

PHANTOM BLADE ZERO Ø

TARGET AUDIENCE: CORE ACTION RPG GAMERS (GLOBAL + CHINA)

DEMOGRAPHIC

- 18—35 Core Gamers
- Male-skewed
- Global + China
- PC / PS5 Players

PSYCHOGRAPHIC

- Seek mastery & challenge
- Hardcore Action RPG fans
- Global: Soulslike driven
- China: Wuxia & cultural identity

BEHAVIORAL

- Watch gameplay & streams
- Follow influencers
- Active in communities
- Global vs China platforms

Twitch / YouTube / Reddit / Bilibili / Douyin / Weibo

PROPENSITY

- High purchase intent
- Early adopters
- Influenced by reviews
- Strong WOM & UGC



SAME PLAYERS. DIFFERENT DRIVERS.

GLOBAL

- Driven by gameplay mastery
- Familiar with Soulslike systems
- Focus on mechanics & challenge
- Seek new gameplay experiences

Kungfupunk bridges
gameplay challenge
with cultural identity.

CHINA

- Driven by gameplay + cultural identity
- Strong wuxia resonance
- Focus on immersion & storytelling
- Seek authenticity

FROM ANNOUNCE TO PURCHASE.

STAGE 01

STAGE 02

STAGE 03

STAGE 04

AWARENESS

INTEREST

INTENT

PURCHASE

01 AWARENESS — ANNOUNCE

OWNED · PAID

MAJOR GAMING SHOWCASES

The Game Awards · Summer Game Fest · PlayStation State of Play

Reveal a new trailer at major gaming showcases to create a high-impact announcement moment

PAID

OFFICIAL SOCIAL & VIDEO PLATFORMS

TikTok · Douyin · Weibo · IG · X · YouTube · Bilibili

Build Kungfupunk identity through combat clips, trailers, key art, and dev updates.

OWNED + PAID

OUTDOOR ADVERTISING

Billboards · Street Posters · Transit · Mall Displays

Build premium AAA visibility in high-traffic urban areas

PAID

02 INTEREST — *CREATE BUZZ*

EARNED · PAID

PR / GAMING MEDIA

Previews and reviews validate gameplay quality.

EARNED

*IGN · GameSpot · PlayStation Blog ·
游民星空 机核*

CREATOR PREVIEWS

Give trusted creators early access to share authentic combat impressions

EARNED

Twitch · YouTube · Bilibili · Douyu

LIVE EVENTS & PLAYABLE DEMOS

Playable demos turn hype into hands-on proof.

PAID

*ChinaJoy · Gamescom · TGS ·
Cybercafé Activations*

03 INTENT — Create Buzz

OWNED · SHARED

OFFICIAL WEBSITE / PRESS HUB

Central information hub for gameplay features, platform links, release date, beta/demo registration.

Trailers · Key Art · Press Kit · Wishlist CTAs

OWNED

COMMUNITY PLATFORMS

Keep fans discussing the game.

*Discord · Reddit · WeChat · Weibo ·
Bilibili Community*

SHARED

STOREFRONT PAGES

Wishlists

Steam · PS Store · Epic · WeGame

OWNED /
SHARED

04 PURCHASE — CONVERT

OWNED · PAID · SHARED

DIRECT MARKETING

Email · Wishlist Notifications

Retarget high-intent players with preorder reminders, launch countdowns, wishlist updates.

**OWNED +
SHARED**

CONTENT CREATOR

LAUNCH WAVE

Twitch · YouTube · Bilibili · Douyu

Sponsor streamer and other content creator

PAID

OUTDOOR ADVERTISING

*Billboards · Street Posters · Transit ·
Mall Displays*

*Build premium AAA visibility in high-traffic urban areas **EVER YWHERE***

PAID

DIGITAL MARKETING: KEY ART

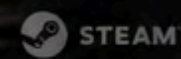
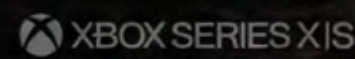
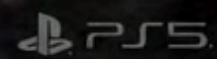
影
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PHANTOM BLADE 0



花开彼岸 / 影落无声

WUXIA X DARK FANTASY X FAST PACED COMBAT



"CULTURAL DISCOVER AND REINFORCEMENT THROUGH 100% HUMAN MADE, KUNG-FU PUNK ART"

