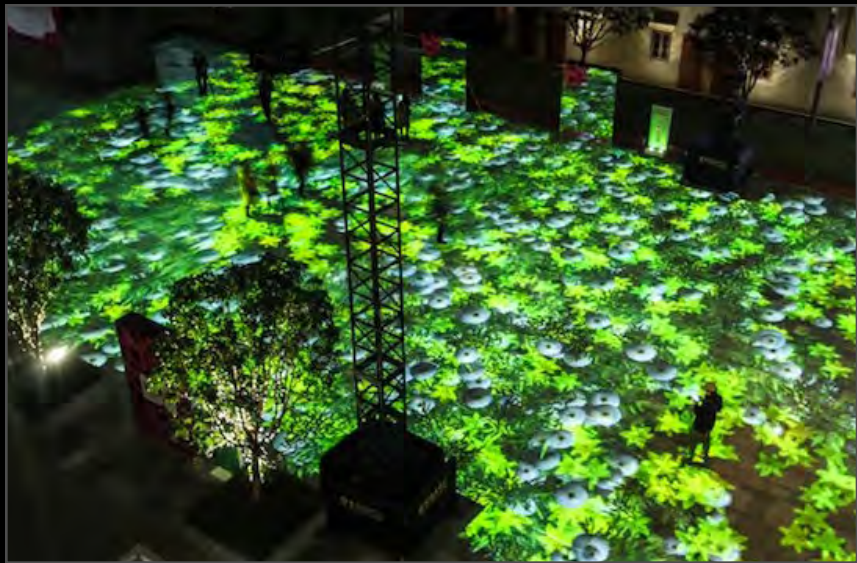


BOOTH CONCEPT 01: LIMINAL TRAVERSAL
SUITCASE TERRACE 01



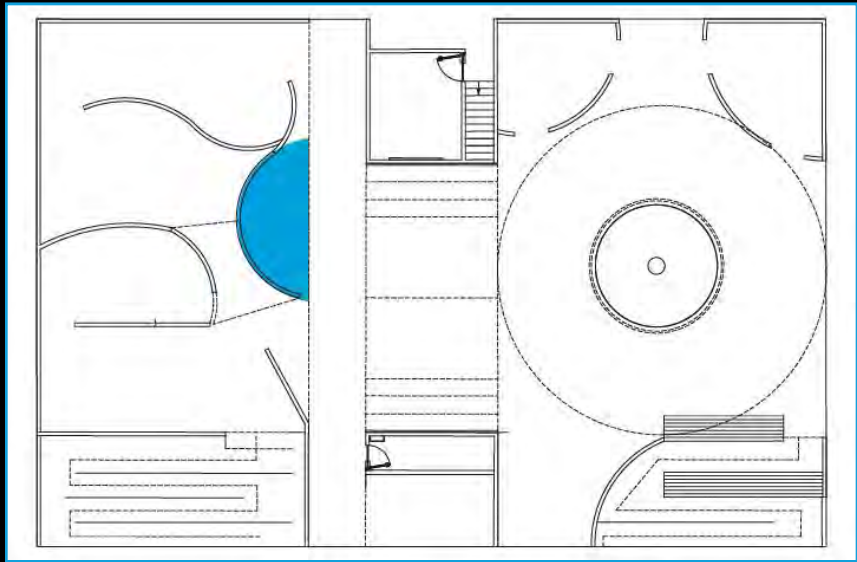
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

SUITCASE TERRACE 02

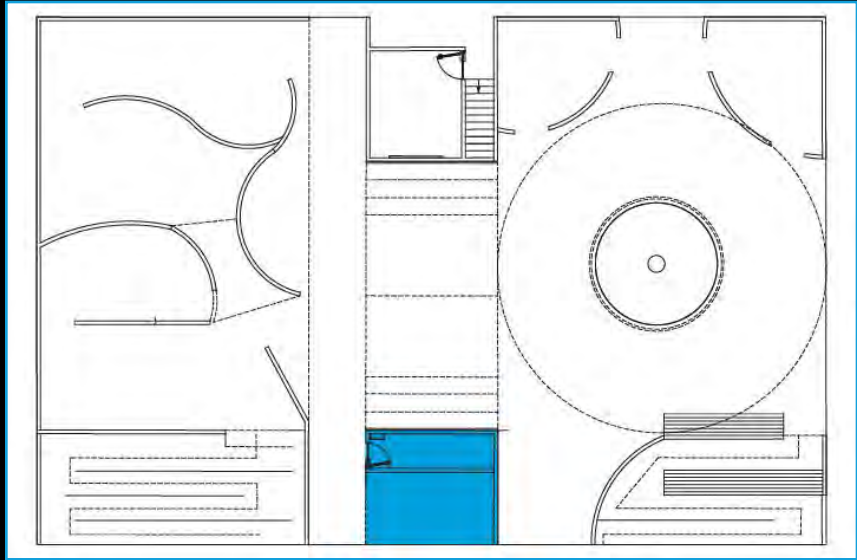


BOOTH CONCEPT 01: LIMINAL TRAVERSAL

FORD ANGLIA PHOTO BOOTH

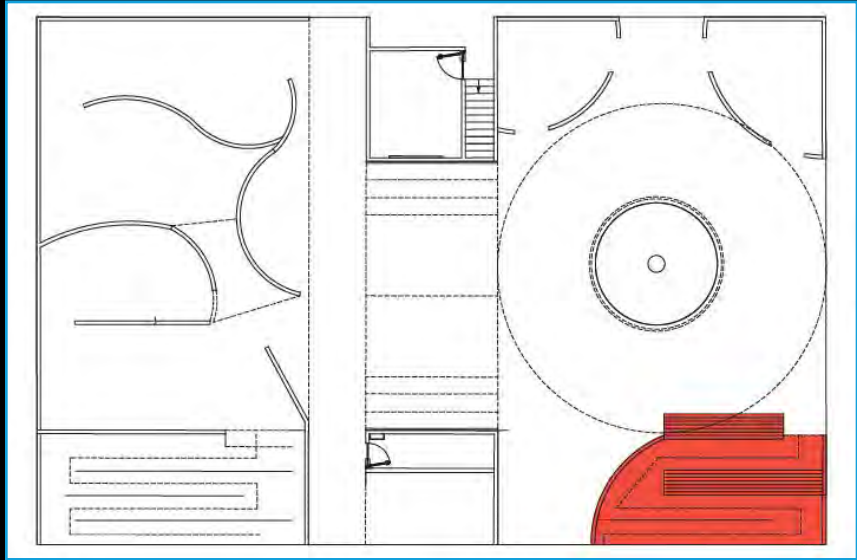
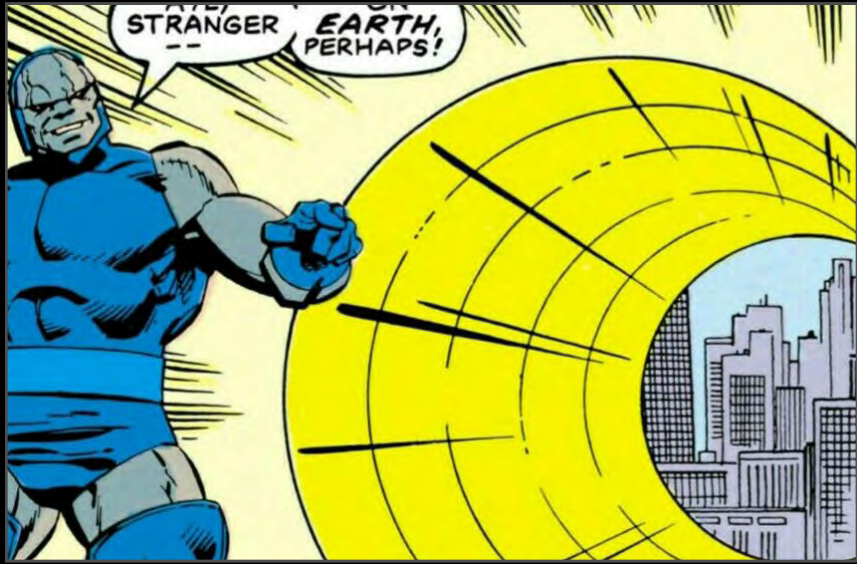


BOOTH CONCEPT 01: LIMINAL TRAVERSAL
BETWEEN WORLDS - RETAIL AREA



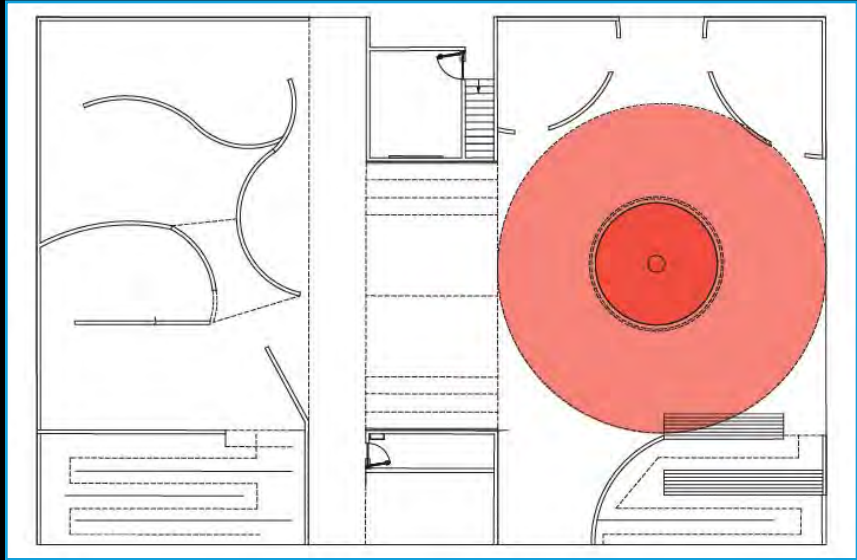
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

