



Sony Pictures Entertainment – Ghostbusters 2024 Concepts



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Sony World Immersive Experience

Sony World Immersive Experience



A Sony World provides a dedicated “always-on” immersive experience where all immersive experience activations from different IPs can live.

Benefits:

- A dedicated spatial world increases traffic through SEO.
- Halo effect strategy and synergy effect per activation.
- Streamlined storytelling.
- Ease-of-use for fans – a consolidated space to discover all immersive experiences.

Sony World Immersive Experience

The World of Sony:

- Mission: A company that inspires and fulfills your curiosity.
- Vision: Through technology, content and services, deliver groundbreaking new excitement and entertainment, as only Sony can.





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Ghostbusters 2024 Experience Concept

Ghostbusters 2024 Immersive Experience



GTM Strategy:

Launch an immersive experience before theatrical release. Incentivize and engage fans through gamification and rewards with a theatrical activation and a home entertainment activation.

GTM OKR:

Increase movie theatrical box office and home entertainment revenue for Ghostbusters 2024.

Ghostbusters 2024 Immersive Experience



Gamification Concept

The Player's Mission: To save Slimer and the city from ghosts.

Point-based Gaming:

- Most ghosts zapped
- More points for zapping major characters like Stay Puft
- Required action to place first – save Slimer



Ghostbusters 2024 Immersive Experience



Game Background

The city of New York has been restored...with Ghosts of the past and new. The Ghostbusters team needs your help to rid the city of these dangerous ghosts...and save Slimer...from them.



Ghostbusters 2024 Immersive Experience

Game Objective

Kill as many ghosts as you can while trying to save Slimer. Save Slimer by capturing him as the only ghost in the ghost trap, then release him in the 'friendly' ghost container in the firehouse. Do all this while trying to fight the ghosts and prevent from getting eaten by the flying mouth monster. It is fast and can fly and if eaten, you die.



Ghostbusters 2024 Immersive Experience



Game, Movie Rewards, Exclusive Access

Watch the trailer at the theatre and follow the s



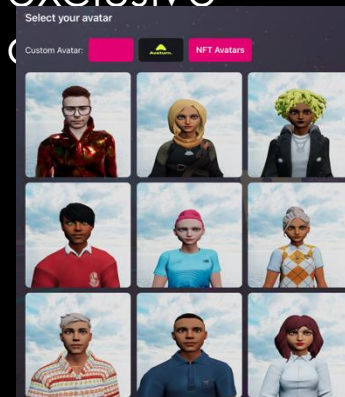
Ride the Sony Car to speed past the flying r



Buy the proton pack digital asset bundle at the Ghostbusters shop and double the power of your proton weapon...



Free digital avatar to gain exclusive



Ghostbusters 2024 Immersive Experience



Ghostbusters World Portal

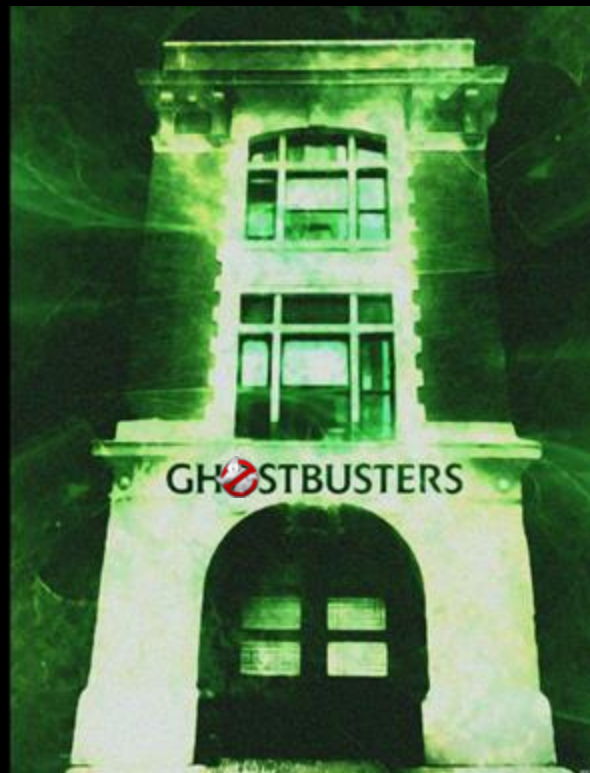
- From Sony World, player is directed to the Ghostbusters Portal and gets spun into Ghostbusters World.
- Portal can have a slime green flare effect.



Ghostbusters 2024 Immersive Experience

Ghostbusters World Starting Point

- Player gets 'dropped' from the portal in front of the Firehouse.
- Player sees a flashing button near the garage door and opens the door.



Ghostbusters 2024 Immersive Experience

Inside The Firehouse

- Inside the firehouse, player should find the Ghostbusters mobile and a computer.
- The computer displays the mission:
 - Take the Ghostbusters mobile to the theatre and zap any ghosts you see. Save Slimer.
- Player gets in the Ghostbusters mobile where a GPS map guides them to the movie theatre.



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On The Way To The Theatre

- On the way to the theatre, player sees ghosts on the streets and then an AI avatar teammate waving them down.
- Teammate jumps inside mobile and becomes helps guide to the theater.



