

Benjamin Thomas

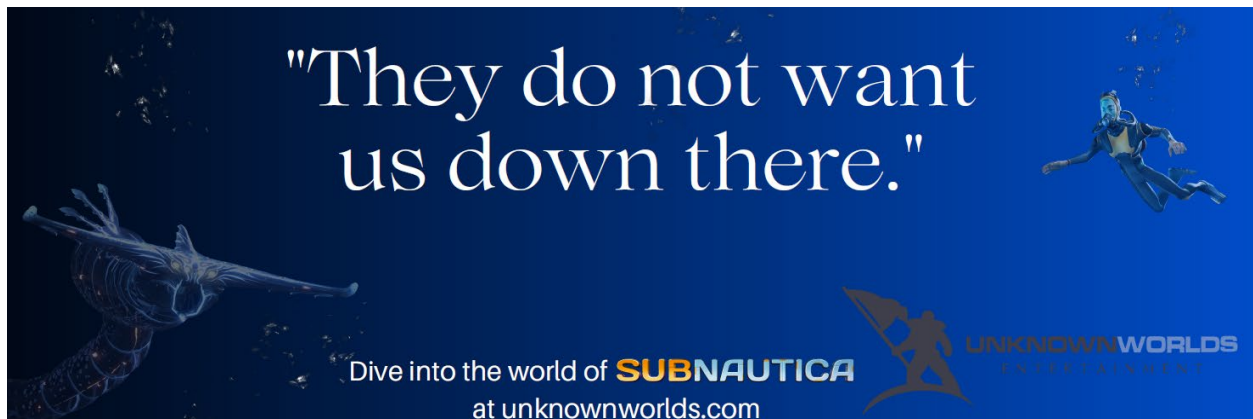
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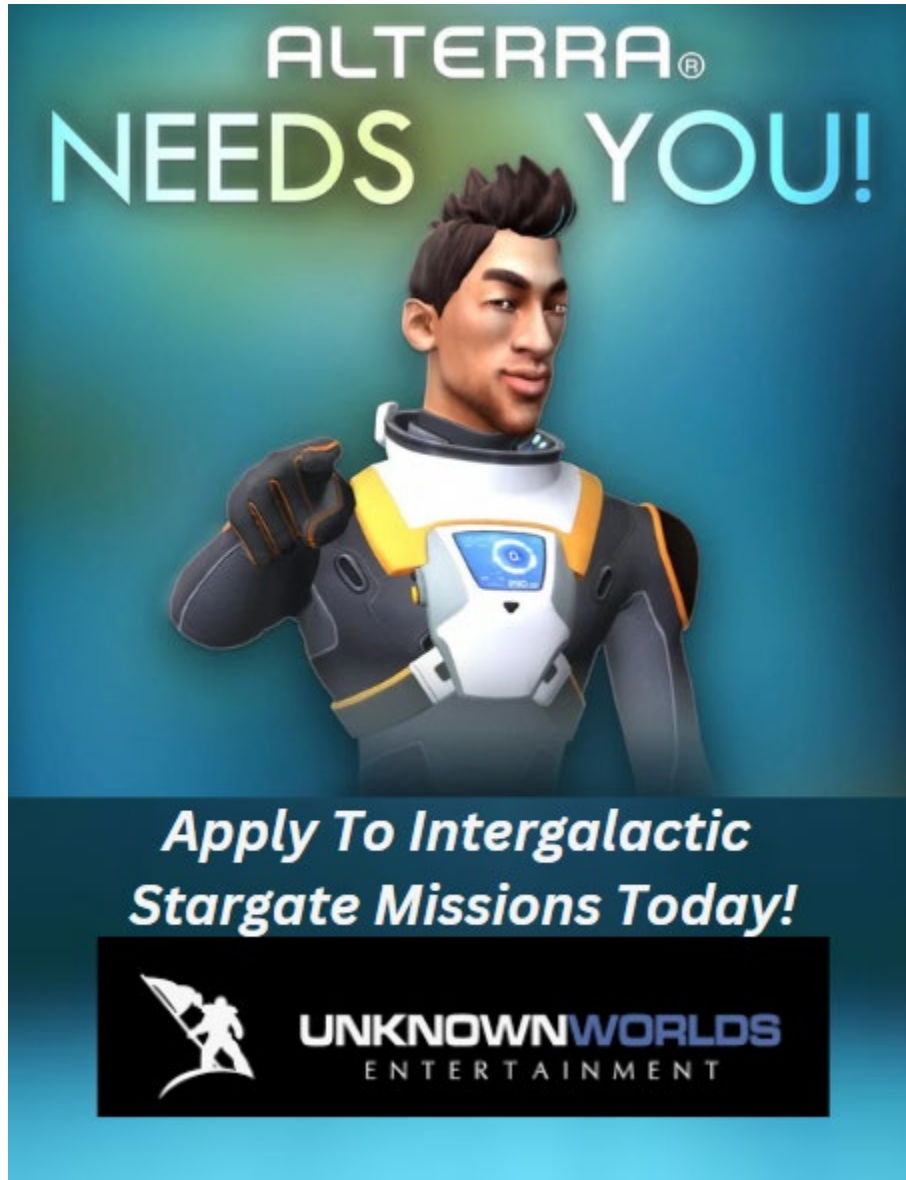
Kristen Livingston