BOOM TUBE QUEUE AREA



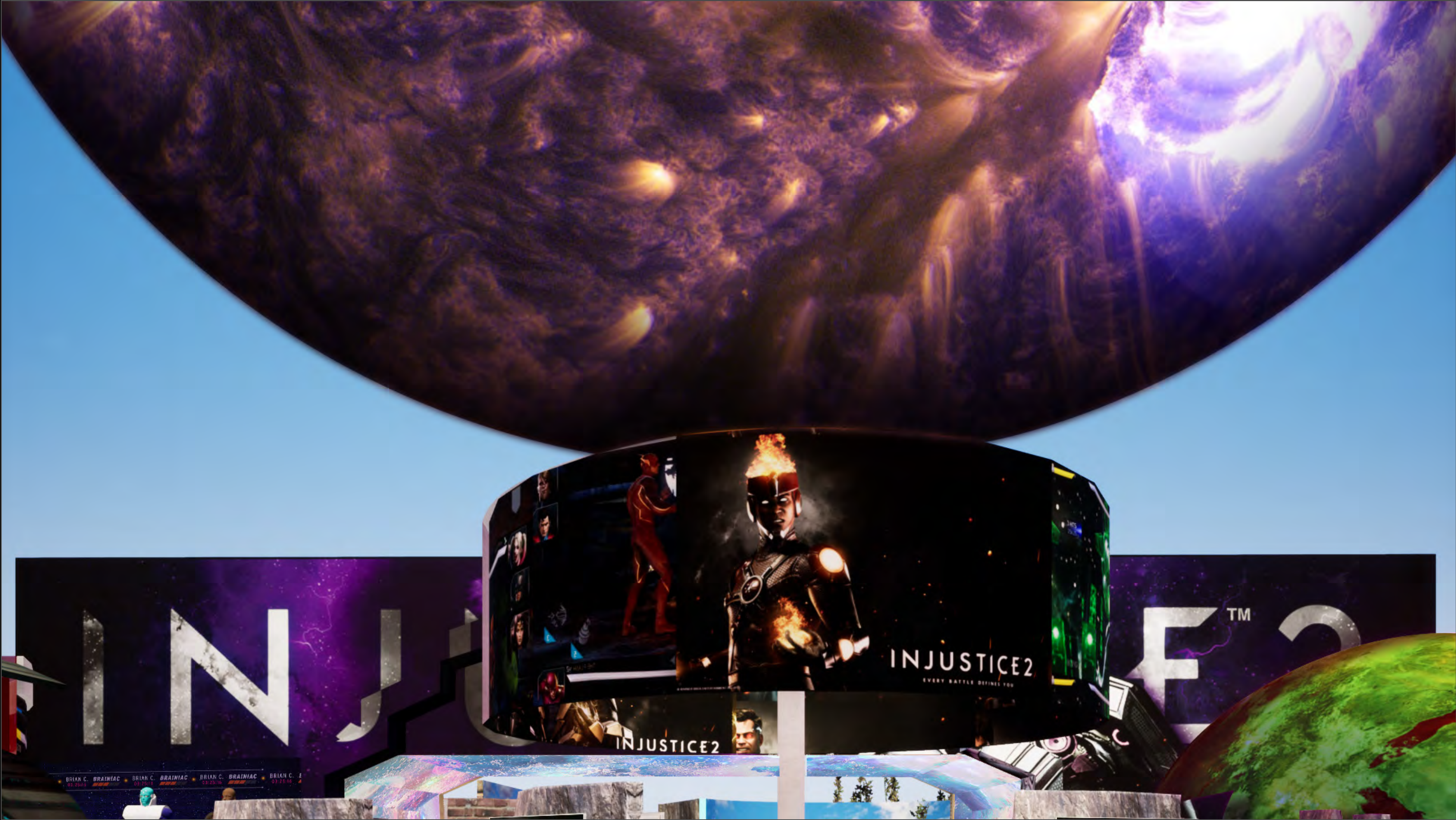
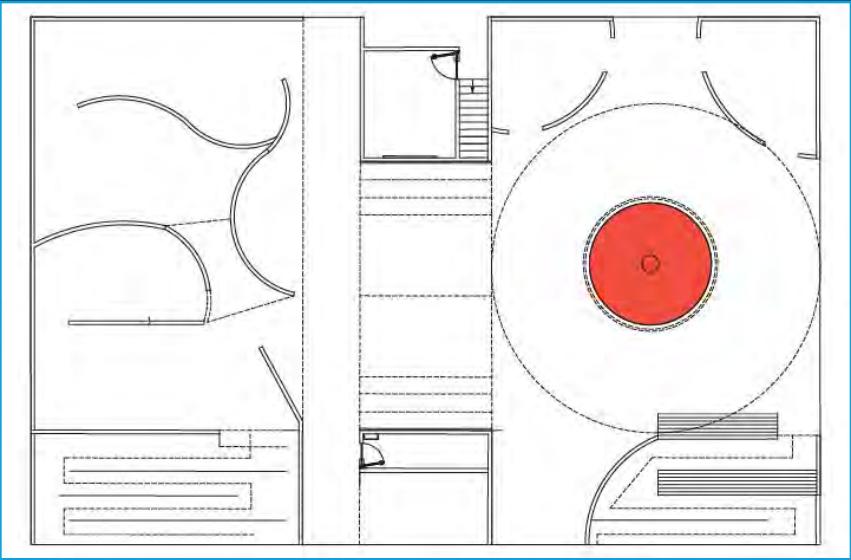
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

GAMING FLOOR AND RING OF DOOM



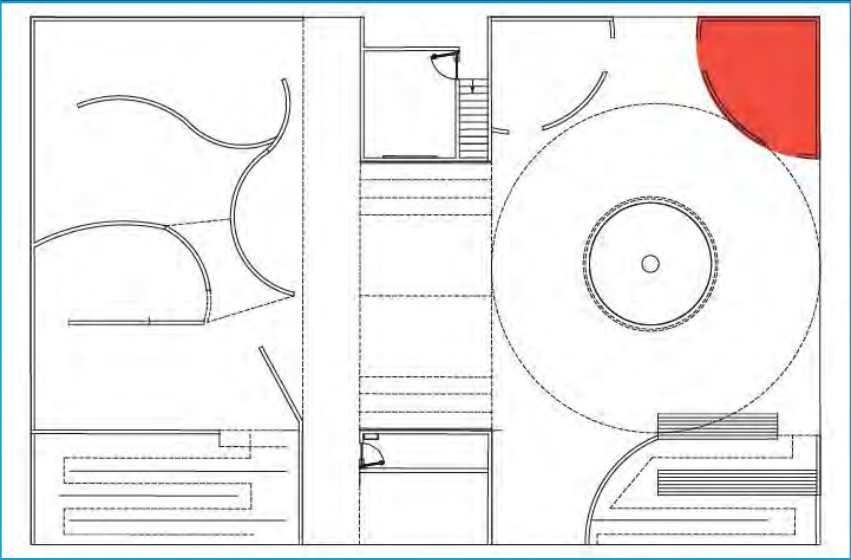
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

RING OF DOOM



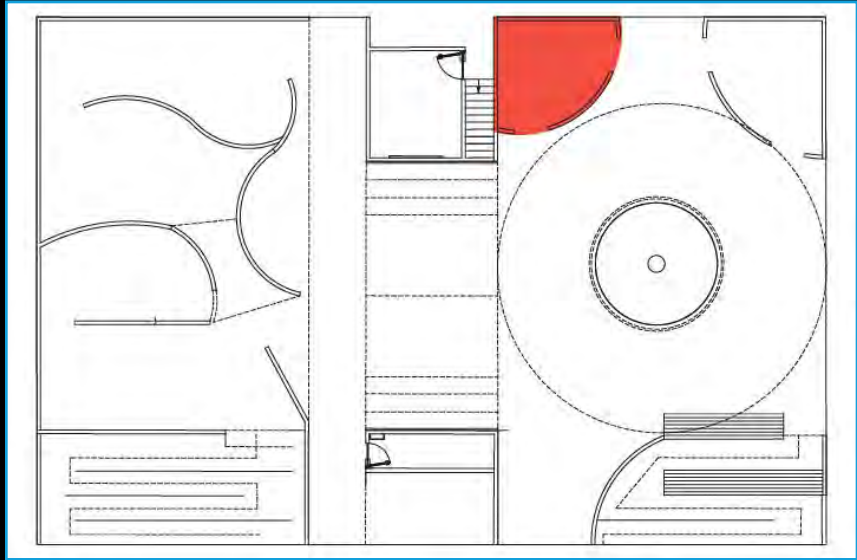
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

EARTH 1157 - MEMORIA IUSTITIAE



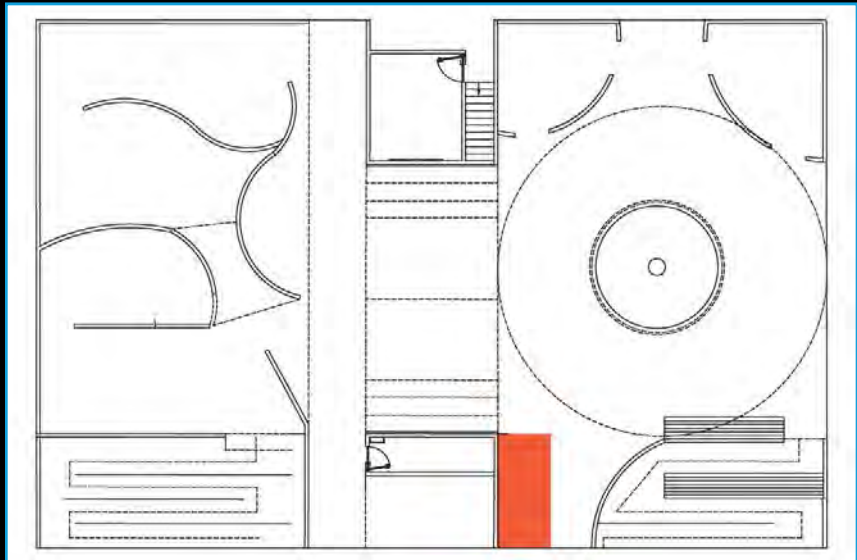
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

EARTH 1264 - HALL OF LEGENDS



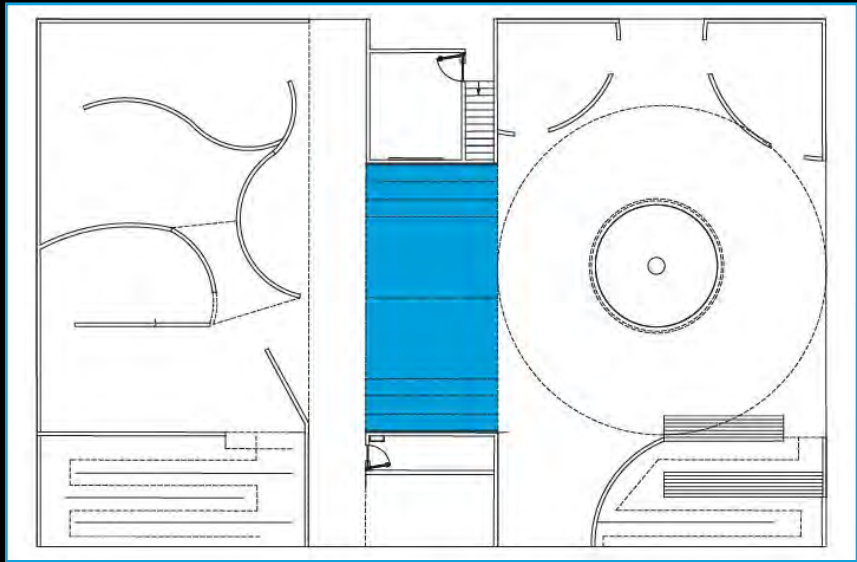
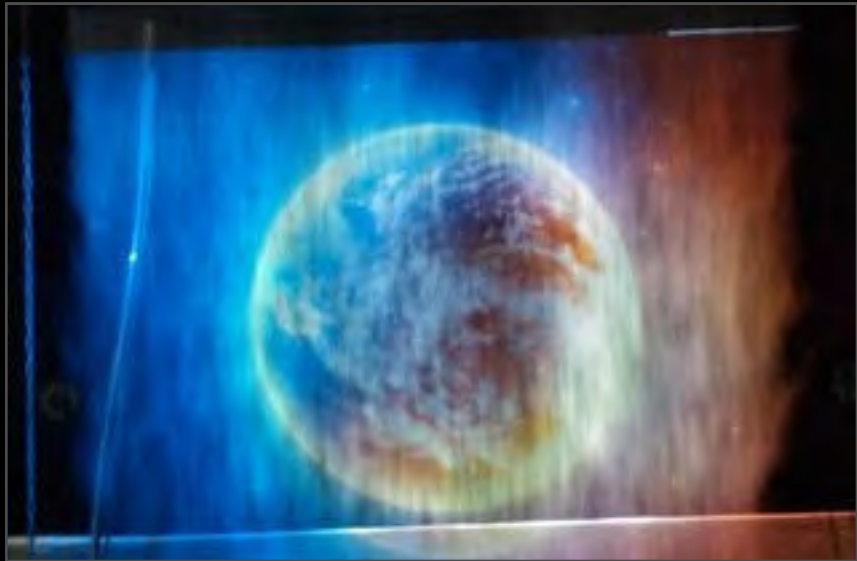
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