DIGITAL MARKETING: REGION SPECIFIC ART



DIGITAL MARKETING: LINE, KAKAO TALK, WHATSAPP, WECHAT

PHANTOM BLADE 0
STICKER PACK

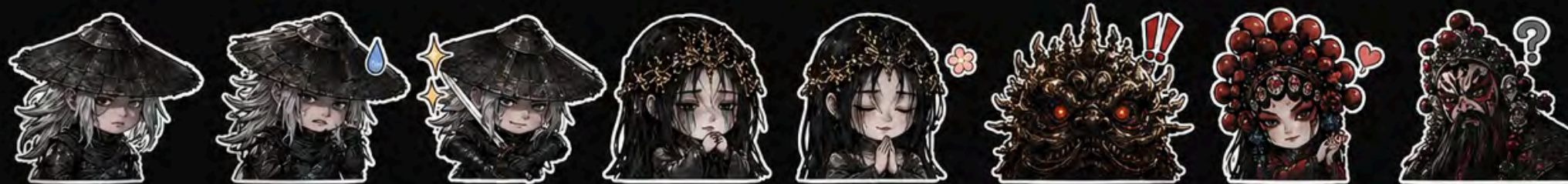
主角 /
MAIN CHARACTERS



头目 /
BOSSSES



Q版 /
CHIBI



图标 /
ICON



POST BIG LAUNCH SPIKE

OUTDOOR MARKETING

BUILDING WRAP - MURALS - DIGITAL

HILTON HOTEL, SAN DIEGO COMIC CON

JULY 23RD - 26TH

AKIHABARA

ONE MONTH TO RELEASE

SUBWAY SYSTEMS

ONE MONTH TO RELEASE

HOTEL FIGUEROA, ANIME EXPO, SUMMER GAMES FEST (PROXIMITY TO LITTLE TOKYO)

JULY 4TH - 6TH

3D BILLBOARDS

TWO WEEKS TO RELEASE

OUTDOOR STRATEGY



Social Media Strategy

Turn Phantom Blade Zero into a game people want to watch, share, discuss, and imitate before they even play it.

Combat as Cinema

This combat looks stylish.



Short-form clips: parry, boss fights, finishing moves

Every Battle is a Scene

Kung-Fu Punk Identity

This world feels different.

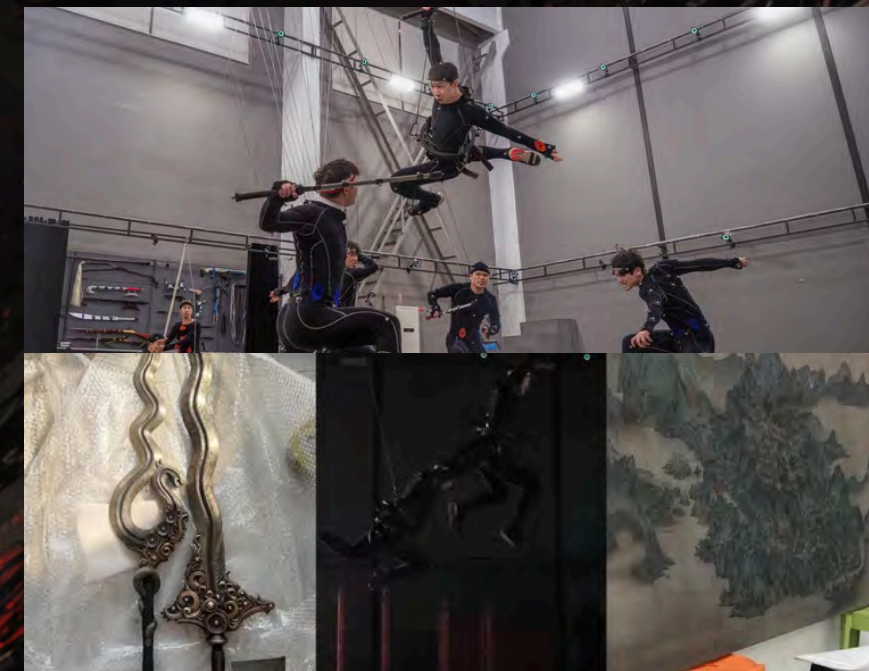


Visual breakdowns: wuxia + punk + dark fantasy

Built from ink, steel, and blood

Human-Made Artistry

This game feels handcrafted.



BTS: concept art, mocap, hand-crafted maps

Hand-crafted by human artists

Platform Execution: Awareness --> Wishlist

TikTok / Douyin / Reels / YouTube Shorts

—— *Short, high-impact visual content*

Fast combat clips, boss moments

YouTube / Bilibili / Reddit

—— *Long-form video and discussion-based platforms*

**Gameplay breakdowns,
dev diaries, combat system explanation**

Discord / Weibo / X / Xiaohongshu

—— *Attention into participation, community*

**Countdown events, fan art,
stickers, polls, creator reposts**

Store links + CTAs

—— *Reservation growth also improve store visibility*

**Wishlist, pre-order,
WeGame reservation**

Platform choices follow the player journey: discover → believe → participate → convert.

