

CREATIVE BRIEF

THE LAST OF US™ PART II REMASTERED

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NAUGHTY DOG

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PROJECT INTRODUCTION

AVAILABLE ON PC
APRIL 3, 2025

Ten days before Season 2 of the HBO series lands on Max in France (April 14th).
On PC, viewers will finally be able to play the story they have been watching, and live what the show cannot offer: both sides of the story.

CAMPAIGN GOAL · FRANCE

Make PC players discover the game through the PC port, then turn Season 2 viewers into players, on PC or PS5.

France: 38.3 million players. PC games: €1.52 billion in 2024, 27% of the market (SELL, French publishers' association).
Naughty Dog · PC port by Nixxes and Iron Galaxy · Steam and Epic Games Store · €49.99

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CAPTURED ON PS5®

GAME OVERVIEW

ONE STORY.

Ellie leaves Jackson, her home, to take revenge in Seattle. Halfway through, the game makes you play Abby, the woman she is hunting.

TWO SIDES.

Seattle, 25 years after a fungal pandemic: flooded, overgrown, split between the WLF militia and the Seraphite cult. Third-person action, survival and stealth.

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GAMEPLAY & THEMES

THEMES

REVENGE, GRIEF, THE CYCLE OF VIOLENCE, EMPATHY FOR THE OTHER SIDE

SURVIVAL
Few resources, crafting, stealth or fight.

COMBAT
Enemies who call each other by name.

EXPLORATION
A semi-open Seattle full of small stories.

WHY IT STANDS OUT

- You **play both sides** of the **same story**: **Ellie**, then **Abby**, the woman **she hunts**.
- **Game of the Year 2020**, more than **300 GOTY** awards.
- A **clean PC port** by Nixxes and Iron Galaxy, no PSN account required.
- The **HBO series** brings people **who never played** the games.
- New in the **Remastered**: **No Return** (a survival mode where every run is different), **Lost Levels** (cut levels with developer commentary) and **Guitar Free Play** (play Ellie's guitar freely).

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KEY GAMEPLAY PILLARS



SURVIVAL & TENSION

Every **bullet** counts in a world where **resources are scarce**. Scavenge abandoned homes, **craft your own tools** from what you find, and choose your approach: **sneak past danger** or face it **head-on**.
In the shadows of Seattle, **the Infected are never far**, and silence is your best weapon.



VISCERAL COMBAT

Fight to survive against **enemies who think and feel like you**.
Soldiers call each other by name, **dogs track your scent**, and every encounter leaves a mark. Dodge, crawl through tall grass and strike with **bows, blades and improvised weapons**: no fight is clean, and **every kill has a weight**.



EXPLORATION

Venture through a **Seattle reclaimed by nature**, where overgrown streets hide forgotten stories.
Travel **on foot** or on **horseback across semi-open areas**, and uncover **optional locations** filled with **supplies, secrets and memories**. The world tells its story in **every abandoned room**.

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WHAT WE LEARNED

THE GAP IS NEW PLAYERS.

- Most PC players never played the series.
- Port quality and value belong in the message.
- Spend early, before 22 April.
- Use the show, never spoil it.

STEAM PEAK, SONY GAMES ON PC



Players online at the same time, scale 0 to 80,000. Sources: Push Square, GamingBolt, SteamDB.

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TARGET AUDIENCE

Three audiences, in order of priority: the first buys on PC, the second converts on PC or PS5, the third must stay on our side.

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.

What catches all three: quiet, cinematic images. Faces, natural light, ruins taken back by nature.

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SONY PC PORTS

Three earlier PlayStation games released on PC, and what each one teaches us.

16 MAY 2024 · STEAM & EPIC

GHOST OF TSUSHIMA DC

They prove: a polished launch turns doubt into trust.
We take: show the quality before release instead of promising it.

14 JANUARY 2022 · STEAM & EPIC

GOD OF WAR (2018)

They prove: a cinematic PlayStation story can win over PC players.
We take: the same promise, a story-first game rebuilt for PC.

12 AUGUST 2022 · STEAM & EPIC

SPIDER-MAN REMASTERED

They prove: Nixxes delivers polish and PC options from day one.
We take: the same studio, Nixxes, works on our port.

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SPRING 2025 COMPETITORS

Three big games released within three weeks of our launch, competing for the same players' time and money.

22 APRIL 2025 · IN GAME PASS

OBLIVION REMASTERED

They win: nostalgia, a surprise release, a similar price (€54.99), and it is included in Game Pass, Microsoft's subscription.
We answer: emotion first, then value: the definitive version and its new content.