FIGHT INJUSTICE



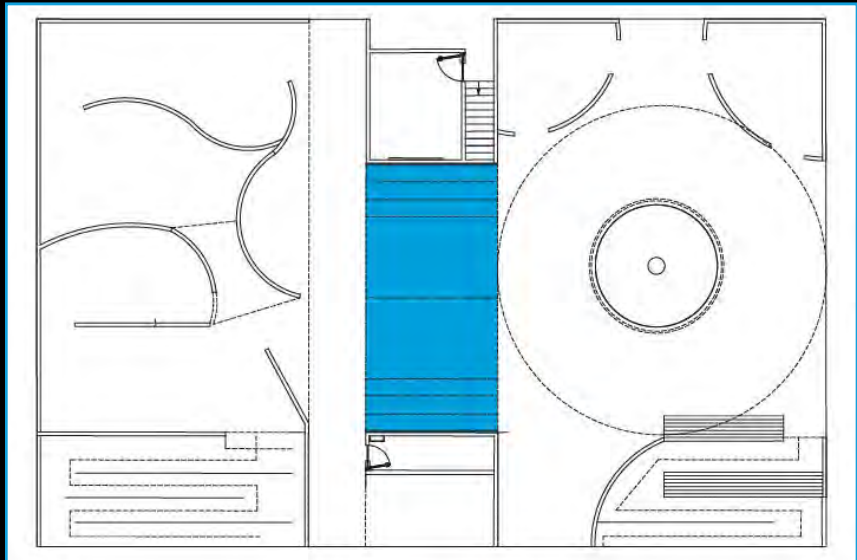
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

FOG PROJECTION SCREEN



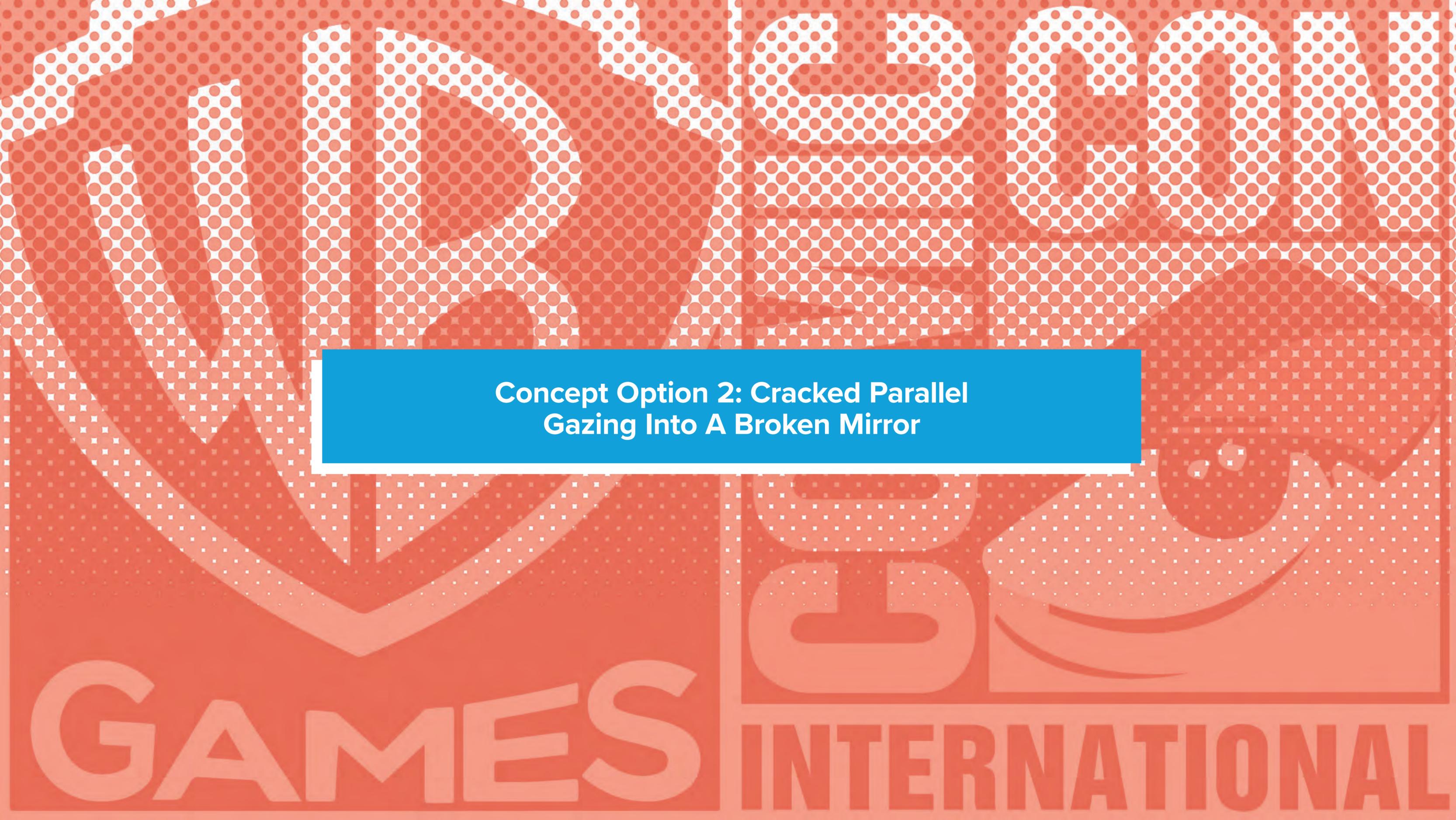
BOOTH CONCEPT 01: LIMINAL TRAVERSAL

PORTAL BETWEEN WORLDS



BOOTH CONCEPT 01: LIMINAL TRAVERSAL
INSTAGRAM ACTIVATIONS (DURING AND POST-CON)





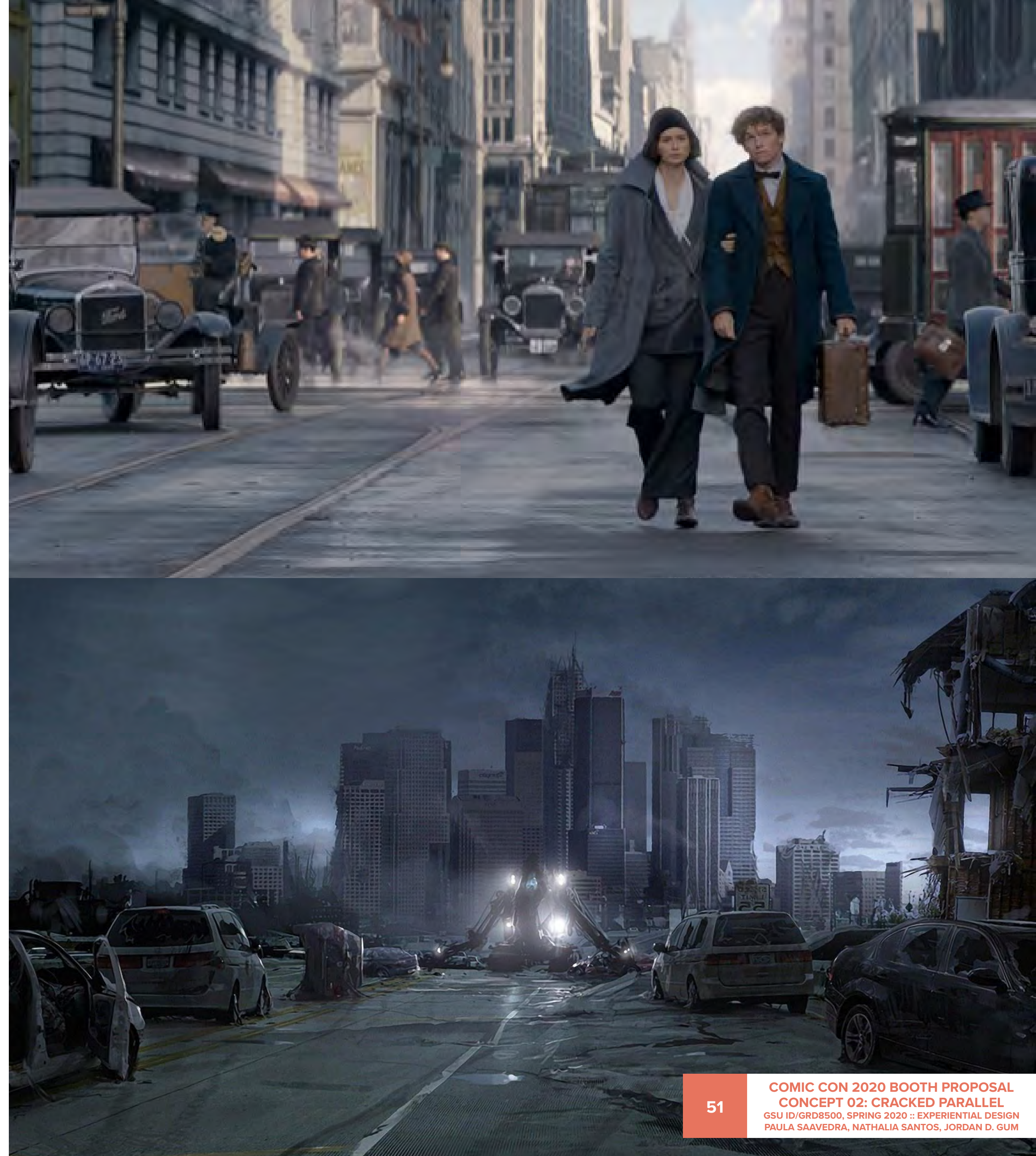
**Concept Option 2: Cracked Parallel
Gazing Into A Broken Mirror**