Video Commercial — “66 Seconds”

A 60–90 second event trailer that uses Soul’s 66–day curse as the campaign structure.

1. Narrative Hook

66 days left to uncover the truth

Creates urgency and a memorable trailer structure.

2. Visual Identity

Kung-Fu Punk world reveal

Shows wuxia, punk machinery, and dark fantasy as one distinct visual system.

3. Gameplay Fantasy

Every battle is a scene

Positions combat as cinematic mastery, not only difficulty.

4. Premium Craft

Hand-crafted by human artists

Builds trust, authenticity, and premium value.

Event Commercial Storyboard — 66 Seconds

1. Countdown Begins



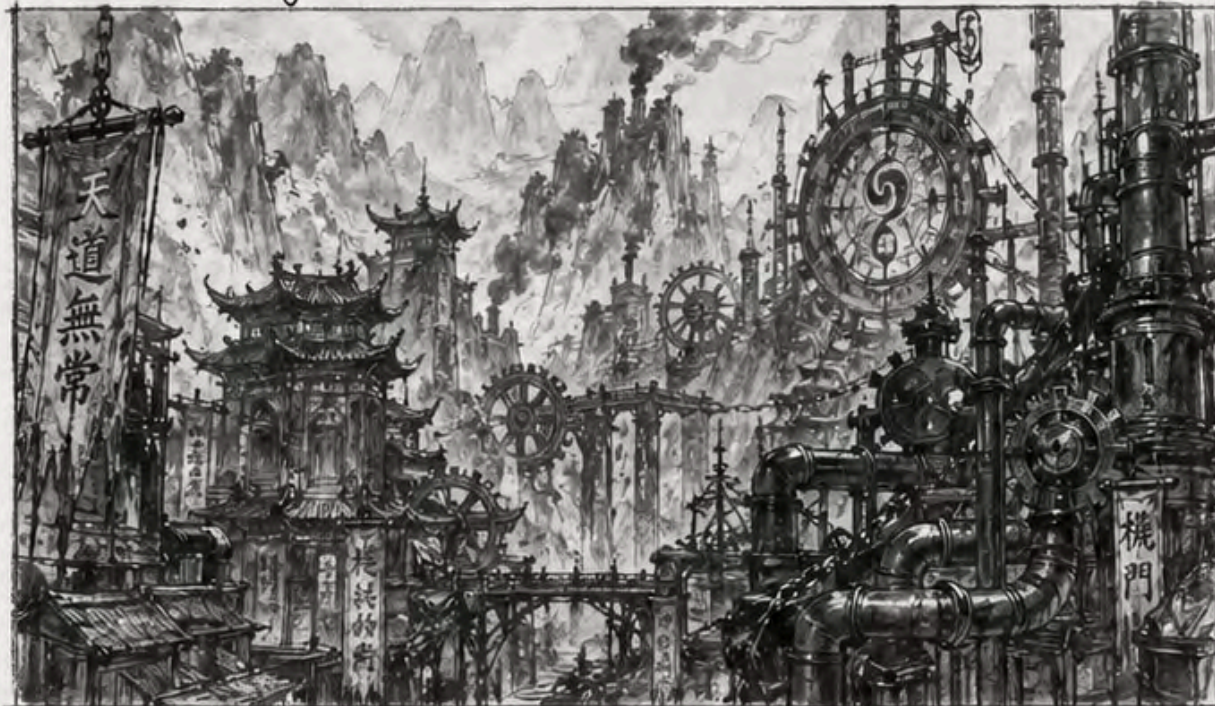
They gave him sixty-six days.

2. Framed Assassin



Framed by the living. Hunted by the dead.

3. Enter Kung-Fu Punk



Wuxia. Punk. Dark Fantasy.

4. Combat as Cinema



Every battle is a scene.

Event Commercial Storyboard — 66 Seconds (Part 2)

5. Human-Made Artistry



Hand-crafted by human artists.

6. Eight Endings



One truth. Eight endings.

7. Final Strike



Fight like a legend. Die like a shadow.

8. End Card



Wishlist Now.

PLATFORM DISTRIBUTION STRATEGY



KEY DAY
DAY 1

**MERCH UNBOXING
+ FIRST IMPRESSIONS**

Creators receive exclusive
Phantom Blade Zero merch.
First look at the world,
the story, and Soul's journey.