24 APRIL 2025 · IN GAME PASS

CLAIR OBSCUR: EXPEDITION 33

They win: a bold art direction and strong word of mouth, also in Game Pass.
We answer: a story people already discuss every Monday, with the series on Max.

20 MARCH 2025

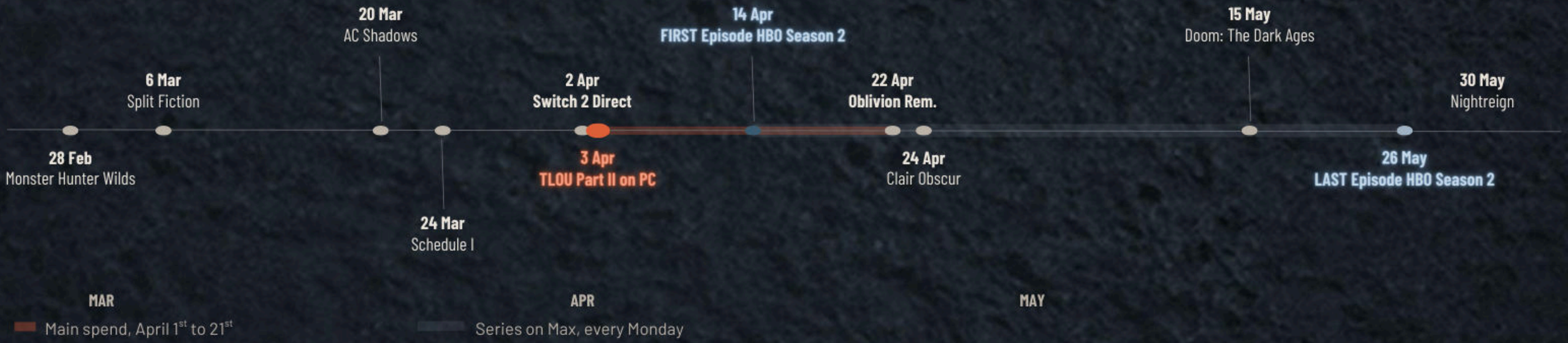
ASSASSIN'S CREED SHADOWS

They win: two heroes side by side, two ways to play.
We answer: two heroines who never share a frame. Not two playstyles: two points of view.

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COMPETITIVE LANDSCAPE

A QUIET LAUNCH WEEK.
A CROWDED HBO WINDOW.



How to read it: our launch (April 3rd) falls in a quiet gap. The series window (April 14th to May 26th) is crowded, so most of the media budget is spent before April 22nd.

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SWOT

Strengths and weaknesses: the game and Sony (internal). Opportunities and threats: the market (external).

STRENGTHS. S

- Award-winning story told from both sides
- Solid port by Nixxes and Iron Galaxy
- Remastered content, no PSN account required

WEAKNESSES. W

- A 2020 game sold €49.99
- A story that divided players
- Hard to follow without Part I

OPPORTUNITIES. O

- Season 2 on Max ten days after launch
- 19 days without a big release
- Growing PC and Steam Deck demand

THREATS. T

- Switch 2 Direct the day before
- Oblivion and Clair Obscur in April
- Game Pass, fatigue with Sony ports

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PESTEL

Top: what the market says. **Bottom, in bold:** what our campaign does about it.

P

POLITICAL.

2020: review bombing (mass negative user reviews).

Own the game, never engage the controversy.

E

ECONOMIC.

€49.99, while rivals are in Game Pass (subscription).

Prove the value of the definitive version.

S

SOCIOCULTURAL.

The HBO series reaches far beyond gamers.

Turn viewers into players.

T

TECHNOLOGICAL.

High PC expectations: DLSS, frame rate, Steam Deck.

Make port quality a message.

E

ENVIRONMENTAL

100% digital distribution on PC.

No physical edition to plan.

L

LEGAL.

PSN account optional, after past controversies.

Remove friction, say it clearly.

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SWOT & PESTEL: KEY INSIGHTS

Six key insights from our analysis. Everything that follows, the art direction and then the marketing, draws from these blocks.

STRENGTH

THE STORY IS OUR BEST ASSET

An award-winning story, told from both sides. No other game this spring offers that.

→ **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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05 · SECTION

CREATIVE DIRECTION

How the campaign speaks, looks and feels: brand foundations, key message, creative strategy, visual direction and assets.