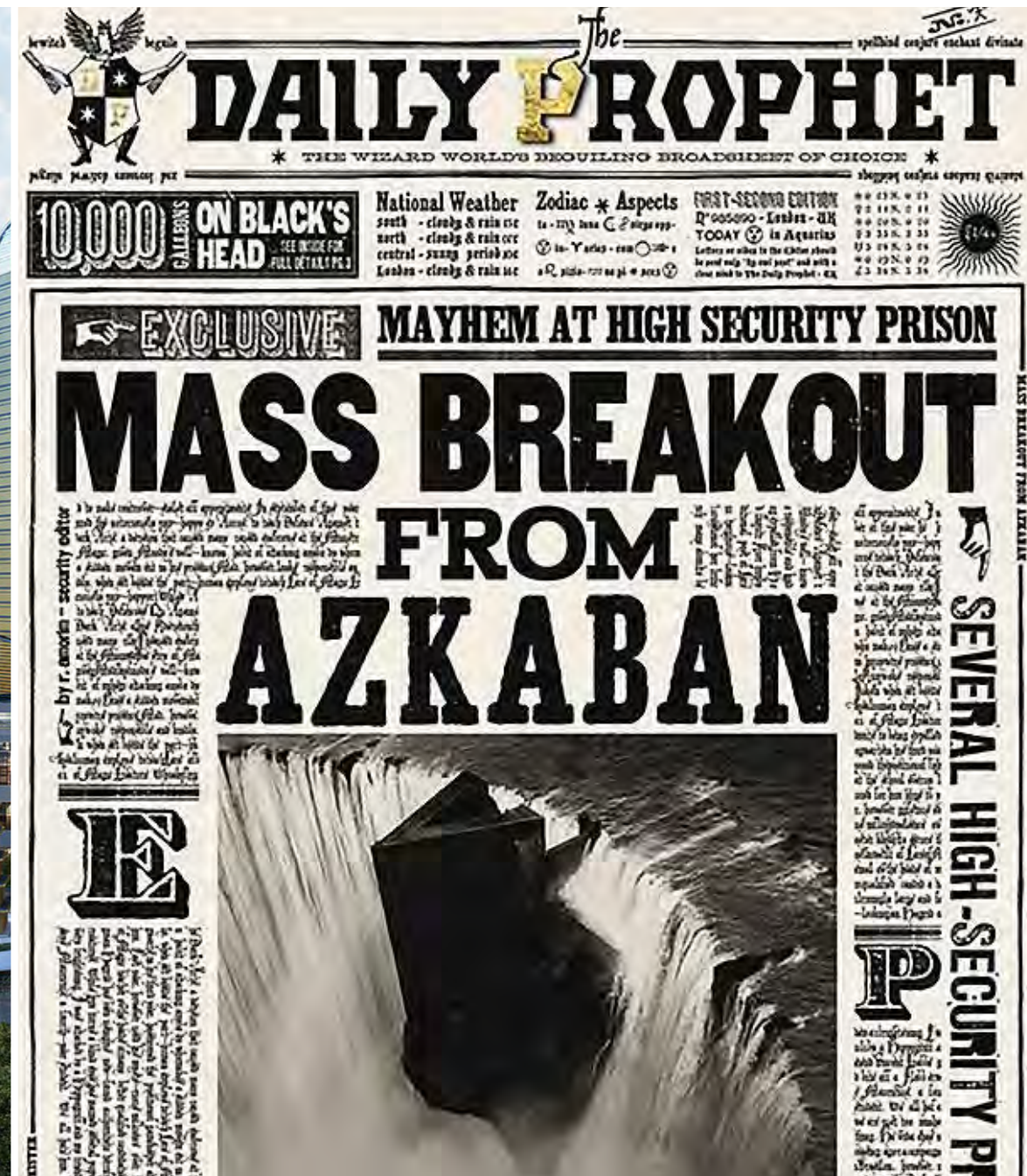
GAMES

INTERNATIONAL

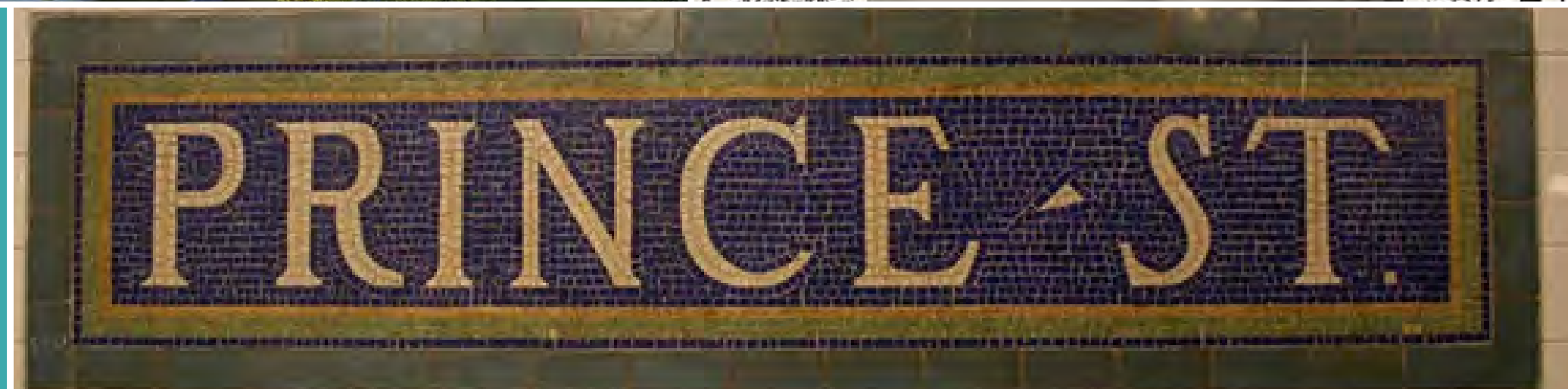
CONCEPT OVERVIEW

This concept centers around the notion of Symmetry. Warped symmetry. Split down the middle, the attendees at the con will enter a cityscape unlike any they've seen before. To their left, a trip back in time to 1920s New York, hiding secrets and adventurous encounters taken from the **Fantastic Beasts** franchise. To their right, a blighted and ruined Metropolis, bearing the still-open wounds inflicted by a wrathful Last Son of Krypton. With various gaming and physical activities spanning both urban environments, con-goers will have myriad opportunities for deep engagement with both properties.





Harry Potter™ WIZARDS UNITE



WEATHER
Unusually warm
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Highs in the 90s.

Daily Planet

Volume 1

A1

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BATMAN OR SUPERMAN?

Popularity of heroes has mayor, police concerned

By RON TROUPE

In a speech last night before the Policemen's Union, the mayor praised the Metropolis PD for willingly putting their names and faces in the public record in their fight against crime. The comments have become the latest salvo in the escalating vigilante controversy, with implications on the futures of both Metropolis and Gotham City.

"With so much media attention falling on the people wearing costumes, our men and women on the police force simply aren't getting the credit they deserve," say Arsenio Golshan, spokesperson for Community United, a Metropolis-based think tank. Golshan, who says he agrees with the mayor's remarks, warns that Metropolis may soon follow its coastal neighbor down the path of societal and law-enforcement negligence.

"Look at the Gotham City Police Department, whose officers lean on the Batman to get their job done," argues Golshan, pointing out that officials have had more than a decade to figure out the best way to work with a high-profile vigilante, yet have come up with few solutions. "Every time they send up a signal in the sky calling for the Batman it's a dereliction of duty, an admission that a law-breaker is more effective than those who carry a badge. No matter how popular Superman seems to be,

theatrical villains, who seemingly emerged on the scene in response to the Batman's presence. "The criminal justice system doesn't always get things right, and it gets even worse when there's institutional corruption," says Lidochka. "But we do have a system, and a vigilante doesn't have the authority to judge guilt or innocence. No matter how heinous a crime may be, or however compelling the evidence for conviction, no suspect should ever be denied due process."

In Metropolis, Superman is still a relative newcomer. The strange visitor from another planet can fly at supersonic speeds and lift a city bus above his head, and has grabbed headlines with good deeds such as stopping a runaway train and extinguishing a wildfire. But Superman doesn't appear to be answerable to any authority on the city, state, or federal level.

Some desperate citizens are already looking for Superman to solve the impossible, begging online for a cure for cancer on the money to pay next month's rent. Others have retreated into a survivalist mindset, convinced that Superman is an advance scout for a Kryptonian invasion still on its way.

The lessons that Gotham learned—or failed to learn—with its own vigilante will help set the tone for how Metropolis must proceed with its Man of Steel.

"So far, Superman's heart seems to be in the right place," says Lidochka. "But that doesn't







53

COMIC CON 2020 BOOTH PROPOSAL
CONCEPT 02: CRACKED PARALLEL
GSU ID/GRD8500, SPRING 2020 :: EXPERIENTIAL DESIGN
PAULA SAAVEDRA, NATHALIA SANTOS, JORDAN D. GUM