KEY DAY
DAY 33

**GAMEPLAY CHALLENGE
+ SKILL SHOWCASE**

Creators take on special challenges
using advanced combat mechanics.
Show off combos, style,
and mastery.

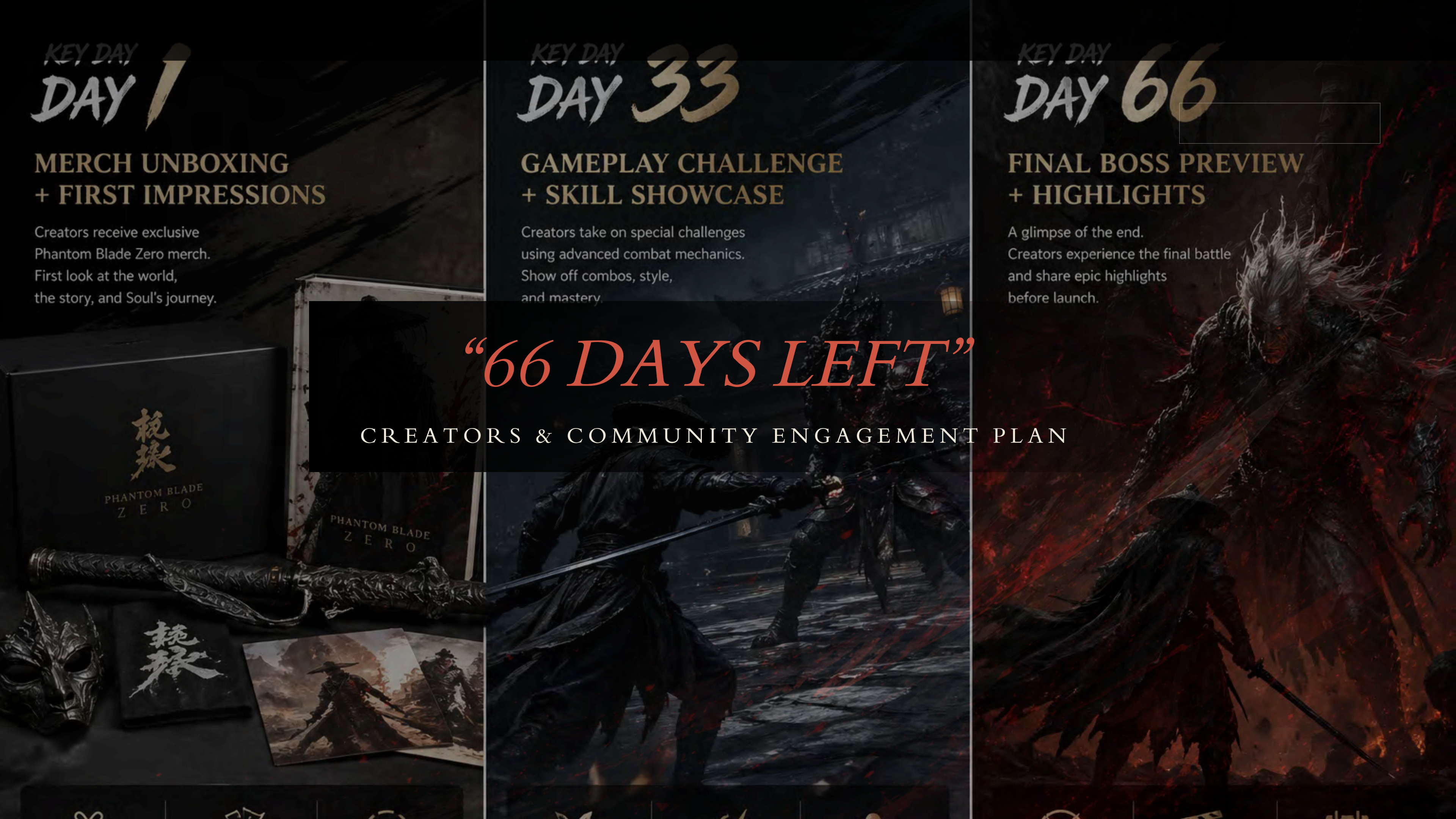
KEY DAY
DAY 66

**FINAL BOSS PREVIEW
+ HIGHLIGHTS**

A glimpse of the end.
Creators experience the final battle
and share epic highlights
before launch.

