

A promotional image for the Fallout New York internet campaign. The background is a desolate, post-apocalyptic cityscape with a large, rusted metal robot in the foreground. The robot is made of scavenged metal and wood, with a large, circular, fan-like component on its chest and a small, glowing light on its head. The sky is overcast and grey. The text "Fallout" is written in a large, white, stylized font with a green outline and a lightning bolt symbol in the letter 'o'. Below it, "NEW YORK" is written in a smaller, white, sans-serif font. At the bottom, a line of text reads "AN INTERNET CAMPAIGN TO ENCOURAGE THE CREATION OF FAN ART".

# Fallout

## NEW YORK

AN INTERNET CAMPAIGN TO ENCOURAGE THE CREATION OF FAN ART



# FALLOUT

The background image is a stylized, painterly illustration of a post-apocalyptic landscape. In the foreground, a character in a power armor suit stands on a dirt path, looking towards the horizon. A dog is walking alongside them. The landscape is filled with ruins, including a dilapidated wooden building on the left and a structure with a corrugated metal roof on the right. The sky is dominated by a large, glowing, textured moon, with a bright light source behind it creating a hazy, yellowish glow. The overall color palette is muted, with a lot of greys, browns, and yellows.

FALLOUT IS A SERIES OF POST-APOCALYPTIC ROLE-PLAYING VIDEO GAMES.

- LOCATION

- 4 OFFICIAL RELEASES, EACH TAKES PLACE IN ITS OWN GEOGRAPHIC LOCATION
- LATEST 2 HEAVILY LEVERAGED LOCATION (WASHINGTON DC AND LAS VEGAS)

- CONTROVERSY

- BETHESDA SOFTWORKS OWNS THE RIGHTS TO THE BRAND
- SOME FAVOR PRE-BETHESDA OWNERSHIP GAMES
- SOME DISLIKE THE TITLE BETHESDA DIRECTLY DEVELOPED (FALLOUT 3)

- FANDOM

- FANFIC, SLASH, GRAPHIC ART, FILMS, MY LITTLE PONY CROSSOVER...



# THE CAMPAIGN



LOCATION PLAYED A BIG A BIG PART IN THE LAST 2 GAMES, SO THERE HAS BEEN A LOT OF DISCUSSION & RUMORS ABOUT SETTING FOR NEXT GAME

**PLAN:** INTERNET CAMPAIGN TO GET THE NEXT GAME SET IN NYC.

**OBJECTIVE:** MAKE FALLOUT FANS CREATE FAN ART ABOUT A POST-APOCALYPTIC NEW YORK

- FORM: CONCEPT ART, STORIES, CHARACTERS, 3D ILLUSTRATIONS, ETC.
- FAN ART DEMONSTRATES POTENTIAL OF NYC SETTING
- NOVELTY: UNLIKE A BORING PETITION



# EXECUTION

- BUILD SITE & MAKE PRETTY

[HTTP://FALLOUTNYC.TUMBLR.COM](http://falloutnyc.tumblr.com)

- SEED WITH CONTENT

- ADVERTISE

- FACEBOOK PAGE
- POSTING IN FALLOUT/GAMES/ART FORUMS
- REDDIT
- SUBMITTING AS A PIECE OF NEWS TO GAMING SITES
- ASKING FRIENDS IN GAMING WORLD HELP SPREADING





# RESULTS

72 POSTS IN TUMBLR

3 CONTRIBUTORS TO TUMBLR: CARL, HIS SISTER, 1 LEGIT FAN

35 TUMBLR FOLLOWERS

26 FACEBOOK LIKES

PEOPLE SHOWED INTEREST:

- REBLOGGED (AS MANY AS 32) AND LIKED POSTS.
- LIKED FACEBOOK PAGE AND TIMELINE POSTS
- CONSTRUCTIVE CONVERSATIONS IN RESPONSE TO FORUM POSTS

**PEOPLE THAT SHOWED INTEREST: WERE THEY INTERESTED IN HELPING THE CAUSE, OR DID THEY JUST LIKE THE CUSTOM-CONTENT-CREATED ART AND STORIES?**



# REASONS FOR NOT SUBMITTING CONTENT

- HIGH BARRIER ACTIVITY
  - REQUIRES LOTS OF TIME AND EFFORT
  - EXTRA LEVEL OF CREATIVITY – BASED ON VERY LITTLE EXISTING CONTENT
- REWARD: HAVING THE NEXT FALLOUT GAME SET IN NYC
  - IS THIS ENOUGH?
- PEOPLE NOT FALLOUT GAME IN NYC
  - REDDIT POST HAS 5 UPS VS. 13 DOWNS
  - BEING A 'FALLOUT FAN' VS. A 'FALLOUT IN NYC' FAN
- PEOPLE BELIEVING IT IS IMPOSSIBLE TO MAKE IT HAPPEN
  - RUMORS OF NEXT GAME LOCATION ALREADY DECIDED (BOSTON MOSTLY)
  - RUMORS OF GAME ALREADY IN DEVELOPMENT
  - BETHESDA WON'T LISTEN TO USERS



# RESPONSES

- POSITIVE

- DEFINITELY SET IN NEW YORK, ITS THE MOST RECOGNIZABLE CITY IN THE U.S., PLUS, WHO WOULDN'T WANT TO SEE A FALLOUT RENDITION OF NEW YORK?
- THIS IS A SWEET IDEA, IF YOU NEED MORE SUPPORT POST THIS...
- OH MAN, THAT IS AWESOME. I PERSONALLY WOULD LOVE A NY FALLOUT!