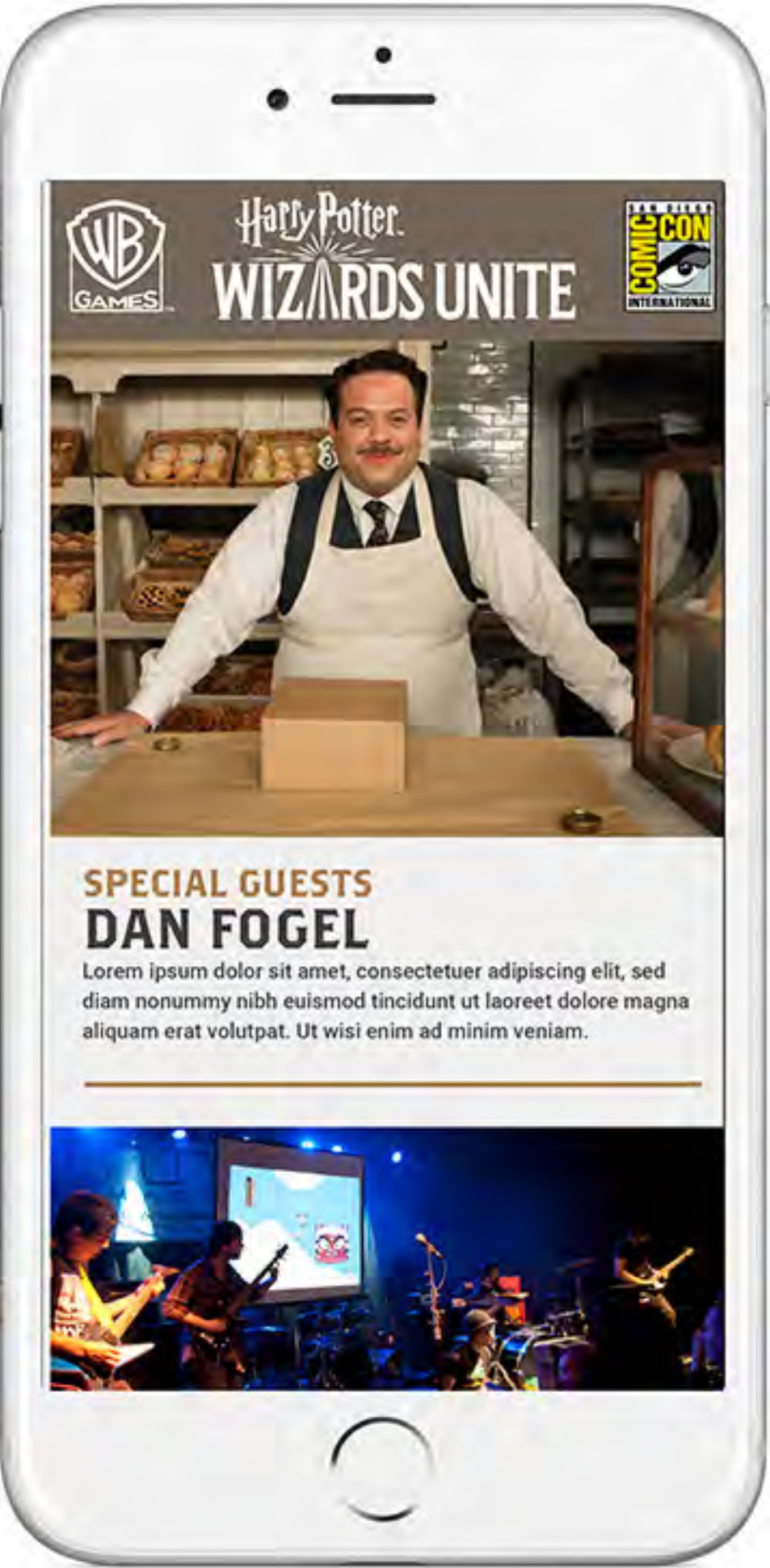


VIP KEY ART INVITE AND BADGE



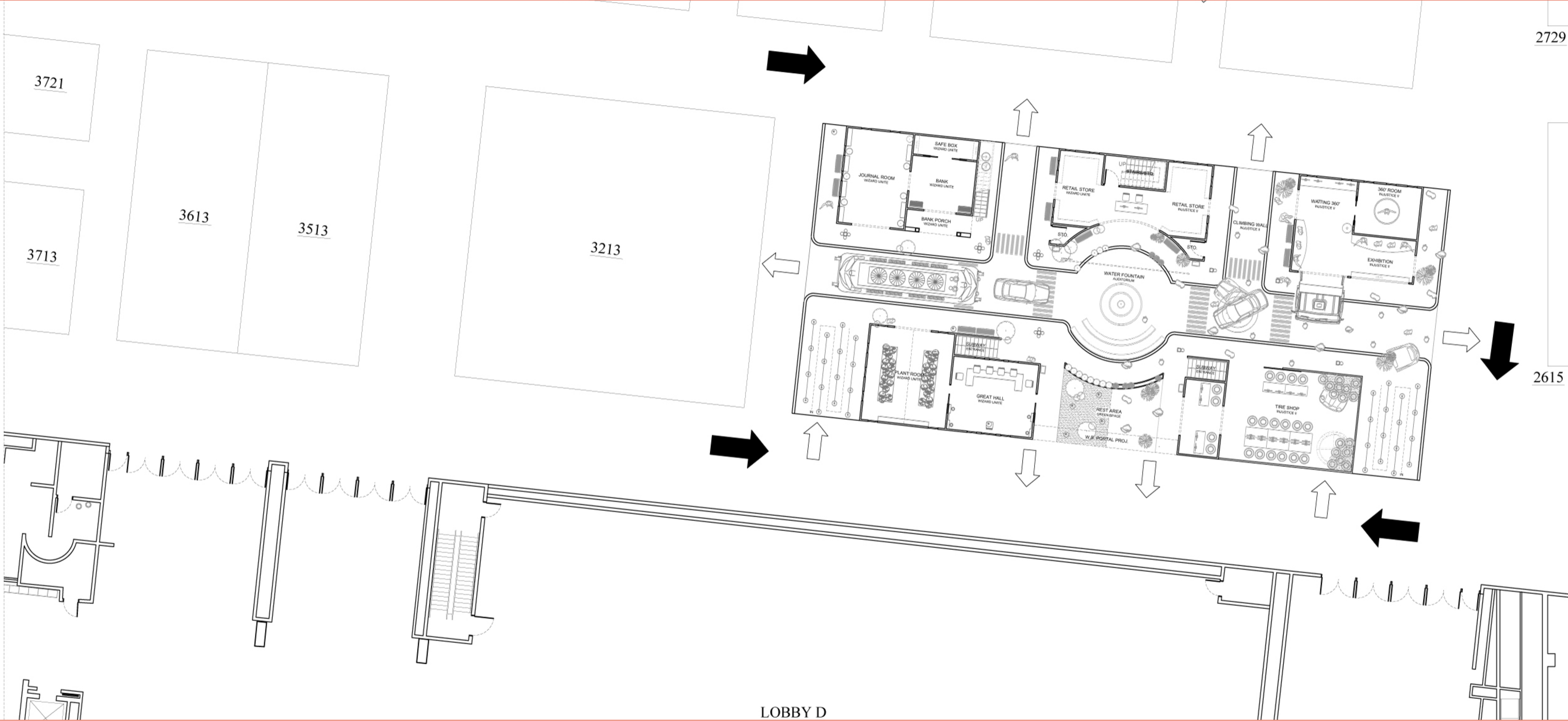
BOOTH CONCEPT 02: CRACKED PARALLEL

HPWU: PRE-CON DIGITAL ACTIVATION



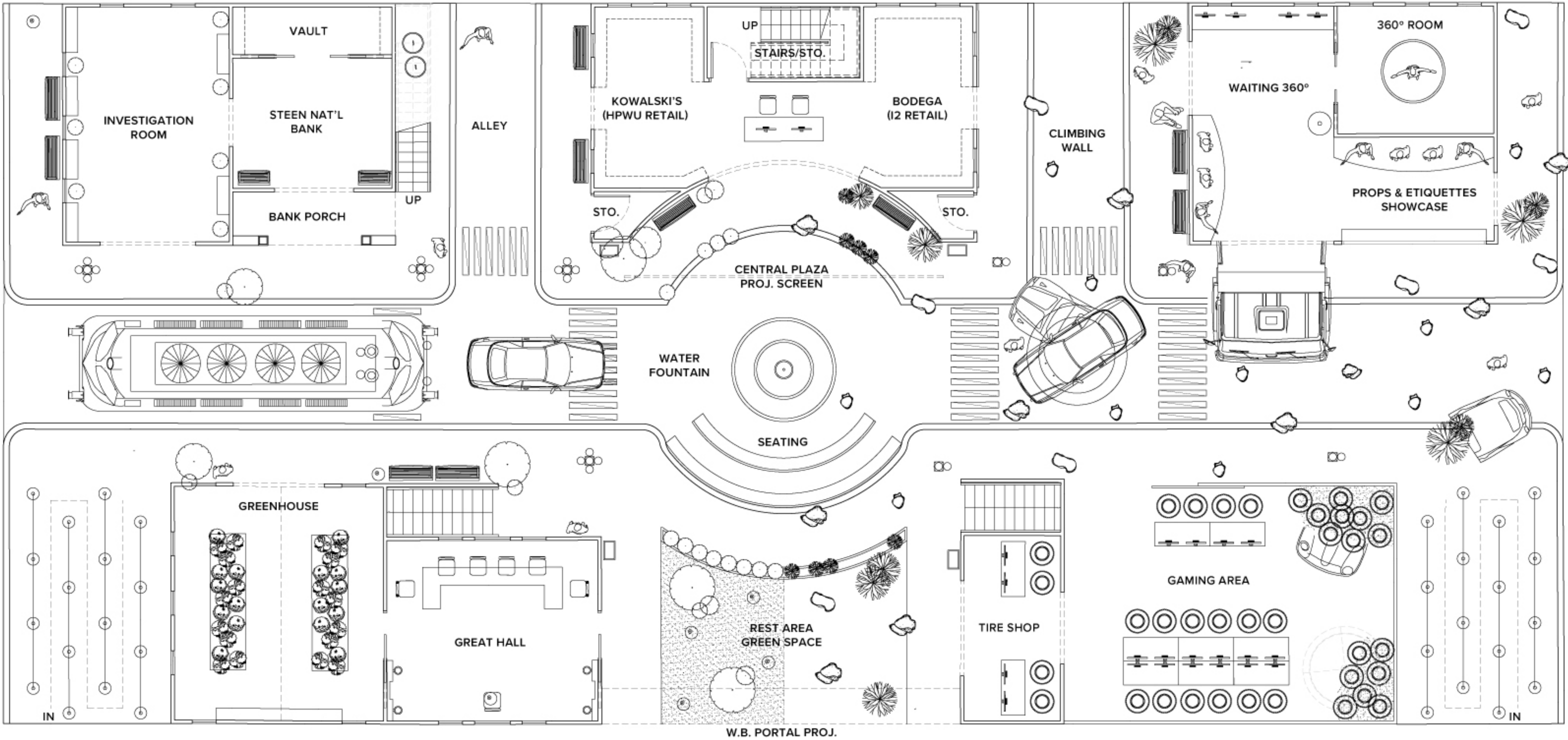
BOOTH CONCEPT 02: CRACKED PARALLEL

SITE PLAN



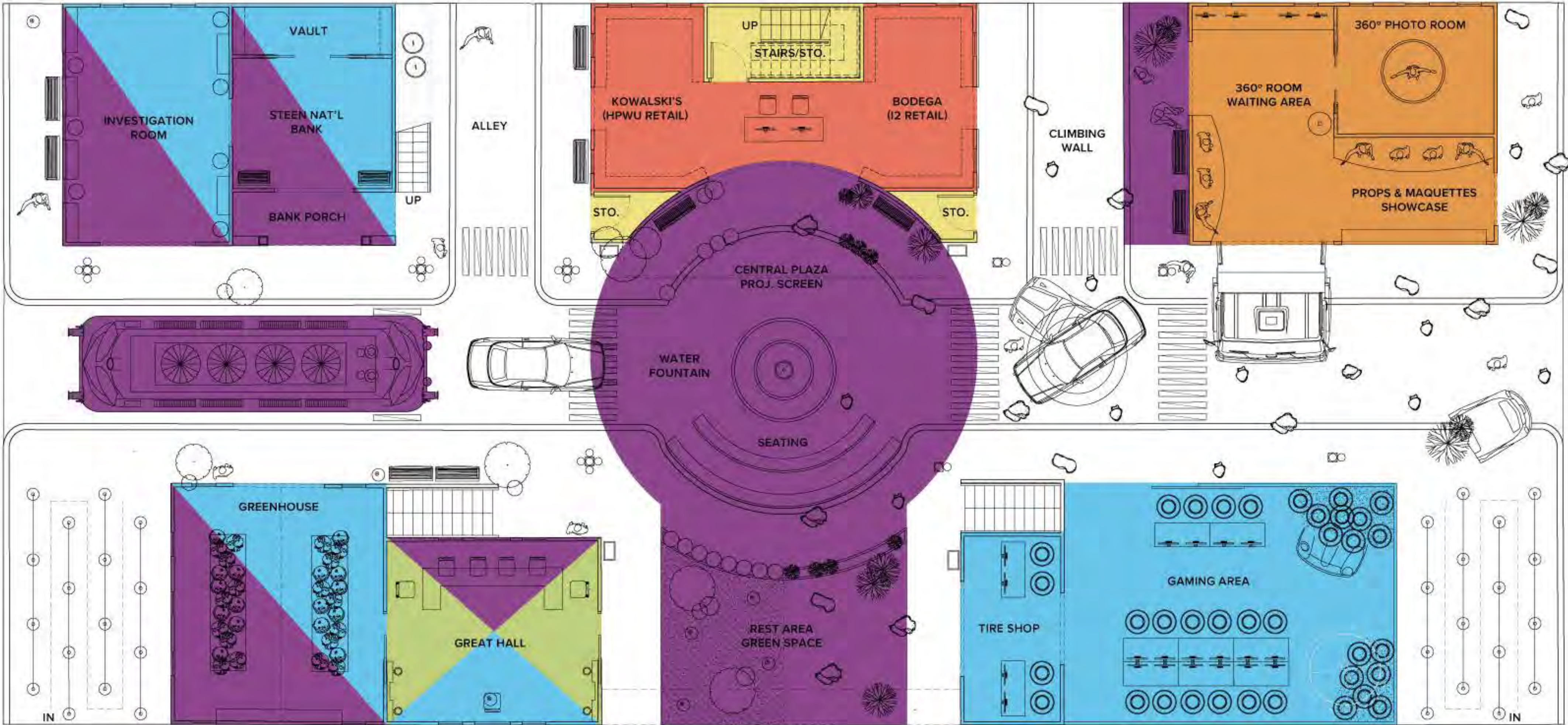
BOOTH CONCEPT 02: CRACKED PARALLEL

FLOOR PLAN - FIRST LEVEL



BOOTH CONCEPT 02: CRACKED PARALLEL

FLOOR PLAN - ZONED



BOOTH CONCEPT 02: CRACKED PARALLEL

ISOMETRIC VIEW 01



BOOTH CONCEPT 02: CRACKED PARALLEL