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BRAND FOUNDATIONS

RAW.
INTIMATE.
HUMAN.

MELANCHOLIC. UNCOMPROMISING.

Five words every image and every sentence is checked against. Tension, grief, empathy and fragile beauty: calm on the surface, fear underneath.

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THE LAST OF US PART II REMASTERED

YOU KNOW ONE SIDE OF THIS STORY.

Revenge seems simple until you see the other side. Live both stories in The Last of Us Part II Remastered, the definitive version, now on PC.

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KEY MESSAGE

PLAY BOTH.

IN FRANCE, ADS MUST BE IN FRENCH (LOI TOUBON)

TU CONNAIS UN CÔTÉ DE CETTE HISTOIRE. JOUE LES DEUX.

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CREATIVE STRATEGY

CALM FIRST. THEN TROUBLING.

Each visual shows one side and hints at the other, never saying why. A beautiful image pulls you in, one detail makes you uneasy.

TONE

Serious, sober, short sentences. No exclamation marks: the game never shouts.

WE SAY

One side, both sides, live, play, the other side: the words of the story.

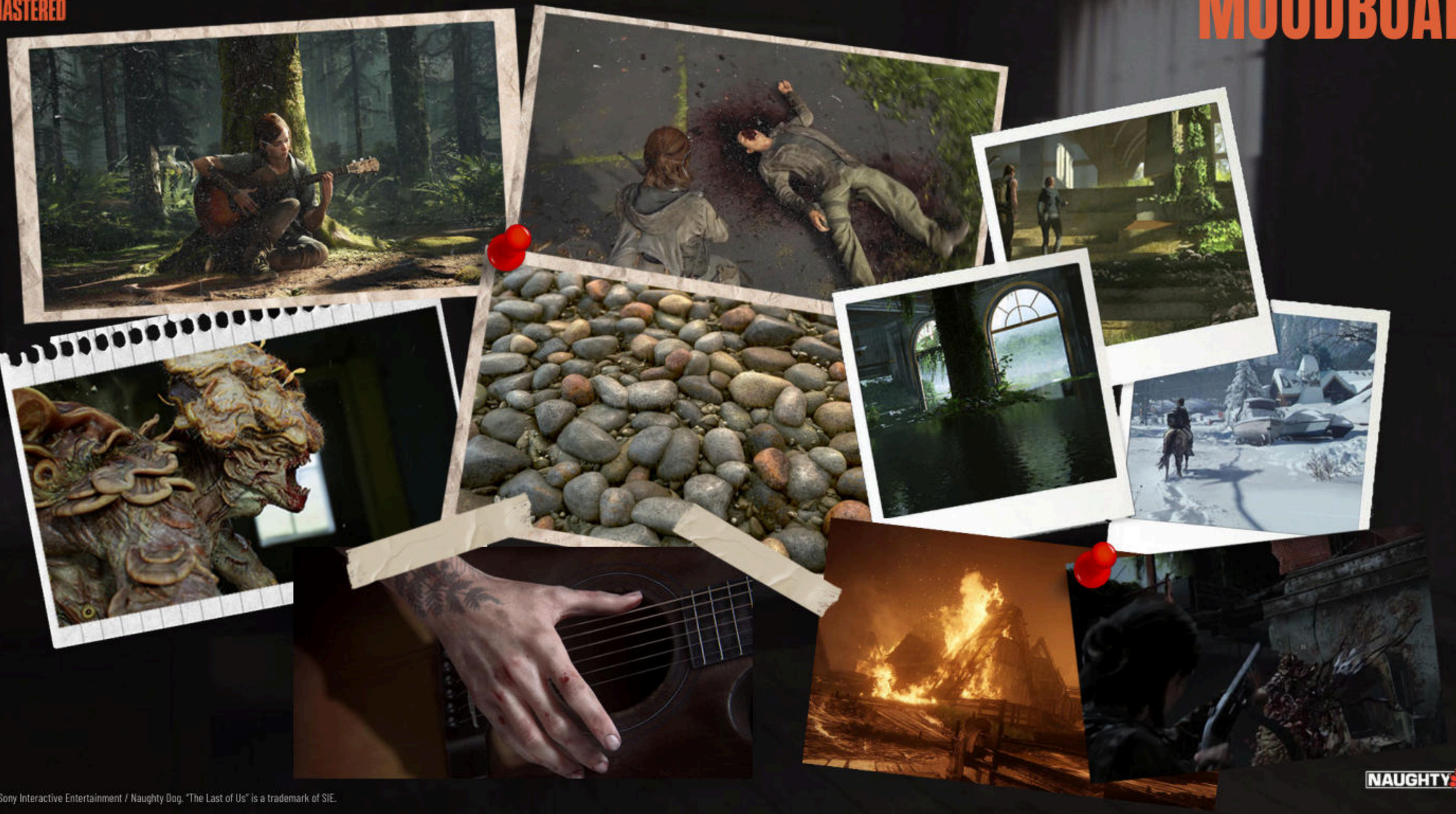
WE DON'T SAY

Epic, ultimate, insane: hype words that break the sober tone.
Survive: the cliché of every post-apocalyptic game, when this story is about revenge and empathy.

These rules apply to campaign copy, not to game descriptions (such as the "Survival" pillar).

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MOODBOARD



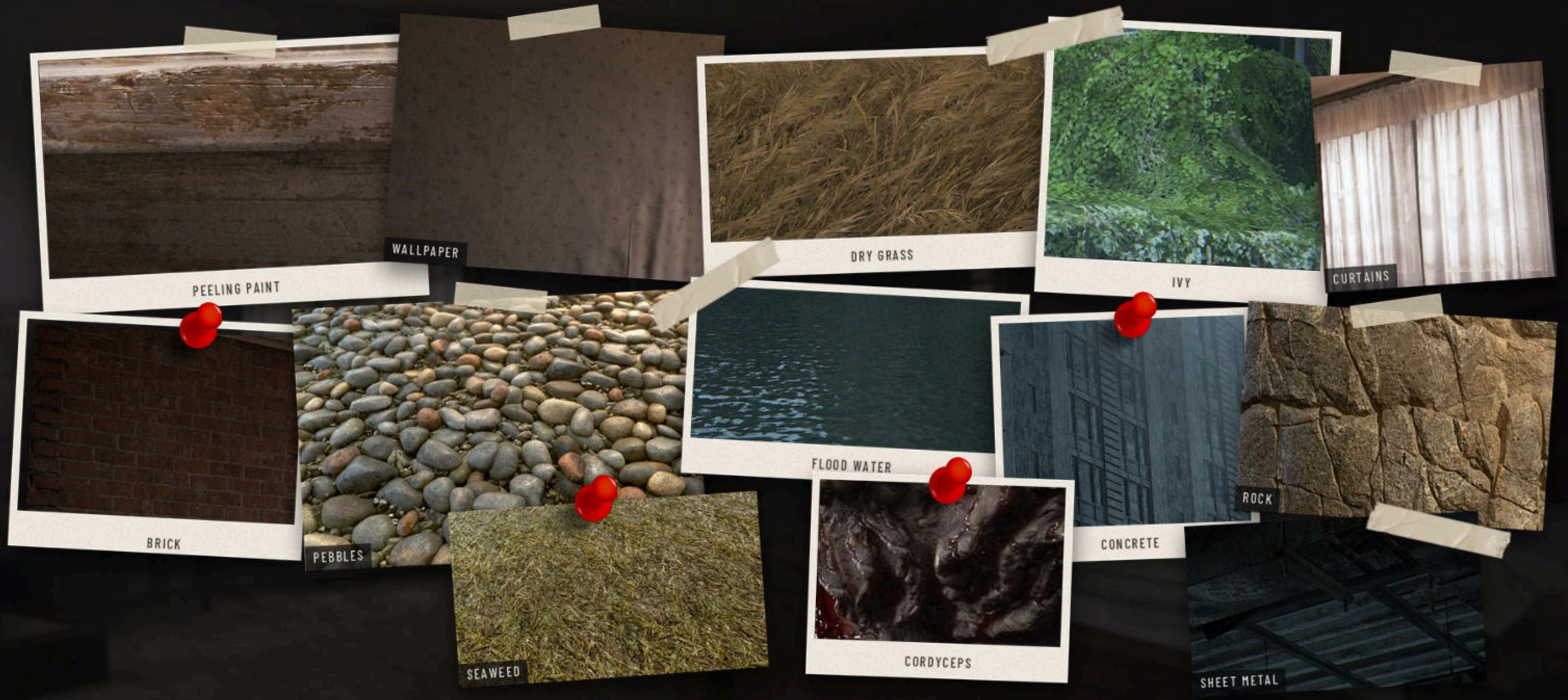
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THE LAST OF US PART II REMASTERED

MATERIALS



JARED SOBOTTA, TIFFANY NGUYEN, PEYTON VARNEY

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COLOR PALETTE

WARM: HOME AND MEMORIES

WHEAT
#B38A57
The golden light of flashbacks.

