



Aliens vs Cowmmander |
For the App Store |



ABOUT THE STUDIO

- **French-Egyptian** independant studio operating from Cairo, Egypt
- Working on building a **multi-purpose, production-friendly set of tools** through small scale productions & one big scale project (*ESCAPE THE OFFICE, coming later in 2018*)
- Focused on **engaging, high-quality experiences** with local references and cultural relevance for both France and MENA markets.
- We put **localization** at the center of our creative process, with a focus on Arabic, English and French and in-game language selection.



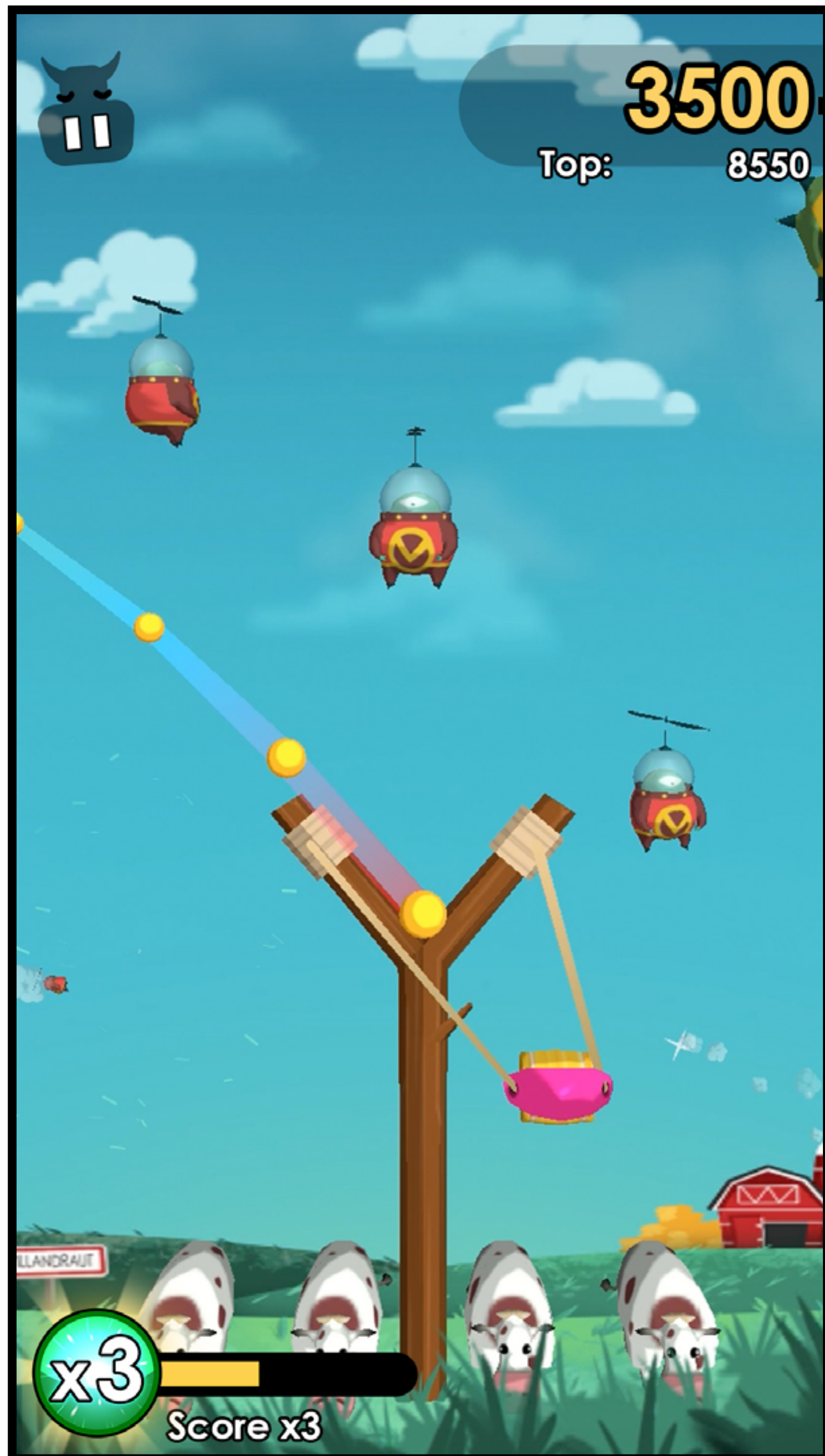
ABOUT THE GAME

- **Action / Arcade** game
- The aliens are here to abduct your cows and organize the mother of all barbecues! Use your **Tactical Haystack Launcher** to repel them, save your cattle and cancel the Apocowlypse !



FEATURES

What's inside the game?



