Royal Match

AI UGC

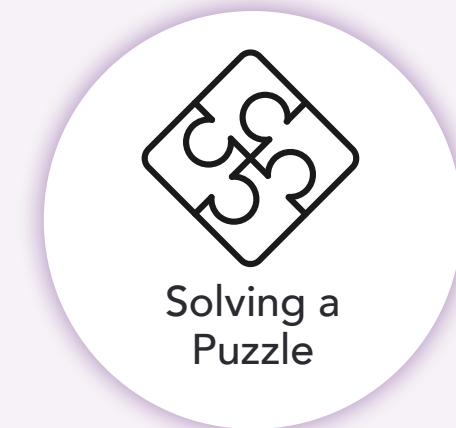# Table of Contents

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AI UGC

Description: A UGC style video where an influencer talks about the game as we go into an AI generated zoom sequence that follows the king through perilous situations. The video will end back with the influencer immersed in the game with treasure chests around her.

Style: A mix of 2D, 3D and Live Action

Location: living room of the influencer.

Number of Cast: 1 young female in her 30s

Overcoming a Challenge

Solving a Puzzle

Follow the Story

AI UGC

Boards: 16
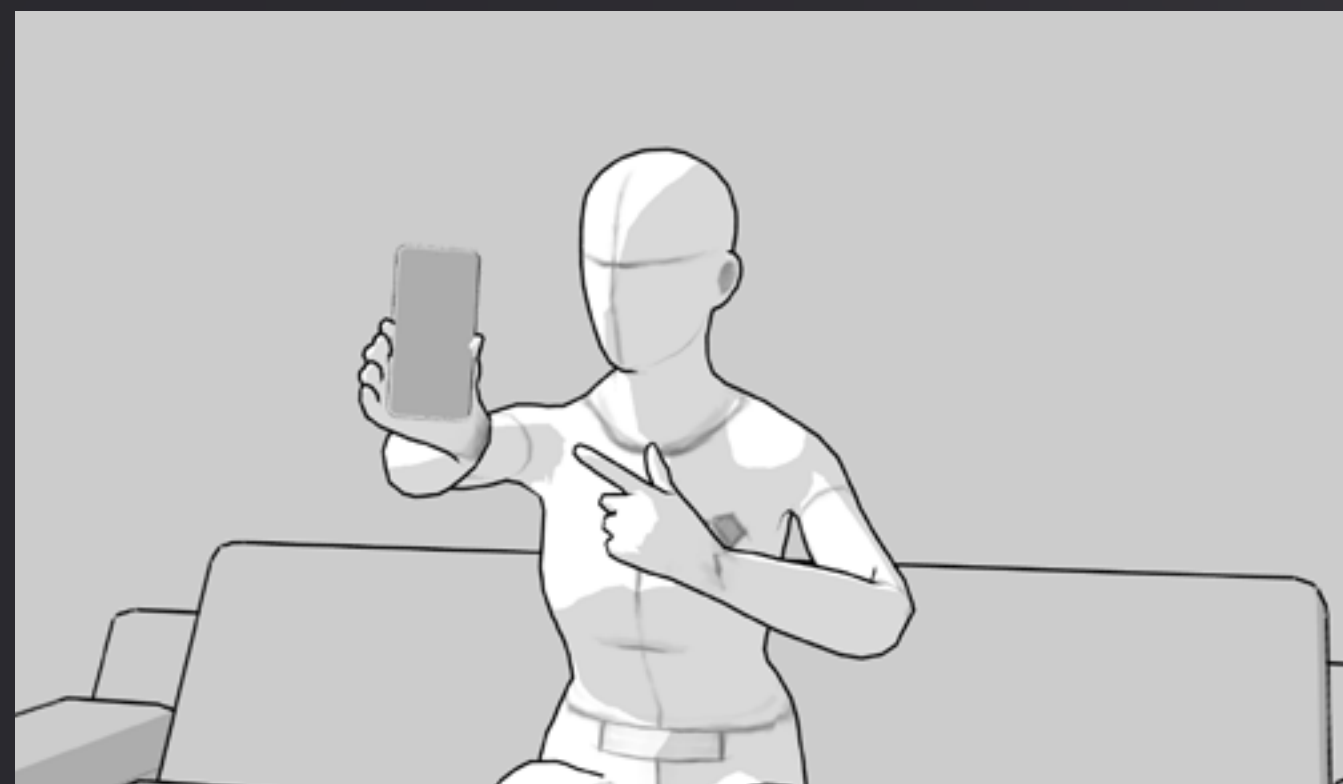Shots: 2 live action
Duration: 30s
Aspect Ratio: 16:9