- NEGATIVE

- MILWAUKEE COULD BE FUN.
- NEW YORK IS SO OVERPLAYED.
- NEW YORK WOULD HAVE BEEN NUKED LIKE NOBODY'S BUSINESS IN THE WAR.
- I'D IMAGINE BETHESDA HAS ALREADY DECIDED WHERE 4 IS GOING TO BE SET
- YES, LOCATION IS THE MOST IMPORTANT ASPECT OF FALLOUT 4. THERE IS NO NEED TO BE CONCERNED ABOUT THE QUALITY OF WRITING, DIALOGUE, RPG MECHANICS OR CHOICES. [SIC]
- I DON'T LIKE THE IDEA OF MAKING BIG CAMPAIGNS TO GET DEVELOPERS TO DO WHAT YOU WANT. I'D RATHER THEY USED THEIR OWN VISION AND DID WHAT THEY ACTUALLY WANTED TO DO. IF YOU WANT THIS GAME THIS BADLY, AND YOU'RE WILLING TO PUT THAT MUCH EFFORT INTO GETTING THEM TO MAKE IT, MAKE IT YOUR DAMN SELVES.





# UNEXPECTED CONTENT GENERATION

- FORUM RESPONSES CONTAINED IDEATION

- “ACTUALLY, NEW YORK WOULD RULE. THERE'S SO MUCH VARIATION THEY CAN PUT INTO MANHATTAN ALONE. BROADWAY ONE BIG STREET OF DECADENCE. WALLSTREET A HECTIC TRADING HUB, MAYBE THE NEW SEAT OF POWER. A COMPLETELY OUT OF CONTROL CENTRAL PARK; FINALLY SOME GREENERY IN FALLOUT! BUT ALSO QUEENS AND HARLEM FILLED WITH RAIDERS, AND FOR ONCE A PROPERLY FLESHED OUT SUBWAY SYSTEM.”

- “PERFECT FOR MY VAULT 99 IDEA IN NEW YORK.”

- “I ALWAYS THOUGHT FOR THEIR NEXT FALLOUT GAME THEY ARE CREATING SHOULD BE IN THE BIG CITIES LIKE NEW YORK, AND THAT SOME OF THE ZOO CRITTERS ESCAPED, SURVIVED, AND MUTATED.”



A detailed, atmospheric illustration of a post-apocalyptic New York City street. The sky is a dramatic, fiery red and orange, with thick black smoke billowing from buildings. The street is cracked and littered with debris, including a damaged car and a red fire truck. A large sign on the left reads "THE ORIGINAL SAILOR JERRY" with an eagle and the text "2ND WORK SPEAKS FOR ITSELF". The overall scene is one of urban devastation.

# CROSSED INTERESTS

CAMPAIGN TRIGGERED AT

- FALLOUT FANS?

- 'FALLOUT IN NYC' FANS?

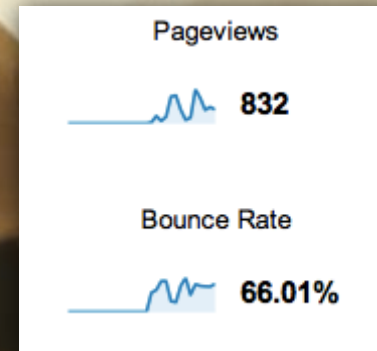
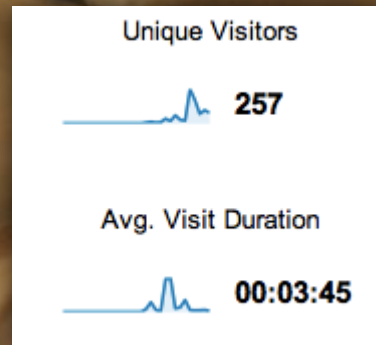
- NYC FANS?

- ARTISTS?

- POST-NUCLEAR-APOCALYPSE FANS?

