LARGELABS

Aliens vs Cowmander

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.

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.

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

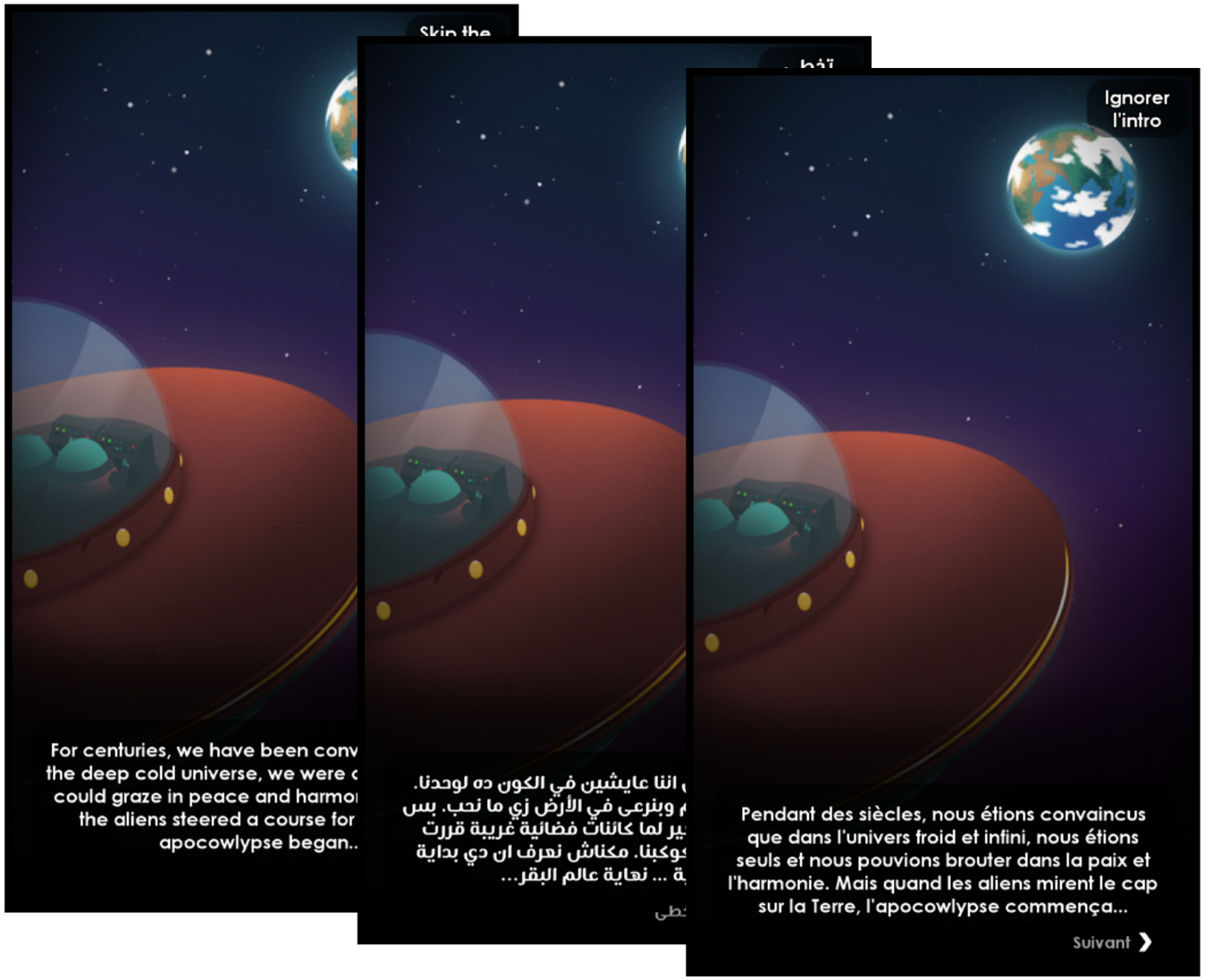
IN-APP PURCHASE

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**

LOCALIZATION

Play in your favourite language!