CURTAIN
#D9C4A0
Daylight through fabric.

DRIED BLOOD
#4F2623
Violence. Shadows only.

COLD: SEATTLE, THE PRESENT

STEEL BLUE
#406179
Rain over Seattle.

MIST
#8FA6BA
Fog, and what was lost.

WET MOSS
#2B3839
Life growing back.

NIGHT
#0A0B0E

REMASTERED ORANGE
#DE5C38

Night separates the two sides. Orange comes from the Remastered logo: used only for titles and calls to action.

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TYPOGRAPHY

TITLES

PRESS GOTHIC

The typeface of the logo: tall, heavy, condensed. Worn texture on the logo only.
Free stand-in for this deck: Anton, the closest free font.

TEXT AND LABELS

FF DIN

The typeface of every menu in the game: cold, clean, functional.
Free stand-ins: Barlow and Barlow Condensed, built on the same model as DIN.
Rules: capitals for titles, two typefaces maximum. Source: Fonts In Use, an archive of typefaces used by brands.

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COMPOSITION





TWO FRAMES. NEVER ONE.

- Ellie on the left, Abby on the right, a thin dark line between.
- Seen from behind or from afar, at eye level: never heroic.
- The place takes most of the frame.
- Reading order: image, line, logo, where to buy.

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MOTIFS & ART STYLE



ELLIE

FERN AND MOTH TATTOO, GUITAR, JOURNAL

ABBY

WLF BADGE, STRENGTH, THE AQUARIUM

BOTH

RAIN, PLANTS IN THE RUINS, FIREFLIES

ART STYLE RULES

Official renders and in-game captures only. Grain and faded colors, never glossy. Textures behind, at low opacity. The fungus (cordyceps) as a texture, but no Infected in key visuals.

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LOGO, MUST-HAVES, TO AVOID

THE LAST OF US™ PART II REMASTERED

- White on dark, black on light.
- Clear space: the height of "PART II".
- Never stretched, rotated or recolored.

ALWAYS

- Ellie and Abby, each in her own frame
- A real place from the game
- The logo with "Remastered"
- "Steam and Epic" on PC visuals, "PS5 and PC" for series viewers
- PEGI 18 and Sony's legal line

NEVER

- Spoilers
- HBO images or actors (other rights holder)
- Gore, explosions, heroic poses
- Places from the end of the game
- A PS5 call to action on PC visuals

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ASSETS & REFERENCES

OFFICIAL SOURCES

- PlayStation Blog: PC reveal and PC features
- Naughty Dog: PC features
- Steam and Epic Games Store pages
- PlayStation YouTube channel

ARTISTS ON ARTSTATION

Naughty Dog artists: Jared Sobotta, Tiffany Nguyen, Peyton Varney, Danilo Athayde, Yingkang Luo, Hyoung Nam.

SHARED DRIVE: TLOU2 - ASSETS (ART DIRECTION)

CHARACTERS, KEY ARTS, SCREENSHOTS, TEXTURES, DETAILS, WEAPONS, CRAFT, UI, LOGOS, TITLES, COLORS

Every file has its source link in the 00_SOURCES document of the shared Drive.

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10 · SECTION

COMMUNICATION PLAN

How we launch it in France: goals, channels, creative ideas and mock-ups, then deliverables, budget and calendar.

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COMMUNICATION PLAN

GOAL	HOW	WHO SPEAKS	WHERE	WHEN
Awareness hear about it	The two-image idea: key art, trailer, facing metro platforms (Both Sides)	Press, The Game Awards	YouTube, stores, metro platforms	December to 7 April
Trust believe the port	Show the PC port is good before launch	French tech and Steam Deck creators	YouTube, Reddit	March to launch
Conversion buy it	One page of Ellie's journal after each episode (The Journal)	The game's accounts, reaction creators	Instagram, TikTok, X	Every Monday, 14 April to 26 May
Retention keep playing	Guitar contest (Your Song, Her Hands), La Défense activation if budget allows	Music and gaming creators	TikTok, X, Twitch, La Défense	21 April to 1 June

Budget for France: €286–392K of sourced costs, plus printing and the La Défense activation on quote (see Budget).

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CAPTURED ON A PS4 PRO SYSTEM

CREATIVE IDEAS

Three ideas, shown from the smallest to the strongest. The last one carries the campaign.