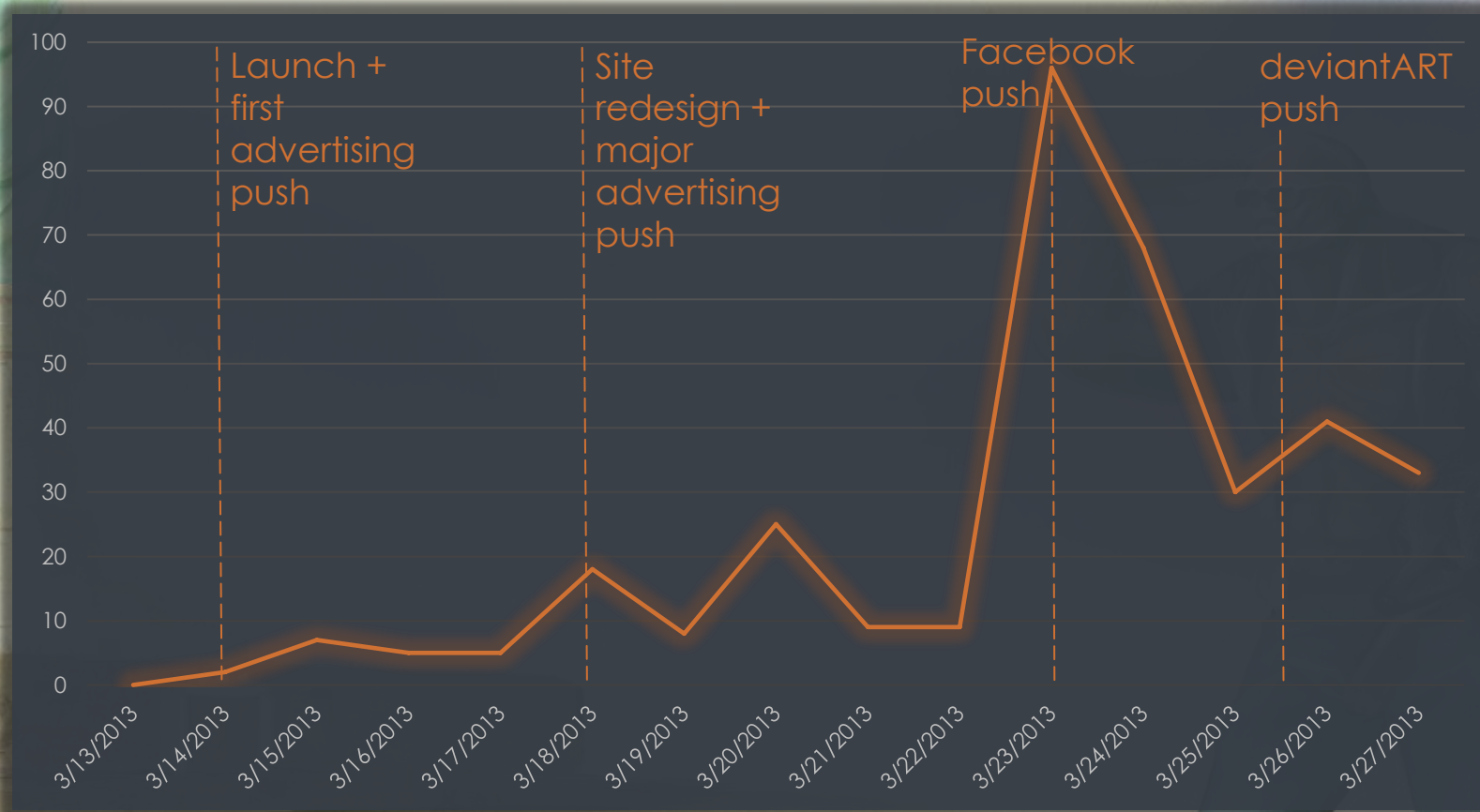


# GOOGLE ANALYTICS FOR CAMPAIGN





# PAGE VIEWS





# WHAT COULD BE DONE TO IMPROVE

## • **TIME AS BARRIER**

- WE WILL SEE IF AFTER MORE TIME PEOPLE POST NEW CONTENT.

## • **SHOWING OURSELVES WITH MORE POWER TO INFLUENCE BIG COMPANY**

- HAVING A PAGE BUILT FROM SCRATCH
- FALLOUTNYC.TUMBLR.COM VS. FALLOUTNYC.COM
- THE CAMPAIGN BEING STARTED BY A KNOWN ENTITY IN THE BUSINESS (BIG NEWS SITE, BIG MODDING COMMUNITY, ETC.)
- HAVING PAID FACEBOOK ADS

## • **BETTER TIMING**

- STARTING CAMPAIGN AS SOON AS RUMORS OF NEW GAME START
- COINCIDING WITH PAX EAST

## • **MORE AGGRESSIVE PR**

- BETTER COMMUNITY MANAGEMENT SKILLS FROM OUR PART
- ADVERTISE MORE TO CONTENT CREATION COMMUNITIES



# CHANGING THE REWARD



A LESS AMBITIOUS AND MORE FEASIBLE ONE

- USERS WOULD BELIEVE THAT IT IS ATTAINABLE

A LESS 'POLEMIC' ONE

- AVOID CRITIQUES (DON'T TELL THE DEVS WHERE THE GAME SHOULD BE, I DON'T WANT NYC)

CONTEST ALTERNATIVE

- WINNER WOULD GET A SPECIAL FAN ART (POSTER, VAULT BOY,...)
- BEST SUBMISSION APPEAR ON FRONT PAGE OF GAME MAGAZINE (KOTAKU, ROCK PAPER SHOTGUN,...)