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## **Raid: Shadow Legends**

Please watch this great integration example before starting your work on the promo: [Crypt](#)

Get acquainted with the game here: [IOS](#) / [Android](#) / [PC](#)

Please, **download the game** and **check it out yourself**. It's important for your audience to see that you have actually checked out the game.

**RELEASE DATES:** February 1 - 15;

**FORMAT:** a 45 - 90 sec. integration, starting around .45 second mark into the video + special download links on the TOP of the description box (**we'll provide you with your personal links after draft's approval**) + pinned comment with the links;

**IMPORTANT NOTES:**

Your promo needs to be **unique** and **true to your personal style**. We're urging you to **use your own words only, don't read the text**.

The main goal is to share the gist of what the game is like and not to piss the audience off :)

You need to show **as much of your personal gameplay as possible** and provide **commentary** alongside.

When you have the draft done, please have a quick look at the last page of this document before sending your promo to us for approval. We've prepared a check-list for you to make sure you've included everything we've asked about.

**CONTENT:**

1. Start with a punchline. Introduce the game in an interesting manner. In this part you need to incorporate the following ideas:
  - It's a dark fantasy RPG;
  - Free to play.

Example: *“Hey there. Yes you. Have you heard about that RAID Shadow Legends game? You probably have. You have heard about it, alright. But have you actually played it? There’s more to this dark fantasy RPG game than what has been presented on the surface before. Let me tell you why this free to play game is cool and why you should give it a try.”*

Please demonstrate [“Links in Description”](#) video in the beginning of your promo.

2. Next, add at least **25-30 seconds of your own gameplay** throughout the integration. Provide **commentary** alongside, for example, what you are doing in the game right now, what level you are, which locations you’ve got a chance to discover. Show some of the locations and describe them.

Here are some directions for the gameplay. Feel free to add any gameplay you wish - even if it’s not on the list. We’re urging you to **use your own words only, don’t read the text written here.**

- a. **Index screen** - then go over 1 or two characters;
- b. **Portal** (left side of the home screen) - open shards and go over the characters;
- c. **Tavern** - Showcase of how you upgrade and sacrifice champions;
- d. **Battle - Clan Boss** - Here you can fight with your teammates against the clan boss and win awesome rewards;
- e. **Battle - Arena** - Here you can fight PvP battles against other players;
- f. **Battle - Campaign** - Here you can increase the XP of your new characters and enjoy a fully voiced story.
- g. **Battle - Dungeons** - Here you can fight against 10 different bosses and win new artifacts that will make your champions stronger.

3. Then you can actually say: **“What I like about the game is...”** and tell the audience what is your favourite part of RSL.

Some ideas that may inspire you:

- h. How it reminds me of those / looks like/ feels like cool **old school RPG games** (examples) because of a, b, c, d;
- i. How it reminds me of the ... game (that you're currently playing or love in general) because of a, b, c, d;
- j. Great support by getting **daily rewards** (show examples from your own gameplay);
- k. **Social gameplay** (invite your friends and make clans), great and helpful community on YouTube, FB, etc.

4. Please, mention **PC version** and that **the game is cross device** and you can **switch between devices** without losing progress. + Share your **ingame nickname** with the audience.

Example: *"And now - You can play Raid both on mobile and on your desktop. The game is cross device so you can play with the same user and switch between devices, whenever you want and however you want it! **You can find me in the game** under the nick \_\_\_\_\_"*

5. **CTA:** please mention what the player will get and that's it's all part of a \*New\* player program. You should demonstrate these two screenshots and the Hexweaver video.

Example: *"So go ahead and download this game! **Go to the links in my description box and if you're a new player you will get 100k silver and a free epic champion - Hexweaver!**"* + (show [this image](#))



*“Look at that badass champion they are giving you for free!” + (show “Hexweaver” video)*

*“All this treasure will be waiting for you here for the next 30 days!” + (demonstrate the [rewards chest](#) take a screenshot of your ingame homepage for this)*

Please demonstrate [“Links in Description”](#) video while pronouncing the CTA.

#### TECHNICAL REQUIREMENTS:

1. The Influencer **is to appear on camera** for some of the talking points (referring to the channels with a host who usually shows his face);
2. Please use this [MUSIC](#) for the promo (mute battle sounds, roaring etc).  
Loop the OST during the whole ad segment;
3. You can find additional video assets that can be used in the promo [HERE](#);
4. Show the game on your **mobile device**;
5. **Shoot your personal gameplay part** (minimum 25-30 seconds), send your ID and username to get your account boosted. (settings > info), it looks like this: **um 12345678 | 12345678**

#### CHECK LIST:

Make sure you've included the following:

- Background [music](#);
- **A lot of personal gameplay footage** with detailed commentary alongside;
- Some of the [video assets](#) we've provided you with;
- "[Links in the description](#)" video in the beginning and towards the end of the sponsored segment;
- You've mentioned **PC version** of the game and that the game is **cross device**;
- You didn't repeat outdated phrases and statistics from old integrations you've done or seen (any data which has not been mentioned in this particular brief like number of downloads / reviews / whatever else);
- You've pronounced **call to action** at the end, mentioned the **rewards** and let the audience know what the rewards are and where they can be found (according to the information provided);
- You've shown the game on **your mobile device** if you're a host that usually shows their face;
- In your promo you are being enthusiastic about the game and don't make it sound like you're apologising for including this in your video;
- \* We would really appreciate if you could explain to your audience that we are not greedy evil sponsors who are ruining their cosy YouTube world. We are just another part of complex YouTube ecosystem that brings food to talents' tables when they got demonetized.

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