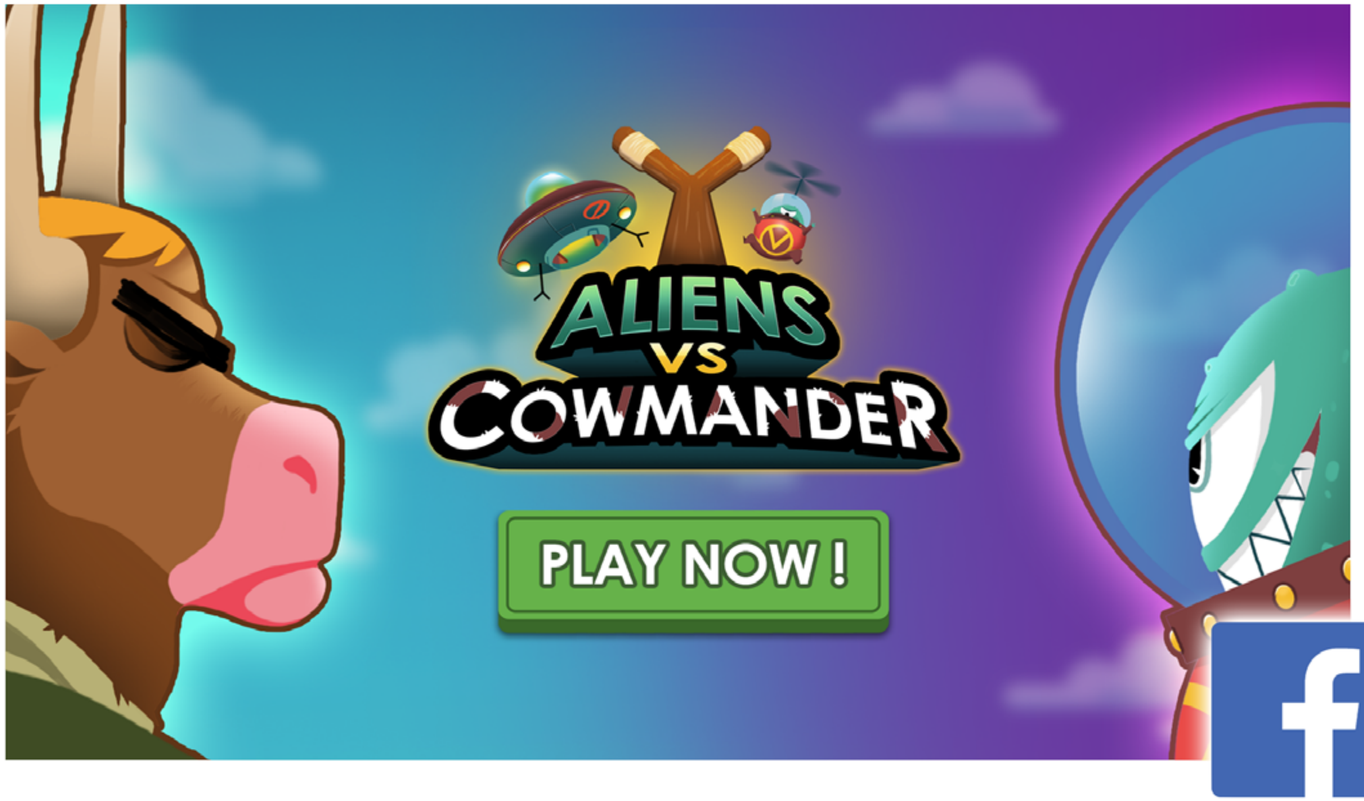
Change the language directly in-game.

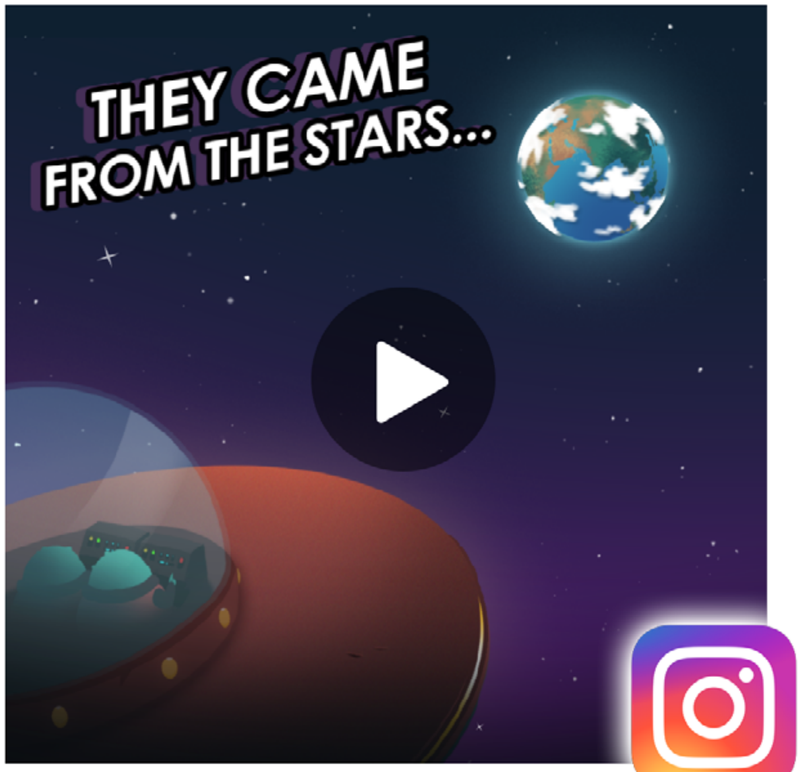
(Useful for players who have their phone set in a different langage than their own)