Ad Print Series Practice

Billboard:




Magazine:



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UNKNOWNWORLDS
ENTERTAINMENT



1126 Folsom St, #3, San Francisco, California 94103, US / (415) 335-9789

Purpose -

To help those in the video game audience become familiar with our brand, the games we make, and the games already connected to us. We want those who play our games to come back to our game development studio for games instead of just playing one of our popular ones and moving on.

Target Audience -

- ❖ All gamers, emphasis on those interested in strategy games.
 - ❖ Men and women with an age range of 11-55.
 - ❖ Those interested in science fiction themes.
 - ❖ Those interested in survival themes.
 - ❖ Those looking to create gaming content on platforms like Youtube or Twitch.
-

Brand Position -

Offers entertaining, compelling, and thought provoking narratives that create communities where people come to celebrate their favorite ideas.

Communication Objectives -

“I love exploring the intricate and diverse environments that really stand out!”

“I’m always looking forward to the interesting story and lore that comes with each new addition!”

“The narrative, combat, and neuron sparking strategy keep me coming back!”

Proposition -

Continue to promote the games as always, but start a new ad campaign promoting the development studio itself and connect it to games already out. The ads will feature a lineup of the games and our signature motto.

Media Considerations -

Keep utilizing the social platforms, possibly expand to other social media like TikTok or Instagram to reach more demographics and playerbases. With the creation of new ad themes we can start to advertise in new ways like YouTube bumper ads or even TV commercials.

Creative Direction -

Looking back at older entities while cheating hype for future ones. Strong hooks for the games so interesting they are compelled to do research because of what they see.

Connect the likes of Subnautica and Natural Selection to the name Unknown Worlds so it becomes common knowledge.



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EXTERNAL MEMORANDUM

TO: Unknown Worlds Entertainment fans, Shareholders, and Staff

FROM: Benjamin Thomas, Communication Coordinator

DATE: March 8, 2023

SUBJECT: Delaying the Release of the Next Big Moonbreaker Update

Unfortunately, due to the development team's limitations and several other aspects of creating a game while in Early Access, we have to announce the delay of Moonbreakers next big update: Command and Control. No content will be excluded from this update and no factors will affect any player's current status.

Unknown Worlds Entertainment wishes to get this exciting update out to our fans as soon as possible, but not at the cost of quality. Up until now development has been going smoothly, and though this is a minor hiccup, we still plan to deliver the same excellence you all expect from us. Fans of the Moonbreaker IP will have to enjoy the current build for now while we work through this roadblock. Although we cannot give a definitive release date for the update at the moment, we keep the public informed on our progress.

For more information contact Benjamin Thomas, Communication Coordinator, at (816) 345-0037 or email bthomas@unknownworlds.com.

(UWE, 1/2)

Sincerely,

Benjamin Thomas

Communication Coordinator

Benjamin Thomas

4/5/23

Comm-576-01

Kristen Livingston

Digital Ads

Content/Promote:



Tune in to the official #Moonbreaker YouTube channel tomorrow at 11AM PST and be the first to hear the specifics about the next big update from @charliecleveland himself! A live Q&A will take place afterward until 12PM PST so be sure to have questions ready and find out about #miniwaystoplay!