ENVIRONMENTAL AR EXPERIENCE



BOOTH CONCEPT 02: CRACKED PARALLEL

ISOMETRIC VIEW 02

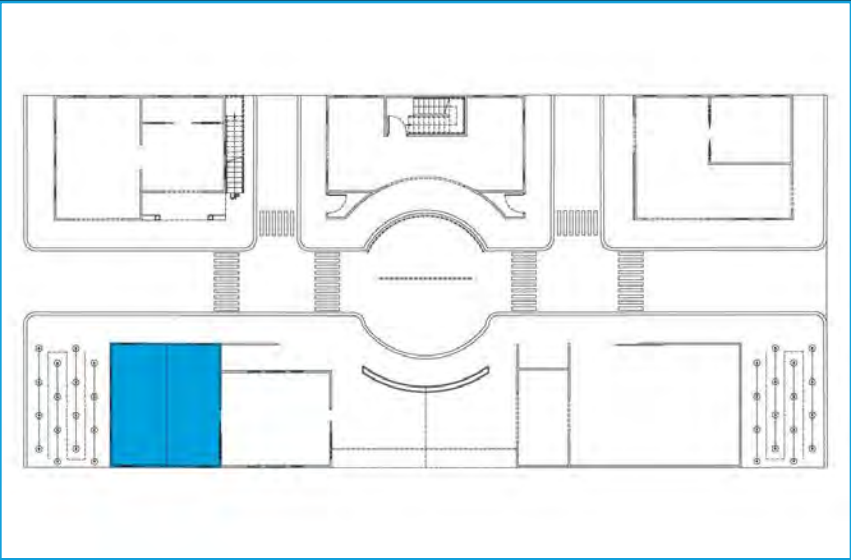


BOOTH CONCEPT 02: CRACKED PARALLEL

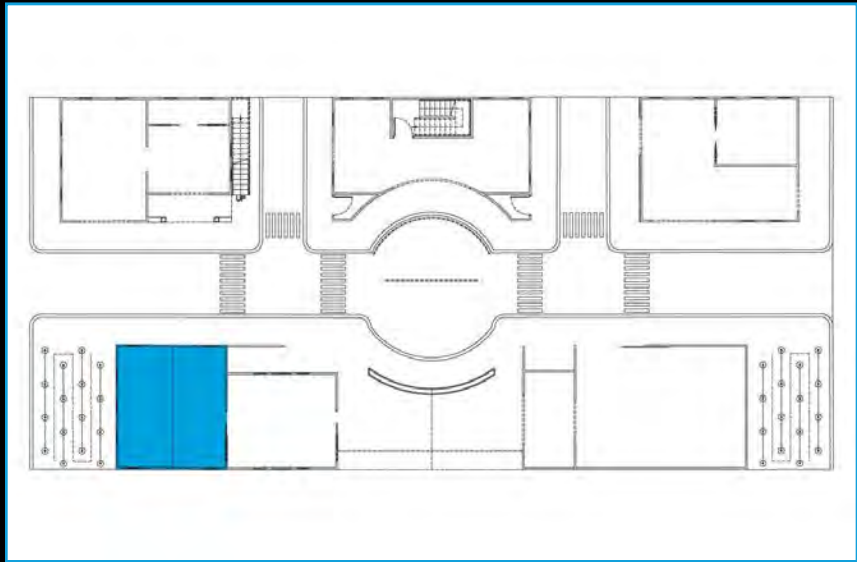
ISOMETRIC VIEW 03



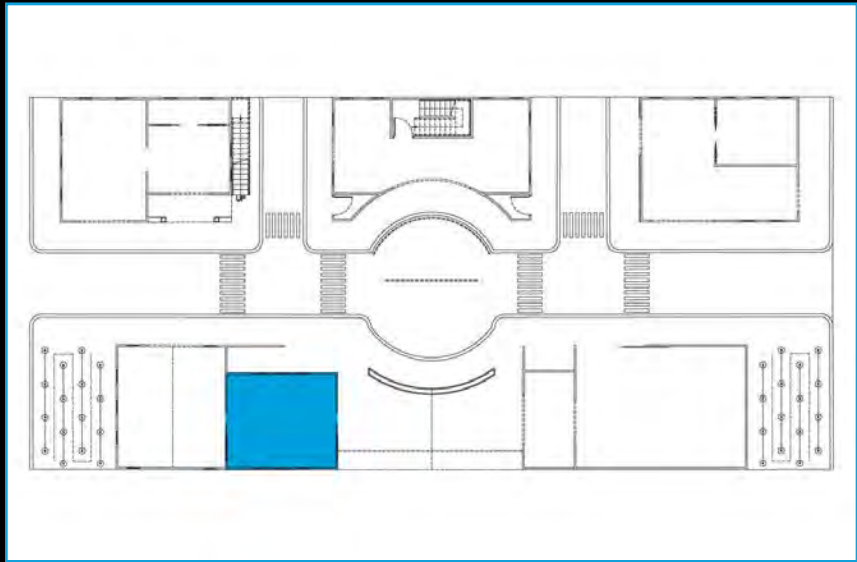
BOOTH CONCEPT 02: CRACKED PARALLEL
GREENHOUSE - HPWU QUEUE AREA



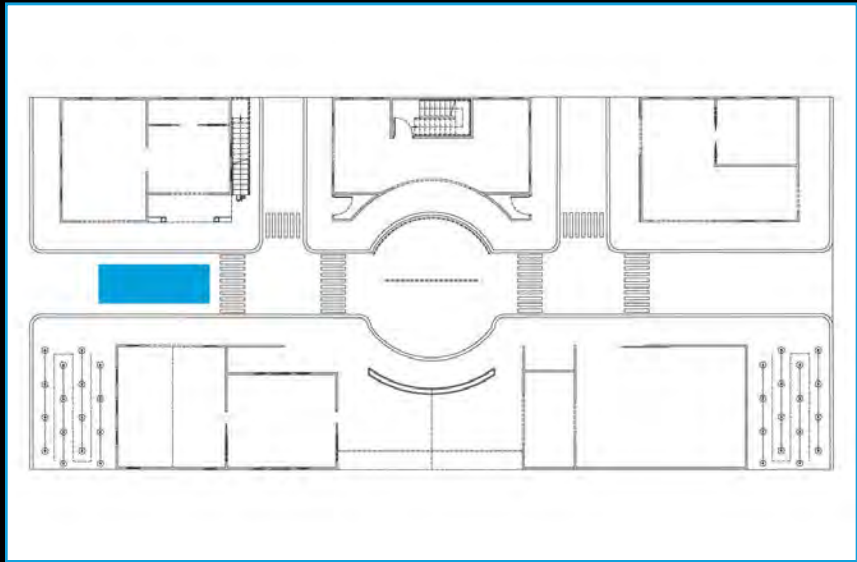
BOOTH CONCEPT 02: CRACKED PARALLEL
GREENHOUSE INTERIOR



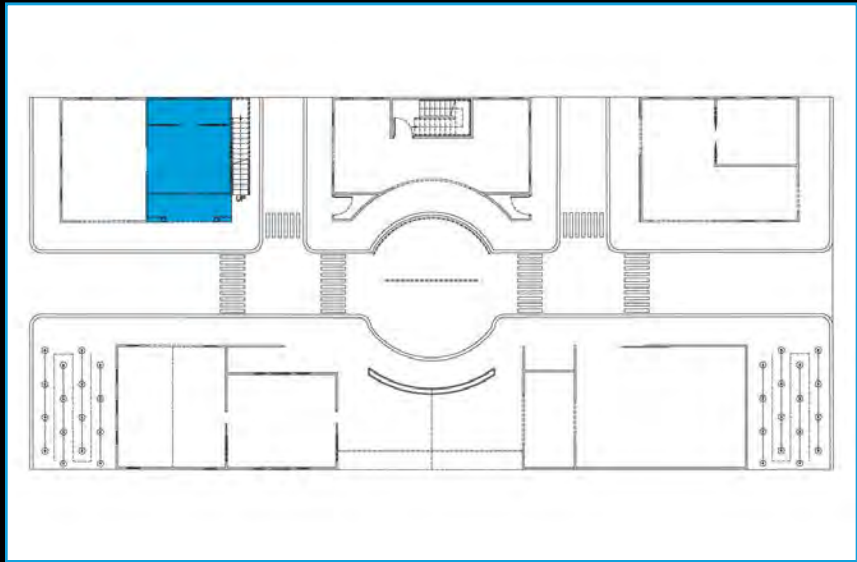
BOOTH CONCEPT 02: CRACKED PARALLEL
GREAT HALL INTERIOR