“66 DAYS LEFT”

CREATORS & COMMUNITY ENGAGEMENT PLAN



KEY DAYS: CREATOR SERIES

DAY 66

DAY 33

DAY 3



Merch unboxing + first impressions



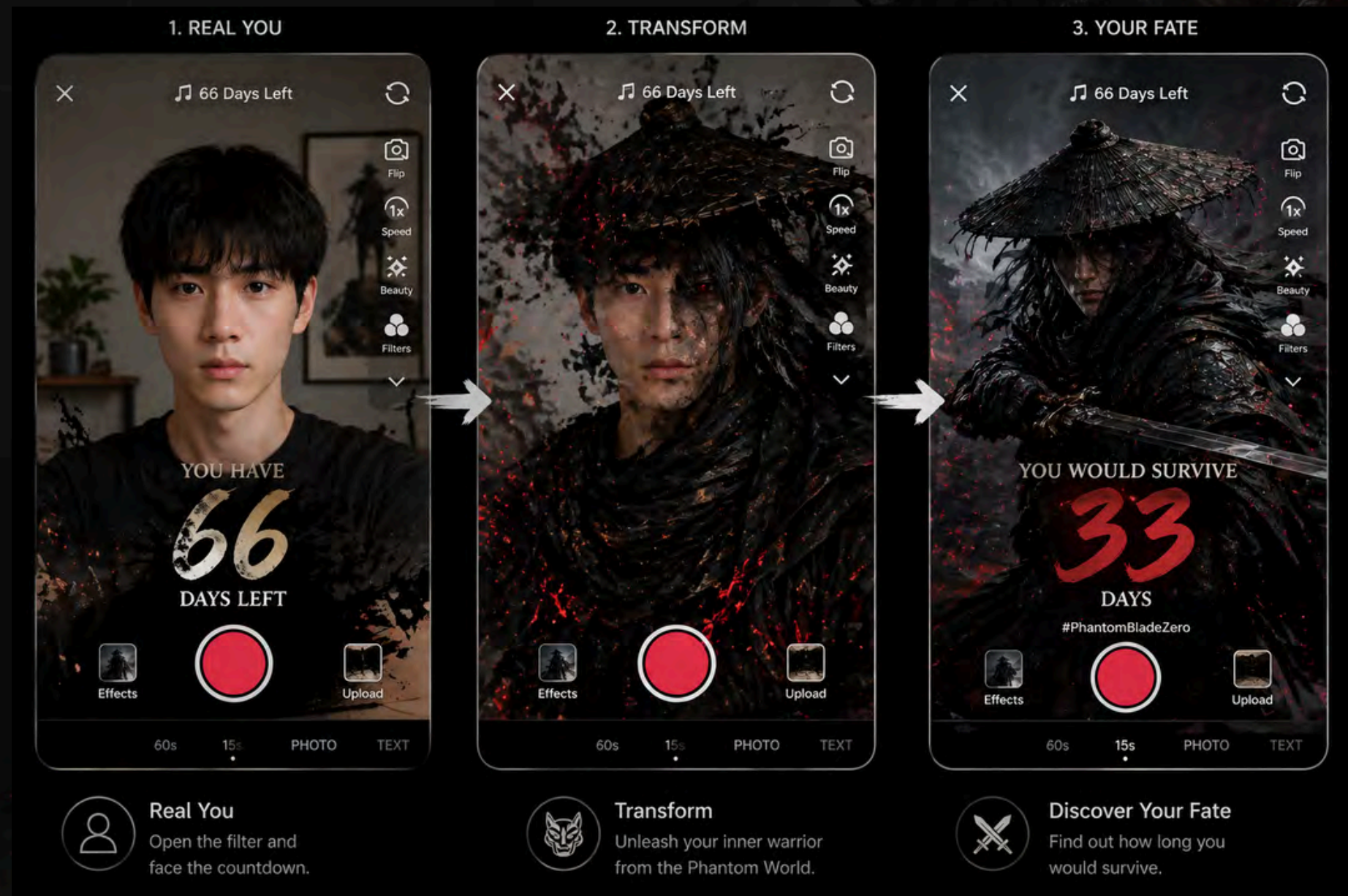
Gameplay challenge + skill showcase



Bossfight preview + highlights

HOW LONG WOULD YOU SURVIVE?

- AR filter (combat / identity)
- Survival result (Day X)
- TikTok / Douyin / Reels
- UGC-driven content



LIVE-EVENTS: Chinese Kung-Fu events/cultural festival

- City selections: Los Angeles, Shanghai, Seoul, and London
- Wuxia culture + Immersive set design = **Kung-Fu Punk**
- Live martial arts demonstrations – inspired game's combat style
 - Sword forms
 - Staff combat
 - Choreographed fight scenes.
- Partner with local Chinese cultural organizations and martial arts schools, to help both local and world tour.
- Invite gaming influencers, martial arts creators, and Asian culture creators to attend and post content from the event.