Ghostbusters 2024 Immersive Experience

At the theatre

- Player and AI teammate arrive at the theatre.
- Teammate speaks and says "I intercepted transmission that the ghosts are within the theatre screen. Let's check it out."
- Inside they ghosts flying around the theater where they try to zap them with their proton pack.
- At the end, Ghostbusters 2024 Trailer plays when clicked.



Ghostbusters 2024 Immersive Experience

At The Theatre

Business Strategy: Theatrical Movie Promotion

- At the end of the trailer or if the player opts to skip the trailer, the screen asks player to buy tickets. Put hints of discount concession, trivia eligibility, etc.
- If player decides to buy tickets, another window opens to ticket purchase with opportunity to earn a free popcorn, drink, etc.



Ghostbusters 2024 Immersive Experience



Ghost Chase

- While in the theater, Slimer darts out of the screen and outside the building.
- When player and AI reach the exterior, they see Slimer ride off on top of the Ghostbusters mobile.
- At the same time, the flying mouth monster is on the streets after player and goes after him/her.



Ghostbusters 2024 Immersive Experience



Ghost Chase

Business Strategy: Sony Pictures Core Platform and Sony Vehicle Ad Placement

- Player and AI spot the Sony Speed car and get in.
- They drive full speed through the city and attempt to escape the monster.
- While in the vehicle, the Sony Pictures Core promo plays.



Sony Vehicle



Ghostbusters 2024 Immersive Experience

Electronics Store

Business Strategy: Sony Electronics Ad Placement, Home Entertainment Movies Promotion

- While escaping the monster, player tries to follow the Ghostbusters mobile to an electronic store.
- In the store, Slimer flies through the TV monitors hanging on the walls and they all turn on appearing with Ghostbusters trivia questions.
- Trivia prizes can be one month free on Sony Pictures Core or be entered to win another free ticket to Ghostbusters movie.



Ghostbusters 2024 Immersive Experience



Cliffhanger

Business Strategy: Ghostbusters 2024 Theatrical and Home Entertainment Promotion and Rewards Program

- After Trivia, a message displays, "Come back for a chance to win a Sony 4K TV by answering trivia questions from Ghostbusters 2024".
 - First Trivia will be available during theatrical window. Second Trivia will be available during home entertainment window.



Ghostbusters 2024 Immersive Experience



Ghostbusters Shop

Business Strategy: Sony Pictures Consumer Products licensed merchandising sales

- Slimer flies out of the electronic store into the Ghostbusters Shop. A Proton Pack, ghost trap, and P.K.E. meter appear on a shelf.
- Player can purchase the digital assets.
 - After purchase, a message pops up, "Congratulations. Your digital asset purchase won you the merchandise collectible" See your email for details" *promotion valid during Ghostbusters 2024 theatrical release.*



Ghostbusters 2024 Immersive Experience

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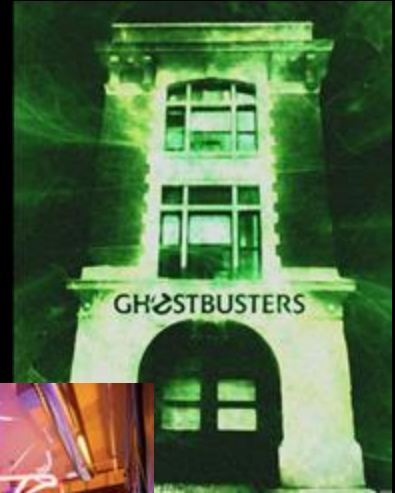
- Slimer darts around the room.
- The room is filled with 3D digital assets available to buy which makes it hard for player to decipher the assets from ghosts to kill.
- Player finally spots Slimer and uses the new proton pack to trap him.



Ghostbusters 2024 Immersive Experience

End Game

- With Slimer in ghost trap, player and AI head back to the firehouse.
- The big mouth ghost monster is still outside. Player needs to use ghost mobile (slower).
- Player uses the other proton pack to slow down the monster.
- When they arrive at the firehouse, player releases Slimer.
 - *"Congratulations! You're a first-place contender. Come back to check your placing. Winner will be chosen after theatrical release ends."*



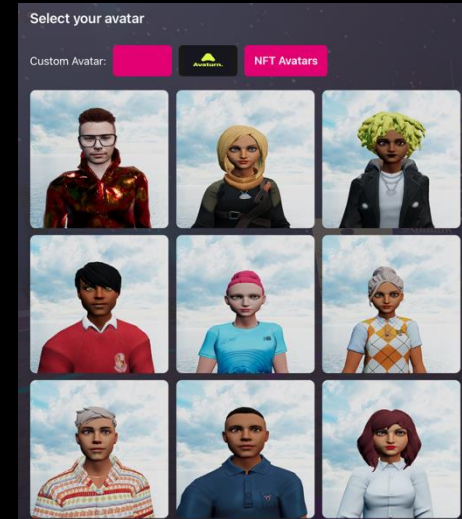
Ghostbusters 2024 Immersive Experience



Exclusive Access

Business Strategy: Customer Conversion and Customer Retention

- Whenever the player exits the game, a message comes up:
 - *"We hope you enjoyed your visit. Get your free avatar which will have exclusive access to the restricted areas and to future perks and rewards".*
- Player registers and downloads their avatar.
- Note: Exclusive access to other areas of the world would have displayed during the player's journey.



Note: Avatar look-and-feel can be changed and branded to match Ghostbusters theme and style.