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SUMMARY

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2 – Benchmark & Competitors

3 – Brand Identity & Values

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LEGO BATMAN
LEGACY OF THE DARK KNIGHT


GAME & STUDIO PRESENTATION
LEGO
BATMAN
LEGACY OF THE DARK KNIGHT

GAME PRESENTATION



PS5 XBOX STEAM

NINTENDO SWITCH 2 EPIC GAMES STORE

GENRE : Open-world, Action Adventure game inspired by Batman's movies, series.

MODE : Single Player & Local cooperation.

TARGET RATE : Family friendly (PEGI 7+).

REALEASE DATE : May 29th, 2026 *(Announced at Game Awards).*

STORY LINE : "The game invites players to embark on Bruce Wayne's epic journey to become the hero of Gotham City".

Sources : lego.com

STUDIO PRESENTATION

DEVELOPED BY : Traveller's Tales *(TT Games)* knows for LEGO's video game.

KNOWN FOR : Famous LEGO video game adaptations *(+200 M units sold)* :







EDITED BY : Warner Bros. Games and owner of TT Games.

OBJECTIVES :

TT Games holds a unique market position with exclusive licensing agreements.

- Rebuild awareness and trust from players after 12 years without a new entry.
- Activate a longtime fanbase and new generation of players.

Sources : ttgames.com

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BENCHMARK & COMPETITORS

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BENCHMARK RELEASED COMPETITORS



EPIC Games

December 7th, 2023
(frequently updated)



December 11th, 2025

Warner Bros. Games



September 15th, 2025

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BENCHMARK UPCOMING COMPETITORS

Skydance Games



Early 2026 *(Q1)*

CAPCOM



April 24th, 2026 *(strong hype)*

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BRAND IDENTITY & VALUES

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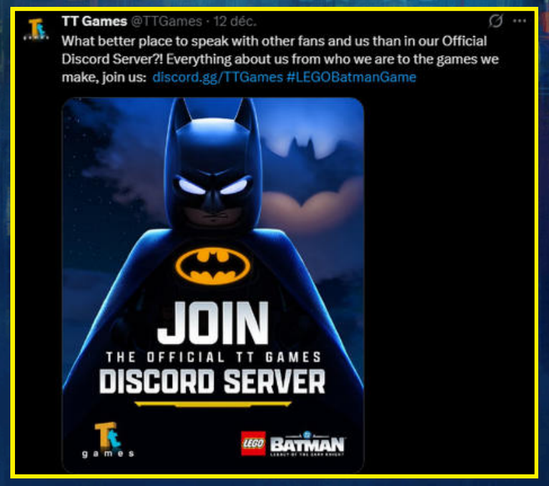
TT GAMES DNA

TT Games usually communicates with :

- Fun & Humorous tone,
- Community-driven & Accessible.

Players know TT Games for their ability to deliver **light-hearted storytelling** even when adapting darker universes *(Batman, Starwars)*.







Sources : @TTGames (X/IG)

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GAME KSP



KEY SELLING POINTS :

- **Playing** the origin Bruce Wayne's story packed with iconic moment from 86 years of Batman,
- **Choosing** 7 characters each with unique abilities (Robin, Jim Gordon, Catwoman and more),
- **Mastering** a dynamic new combat system authentically designed of Batman's fighting style with fluid combos, unique gadgets,
- **Riding** with a wide selection of iconic Batmobiles and Batcycles, including the legendary "Trumbler".

Sources : lego.com

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GAME CORE VALUES

MAIN CORE VALUES :

- **Heroism** focus on Bruce Wayne's journey as a Hero,
- **Adventure** in a open-world game and explore iconic locations,
- **Nostalgia** felt thourgh 86 years of Batman stories,
- **Humor** link to the dialogues and tone featuring funny in-game situations.