Original/Owned:



As of February 14th, 2023, we will no longer be actively updating Natural Selection 2.

We thank all the players over these past 10 years and while we won't be centering our efforts there anymore, that doesn't mean you all don't have to. So keep uniting the world through play and for further information please go to unknownworlds.com.



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Benjamin Thomas, Communication Coordinator

Unknown Worlds Entertainment

(816) 345-0037

bthomas@unknownworlds.com

FOR IMMEDIATE RELEASE

Unknown Worlds Entertainment to be Acquired by KRAFTON Inc.

[SAN FRANCISCO, CAL. – Oct. 29, 2021] Going forward, Unknown Worlds Entertainment will be operating under a new parent company - KRAFTON Inc. Unknown Worlds Entertainment was bought for a maximum of \$750 million.

The South Korean based incorporation will be working to take specific loads off Unknown Worlds Entertainment. This will allow an offload of unnecessary focus and solely devote attention to game development. “It was immediately apparent how closely Unknown Worlds and KRAFTON are aligned in the way we think about games and game development,” said Charlie Cleveland, CEO of Unknown Worlds. “Subnautica and PUBG both started humbly and evolved successfully through constant iteration and feedback. We want to bring new games to the world stage – and with KRAFTON, we’re a big step closer. We’re truly looking forward to our future together.”

(UWE, 1/2)

Founded in 2001 by Carlie Cleveland and Max McGuire, Unknown Worlds Entertainment, best known for the Natural Selection and Subnautica series, aspires to create games that all can enjoy. Located in San Francisco, California, we are working hard to create an authentic gaming experience and seamless development is how we do it. For more information contact Benjamin Thomas, Communication Coordinator, at (816) 345-0037 or email bthomas@unknownworlds.com.

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Position Statement on
Hogwarts Legacy Boycott

February 20, 2022

In light of the recent events and opinions surrounding the new game “Hogwarts Legacy”: we reserve the right of all gamers to be able to play what they want to play without having the fear of being attacked or ridiculed as has already happened on Twitch. While us here at UWE may not agree with some of the statements the original creator of the IP has put out there on the LGBTQ community, we do not promote the spreading of further hate among the gaming community.

We understand that many fans are part of both communities, and are hurt to see that association and connection. However, we bring forward the point that now of all times we need to learn to separate the art from the artist. J.K. Rowling was not the only person to influence the game; many people had a hand in the creation of the final product. The creative process is a cycle of iteration, let's not make hate a part of that cycle. If you look at the game you can even see representation of the LGBTQ community though a Trans NPC. Which means that if you take a step back to look at it, it's members of a community showing disdain for their own representation.

In the end, the gaming experience is meant to entertain, inspire and promote further creativity. Hate and animosity are not part of our mission statement, nor should they be in yours. Play a game because you want to play it, not just because someone says you can or can't.

For more information contact Benjamin Thomas, Communication Coordinator, at (816) 345-0037 or email bthomas@unknownworlds.com.

Benjamin Thomas

3/29/23

Comm-576-01

Kristen Livingston

YouTube Script Outline

Video working title: Unite the World Through Play

Youtube title: Exploring the Universe of Unknown World Entertainment

CTA1: Buy the games on steam

CTA2: Wishlist Moonbreaker on steam

Keywords (SEO): Video Games, Computer, Natural Selection, Subnautica, Moonbreaker,

Youtube description: Founded in 2001 by Carlie Cleveland and Max Mcguire, Unknown Worlds Entertainment, best known for the Natural Selection and Subnautica series, aspires to create games that all can enjoy. Located in San Francisco, California, we are working hard to create an authentic gaming experience and seamless development is how we do it. Also check out our latest game Moonbreaker, out now and in early access on Steam!

Hook: Wide Shot of suburban house which zooms into a window to see a high school/college age kid at a computer. Natural Selection 2 is on the screen. "Gaming can help me escape my stuffy assignments, so I'm able to dive into endless, unknown worlds."

Introduction: N/A

Content: Camera zooms into the computer screen to have scenery in all of Unknown Worlds Entertainment's main games.

