

# Nicy Catch!

## An Icy Bros Game

### Overview

"Nicy Catch!" is a short and daily "catcher" game playable in the browser. Aimed at promoting the "Icy Bros" ice cream franchise, the game consists of the player catching falling ice cream scoops with their cone, trying to make the tallest and tastiest ice cream possible. Depending on the final height of their ice cream, players are rewarded with a voucher that can be used in any "Icy Bros" shop.

### Core Gameplay

Each player can play the game **once a day** for a maximum of **three minutes**. Once the game starts, the player can move an ice cream cone horizontally at the bottom of the screen, while smiling scoops of the different flavours available in the "Icy Bros" ice cream parlours fall from above. When a scoop falls on the player's cone, it sticks to it, composing the ice cream and increasing its height. The player's goal is to create the tallest ice cream in the time available and, depending on the final height of their ice cream tower at the three-minute mark, receive a voucher that can be used at any "Icy Bros" location.

Promotional game mechanics and objectives:

- Being playable on a three-minute daily basis, the product aims at a quick and light experience, which players could also enjoy while waiting in line at the ice-cream parlour.
- The thought of trying to get the discount daily could passively **promote** "Icy Bros", fuelling the desire to go to the shop for a refreshing snack once a discount has been obtained.
- If the player fails to catch any ice cream scoop, the game has no negative consequences, de-escalating anger and frustration.
- Each time a scoop of ice cream is correctly captured, a soft voice (matching the sweet face of the scoop) will say the name of the corresponding flavour, which will also be written next to the scoop, along with the height reached. In addition to promoting the ice cream flavours available at "Icy Bros", this mechanic also aims to stimulate players' **desire for ice cream**.
- Based on the final height of the ice cream, players will be rewarded with a voucher equivalent to a 10%, 15% or 20% **discount**, which can be achieved with an estimated probability of around 60%, 30% and 10% for each game.

The production time of the entire product is estimated to be around two months and is likely to be first playable by early spring.

### Target Audience

"Nicy Catch" is designed to be a quick and easy game, suitable for players who do not have a lot of time to invest. The daily playability of the product rewards customers of the Icy Bros ice cream parlours with the potential for daily discounts, who may then be motivated to buy ice cream from the chain more often so as not to waste the discounts they have earned.

The ideal target audience for the game consists of young adults who can surf the Internet and access the game via a browser. Attractive colours and relaxing music will appeal to this specific category.