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TARGET AUDIENCES & PERSONAS

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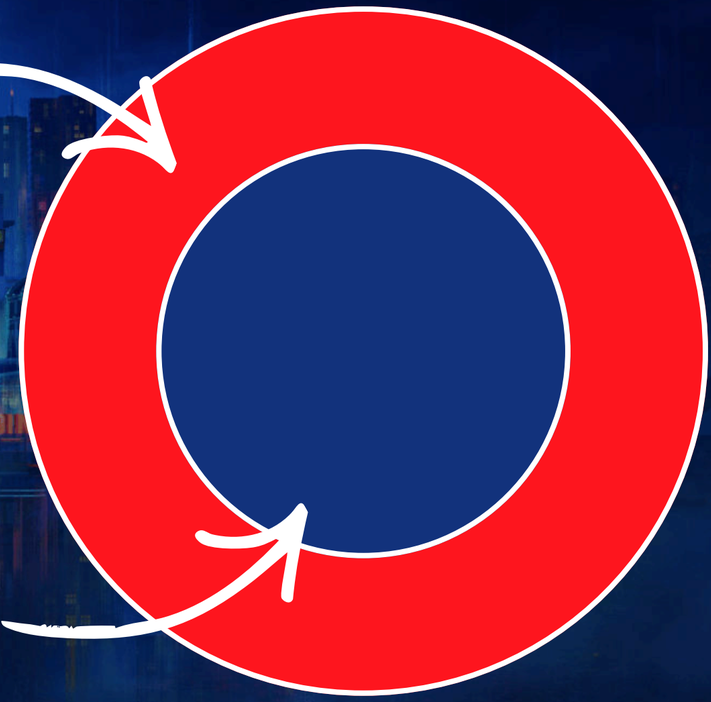
TARGET AUDIENCES

PRIMARY TARGET :

- Names : “Fan & Casual LEGO Players”,
- Age range : 10 - 35 years old,
- Looking for : Fun, accessible and light-hearted game.

CORE TARGET :

- Names : “Batman / DC Comics Fans”,
- Age range : 18 - 35 years old,
- Looking for : Loyal and full references of Batman.



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PRIMARY PERSONA

Wants colourful, safe games to enjoy with her family after school



Emma
DUBOIS
13 Years old
Lives with family
Lille

Education

Middle school
General curriculum

Personality

Curious, enthusiastic, creative.

Storytelling

Big fan of LEGO, enjoys creative, colorful and fun games. She plays short sessions with friends and family

Needs and problems encountered

Simple and intuitive gameplay, she can be frustrated by complex mechanics or serious tone. Also have limited autonomy in purchasing decisions.

Expectations

A fun, humorous and creative experience.
Easy to understand and play.
Bright visuals.

Barriers to purchase

Parental approval and budget constraints.
Lack of interest if the game feels too complex or violent.

Digital skills and behaviors

Contact points

CORE PERSONA

Wants challenging but fun superhero games to master and share with his community



Lucas
MARTIN
21 Years old
Lives alone in a small apartment.
Lyon

Education

Second-year Bachelor's degree
Computer Science

Personality

Passionate, analytical, a bit perfectionist

Storytelling

Lucas grew up playing LEGO games and watching Batman movies. He now plays video games in the evening.

Needs and problems encountered

Need engaging content without excessive complexity
Limited time due to studies and social life

Expectations

Faithful representation of the Batman universe
Nostalgic references and recognizable characters

Barriers to purchase

Risk of perceiving the game as "too childish"
Oversaturation of superhero games

Digital skills and behaviors

PS5

Contact points


SOCIAL MEDIA SELECTION
LEGO
BATMAN
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SOCIAL MEDIA SELECTION

X / TWITTER → Popular among 18 - 35 years old. Central hub for gaming news, announcements. Perfect to get key points community feedbacks from core players, influencer, journalists.

INSTAGRAM → Commonly used by 15 - 35 years old. Strong visual platform through images, carousels and also Reels. Ideal to show the artistic side of the gameand build a coherent visual identity.

TIKTOK → Strongly used by 12 - 25 years old. Short, dynamic and humorous content. High viral potential through trends.

