

CREATIVE BRIEF / PART TWO

THE LAST OF US PART II REMASTERED

SOME STORIES HAVE ANOTHER SIDE

COMMUNICATION & MARKETING PLAN

PC launch in France, 3 April 2025. How a port becomes the way into the saga, and Season 2 viewers become players.

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ONE STORY. TWO SIDES. ONE CAMPAIGN.

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This document details the communication plan of our creative brief. Scope: France. Every figure is sourced; what has no public price is marked "on quote".

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THE PLAN IN ONE PAGE

THE SITUATION

A GREAT GAME. A FAN-ONLY LAUNCH.

The Last of Us Part II Remastered launched on PC on 3 April 2025 with a clean port and 91% positive Steam reviews, but its Steam peak stayed around 30,690 players, below Part I's 36,496. The original campaign spoke to people who already knew the game.

THE INSIGHT

Season 2 of the series starts on Max in France on 14 April and tells mostly Ellie's side. The game is the only place to live both sides now.

THE IDEA

Both Sides. Two images, never in the same frame: *You know one side of this story. Play both.* In French: *Tu connais un côté de cette histoire. Joue les deux.*

THE CLIENT

Sony, not only PC. The port is the trigger, the series the amplifier; every sale counts, on PC or PS5.

IDEA	WHAT IT IS	WHEN	COST
1 · Your Song, Her Hands	Play any song with Ellie, post it, win a Taylor guitar	21 Apr – 1 Jun	€9.5–24K + pop-up on quote
2 · The Journal	One real page of Ellie's journal after each episode	Mondays, 14 Apr – 26 May	€70–150K paid social
3 · Both Sides	Ellie and Abby on facing metro platforms	1 – 7 Apr	€202,380 gross media

€286-392K
sourced budget, France, plus quotes

27.2M
contacts for the corridor posters in 7 days (Médiamétrie)

7
Mondays of The Journal, one per episode

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THE REAL LAUNCH

WHAT THE ORIGINAL CAMPAIGN MISSED.

DATE	WHAT HAPPENED	CHANNEL
12 Dec 2024	PC version revealed at The Game Awards, wishlists open	TGA, PlayStation Blog
After the reveal	PSN account made optional, with bonuses for those who sign in	PlayStation Blog
20 Mar 2025	PC features, specs, new No Return content, pre-purchase	PlayStation and Naughty Dog blogs
3 Apr 2025	Launch on Steam and Epic Games Store at €49.99	Stores
14 Apr 2025	Season 2 of the series starts on Max in France, every Monday until 26 May	Max

WHAT WORKED

- A clean port: 91% positive Steam reviews at launch
- No forced PSN account
- Launch timed just before the series
- New No Return content for fans