DOCUMENTARY: “Forging Phantom Blade” Documentary Series

- **Release after game launched.**
- A behind-the-scenes documentary series after launch to extend the game’s life cycle and deepen fan investment.
- The documentary focus on the making of the game’s combat, art direction, martial arts references, motion capture, music, worldbuilding, and hand-crafted visual design.

- **Episode 1: “Building Kung-Fu Punk”**
- **Episode 2: “Combat as Cinema”**
- **Episode 3: “The Phantom World”**

- Full episode on
 - YouTube
 - Bilibili
 - PlayStation channels
 - Steam news page
 - Official website

- Clips
 - TikTok
 - Douyin
 - Instagram Reels
 - X



MERCH POP-UP

- City selections: New York, Chengdu, Tokyo, and Toronto
- Collaborate with PopMart to create collectible figure series based on Phantom Blade Zero characters, weapons, masks, and enemies.
- Design the pop-up space based on the word-building.
- Include other exclusive merchandise
 - Art prints
 - Keychains
 - Pins
 - Posters
- Add a “66-Day Countdown” encourage community to interact on social media before the pop-up, and lead to lottery surprise.



Promotional Partners Plan

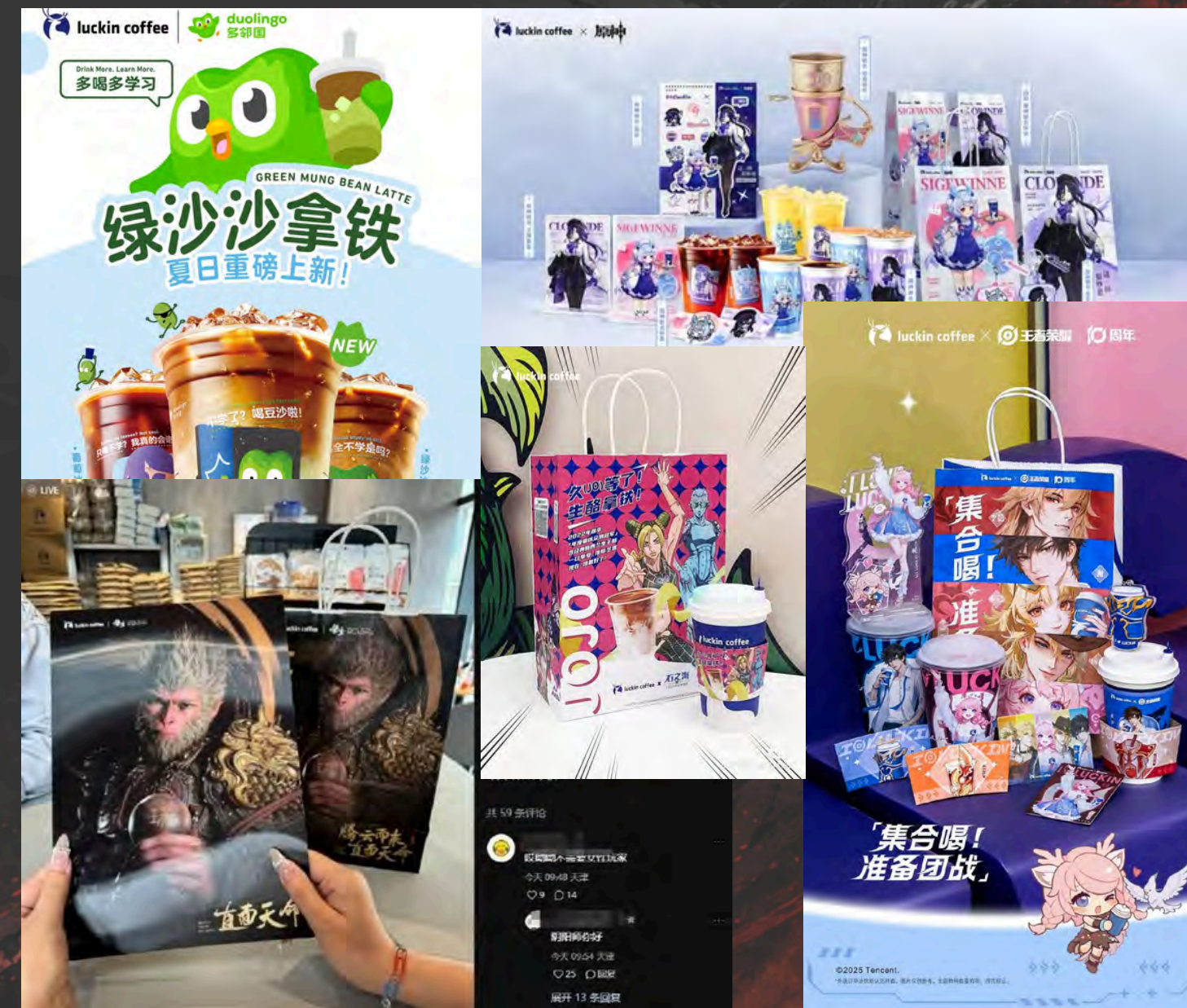
Turning Kung-Fu Punk into Culture, Collectibles, and Hardware