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

PROMOTION

Reaching the audience

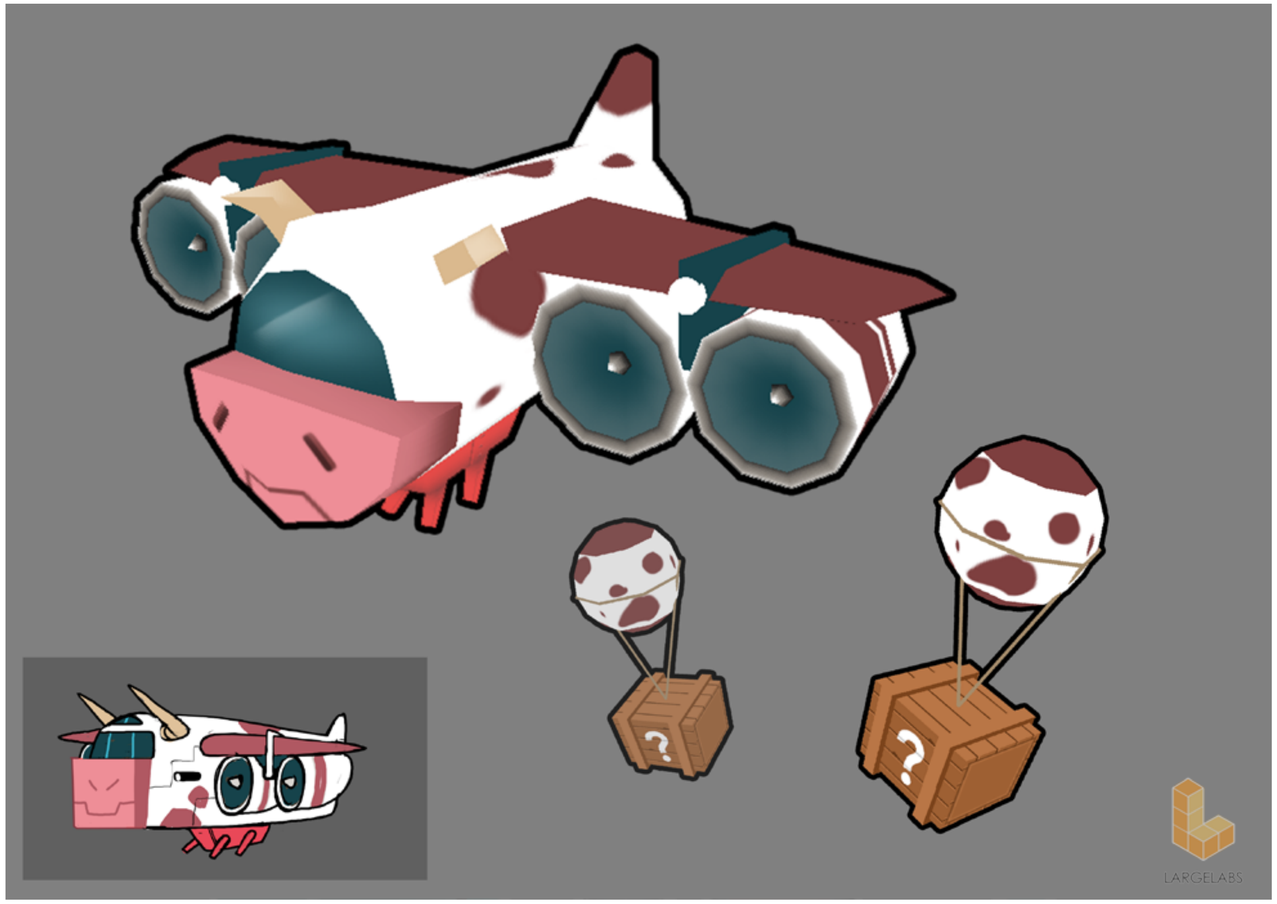




User-Aquisition campaigns on **Facebook** (visuals & video) and **Instagram** (video)

WHAT'S NEXT

Plans for updates



- **Bonus upgrade system** (introducing the Moohmber, 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

ALIENS
VS
COWMANDER