WHAT WAS MISSING

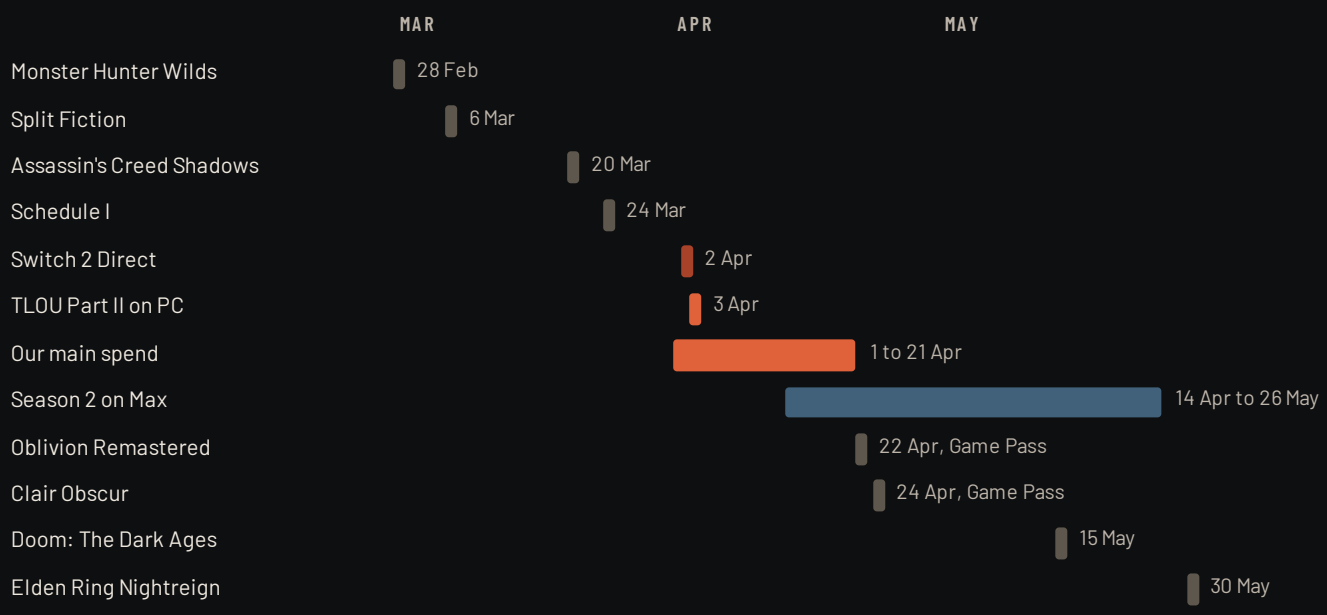
- Nothing for people who never played the series
- The series was a date, not a campaign
- Rewards for fans, no lever to win new buyers
- A peak around 30,690, below Part I

Sources: PlayStation Blog, Naughty Dog, GamingBolt, Push Square. An analyst estimate (Insider Gaming) reports about 2 million copies sold worldwide during the Season 2 window.

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SPRING 2025, PC

A QUIET LAUNCH WEEK. A CROWDED SERIES WINDOW.



WHAT IT MEANS

- About 19 days separate AC Shadows from the 22–24 April wave: launch week is well placed.
- The real noise at launch is the Switch 2 Direct, the day before.
- Oblivion Remastered is the direct rival: a remaster at a similar price (€54.99), included in Game Pass.

WHAT WE DO ABOUT IT

- Spend most of the media budget between 1 and 21 April.
- Sell value against Game Pass: the definitive version and its new content.
- Two heroes is not unique (AC Shadows): ours never share a frame.

April Steam revenue, Alinea Analytics estimates: Oblivion Remastered over $60M, Clair Obscur $26.5M, TLOU Part II about $16.8M. Release dates: publishers and PC Gamer.

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FROM OUR SWOT AND PESTEL

SIX INSIGHTS. EVERYTHING STARTS HERE.

The full SWOT and PESTEL sit in the creative brief. These six blocks are what we keep: the creative direction and every action that follows draw from them.

STRENGTH

THE STORY IS OUR BEST ASSET

An award-winning story, told from both sides.

→ Tell the story, not the features

OPPORTUNITY

THE SERIES OPENS THE DOOR

Season 2 starts on Max ten days after launch and reaches people who never played.

→ Speak to viewers, on PC and PS5

WEAKNESS

NEWCOMERS NEED A WAY IN

A 2020 game at €49.99, hard to follow without Part I.

→ Explain without spoiling, show the value

THREAT

TIMING IS EVERYTHING

Switch 2 Direct the day before launch; Oblivion Remastered and Clair Obscur in Game Pass on 22–24 April.

→ Be loud early, before 22 April

THREAT

TRUST MUST BE EARNED

Fatigue with Sony ports and the memory of the Part I port on PC.

→ Prove the quality, don't claim it

PESTEL: LEGAL, POLITICAL

FRENCH AND SOBER

Ads in France must be in French (Loi Toubon). The story was review-bombed in 2020.

