

## Fortnite/PUBG Case Study

Developed by EPIC Games, Fortnite Save the World is a sandbox co-op survival game released in 2017. It may have had a slow start, but it has become one of the biggest games and has stayed that way for the past 5 ish years.

One of the biggest challenges EPIC faced was competing with other battle royale games like PlayerUnknown's Battlegrounds (PUBG) and H1Z1. According to GamesIndustry.biz (2019), PUBG was the first major game to popularize the battle royale genre and gained considerable popularity after its release (I however, am still a believer that H1Z1 was the first). However, Fortnite Save the World managed to attract a different type of audience by offering a unique combination of base building, exploration, and survival gameplay not found in other battle royale games.

Another opportunity EPIC took advantage of was the growth of live services in the gaming industry. For the past decade the FTP/Live-Service model has become increasingly popular due to the potential capital that the games can draw. Fortnite's Save the World and Battle Royale modes support a service model that allows players to purchase Battle Passes that grant access to in-game items and exclusive content (all cosmetic of course). This combined with the constant updates to gameplay allowed them to really diversify from all the other games during the battle royale boom.

EPIC has also made some very strategic marketing decisions that have impacted the game's success. They released two trailers for the game, a gameplay trailer and a cinematic trailer but they release them MUCH closer to the game's release and flipped. The gameplay trailer being first and then the cinematic trailer after. According to Kickstart Side Hustle (2018), "we first released a gameplay his trailer showcasing the game mechanics and unique features, followed by a cinematic his trailer showcasing the game world and character stories . This approach allowed players to first familiarize themselves with the game and then develop an emotional connection with the game world and characters." While the PUBG's trailer focused on the game's realistic graphics and intense gameplay, Fortnite's trailer focuses on the game's colorful, cartoony graphics and fun, lighthearted gameplay, aswell as a focus on fomo since everything is limited time.

The success of Fortnite Save the World is due to constant updates and improvements. According to Statista (2018), EPIC Games released over 200 updates with new weapons, items, and modes in the game's first year of release. This

approach kept the game fresh and exciting for players and encouraged them to keep playing and spending money on in-game items.

In summary, Fortnite Save the World's success is due to several factors, including its unique gameplay, Live-service model, strategic marketing, and constant updates and improvements. EPIC Games had to compete with other battle royale games but managed to stand out by offering a unique experience that appealed to a MUCH wider audience. As the industry evolves, it will be interesting to see how EPIC Games and other developers continue to innovate and improve their games to attract and retain players.

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