

Every famous pirate had to decide; will he be dreaded or legendary? In this campaign, we tell the story of those decisions one scar at a time on the faces of pirates. This story is told visually, in a dark and grotesquely beautiful way — think fashion shoot in hell. We invite gamers to discover the consequences of life as a legendary or dreaded pirate, and to ultimately reveal their souls in the *Pirates of the Caribbean: Armada of the Damned*.

#### TV TEASE

:15

"Dreaded"

Open on a dark close-up of a dreaded pirate talking directly to the camera. Very slowly, the camera pulls back revealing that he's floating on black water. His body is decomposing, ribs sticking out from his chest, the muscle and flesh from one arm almost gone.

PIRATE: I plowed a dreadful path across the seas, left a wake of blood and fear. You don't live with choices like this, you spend eternity with them.

SUPER: Reveal your soul.

Pirates of the Caribbean: Armada of the Damned.

"Legendary"

Open on very a dark close-up of a pirate talking directly to the camera. The camera slowly pulls out to reveal he's dead at the bottom of the ocean. His arms are tied to other pirates. They drowned together.

PIRATE: My legendary crew chose to follow me across seven seas and into a hundred battles. I could have saved myself but my choice was to stay with my men.

SUPER: Reveal your soul.

Pirates of the Caribbean: Armada of the Damned.





TV:30

"Out of Darkness"

Open on black screen and silence.

SFX: Swish of a saber.

For an instant we see a flash of the fight as a pirate slashes his sword. The screen returns to black but we now see a dimly lit scarred cheek.

Back to silence.

Another flash of light and we see a hand grabbing a bottle.

SFX: Breaking glass.

Next to the scarred cheek there's now a broken nose.

SFX: Sound of a gun.

A flash of gunpowder reveals a deformed eye.

We see quick cuts of game footage. A grotesquely beautiful face is completely revealed.

VO: Reveal your soul.

SUPER: Reveal your soul.

Pirates of the Caribbean: Armada of the Damned.