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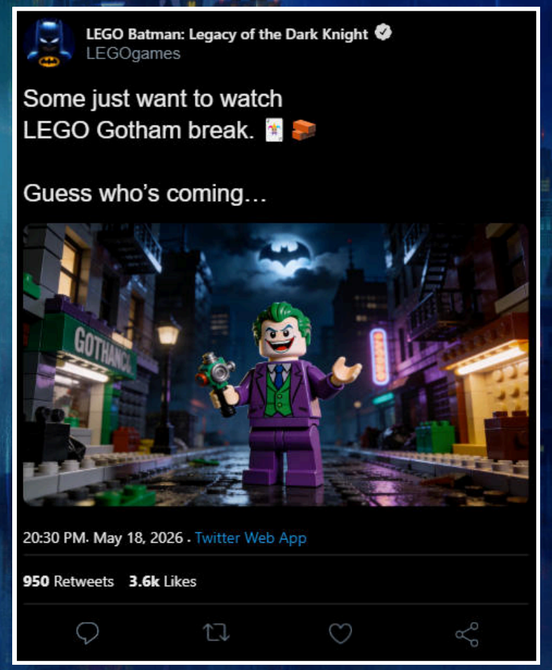
EDITORIAL LINE & CONTENT STRATEGY

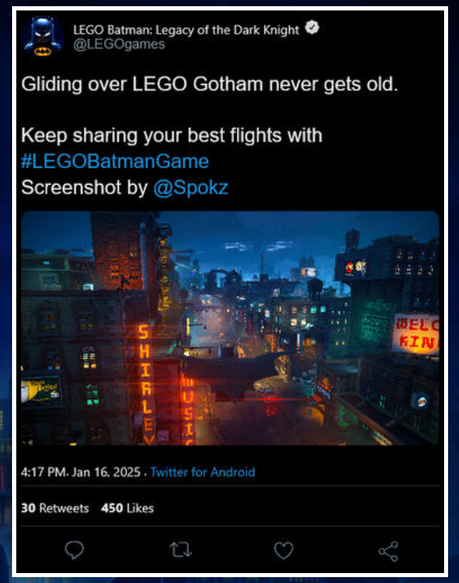
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X / TWITTER

Concept to Inform, Interact and Deliver Fan services :

- “Feedback Friday” – Weekly asking players about their favorite features or improvements.
- “UGC Highlight” – Sharing community screenshots with credit.
- “Evergreen Engagement Questions” – Polls or questions about playstyle.
- “Official Visual Reveal” – Key visual from the game universe or detailed information.
- “Character Spotlight” – Highlighting one iconic character from the game to tease their presence in the game.







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INSTAGRAM

Concept to show Universe, Gotham Globe & Community :

- “UGC Gotham Builds” – Weekly carrousels of IRL LEGO Batman builds.
- “Weekly Character” – Once a week a character spotlight with a custom LEGO’s style visual & short lore.
- “Gotham Globe” – Recurring posts styles as pages of the Gotham Globe presenting fake news articles.
- “Bat-Moment” – Static post focusing on Gotham’s atmosphere.
- “Tips & Tricks” – Presenting a simple gameplay or exploration tip.