1 · BORN FROM THE COMMUNITY

YOUR SONG, HER HANDS

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

€9.5–24K + La Défense on quote · 21 April to 1 June

2 · AFTER EACH EPISODE

THE JOURNAL

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

€70–150K paid social · every Monday, 14 April to 26 May

3 · THE ONE WE PUSH

BOTH SIDES

The two platforms of a metro station 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, as the game makes you do.

€202K gross media · 7 days, 1 to 7 April

COSTS: OUR ESTIMATES FOR FRANCE

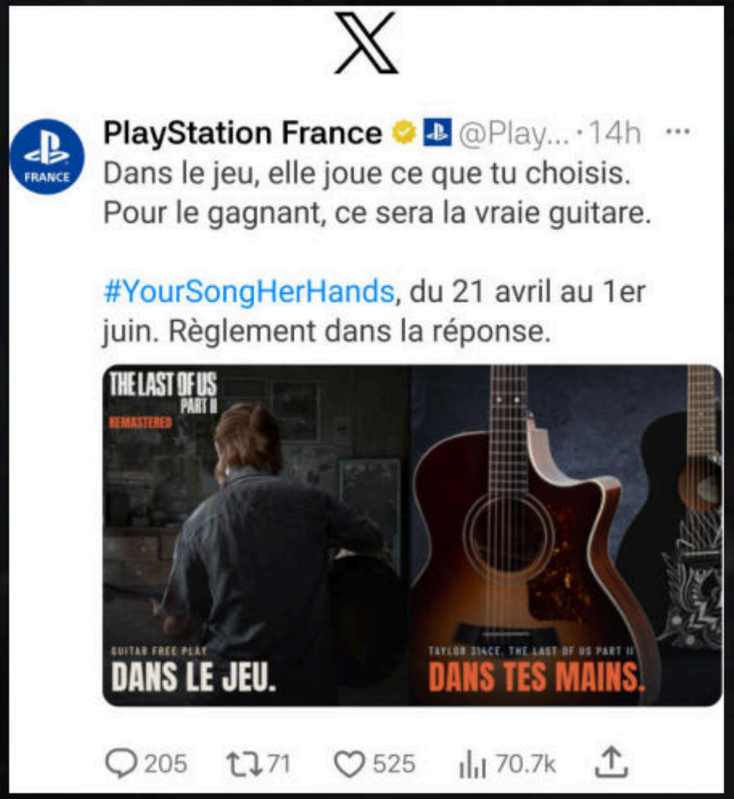
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IDEA 1 · MOCK-UPS

Your Song, Her Hands: the contest lives online, and can step into the real world if the budget grows.

X POST · CONTEST ANNOUNCEMENT



BUDGET BOOST · LA DÉFENSE



*A **giant guitar** to catch the eye. Visitors come closer, discover the contest (play a song in the game's Free Play mode for a chance to win the **Taylor**) and **can play** a **real Taylor on site**, filming a video **in exchange for merch.***

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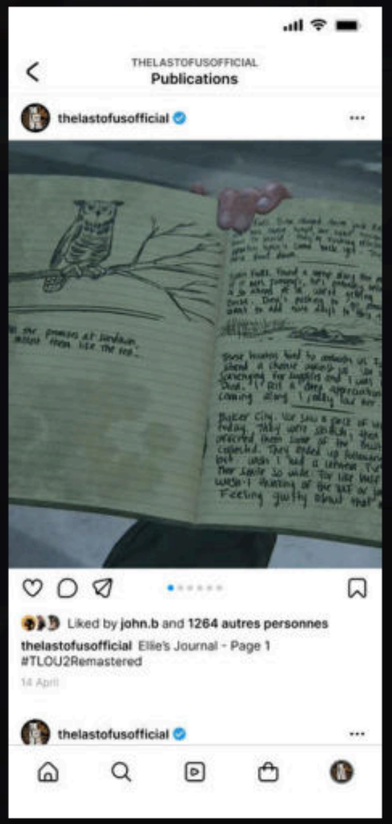
IDEA 2 · MOCK-UPS

The Journal: every Monday evening, one real page of Ellie's journal, matched to the episode just aired on Max.

INSTAGRAM CAROUSEL · 3 PAGES



IN THE FEED



HOW IT RUNS

- Every Monday evening, 14 April to 26 May: 7 episodes, 7 posts.
- Real pages from the game, only those the series has already covered: no spoilers.
- Pages with explicit language stay out of paid posts.
- Paid boost on Instagram and TikTok: €70–150K for about 10M impressions.