GAMEPLAY FEATURES

- Use the Cowmander's secret weapon - **the Tactical Haystack Launcher** - to repel the alien invasion and protect your bovine citizens!
 - **5 special power-ups** that changes the nature of your projectiles: bouncy ball, machine gun...
 - Take out the **Cowarpator**, an ancient and powerful alien creature, and earn **tons of points**
 - **Leaderboard & Achievements**
 - **Endless game** with high **replay-value** and **scoring mechanics**
 - Harvest **Cowmander Medals** through game sessions and rewarded ads to earn Continues.
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FEATURES

What's inside the game?

TECHNICAL FEATURES

- **High compatibility level** (iOS 8+)
 - **Technology:** Unity 2018.1 & Unity Ads
 - **Connectivity:** Game Center
 - Enjoy a mix of **2D & 3D** graphics with eye-candy toon-shading.
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MONETIZATION

How do we make the game profitable?

ADS

Two types of ads:

- **Rewarded video ad** from the main menu
- **Interstitial video ads** after each battle

IN-APP PURCHASE

Ad-stop & Expert mode - test your skills in an even more challenging experience. More angry aliens, more danger, more fun! This mode includes its own leaderboard.

IAP contents:

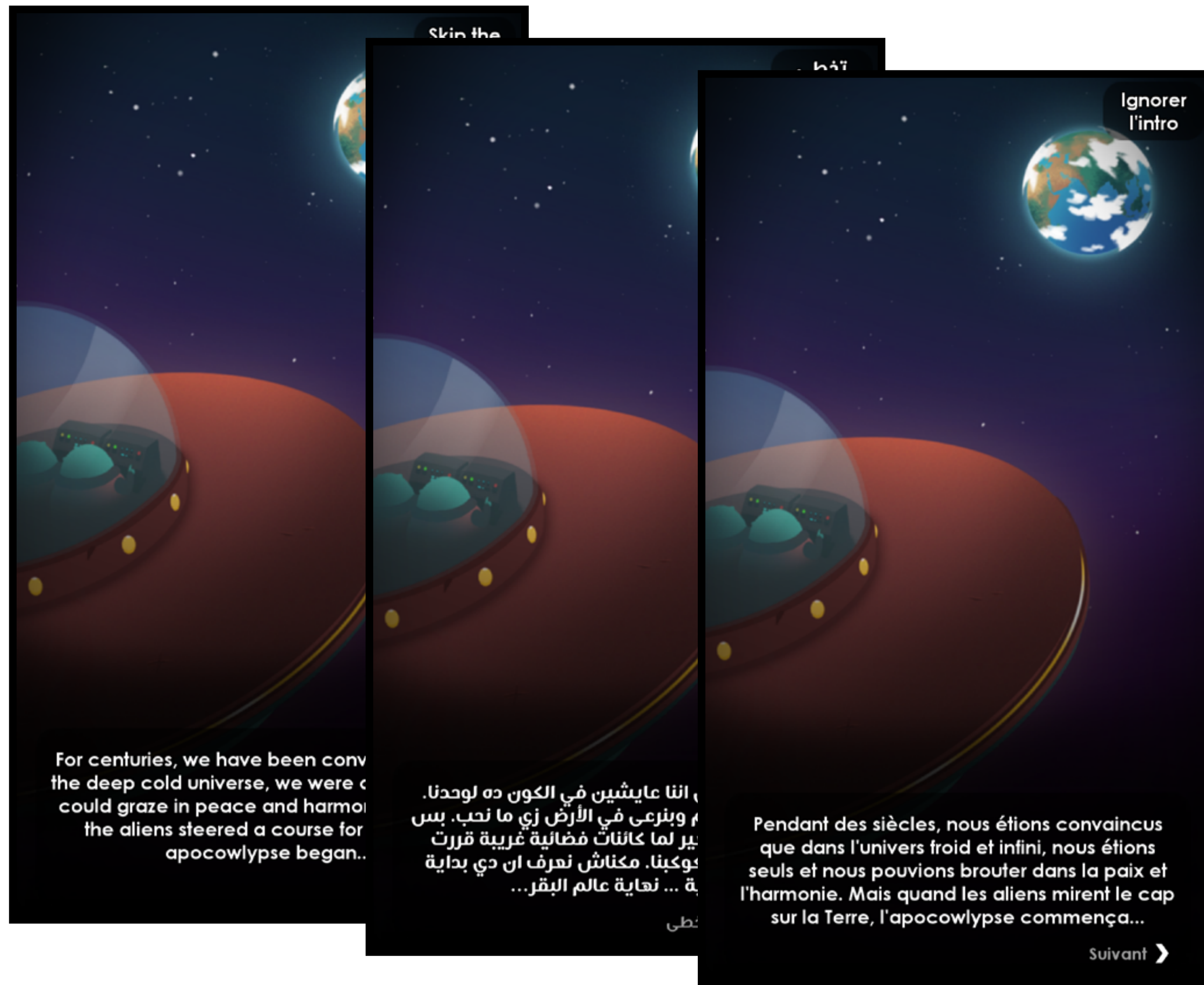
- **Expert mode**
 - **Ad-stop (interstitials)**
 - **50 Cowmander Medals**
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LOCALIZATION

Play in your favourite language!