Description: Influencer speaks directly to the camera

Script: Hey everyone! So I've been diving deep into 'Royal Match' and let me tell you – I can't put it down!

Audio: Fun music plays in the background
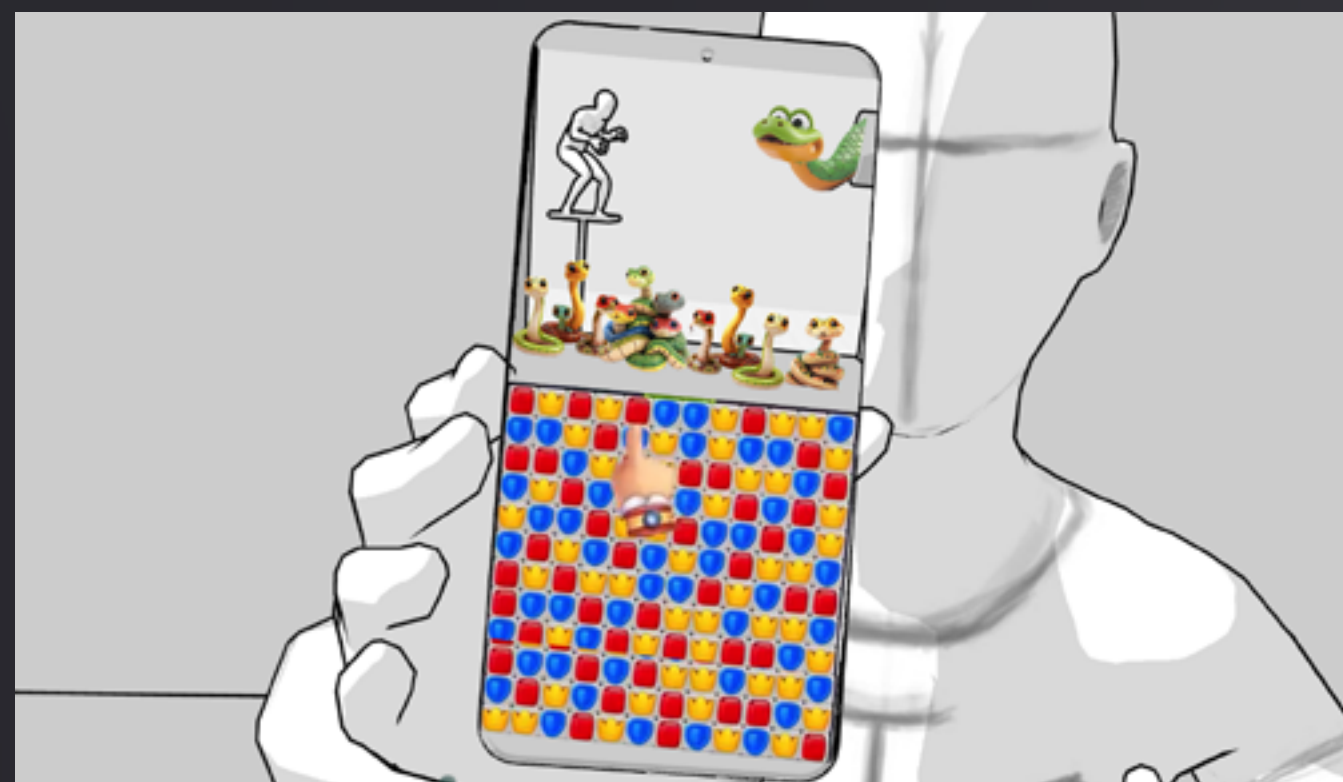
Camera: Static medium shot