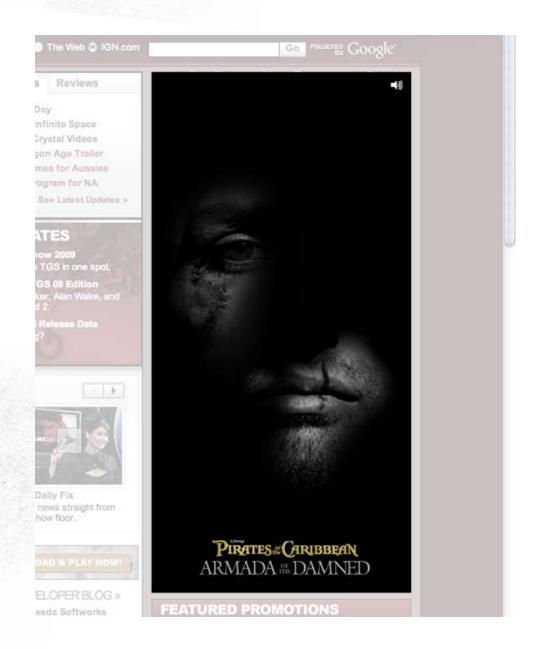


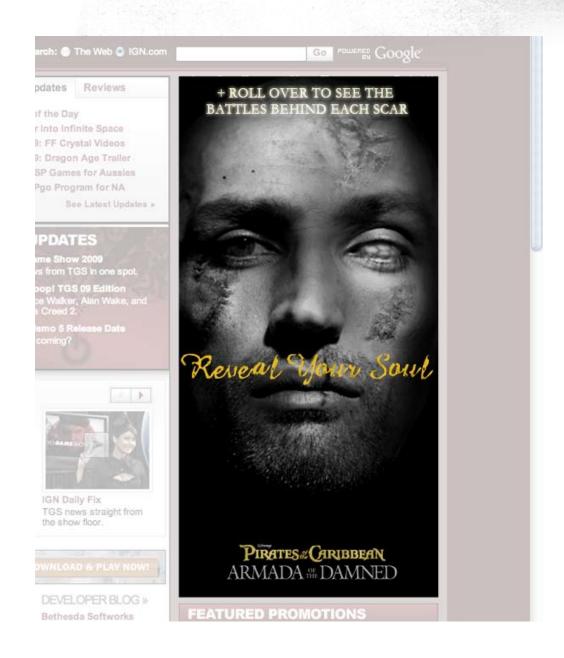




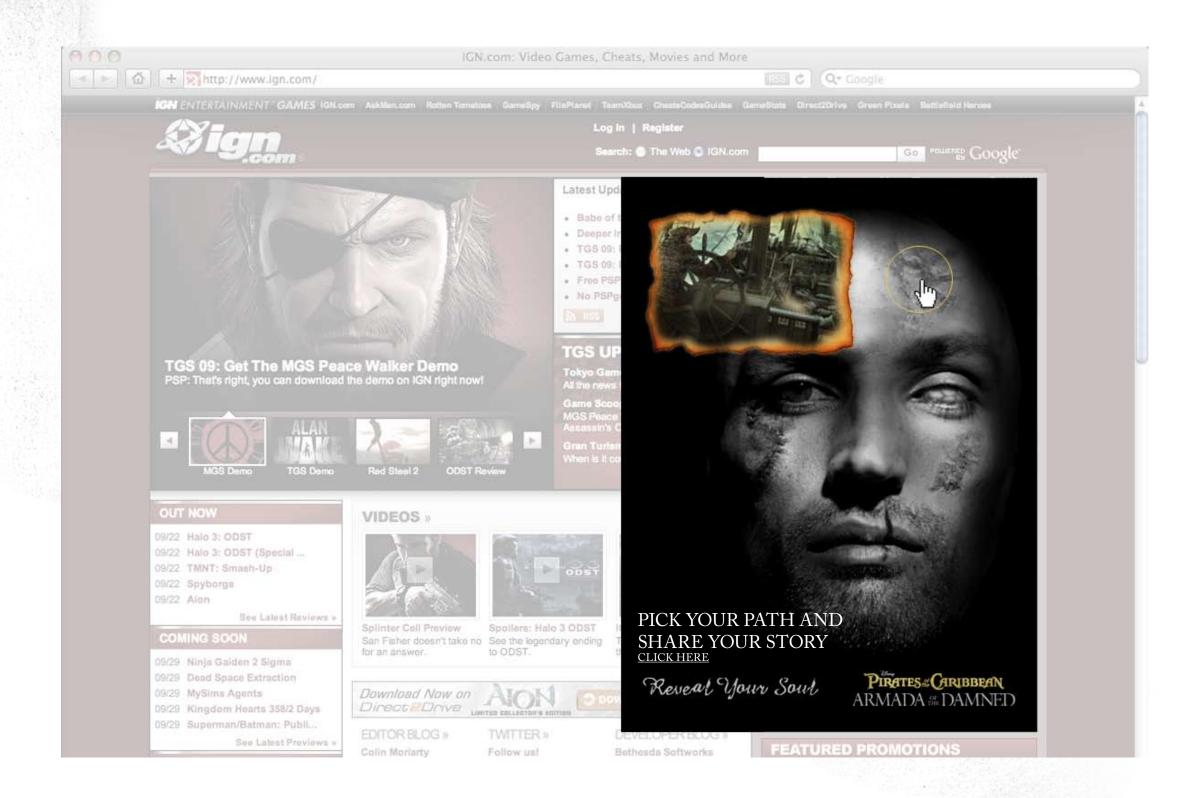
## RICH MEDIA ONLINE

Similar to the video execution, we build a different pirate's face one scar at time.

