Rich Thornberry Enterprises

presenting

Breakfast Brawlers

Swinging for a K.O.!!
Fighting Games
Swinging for a K.O.!!
Current trends:
Current trends: Complex Controls
Current trends:
- Complex Controls
- Realistic Graphics
Current trends:

- Complex Controls
- Realistic Graphics
- Blood & Broken Limbs
Well Established Franchises
Male 18-34
Fighting Styles:

- Hyper Fighting
- Mixed Martial Arts
- Boxing
- Professional Wrestling
- Hyper Fighting

Fighting Styles:
So What Is the Problem?

Too Complicated

Too Intense

Too Real
Loosen Up. Have Fun!

Move from Hardcore to Casual...
Become the King of the Ring in this no-holds-barred fighting game.
Game Premise

All Fighting Styles:
Boxing
Professional Wrestling
Mixed Martial Arts
Hyper Fighting
Breakfast Brawlers

Every breakfast mascot will have a humorous storyline describing how they came to be entered in the competition.
BREAKFAST BRAWLERS

Target Rating

No Blood / Gore
Mild, Animated Violence
Humorous / Comic Art Style
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Everyone
Target Market

BREAKFAST BRAWLERS

Average age: 35

AGE of Game Players
- 25% under 18 years
- 49% 18-49 years
- 26% 50+ years
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Player Motivation

Achieving wins which get you closer to the final match between you and the current champion.

Unlock new moves and hidden playable characters as you progress through the game.

To realize your fantasy of pitting ridiculous animated mascots against one another in a cage match.
Unique Selling Proposition

Best-Selling VIDEO GAME Super Genres by Units Sold, 2008

- Strategy: 6.2%
- Sport Games: 19.3%
- Shooter: 10.5%
- Role-Playing: 5.4%
- Racing: 8.4%
- Other Games/Compilations: 20%
- Action: 2%
- Adventure: 5.3%
- Arcade: 0.5%
- Children’s Entertainment: 0.9%
- Family Entertainment: 19.3%
- Fighting: 5.1%
- Crime: 0.7%

Source: The NPD Group / Point-of-Sale Information

2008 Computer and Video Game Sales by Rating

- Everyone (E): 45%
- Everyone 10+: 12%
- Teen (T): 27%
- Mature (M): 16%

By Units Sold
Goals

Step out of the shadow of the Hardcore Fighter

Transcend embedded game genre barriers

Tap into the Family Entertainment Market

How...?
**Breakfast Brawlers**

**Goals**
- Through use of puns or over-the-top animation
- Pick up and play-ability
- Keep it simple to attract the broadest appeal
- Limit the stress factor
Highlights

Ring Fighting to Cage Matches

Family Friendly

Easy to Learn for Any Age

Unique Fighting Style for each Mascot

Part of a Complete and Balanced Breakfast
BREAKFAST BRAWLERS

Fighting Genre / Family Entertainment

Untapped License: Cereal Mascots

Instant Recognition in any Age Group
Thank You