Description: Influencer talks about the game and shows the app to the viewers

Script/Audio: In Royal Match, There are absolutely no ads! Zero ads. That's right, no interruptions. Just pure, puzzle-solving fun
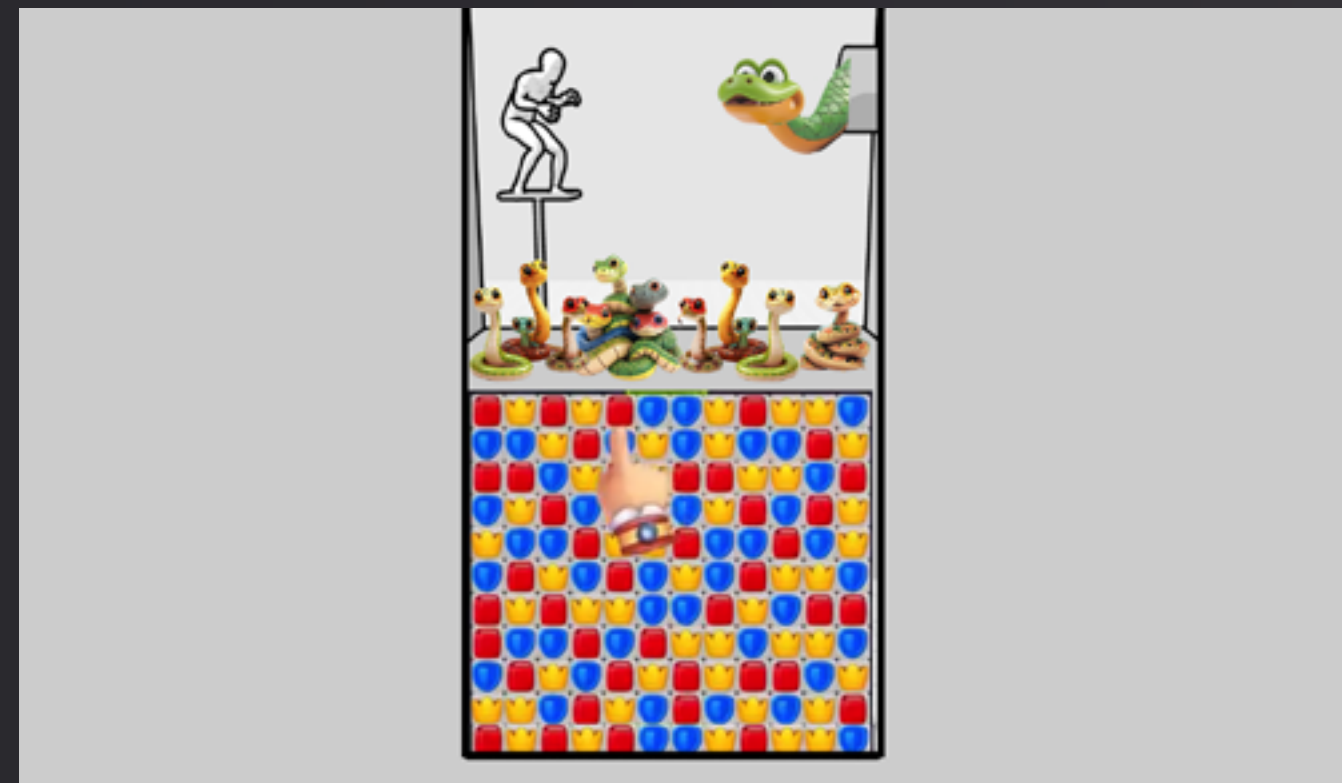
Camera: Static medium shot

Description: Camera starts to starts to zoom into the phone

Script/Audio: VO continues from above previous shot

Camera: Zoom into the phone

Description: Full screen gameplay showing a little bit of the game. The puzzle will not be fully solved

Script/Audio: VO continues from above previous shot

Camera: Camera pauseses for a few seconds

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Description: AI generated zoom starts. The images will be static and will play slow enough to give the viewers a chance to see the images

Script/Audio: And you don't need Wi-Fi to play!

Camera: Continous AI zoom starts

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Description: AI generated zoom shows the king running away from a snake

Script/Audio: Every level is a new adventure where you help save the King.