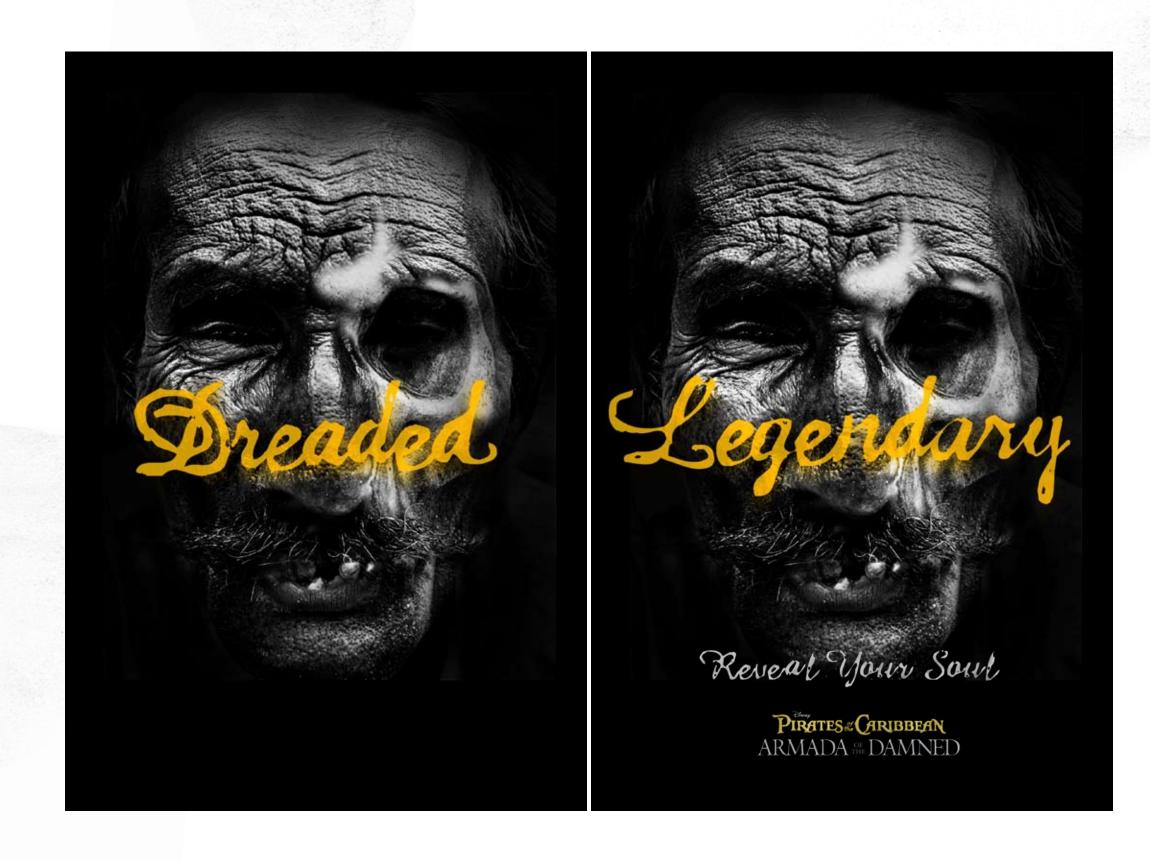




Once the distorted face is revealed, every scar is a hot spot that plays a video clip from the game showing how the scar was earned.



PRINT/POS



### **MICROSITE**

In this microsite, the user picks between a legendary path or a dreaded path. Then the pirate tells his story on that path and the trials and rewards ahead. This includes gameplay footage.

#### VIDEO VO

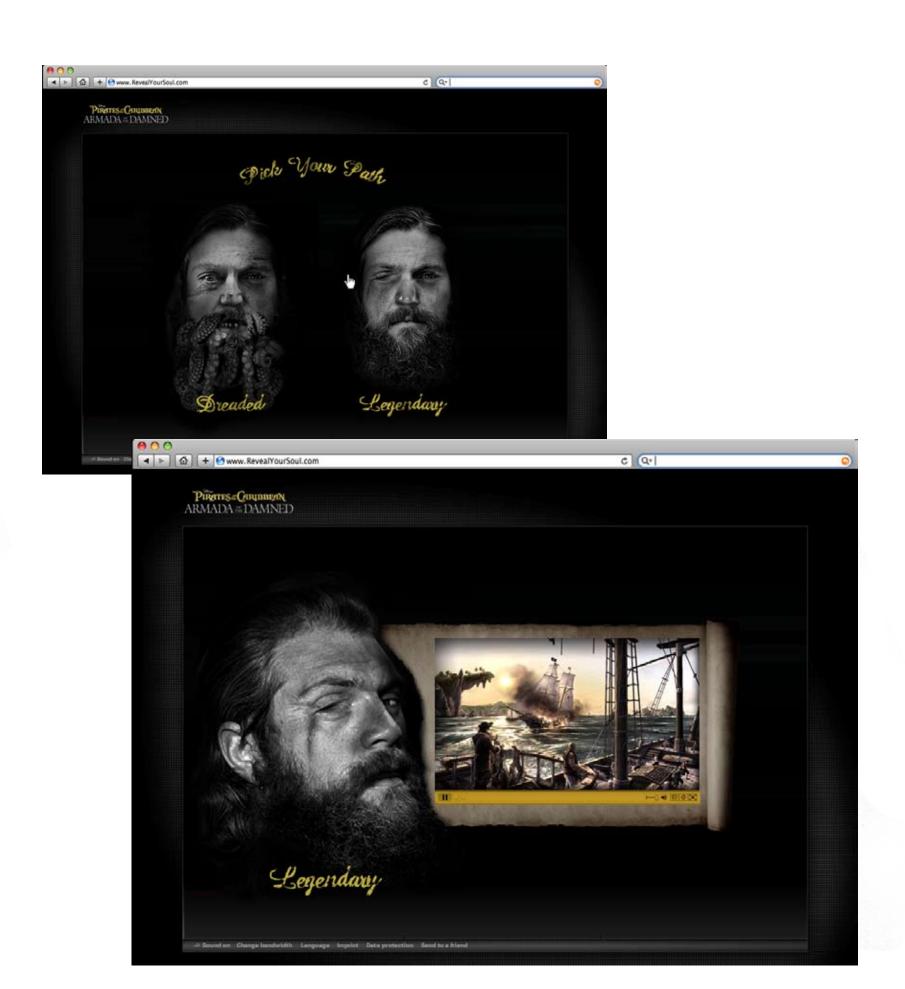
"Legendary"

Fear is no pirate's friend. My crew'll follow me to Davy Jones, 'cause I share every spoil and pain. Under my black flag, there's honor among thieves. My sword is bloody but my soul's not for sale. What you do with yours is up to you. I welcome all aboard my ship, but breathe a dreaded breath on my deck and it'll be your last.