→ French copy, a calm tone, no controversy

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THREE AUDIENCES, ONE PRIORITY ORDER

EACH ONE HAS A DIFFERENT DOOR.

MAIN TARGET, 18-34

THE PC PLAYER

Never owned a PlayStation. Lives on Steam, Reddit and tech YouTube. Loves clean ports, hates forced accounts.

TO WIN OVER, 20-40

THE SERIES VIEWER

Watches the HBO series on Max every Monday. Already owns a PS5 or a gaming PC. Wants what comes next, hates spoilers.

KEEP ON OUR SIDE, 20-35

THE PLAYSTATION FAN

Played both games on PlayStation and has defended them since 2020. Not our buyer here, but loud online.

AUDIENCE	WHAT THEY HEAR	CALL TO ACTION
PC player	"Tu connais un côté de cette histoire. Joue les deux." + proof the port is good	Steam / Epic
Series viewer	"The series told you one side. The game lets you live both."	PS5 and PC
PlayStation fan	Recognition, and the new free content on PS5	Come back on PS5

WHY THE SERIES VIEWER GETS A PS5 OPTION

Our client is Sony. On the PlayStation Store Sony keeps the full price, while Steam usually takes 30%. So viewers can play where they are already equipped, but **PC visuals never push the console**, and console sales stay a bonus, not a KPI. In France, 38.3 million people play video games; PC games weigh €1.52 billion, 27% of the market (SELL, 2024).

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BOTH SIDES

YOU KNOW ONE SIDE OF THIS STORY. PLAY BOTH.

IN FRANCE (LOI TOUBON): TU CONNAIS UN CÔTÉ DE CETTE HISTOIRE. JOUE LES DEUX.

THE INSIGHT

Halfway through, the game makes you play Abby, the woman Ellie is hunting, and your empathy turns around. Season 2 of the series tells mostly Ellie's side; Abby's waits for Season 3. **The game is the only place to live both sides now, and from the inside.**

THE RULES

- Two frames, never one: Ellie on one side, Abby on the other.
- Ellie is the way in, Abby the reveal.
- We show that there are two sides, never why. No spoilers.
- Calm first, then troubling: a beautiful image, one uneasy detail.

TONE	WE SAY	WE DON'T SAY
Serious, sober, short sentences. No exclamation marks.	One side, both sides, live, play, the other side.	Epic, ultimate, insane (hype); survive (the cliché of the genre, when this story is about revenge and empathy).

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FOUR GOALS, ONE ORDER

FROM HEARING ABOUT IT TO STILL PLAYING IN JUNE.

01 AWARENESS
French PC players who know the name learn why the game matters.

02 TRUST
The port is proven good before launch.

03 CONVERSION
Series viewers become players, on PC or PS5.

04 RETENTION
Players keep creating and playing after the finale.

WHAT WE MEASURE	TARGET OR BENCHMARK	SOURCE
Metro corridor posters	4.3M people reached, 55.4% coverage, 27.2M contacts in 7 days	Médiamétrie (15+), Metrobus C-Impact sheet
Metro platforms	1.2M trips a day across the 4 stations	RATP 2015 traffic, Metrobus Q-Massifs grid
Wishlists and sales in France	PC and PS5, during launch week and the series window	Sony internal data (Steam, Epic, PlayStation Store)
The Journal	Saves and shares per carousel, every Monday	Instagram and TikTok statistics
Guitar contest	Entries and views under #YourSongHerHands	TikTok, X and Twitch statistics
Global reference	Part I Steam peak: 36,496 players at the same time (not a French target)	Push Square, GamingBolt

Steam does not publish results by country: French sales are tracked with Sony's own data.

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BORN FROM THE COMMUNITY · 21 APRIL TO 1 JUNE

ANY SONG. HER HANDS.

In 2020, players turned Ellie's in-game guitar into a viral trend, covering real songs with it. Sony makes it official: play any song with Ellie in Guitar Free Play, post it with #YourSongHerHands, and win one of five Taylor guitars from the official 2020 collaboration.