Change the language directly in-game.

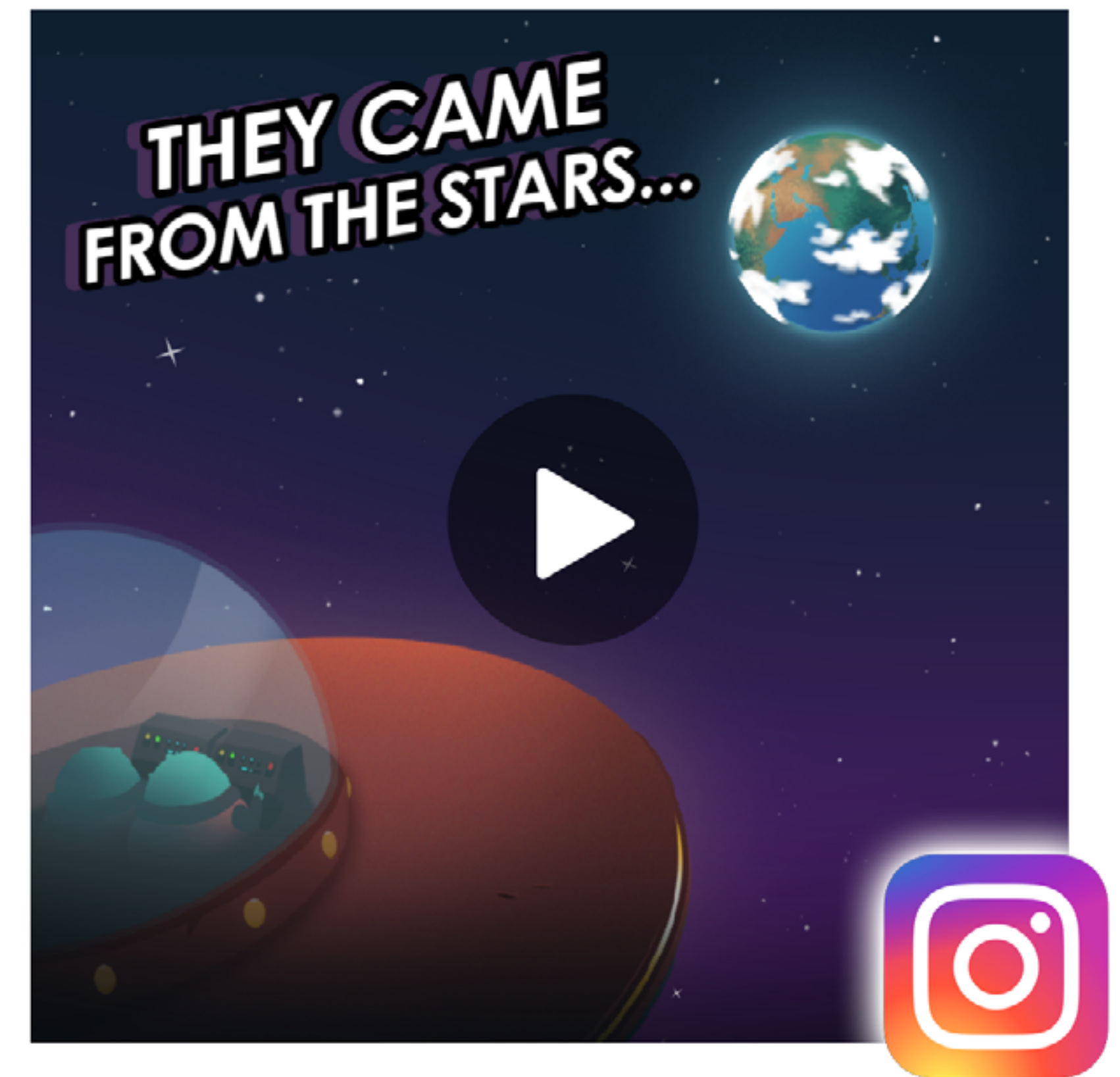
(Useful for players who have their phone set in a different language than their own)