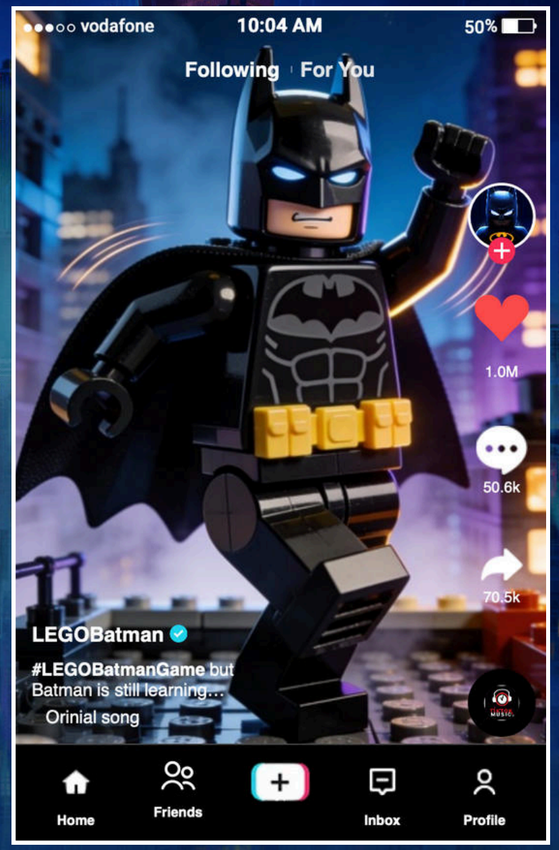


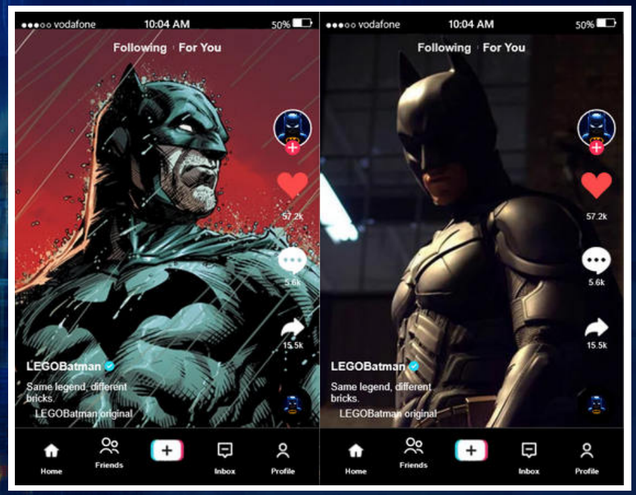
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TIKTOK

Concept as Short, Character Driven Fun :

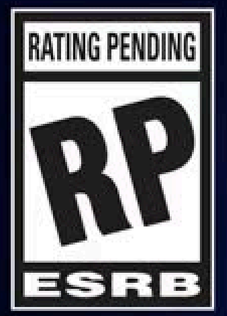
- “Batman Trends” – Recurring videos where Batman awkwardly tries popular dances or sounds.
- “CO-OP Chaos” – Short clips of funny co-op fails/clutch moments.
- “Multiverse Face-Off” – Quick comparisons of Batman from LEGO and movies/comics.





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DC


RATING PENDING
RP
ESRB

INFLUENCER STRATEGY

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SPECIALIZED INFLUENCER



@StiM
(800 K subscribers)

PROFILE : StiM is a prominent Youtube creator whose channel focuses on adventure games and especially LEGO related content.

JUSTIFICATION : StiM offers a significant audience size while retaining a focused and specific genre of community. Also benefits from strong viewer retention and engagement due to his format of content.

RELEVANCE : For the promotion of LEGO Batman, StiM give a reputation for covering LEGO titles and similar based game. His existing content naturally accommodates a LEGO release and this creates optimal conditions.

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SPECIALIZED INFLUENCER



@Brickmitri
(48,5 K subscribers)

PROFILE : Brickmitri is a content creator specialized in LEGO culture, focusing on builds, review and related universes.

JUSTIFICATION : Althrough his audience is more niche, he reaches a qualified and relevant community of LEGO fans. Generates strong content due to his expertise.

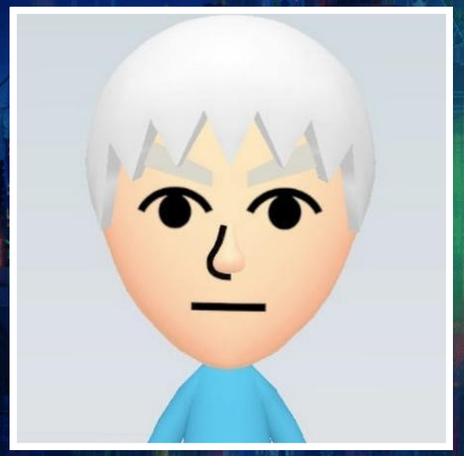
RELEVANCE : Brickmitri's identity makes hi mparticularly relevant for promoting LEGO Batman. His content aligns with the creative and nostalgic dimensions of the game.

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MAINSTREAM INFLUENCER



@WankilStudio
(2,7 M subscribers)



@JOSPLAY
(519 K subscribers)

PROFILE : As well established content creators, they are known for their entertaining content. Their videos combine humor, storytelling and clear gameplay.

JUSTIFICATION : Both creators benefits from large and loyal communities providing strong visibility and generates engagement through their ton that encourage viewer retention

RELEVANCE : Their tone and content styles naturally align with the LEGO Batman's core values making them effective and credible.

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TWO CAMPAIGNS

CAMPAIGN 1 – Discover LEGO Gotham :

Influencers Involved : StiM & Brickmitri.