Mock-up: pop-up on the parvis de La Défense, during the contest. A giant guitar draws people in; visitors discover the contest and can play a real Taylor on site, filming a video in exchange for merch.

HOW IT WORKS

- Music and gaming creators open the contest with their own covers.
- One hashtag, a weekly "setlist" of the best covers, shared with duets and reposts.
- Ellie only: the guitar is her story, a gift from Joel.
- Prizes: 1 Taylor 314ce (Ellie's guitar) and 4 Taylor GS Mini (Ellie's tattoo).

RULES

Free contest with public rules (French law). Players post their own covers; the brand amplifies but never republishes protected songs. An X post announces the contest (mock-up in the deck).

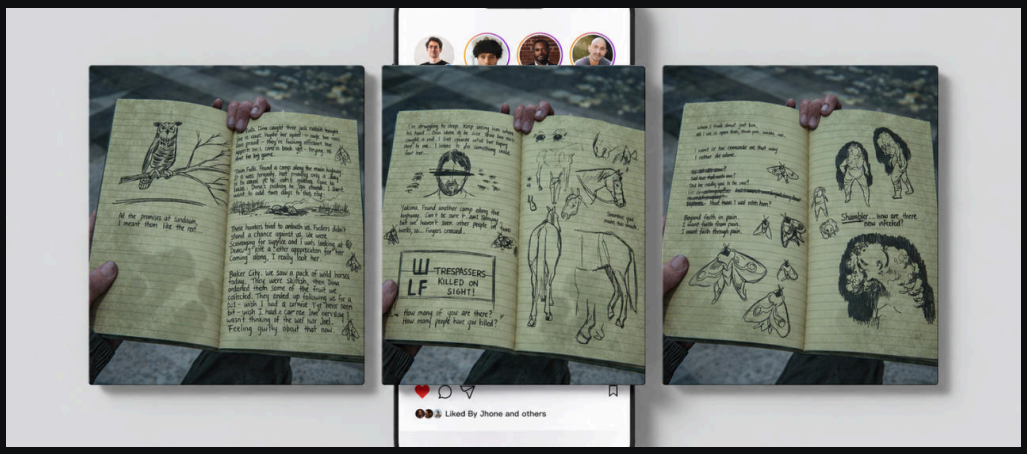
COST	SOURCE
€5,334 prizes	PlayStation Gear Europe prices: €2,399.15 (314ce), €733.72 (GS Mini)
€4.2–19K, 8 creators	Kolsquare 2026: €200–1,500 (micro), €1,500–5,000 (macro) per TikTok post
La Défense pop-up: on quote	No public price

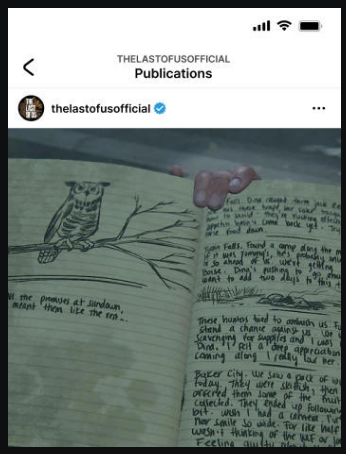
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AFTER EACH EPISODE · EVERY MONDAY, 14 APRIL TO 26 MAY

ONE PAGE PER EPISODE.

Every Monday, a new Season 2 episode lands on Max. That evening, the game's accounts post one real page of Ellie's in-game journal as an Instagram and TikTok carousel. Only pages the series has already covered: no spoilers.





Mock-ups: a three-page carousel, and the post in the Instagram feed.

MONDAY	JOURNAL PAGE (SPOILER-SAFE)
14 Apr	Page 1: home. Jackson, the people Ellie loves.
21 Apr	Page 2: what she leaves behind.
28 Apr	Page 3: the road to Seattle.
5 May	Page 4: a city that wants you gone.
12 May	Page 5: the people she meets.
19 May	Page 6: what revenge costs.
26 May	Last page: a torn page, and a question she cannot answer yet.