Available languages: **English, French, Arabic**



PROMOTION

Reaching the audience

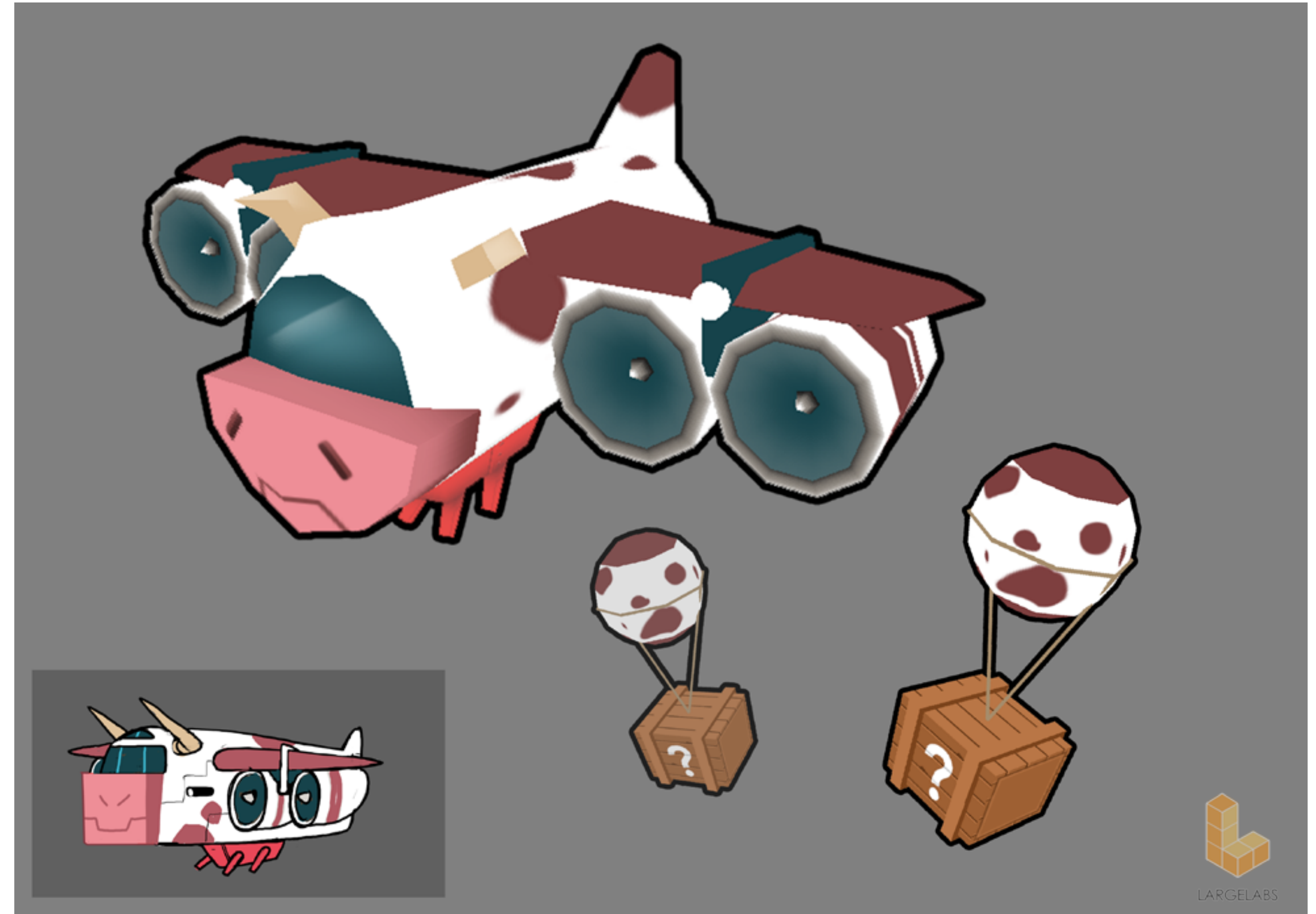


User-Aquisition campaigns on **Facebook** (visuals & video) and **Instagram** (video)



WHAT'S NEXT

Plans for updates



- **Bonus upgrade system** (introducing the Moohumber, delivering stackable bonuses to the player right through the battlefield)
- **New types of aliens** with disruptive interactions, **new bosses, new bonuses**
- **Weekly challenges** with out-of-the-box objectives & an exclusive leaderboard
- **Global/Regional leaderboards, friends leaderboard** with friend list



The image features a stylized title for a game. At the top center is a brown Y-shaped tree with white bandages on its upper branches. To the left of the tree is a green alien spaceship with a red 'X' on its side and yellow lights. To the right is a red cow character with a blue helmet and a yellow 'V' on its chest, resembling a helicopter. Below these elements, the word 'ALIENS' is written in a green, 3D block font. Underneath 'ALIENS' is the word 'VS' in a smaller, yellow, 3D font. At the bottom, the word 'COWMANDER' is written in a large, white, 3D font with a black outline and a jagged, torn-edge effect. The entire scene is set against a bright blue sky with soft, white clouds.

ALIENS
VS
COWMANDER