BOOTH CONCEPT 02: CRACKED PARALLEL
NYC TROLLEY AR EXPERIENCE

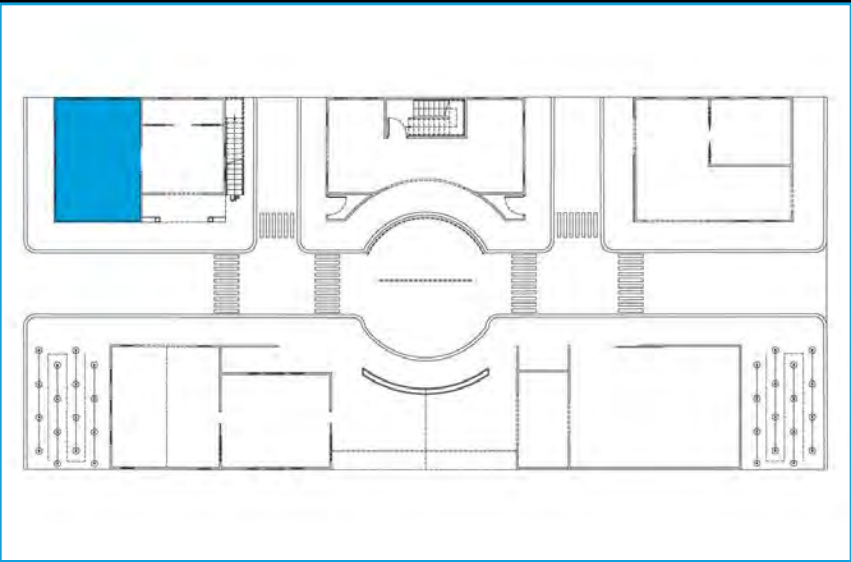


BOOTH CONCEPT 02: CRACKED PARALLEL
STEEN NATIONAL BANK INTERIOR

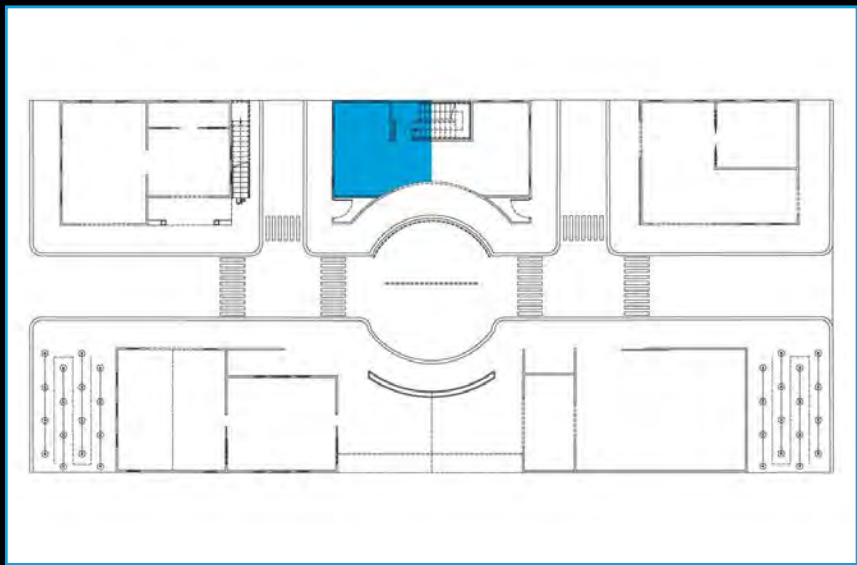


BOOTH CONCEPT 02: CRACKED PARALLEL

MAJOR INVESTIGATIONS INTERIOR

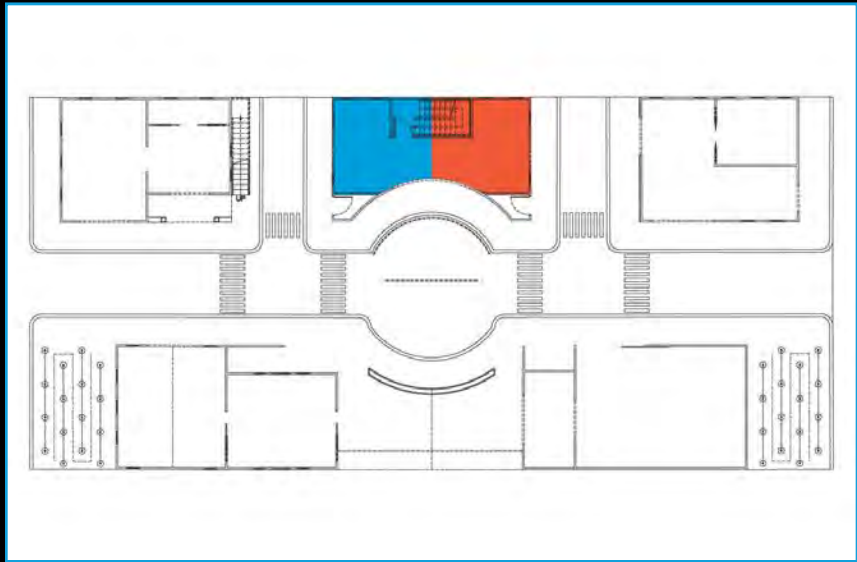


BOOTH CONCEPT 02: CRACKED PARALLEL
KOWALSKI'S BAKERY - HPWU RETAIL SPACE

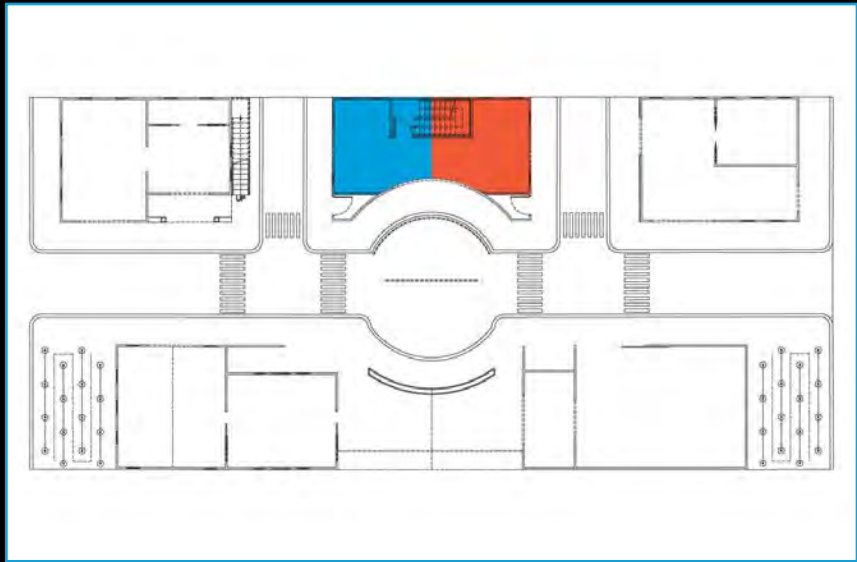


BOOTH CONCEPT 02: CRACKED PARALLEL

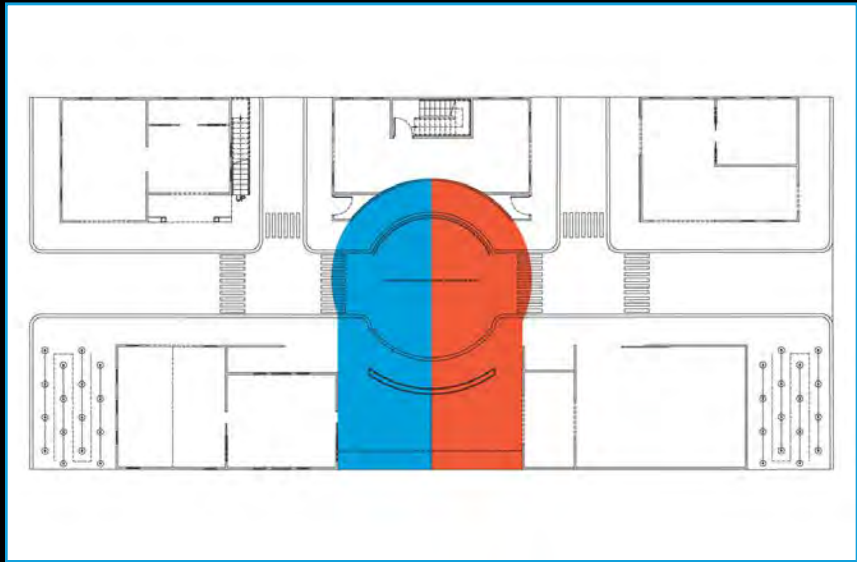
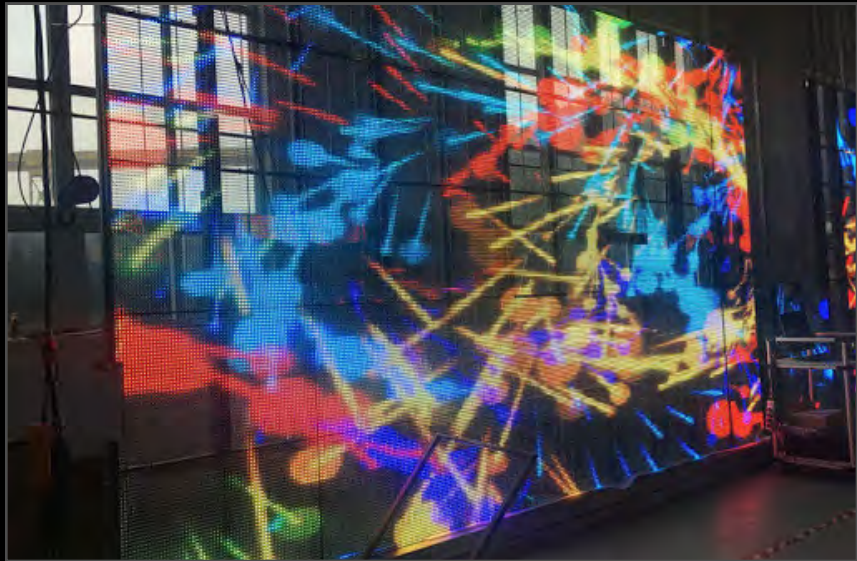
CENTRAL PLAZA AND WATER FOUNTAIN