Chinese Market



Luckin Coffee
Mass awareness & Daily lifestyle

Luckin has a strong record of IP co-branding and beverage campaigns in China; its past game-related collaboration with Black Myth: Wukong shows how coffee campaigns can bring a premium Chinese game IP into everyday consumption.



Promotional Partners Plan

Turning Kung-Fu Punk into Culture, Collectibles, and Hardware

Luckin Coffee

Mass awareness & Daily lifestyle



Promotional Partners Plan

Turning Kung-Fu Punk into Culture, Collectibles, and Hardware

Global Market



Razer

Reinforces combat mastery through premium gaming hardware

Razer fits the core gaming audience because it already lives in the performance hardware space. For Phantom Blade Zero, the partnership reinforces the idea that this is a skill-based action game where input, timing, and mastery matter.



Promotional Partners Plan

Turning Kung-Fu Punk into Culture, Collectibles, and Hardware

Global & Chinese Market



Popmart

Turns Kungfupunk into collectible culture through global designer toys

Partnering with POP MART lets PBZ tap into the intersection of toy collectors and core gamers, while translating Kungfupunk aesthetics into tangible, collectible cultural artifacts.

POP MART × **PHANTOM BLADE ZERO**

IN THE SHADOW, WE CARVE OUR OWN PATH.

POP MART × PHANTOM BLADE: ZERO
COLLABORATION BLIND BOX SERIES

6 DESIGNS + 1 SECRET
EACH FIGURE COMES WITH EXCLUSIVE WEAPON ACCESSORY & CHARACTER CARD.

DETAILED SCULPT

CHARACTER CARD

MYSTERY FUN

BLIND BOX RANDOM
WHICH ONE WILL YOU UNBOX?

POP MART

暗影流转，执刃前行。
IN THE SHADOW, WE CUT OUR OWN PATH.

S-GAME

Promotional Partners Plan

Turning Kung-Fu Punk into Culture, Collectibles, and Hardware

Chinese Market



Chagee

Brings Kungfupunk into everyday lifestyle

CHAGEE's "Modern Oriental Tea" positioning aligns naturally with PBZ's Kungfupunk cultural DNA. Both brands target the same consumer: urban Chinese consumers aged 18–35, proud of Eastern aesthetics and highly active on social platforms.

A promotional graphic for the Phantom Blade Zero x Chagee collaboration. The background is a dark, atmospheric scene with a character in a black robe and a wide-brimmed hat. The text "IN THE SHADOW, TEA AWAKENS THE SOUL." is written in a stylized font. Below the text, there are two Chagee cups and a small figurine. The bottom of the graphic features four icons representing the collaboration items: Exclusive Collab Cups, Exclusive Cup Sleeves, Exclusive Character Cards, and Limited Merchandise. The overall aesthetic is dark and cinematic, with a focus on traditional Chinese elements and modern branding.

MUSIC – CONCERT SERIES

Caisheng Bo Direct

METROPOLITAN TOUR
SUSTAINED MARKETING PLAN

POTENTIAL COLLABORATORS

LA PHIL, SHANGHAI SYMPHONY ORCHESTRA, LONDON SYMPHONY ORCHESTRA

ADDITIONAL COLLABORATORS

*CONTRACT TRADITIONAL MUSIC EXPERTS FOR AUTHENTICITY,
CHOIRS, AND OTHER ELEMENTS*

RUN DURING NOVEMBER/DECEMBER

HOLIDAY PUSH, PEAK TRAVEL



仇
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LEGENDARY
ENTERTAINMENT
PRESENTS

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PHANTOM
BLADE
ZERO
— LIVE IN CONCERT —

A SYMPHONIC EXPERIENCE
ORCHESTRA • LIVE BAND • ETHNIC INSTRUMENTS • CHOIR • VISUALS
MUSIC FROM THE WORLD OF PHANTOM BLADE ZERO

— 2025 WORLD TOUR —
LOS ANGELES • LONDON • TOKYO • SHANGHAI • NEW YORK • PARIS
AND MORE

S-GAME

TICKETS ON SALE NOW
PHANTOMBLADEZERO.COM

WME
LIVE

The poster features a symphonic orchestra performing on stage, with a conductor in the center. The background is dark with a large, glowing red moon and traditional Chinese architectural elements. The title 'PHANTOM BLADE ZERO' is prominently displayed in the center, with 'LIVE IN CONCERT' below it. The overall aesthetic is dramatic and cinematic.