Objective : Influencers are given early access to the game and will create long gameplay content *(30 - 60 minutes)*.

Focus on :

- Exploration of Gotham,
- Testing to combat dynamics,
- Co-op moments.

Reinforces the product pillars, the long term positioning and exploring game.

CAMPAIGN 2 – LEGO Batman Goes WILD :

Influencers Involved : Wankil Studio & Josplay.

Objective : Generate massive visibility and entertainment value (fun, humor and chaotic) making live stream with rediffusion short clips and edited montage.

Focus on :

- Unexpected co-op chaos,
- Friendly-Memes moments.

Supports the discovery and hype pillar, the brand's playful identity and fun to watch even for non players.

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WAYNE
LAUNCH EVENT
LEGO
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WAYNE FOUNDATION CHARITY POP UP STORE

CONCEPT & OBJECTIVES :

The Pop-Up is fully themed as a Wayne Foundation field office in Gotham.

The main objectives are to :

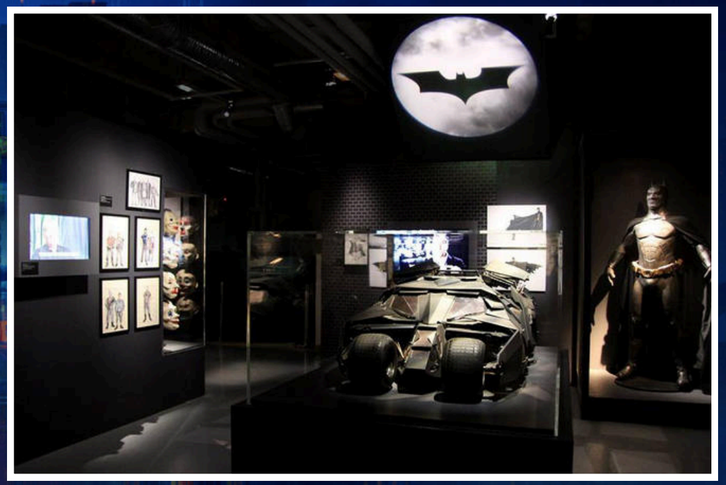
- Make the launch visible to our target in a positive values driven way
- Create strong visual and shareable moments for our social media
- Show that the brand “behaves like a hero” by supporting children.

The store is divided into two main zones :

- Retail area : Product buyable link to the LEGO Batman video game.
- Experience area : Presentation, photos and creation.

All profit generated by the pop-up store are donated to a children’s charity as the role of the Wayne Foundation.

WAYNE





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KPI & MEASUREMENT

LEGO DC BATMAN
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MEASUREMENT & KPI

SOCIAL MEDIA PERFORMANCE

Reach & Impressions : *2,000,000 impressions.*

Engagement Rate :

- *TikTok: 6-8%.*
- *Instagram: 4-6%.*

Video Completion Rate (TikTok) :

- *≥ 35%.*

Community Growth :

- *+25% followers.*

INFLUENCER CAMPAIGN PERFORMANCE

Total Views : *500,000 cumulative views (YouTube, Twitch VODs, TikTok clips)*

Engagement Rate (Influencer content) :

- *≥ channel average*

Audience Sentiment :

- *≥ 70% positive comments*

Click-Through Rate (CTR) :

- *1.5–2% CTR*

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CONCLUSION



Coherence with current studio communication

- *Aligned with what players associate with LEGO games.*
- *Consistent use of LEGO humour and iconic Batman universe*
- *Platform-specific communication (TikTok, Instagram, X)*

Improvements brought by our strategy

- *Greater narrative depth and thematic, around the "Legacy"*
- *Better use of TikTok trends and immersive formats as long term engagement*
- *Clear differentiation between hype, universe and information*

Future opportunities & "WOW ideas"

- *Behind the scenes content (narrative choices, character design)*
- *Extended influencer collaborations, specialized content creator could emerge from LEGO Batman*
- *"Build Your Legacy" Campaign – Players and creators recreate their own version of Batman's Legacy using LEGO, thourgh builds, reposted short video or stories. Can be done as IRL event.*

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Thank you for listening !
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