Natural Selection 2: "And whether it be while battling monstrous intergalactic aliens,"

Subnautica: "Exploring the depths of a mysterious planet,"

Moonbreaker: "Or manning the helm of a hectic strategic battlefield, I always get the job done!"

Call to action: Zooms back out of the computer screen and kids room to suburban neighborhood as animated logo guy plants flag. "Unite the world through play. Search for Unknown Worlds Entertainment on Steam and Wishlist our latest early access game!"

YouTube Script

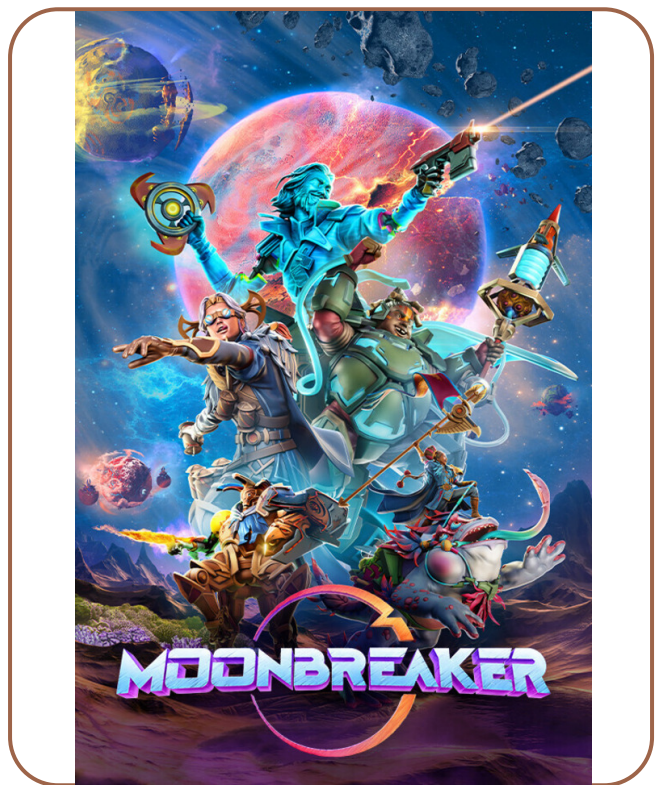
	Video (shots)	Audio (dialogue and sound)
Hook	Wide Shot of suburban house which zooms into a window to see a high school/college age kid at a computer. Natural Selection 2 is on the screen.	GAMER: "Gaming can help me escape my stuffy assignments, so I'm able to dive into endless, unknown worlds."
Intro	N/A	N/A
Content	<p>Camera zooms into the computer screen to have gamer in marine outfit fighting giant creature from Natural Selection 2. Lots of cool visuals from the game. Full/Wide Shot.</p> <p>Camera zooms into another screen in the background to end up in the world of subnautica with the gamer in a Seamoth and wetsuit. Lots of cool visuals from the game. Spinning full shot.</p> <p>Camera zooms in again on another computer screen in a seabase, to end up overlooking a battlefield from Moonbreaker. Cowboy shot with the battlefield at the bottom. Lots of cool visuals from the game.</p>	<p>Intense battle music from Natural Selection 2 playing.</p> <p>GAMER: "And whether it be while battling monstrous intergalactic aliens,"</p> <p>Ambient or mysterious music from Subnautica playing.</p> <p>GAMER: "Exploring the depths of a mysterious planet,"</p> <p>Action music from Moonbreaker playing.</p> <p>GAMER: "Or manning the helm of a hectic strategic battlefield"</p>

	<p>Zooms back out of the computer screen to see the kid starting to work on some homework at the desk. Medium close-up shot.</p>	<p>GAMER: "I always get the job done!"</p>
<p>Call-to-action</p>	<p>Zooms back out of the kids room to suburban neighborhood. Keep zooming out to the point where you see the Earth's curve as an animated logo guy plants a flag to make the company logo. Text summarizing what the narrator is saying appears.</p>	<p>Soft video game music plays.</p> <p>VO: "Unite the world through play. Search for Unknown Worlds Entertainment on Steam and Wishlist our latest game in early access!"</p>