Camera: AI generated zoom continues

Description: AI zoom continues and we see another image

Script/Audio: VO continues from above previous shot

Camera: AI generated zoom continues

8   0:10

Description: We show the king jump over polar bears and a seal

Script/Audio: He is always getting into fun situations, Oh King Robert!

Camera: AI generated zoom continues

9

Description: AI zoom continues and we see another image

Script/Audio:

Camera: AI generated zoom continues

Description: We show the king falling off a cliff as the croc is about to bite him and we can see the kings castle in the background

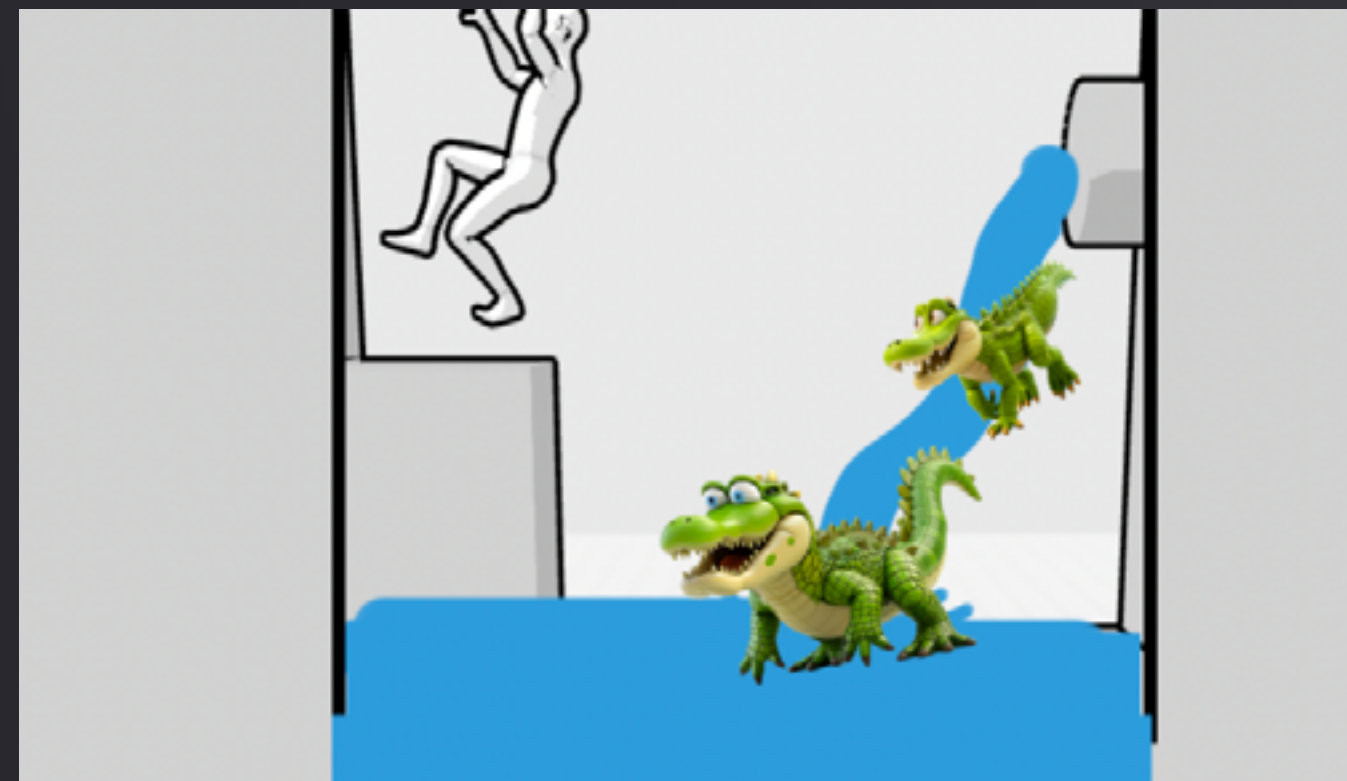**Script/Audio:**

Camera: AI generated zoom continues

Description: AI zoom continues and we see another image

Script/Audio:

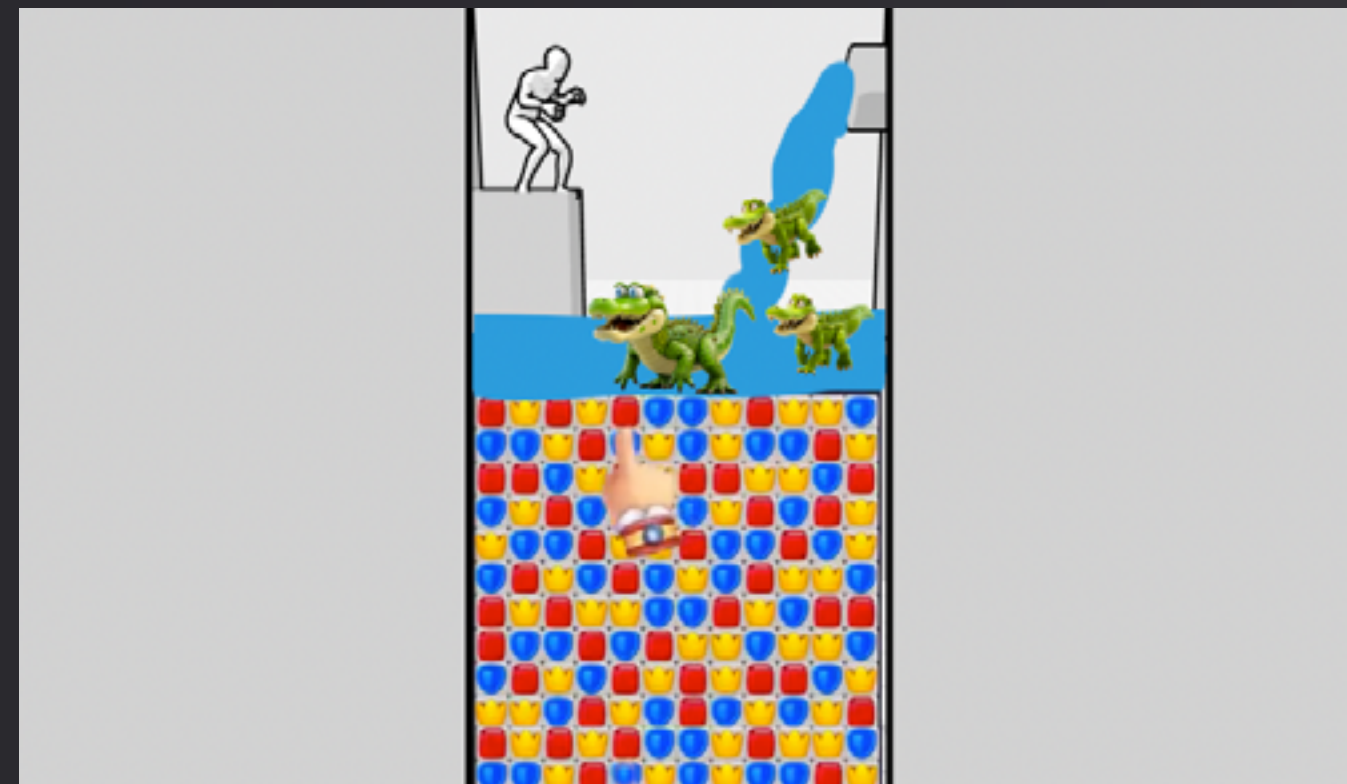**Camera:** AI generated zoom continues

Description: We zoom in full screen gameplay with crocs pouring into the water while a large croc waits and snaps at the king. We pause here to show gameplay

Script/Audio:

Camera: We pause here for a few seconds

Description: The area will fill with water as more crocs jump in and a hand solves the puzzle. As the puzzle is being solved water will go into the gaps bringin the water level down

Script/Audio:

Camera: Static shot

Description: Right before the crocs reach the king we will start zooming in again