Paid boost: €70–150K for about 10M impressions, half Instagram, half TikTok (France CPM: Instagram €10–20, TikTok €4–10, La Fabrique du Net 2026). Pages with explicit language stay out of paid posts. Page themes are working proposals.

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THE ONE WE PUSH · 7 DAYS, 1 TO 7 APRIL

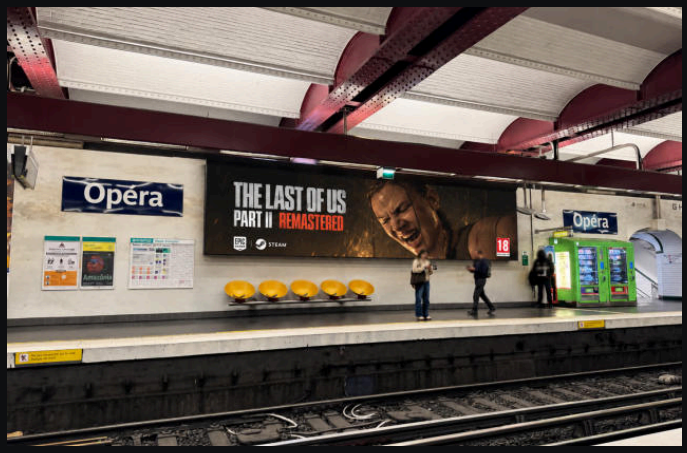
TWO PLATFORMS FACE EACH OTHER.

In a metro station, the two platforms face each other across the tracks: Ellie on one side, Abby on the other. You can never see both at once. You have to turn around, exactly as the game makes you do.

PLATFORM 1 · ELLIE



PLATFORM 2 · ABBY



Mock-ups at Opéra. Corridor posters (C-Impact) repeat the two faces across Paris the same week.

STATION	FACES	TRIPS A DAY	GROSS PRICE, 2 PLATFORMS
Opéra, line 8	8	166,866	€39,560
Châtelet, RER A/B	11	280,306	€40,900
Gare de Lyon, RER A	14	252,130	€41,620
La Défense, RER A	12	515,658	€49,700
Corridors, C-Impact	200	4.3M people reached	€30,600
Total			€202,380

Metrobus Q-Massifs grid (2017 tariff, to confirm by quote; opposite platform assumed at the same price) and C-Impact sheet. Printing and posting on quote.

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WHO SPEAKS, WHERE, WHEN

THE RIGHT VOICE FOR EACH DOUBT.

GOAL	HOW	WHO SPEAKS	WHERE	WHEN
Awareness	The two-image idea: key art, trailer, facing metro platforms	Press, The Game Awards	YouTube, stores, metro	Dec to 7 Apr
Trust	Show the PC port is good before launch	French tech and Steam Deck creators	YouTube, Reddit	Mar to launch
Conversion	One page of Ellie's journal after each episode	The game's accounts, reaction creators	Instagram, TikTok, X	Mondays, 14 Apr – 26 May
Retention	Guitar contest and La Défense pop-up	Music and gaming creators	TikTok, X, Twitch	21 Apr – 1 Jun

CREATOR TIERS

TECH ANALYSTS

Judge frame rate, settings and stability. Their verdict is what wary PC players wait for.

STEAM DECK CREATORS

Show the game on the go, a new audience for the series.

REACTION CREATORS

Already covering each episode. They relay The Journal.

MUSIC CREATORS

Open the guitar contest with their own covers.

