

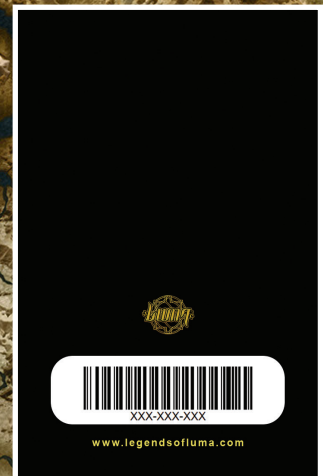
# Marketing operation Luma Passports



Luma is a new world that Ludonaute has created. It will be the background of the games in the new range “Legends of Luma”. Two games of this range will be released in 2017: Oh Captain! (in May) and Nomads (in September). More games will come in 2018.

On the occasion of launching this new range, Ludonaute has edited passports for Luma. The goals of this marketing operation are:

- To **retain customers**, to make them participate and to build a gamers community who will collect “visas” for Luma as other people collect Pokemons.
- To urge the gamers to come to brick and mortar shops and to attend game events.
- To have a statistical data base about the people who buy our games.



## What is the interest for the gamers?

These passports are given away to them for free. They are all numbered with a unique code. The owners of a passport can subscribe to the website “Legends of Luma” and register with their passport code. From then, they will gain “points” which will unlock online games, stories, goodies...

The passport will be the witness of the gaming travels as in a treasure hunt. Indeed, the shop owners will be able to stamp the passports of their customers. On gaming events or festivals, there could be areas where your demo team will stamp the participants’ passport.

All the stamps added to the passports give additional points to the gamer. With a given number of stamps, a customer will be given by Ludonaute goodies and promo items from Luma.

### **What is the interest for the game stores?**

This marketing operation is **totally free** for them. Ludonaute will cover the passports and the stamps making. The shop owners decide if they want to give the passports to all their customers or only those who buy a game in Luma' range or those who buy a game from Asmodee... They just need to have the stamp ready next to their cashier when the customer comes and asks for it.

It should help people to come into the game stores (a sticker to place on the shop door will be given with the passports).

### **What is your role?**

As retailers, we need your help to:

- promote the operation to your customers by giving them a passport for Luma in the terms of your choice.
- stamp your customers' passports. If you have access to the internet, you can also scan the passport.

### **How it works?**

If you wish to take part in the operation, you invite you to visit the webpage:

<http://partner.legendsofluma.com/inscription>

In order to register your shop. You'll make a special and unique stamp for your shop. It is free for you. The operation is fully funded by Ludonaute.

In May, before the first game Oh Captain! is released, we'll send you a kit with a set of passports, your unique stamp and a sticker «LegendsofLuma». It shows the pkayers that your game shop is a stage in the treasure hunt.

### **Contact Ludonaute**

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