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IDEA 3 · MOCK-UPS

Both Sides at Opéra: the two platforms face each other. You see Ellie, you turn around, you see Abby.

PLATFORM 1 · ELLIE



PLATFORM 2 · ABBY



Q-Massifs platform posters, 7 days, 1 to 7 April 2025, in 4 Paris stations.

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THREE PARTS

DECEMBER TO LAUNCH

REVEAL

Key art, trailer, store art, and facing platform posters in 4 Paris stations, 1 to 7 April.

PC players · €202K gross media

14 APR TO 26 MAY

SCREEN TO PLAY

"The show told you one side. The game lets you live both." Every Monday evening, after each episode on Max.

Series viewers · €70–150K paid social

MARCH TO JUNE

PAY-OFF

Early access for French tech creators, then the guitar contest.

PC players, then fans · €14–39K + quotes

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DELIVERABLES

DELIVERABLE	FORMAT	WHY	WHO	WHERE	WHEN	COST
Key art	16:9 and 4:5	Install the idea	All	Stores, press, social	12 Dec	Internal
Facing platform posters	Q-Massifs, 12 m^2, 4 stations x 2 platforms	Make people turn around	PC, viewers	Opéra, Châtelet, Gare de Lyon, La Défense	1–7 Apr	€171,780
Corridor posters	C-Impact, 200 faces, 2 x 1.5 m	Reach all of Paris	All	25 metro and RER stations	2–8 Apr	€30,600
The Journal	Carousels, 7 episodes	Turn viewers into players	Viewers	Instagram, TikTok	Mondays	€70–150K
PC proof	3 tech creators	Remove the doubt	PC	YouTube, TikTok	From 20 Mar	€4.5–15K
Guitar contest	5 Taylor guitars, 8 creators	Keep them playing	PC, fans	TikTok, X, Twitch	21 Apr–1 Jun	€9.5–24K
Budget boost	Giant guitar, playable Taylor, merch	Draw people in, get videos	Fans	Parvis de La Défense	During the contest	On quote

Gross prices before discounts. Printing, posting and the La Défense event are not included (quotes needed). Sources on the Budget & KPIs slide.

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BUDGET

France only. Gross prices before discounts. Every figure comes from a rate card or a published benchmark; what has no public price is marked "on quote".

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 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 creators (5 macro, 6 micro)	€8.7–34K	Kolsquare 2026: TikTok post €200–1,500 (micro), €1,500–5,000 (macro)
Contest prizes 1 Taylor 314ce + 4 Taylor GS Mini	€5,334	PlayStation Gear Europe: €2,399.15 and €733.72
Printing, posting, La Défense activation	On quote	No public price: quotes from Metrobus, printer, Paris La Défense
Total	**€286–392K**	+ quotes

Discounts and surcharges (Mediatransports, ex-Metrobus, 2025 conditions): –15% for a first campaign if Sony did not buy Metrobus space in 2024, otherwise –3% volume discount; +20% per extra brand on a poster (e.g. Taylor co-branding).

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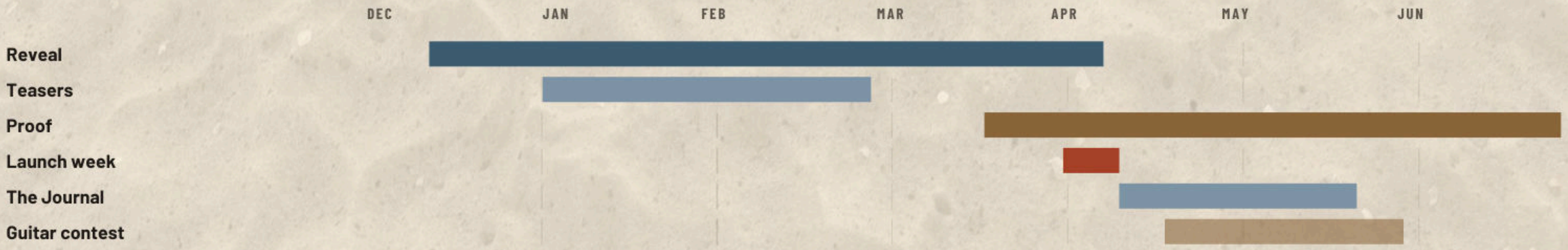
KPIs

How we measure success in France. Media figures come from the rate cards; sales come from Sony's own data.