RULES FOR EVERY PARTNER

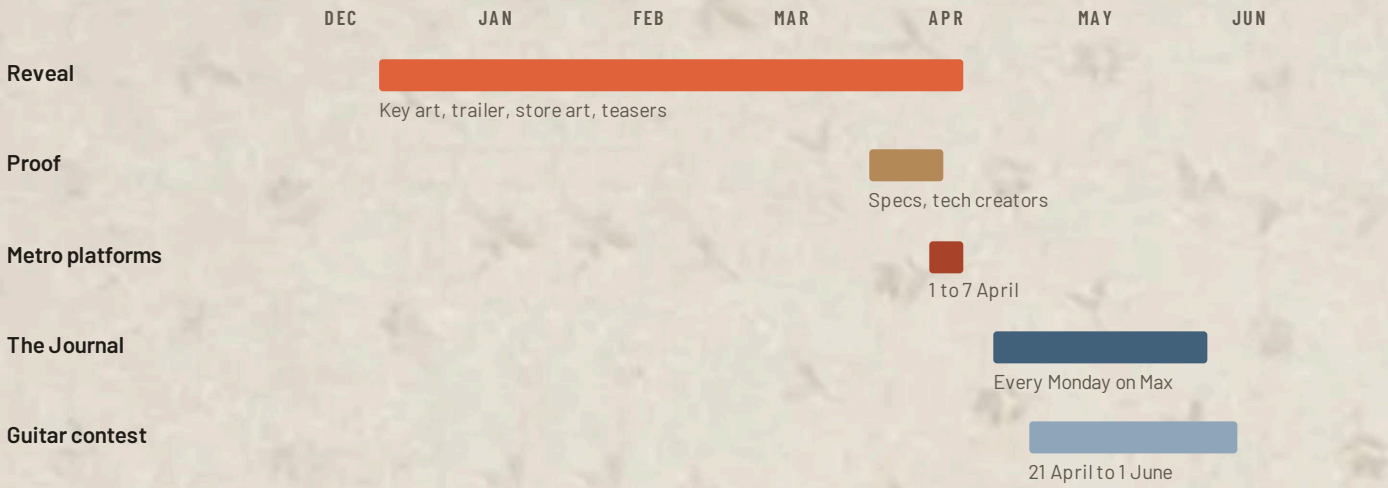
- Embargo on story content; gameplay and port analysis are free to show.
- No spoilers of the inciting incident or the ending, no HBO images.
- Sponsored content is always labelled as such, as French law requires.

Creator fees: Kolsquare 2026, €200–1,500 (micro) and €1,500–5,000 (macro) per TikTok post. 3 tech creators: €4.5–15K.

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DECEMBER 2024 TO JUNE 2025

SPEND WHERE ATTENTION IS FREE.



DATE	KEY MOMENT
12 Dec 2024	Reveal at The Game Awards: key art, PC trailer, wishlists open
Jan–Feb 2025	First Both Sides teasers on social
20 Mar	Specs and store art, pre-purchase, French tech creators get the game
1–7 Apr	Metro platforms in 4 Paris stations; corridor posters 2–8 April
3 Apr	Launch on Steam and Epic, launch trailer
14 Apr – 26 May	The Journal every Monday after the episode on Max; paid spend front-loaded before 22 April
21 Apr – 1 Jun	Guitar contest, weekly setlists, La Défense pop-up

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FRANCE ONLY · GROSS PRICES BEFORE DISCOUNTS

€286-392K, EVERY LINE SOURCED.

LINE	COST	SOURCE
Facing platform posters Q-Massifs, 4 stations x 2 platforms, 7 days	€171,780	Metrobus Q-Massifs grid (2017 tariff; opposite platform assumed at the same price)
Corridor posters C-Impact, 200 faces of 2 x 1.5 m, 7 days	€30,600	Metrobus C-Impact sheet
The Journal, paid social 10M impressions, half Instagram, half TikTok	€70–150K	France CPM: Instagram €10–20, TikTok €4–10 (La Fabrique du Net, 2026)
Creators 3 tech + 8 guitar (5 macro, 6 micro)	€8.7–34K	Kolsquare 2026, price per TikTok post
Contest prizes 1 Taylor 314ce + 4 Taylor GS Mini	€5,334	PlayStation Gear Europe: €2,399.15 and €733.72
Printing, posting, La Défense pop-up	On quote	No public price: Metrobus, printer, Paris La Défense
Total	€286–392K	+ quotes