BUMPER ADS

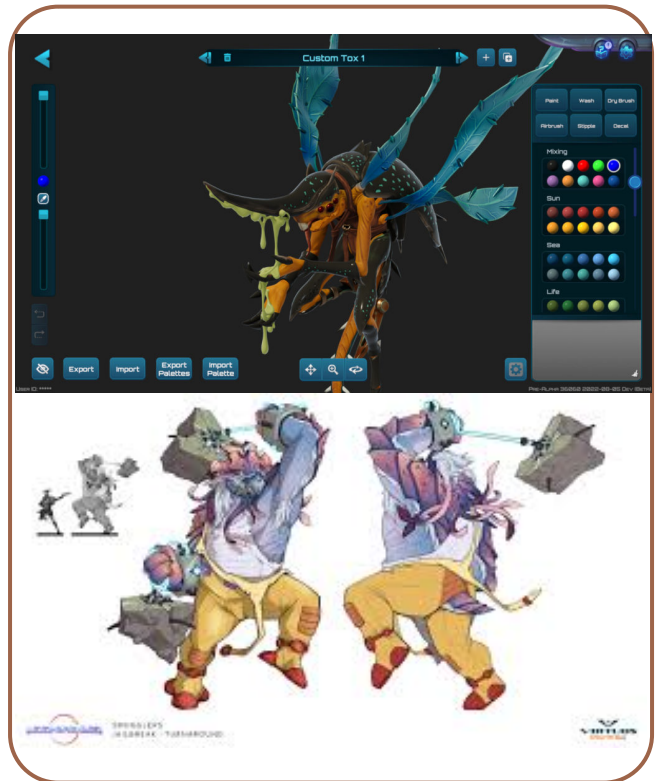
Moonbreaker: In The Action

I am using a branded effect ad where it is promoting the game. It will be a filter where it places the user in the poster as if they were posing with the other characters. This format helps give a sense of inclusion and informs them of the game. Finally there would be some extra text at the bottom saying to add to your wish-list download on steam today!



Moonbreaker: BTS & Concept Art

I will be using an In-feed ad where it is a behind the scenes and concept art type deal. It will involve sped up footage of the 3d art and 2d art creations with text saying what they are. (Since it's in early-access) This helps form a relationship between the audience and the developers while showcasing characters and assets. Finally there would be some extra text at the bottom saying to add to your wish-list download on steam today!



Moonbreaker Trailer: Mini Ways to Play

This will be your traditional game trailer and brand takeover ad with their tagline "Mini Ways to Play". It will basically be a short 6 second trailer for the game with action and text saying it is in early-access. This helps with basic promotion of the game and peaks the publics interest. Finally there would be some extra text at the bottom saying to add to your wish-list download on steam today!

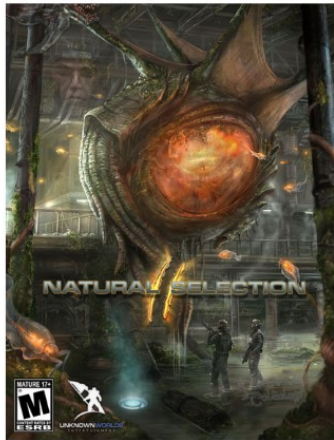


News From the Unknown



Ceasing Active Development of Natural Selection 2

10 years since its official release and over 117 updates later, active development of Natural Selection 2 has ended. Our team and this community have provided many years of passion and support for this game. We thank you for your support and commitment to NS2 and know that this game would not have been the same without you.



While we won't be actively working on NS2, we will still continue to host matched play servers so that community members will be able to play games on-demand with other players or bots.

Although this isn't goodbye, we still would like to say a very heartfelt thank you to you, our community and to all of those that worked with us on Natural Selection 2 over the years.

NATURAL SELECTION 2: THE NUMBERS

- **2.3 Million Units Sold**
- **9,510 All-Time Concurrent Player Peak**
- **29,846 All-Time Viewer Peak on Twitch**
- **4.9 Million Estimated Players**
- **220K Estimated Active Players**

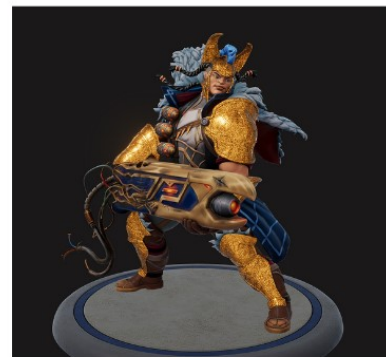


Huge Moonbreaker Update Out Now!