Script/Audio: There are so many challenging levels to solve that I can't put it down.
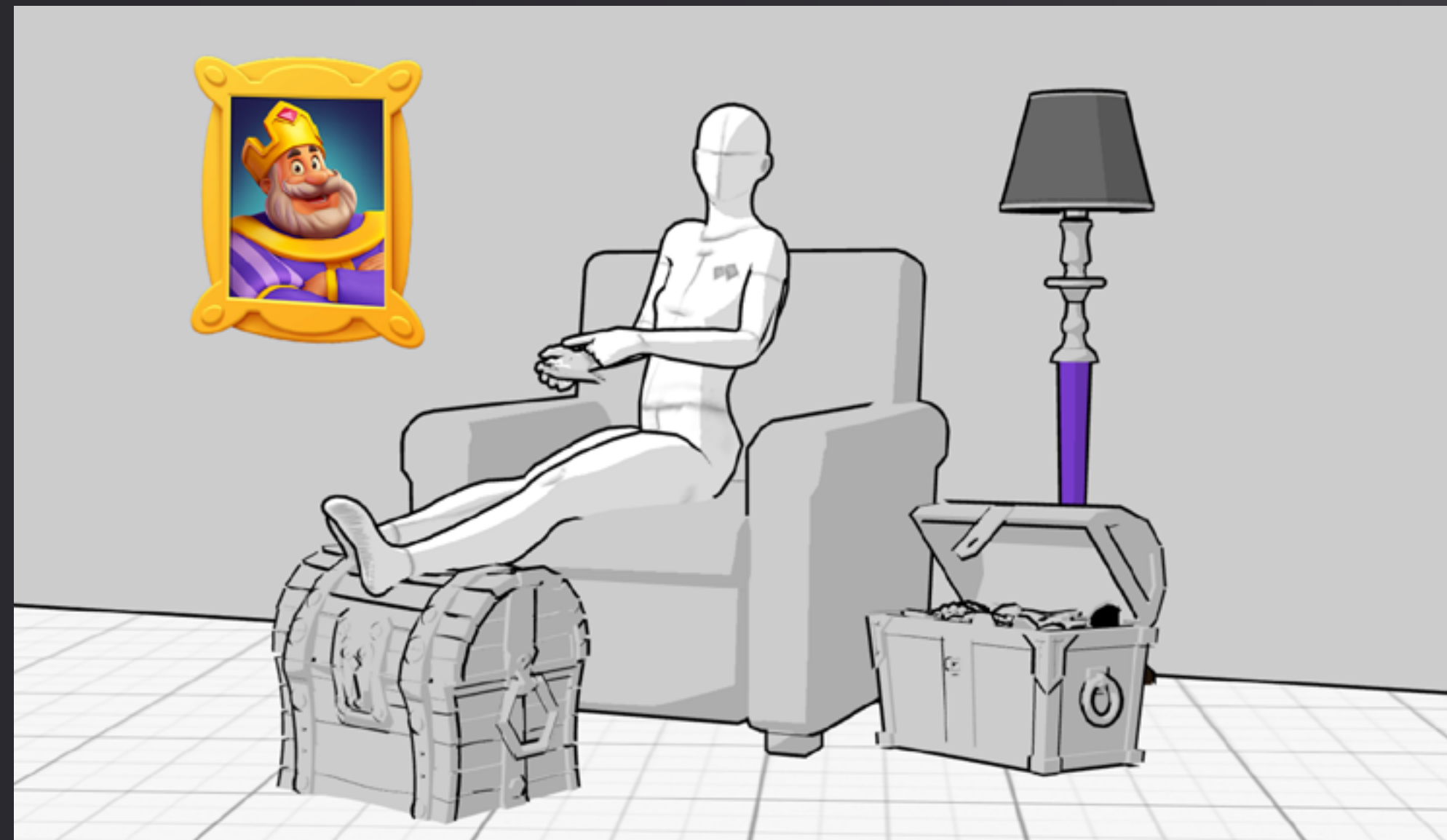
Camera: AI zoom in

Description: We see another image appear as we zoom in

Script/Audio: The fun never stops!

Camera: AI zoom in

Description: We land on the influencer playing the game sitting on a chair with treasure chest around her. End modal comes in shortly after

Script/Audio: Click below and download Royal Match!

Camera: Static medium shot

Thank You!