#### "Dreaded"

The ship that carries my cursed soul to hell will be so full of gold and glory, the devil himself's gonna have to fill the sails with his ugly breath. I chose my dreaded path, and left enough blood on the ocean for you to follow; the choice is yours.

Media Support: PR, Blog Seeding to Gaming/Lifestyle sites



# STANDARD FLASH BANNERS Dreaded

A pirate reveals his soul. You're challenged to do the same.



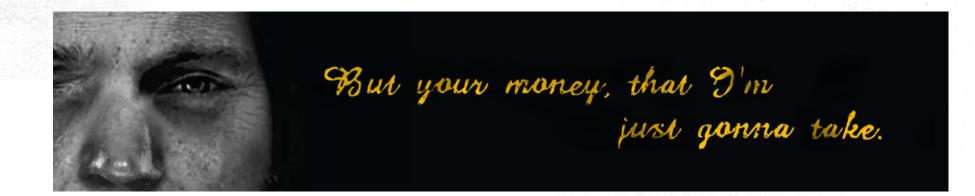




## STANDARD FLASH BANNERS Legendary

A pirate reveals his soul. You're challenged to do the same.





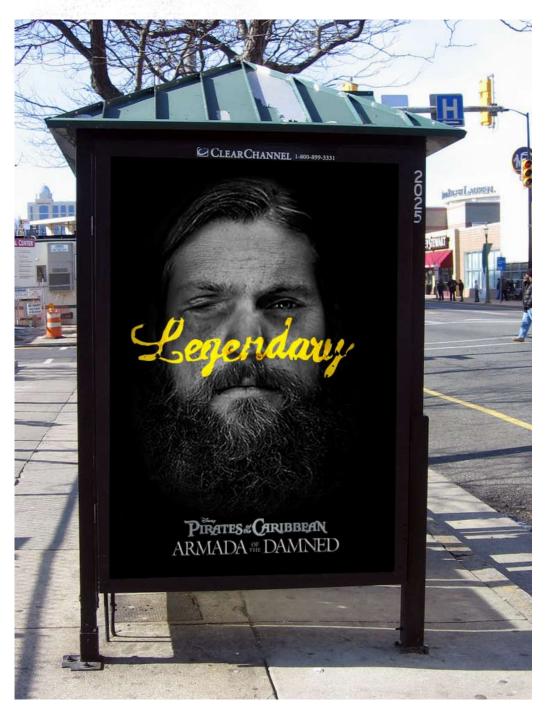


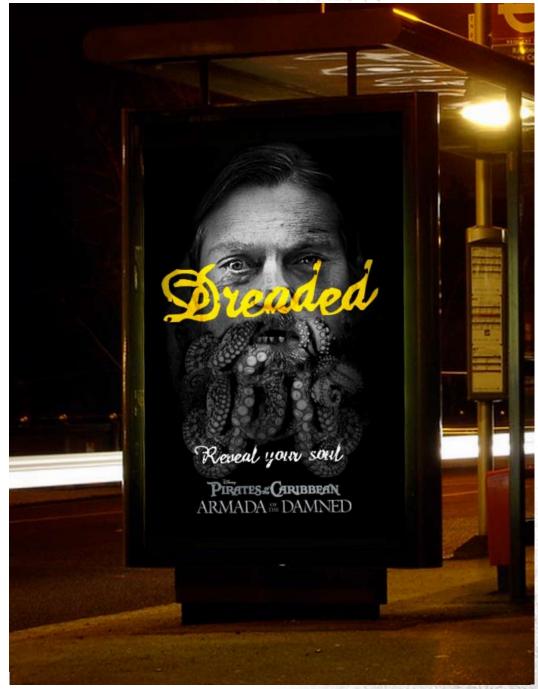
PRINT/POS



## OUTDOOR DAY/NIGHT

The outdoor board has a legendary pirate by day that becomes a dreadful pirate at night.





WILD POSTINGS



#### SUNKEN SHIPS

People discover that pirate ships have been sunk in lakes, ponds and even fountains. The ships are installed the night before the game is released, so they're first seen on the actual release date. We install them in New York's Central Park and other unexpected places. Of course, we don't really sink anything. Only parts of the ships stick out of the water: bow, mast, stern and, of course, the skull and crossbones pirate flag is flying. Also visible on the ship is "text pirate to 9272010." In return, gamers get a discount coupon to GameStop.