BOOTH CONCEPT 02: CRACKED PARALLEL
HIDDEN WORLDS AR EXPERIENCE

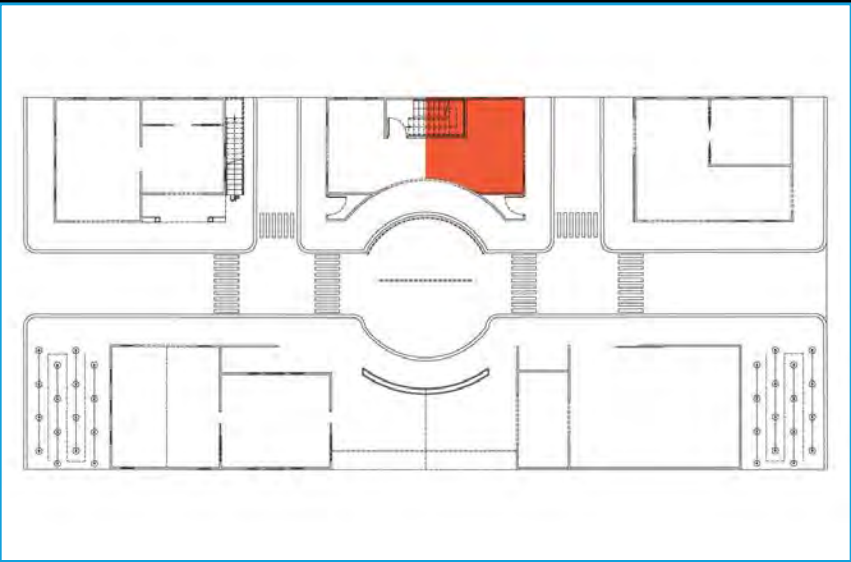


BOOTH CONCEPT 02: CRACKED PARALLEL
CENTRAL PLAZA PRESENTATION SPACE



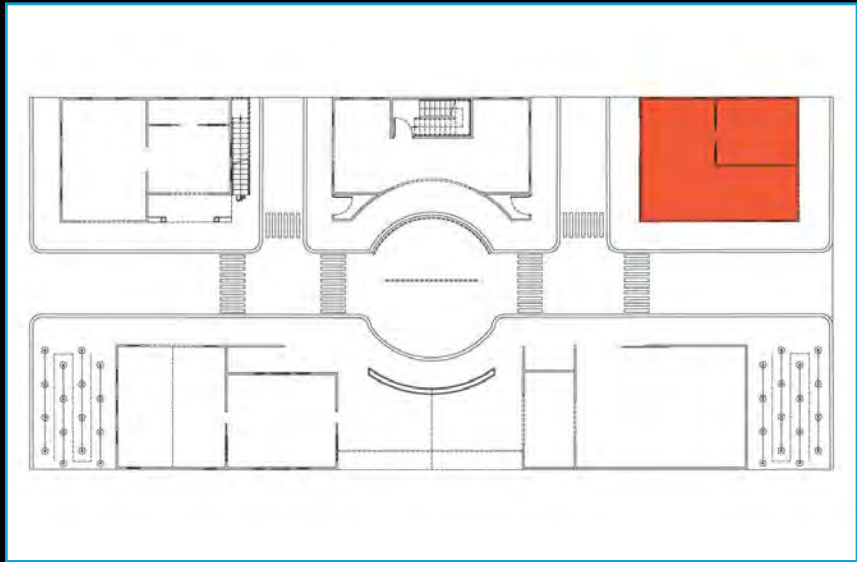
BOOTH CONCEPT 02: CRACKED PARALLEL

CORNER BODEGA - 12 RETAIL SPACE



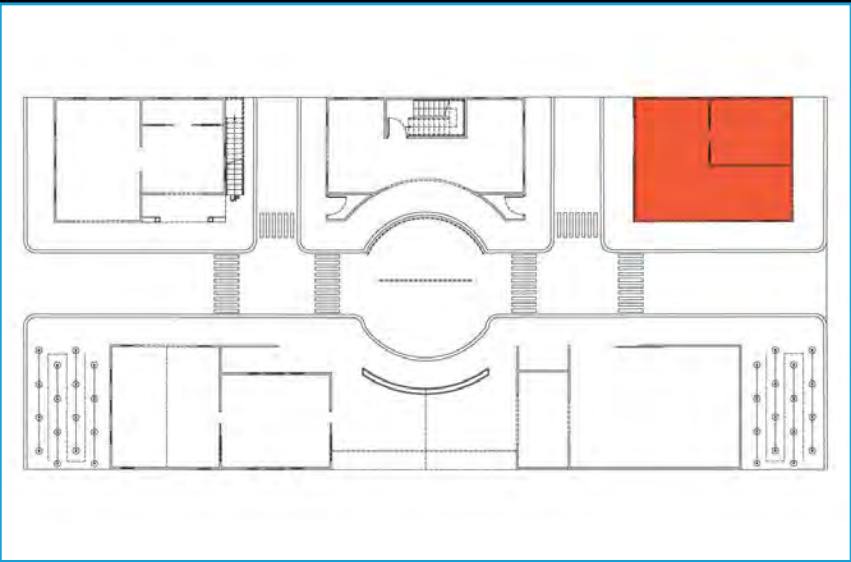
BOOTH CONCEPT 02: CRACKED PARALLEL

RUINED METROPOLIS

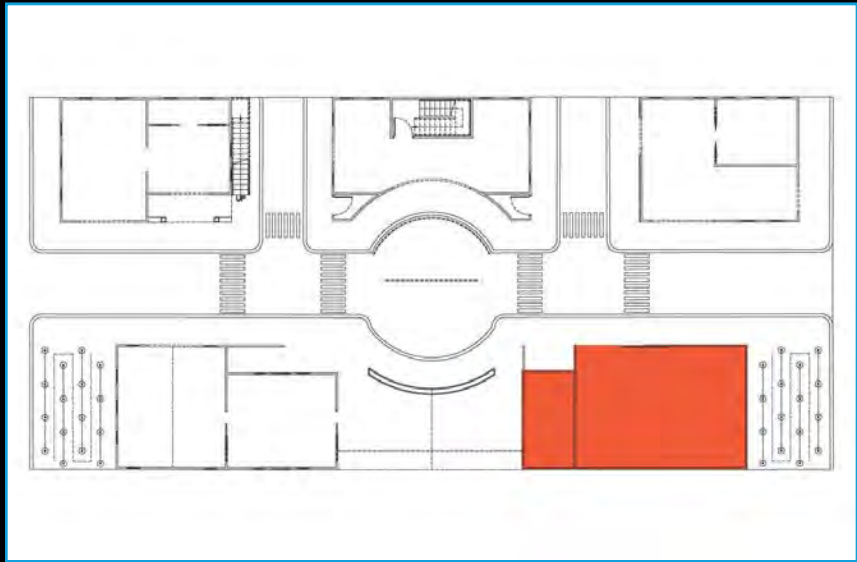


BOOTH CONCEPT 02: CRACKED PARALLEL

METRO 38 FIRE STATION INTERIOR

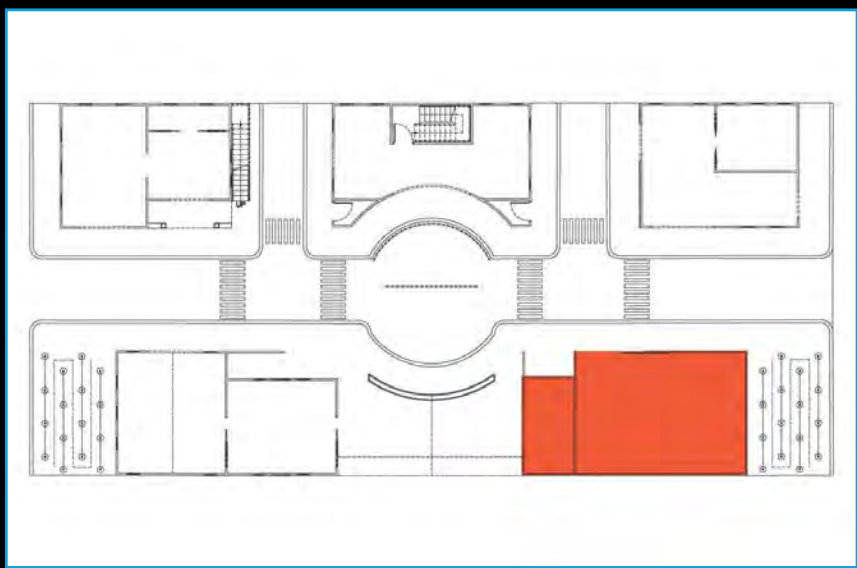


BOOTH CONCEPT 02: CRACKED PARALLEL
IRONS SCRAP METAL - GAMING AREA



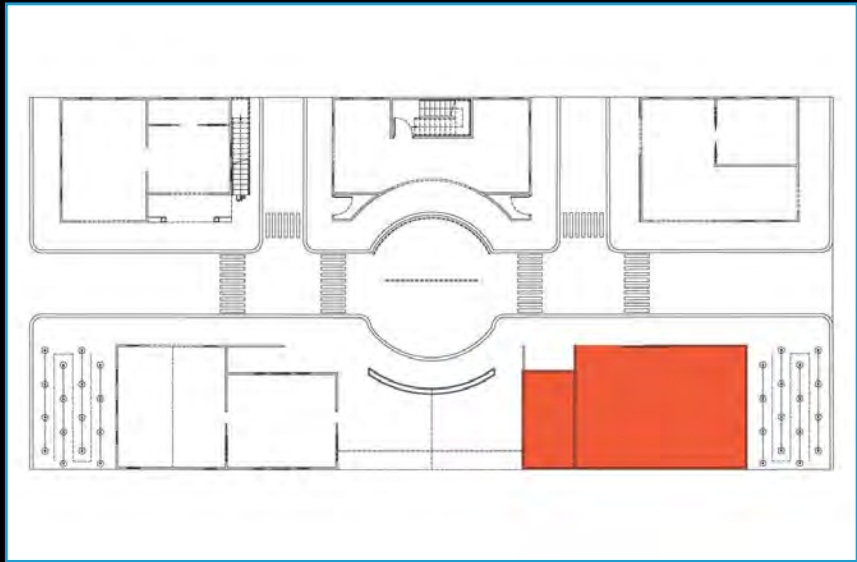
BOOTH CONCEPT 02: CRACKED PARALLEL

GRAFFITI WALL ANALOG EXPERIENCE



BOOTH CONCEPT 02: CRACKED PARALLEL

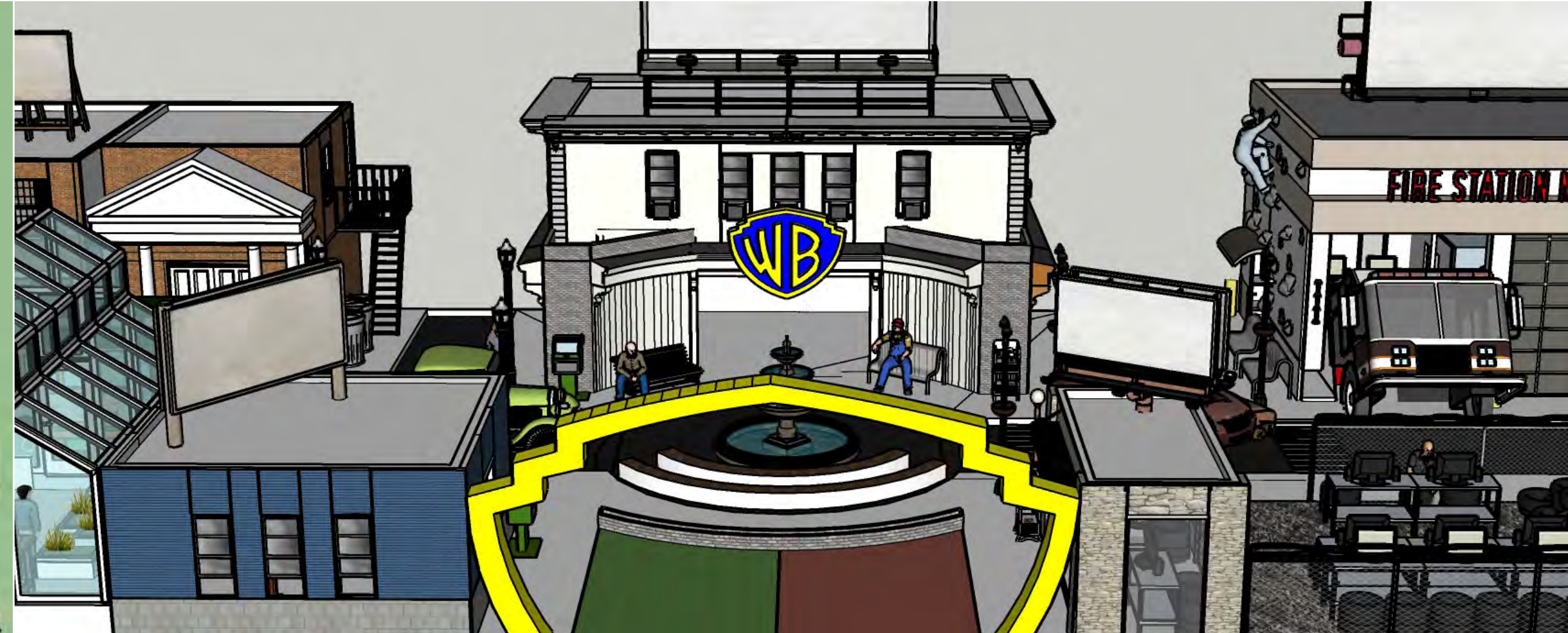
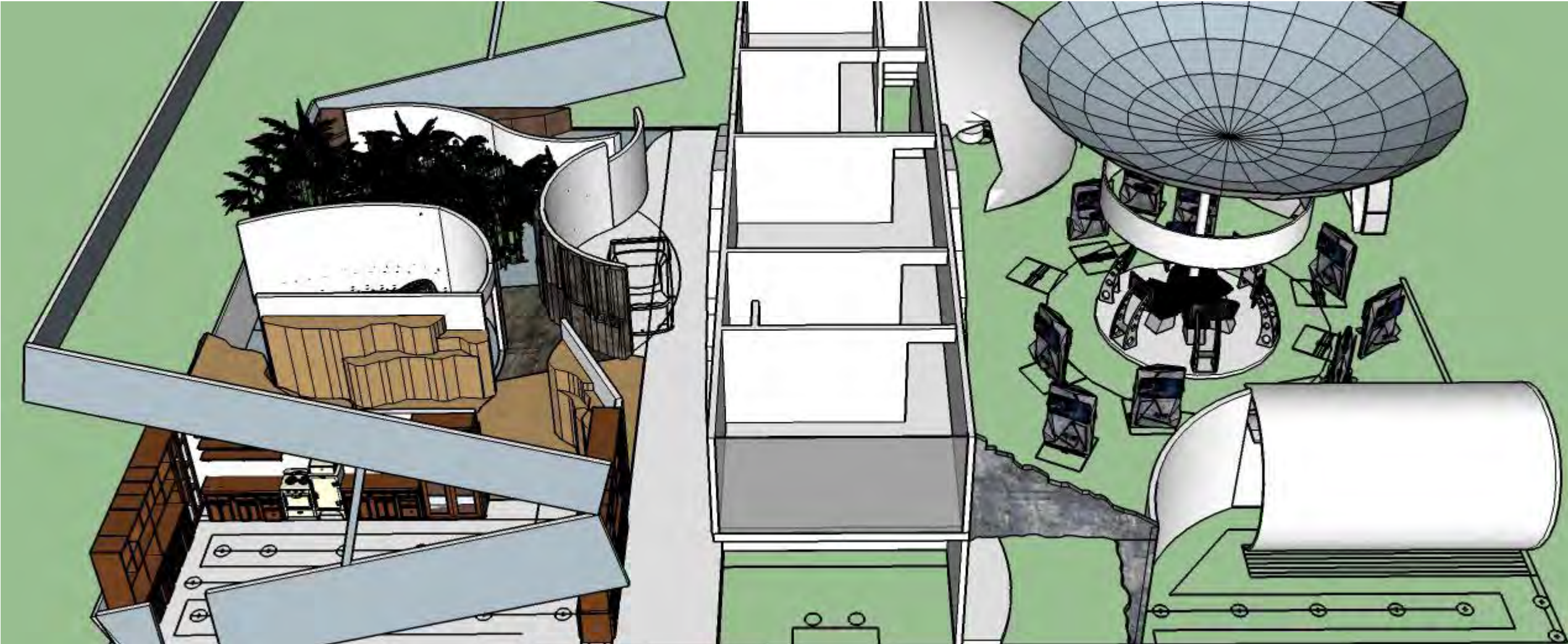
IRONS SCRAP METAL - I2 QUEUE AREA



BOOTH CONCEPT 02: CRACKED PARALLEL

INSTAGRAM ACTIVATIONS (DURING AND POST-CON)





WB GAMES AT COMIC CON 2020

CONCLUSION

Comic Con at its core, like all fan conventions, is about passion. Fans travel from all over the globe to be immersed in their favorite pop-culture loves for one weekend a year. The dedication that act of love displays deserves to be met on equal ground. Through the execution of careful research and planning, distilled into two unique experiences, both of our booth design concepts deliver that in spades. Whether traversing the wondrous expanse of Newt Scamander’s enchanted suitcase or scaling the crumbling wall of a south-side fire station in the battle-ravaged city of Metropolis, fans will be immersed in the worlds we’ve created for them. By integrating gameplay, as well as tactile, analog experiences, and one-of-a-kind mementos, the WB Games booth will be the highlight of both Harry Potter and DC fans’ con weekends alike and leave them vibrating with anticipation for what’s in store for them next Summer at San Diego Comic Con.



Thank you.

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