Here comes the fourth major early access update for Moonbreaker: Command and Control! Discover additional ways to win – Play with all-new Units, take control with Map Scenarios and Control Points, and customize your Units with a little extra glitz and sparkle.



Find out all that and more by checking out Charlie's latest vlog update on the official Moonbreaker YouTube channel.



A promotional banner for a "DEV VLOG" featuring Charlie Cleveland. The banner is set against a blue and purple nebula background. On the left, there is a video thumbnail showing Charlie Cleveland in a room. In the center, the text "DEV VLOG" is written in large white letters, with "FEAT. CHARLIE CLEVELAND" in a blue box below it. At the bottom, it says "WATCH THE FULL VLOG ON YOUTUBE". On the right, there is a large image of a Moonbreaker unit with the "MOONBREAKER" logo above it.

SUBNAUTICA

A DIVE INTO THE NUMBERS

**5.5
MILLION
UNITS
SOLD**



**9,603,000,000
TOTAL
MINUTES
PLAYED**

**96.6%
POSITIVE
REVIEWS**



**5.2 MILLION
ESTIMATED
PLAYERS** &

**1.5 MILLION
ESTIMATED
ACTIVE
PLAYERS**



UNKNOWNWORLDS
ENTERTAINMENT



INFORMATION PROVIDED BY: UNKNOWN WORLDS ENTERTAINMENT

SOURCES:

<https://www.unknownworlds.com/press/2021/07/19>



GET TO KNOW OUR WORLD

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ENTERTAINMENT

**UNITE THE WORLD
THROUGH PLAY**

OUR MISSION

As you may have seen already by our slogan, we wear our mission on our sleeves day in and day out. We seek to unite the world through play - period. While it may not be an easy mission to accomplish, nothing will get in our way of creating games that bring communities together.

"I love this game with all my heart, a combination between RTS and FPS (you can play only FPS if you want). For me it is my Counter-Strike but with aliens and marines and cool technologies." -チエゴ1600 on Steam

"*Subnautica* is definitely one of the best games I've played, mixing survival, exploration and horror so well. I'm yet to finish the game, but so far it has been amazing, If you like survival games, with a bit of horror. this is definitely a go to!" - RecruitH on Steam

OUR PRODUCTS

Natural Selection Series

The shooter / real-time strategy hybrid games offers space marine action and dynamic environments.

Subnautica Series

Descend into the depths of an alien underwater world filled with resources, creatures, wonder and threats. Craft equipment and submarines to explore lush coral reefs, volcanoes, arctic tundra's, and more - All while trying to survive.

Moonbreaker

Our latest game is a turn-based strategy, tactical skirmish game. Designed to be a true digital miniatures experience, set in an expansive sci-fi universe crafted by Brandon Sanderson. Direct Captain and Crew in gripping, ever changing competition and adventure.



JULY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
30 Noon	31 9 AM	Noon	Noon	10 AM	9 AM	1 Noon
2 DISCORD COMMUNITY ENGAGEMENT	3 TWITTER POST (UPDATE/SOCIAL ENGAGEMENT)	4 CURATED BLOG POST	5 YOUTUBE VIDEO (BTS)	6 INSTAGRAM POST (ART HIGHLIGHT)	7 TWITTER POST (PROMOTION OR CURATED)	8 TIKTOK POST (CLIPS BORROWED FROM CONTENT CREATORS)
This would be a sort of question of the week type deal to get the discord talking about the games.	A split, alternating week thing with game updates and community polls.	A weekly blog post on our own site to promote.	A weekly video showcasing aspects of the games through concept art and digital asset creation.	A weekly post similar to the art video but with more description in the caption.	A weekly post with goal of promotion but can also be curated content.	A weekly post where clips from content creators playing our games are highlighted. (doubles as our own content and appreciating those who spread news of our games)