WHAT	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

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CALENDAR



12 Dec Reveal at The Game Awards

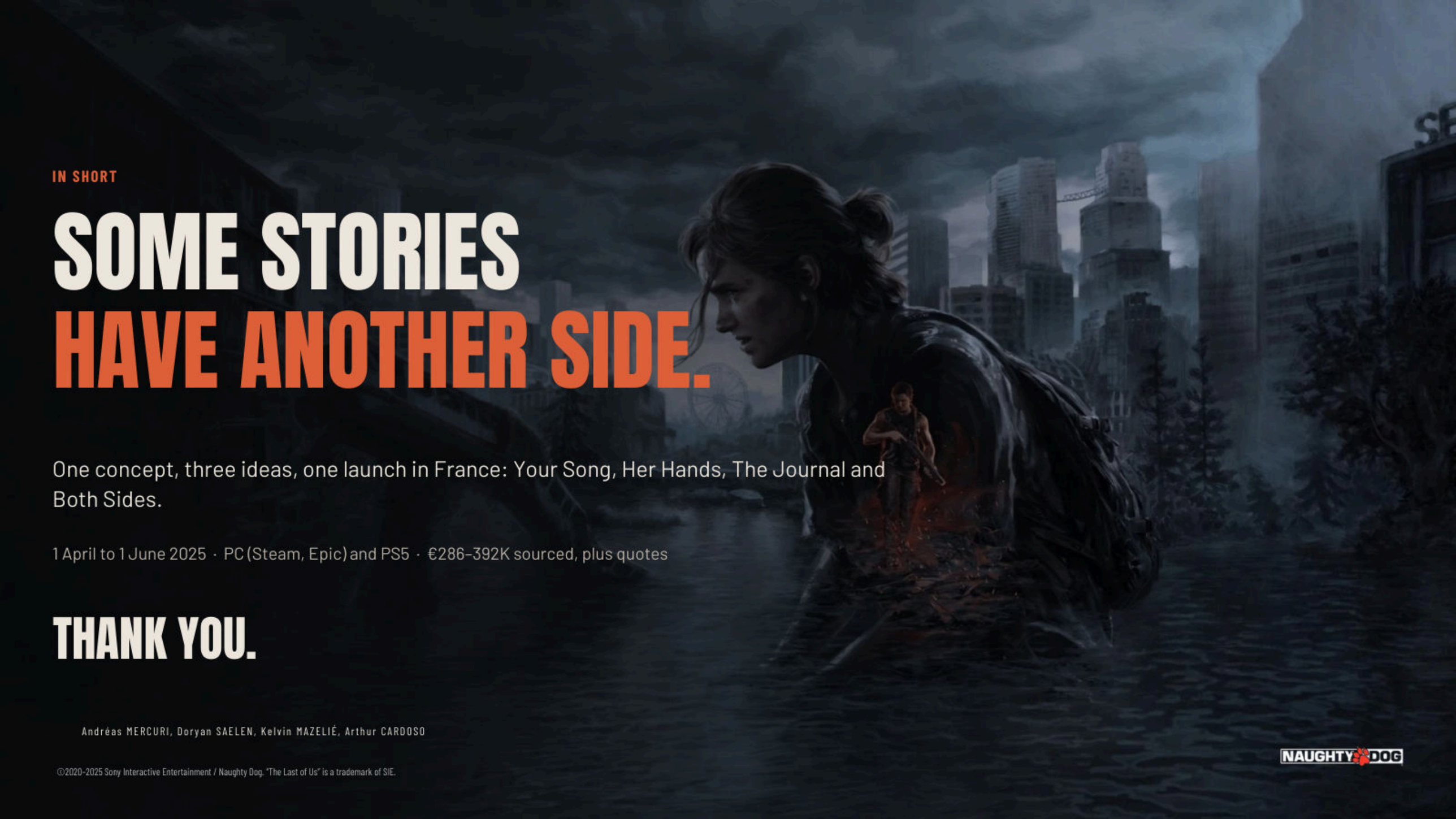
20 Mar Pre-purchase, creator kits

1–7 Apr Metro platforms, launch 3 Apr

26 May Season 2 finale on Max

Each bar shows when a part of the campaign is active. Key dates are listed above.

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IN SHORT

SOME STORIES HAVE ANOTHER SIDE.

One concept, three ideas, one launch in France: Your Song, Her Hands, The Journal and Both Sides.

1 April to 1 June 2025 · PC (Steam, Epic) and PS5 · €286-392K sourced, plus quotes

THANK YOU.

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