€202K
Reveal: metro, gross media

€70-150K
Screen to Play: The Journal

€15-40K
Pay-off: creators and contest, plus quotes

DISCOUNTS AND SURCHARGES (MEDIATRANSPORTS 2025 CONDITIONS)

–15% for a first campaign if Sony bought no Metrobus space in 2024, otherwise –3% volume discount; +20% per extra brand on a poster (for example Taylor co-branding). Agency fees depend on Sony's contract and are not included.

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WHAT WE WATCH, WHAT COULD GO WRONG

MEASURE EVERY WEEK. PLAN FOR THE WORST.

WHEN	WE CHECK	IF IT IS LOW, WE
Dec – Mar	Wishlists, trailer views	Push more teasers in the Both Sides format
Launch week	Contacts, store traffic, creator verdicts	Answer every technical issue publicly, fast
Every Monday	Journal saves, shares, clicks	Move paid spend to the best-performing format
May – June	Contest entries and views	Extend the contest by two weeks

RISK	ANSWER
A spoiler slips out	Every page checked against the episode; creators get a clear embargo
Port issues at launch	Creators judge it before launch; if a problem appears, we say so and give a patch date
Review bombing, as in 2020	We stand by the game and never debate; awards and reviews speak
Series rights	Game imagery only; any co-branding needs a separate Warner Bros. Discovery deal
Game Pass releases	Value message: the definitive version and its new content
Music rights on covers	Players post their own covers; we amplify, never republish protected songs
Contest law	Free entry and public rules, validated by Sony's legal team
PC players feel sold a console	No PS5 call to action on any PC visual

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WHY WE BEAT THE ORIGINAL

THE DIFFERENCE IN ONE LINE

THEY SOLD A PORT. WE SELL A STORY.

	ORIGINAL CAMPAIGN	OUR CAMPAIGN
Who it spoke to	Fans who already knew the game	French players who never played it
The series	A date ten days later	Seven Mondays of The Journal
Port quality	Claimed on blogs	Proven by independent creators
Platforms	PC only	PC first, PS5 for viewers: Sony wins both ways
The idea	Features and specs	Both Sides: the reason the game is famous
After launch	Fan content	A guitar contest that keeps players creating until June

FOR THE ORAL: WHAT 2026 TEACHES US

Sony has since kept its narrative single-player games on PlayStation (reported by Bloomberg) and announced the end of physical discs for 2028. TLOU Part II is one of the last big Sony single-player games ported to PC: getting this launch right mattered.

SOME STORIES HAVE ANOTHER SIDE.

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STUDENT PROJECT

CREDITS, SOURCES AND LEGAL.

This document is a student project by Andréas Mercuri, Doryan Saelen, Kelvin Mazelié and Arthur Cardoso (Gaming Campus, Bachelor 3, 2026), made for the course “Art Direction and Creative Content”. It is **not an official document** of Sony Interactive Entertainment, Naughty Dog or any brand quoted, and was produced for educational purposes only.

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- Game visuals: official assets from Sony Interactive Entertainment and Naughty Dog. Metro and social mock-ups: compositions by the team.

SOURCES

- Market: SELL, L’Essentiel du jeu vidéo 2024; Alinea Analytics; PC Gamer.
- Game and launch: PlayStation Blog; Naughty Dog; GamingBolt; Push Square; Insider Gaming.
- Series in France: Max programming (April–May 2025).
- Media: Metrobus rate cards (Q-Massifs, C-Impact); Mediatransports 2025 pricing conditions; Médiamétrie.
- Digital costs: La Fabrique du Net (CPM, 2026); Kolsquare (creator rates, 2026).
- Guitar: Taylor Guitars; Guitar.com; PlayStation Gear Europe prices.
- Typography: Fonts In Use.

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