FILM

LEGENDARY
ENTERTAINMENT
*DUNE, PACIFIC RIM,
GODZILLA*

*PRODUCTION that occurs with Legendary
Entertainment's China arm, which was acquired in 2016*

TRAILER DROP

ChinaJoy trailer debut a year following the game release

STORY

Follow the popular endings amongst fans for the game

WORLDWIDE
THEATERICAL
RELEASE

Align release with DLC drop (if any)

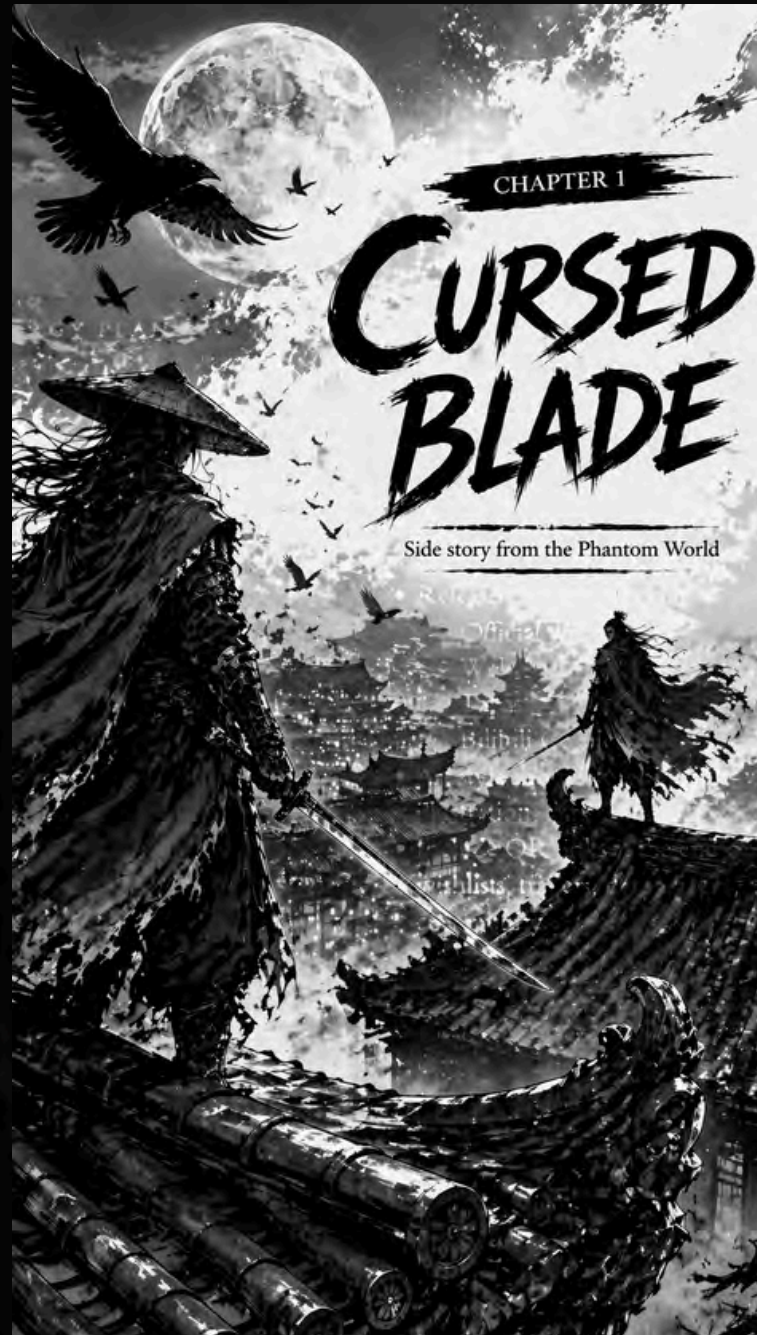


MICRO-DRAMA

- Launch platform
 - TikTok
 - Douyin
 - Youtube Shorts
 - Instagram Reels
- The story is focus on each character's personal story, so it won't repeat with the game narrative, but still have a sense of connection with the world-building as a side-story.
- Each episode should be **1-2 minutes long**, ending with a cliffhanger.
- Continue the visual identity of the game.
- To reduce the cost, we can use **AI generated shorts**.

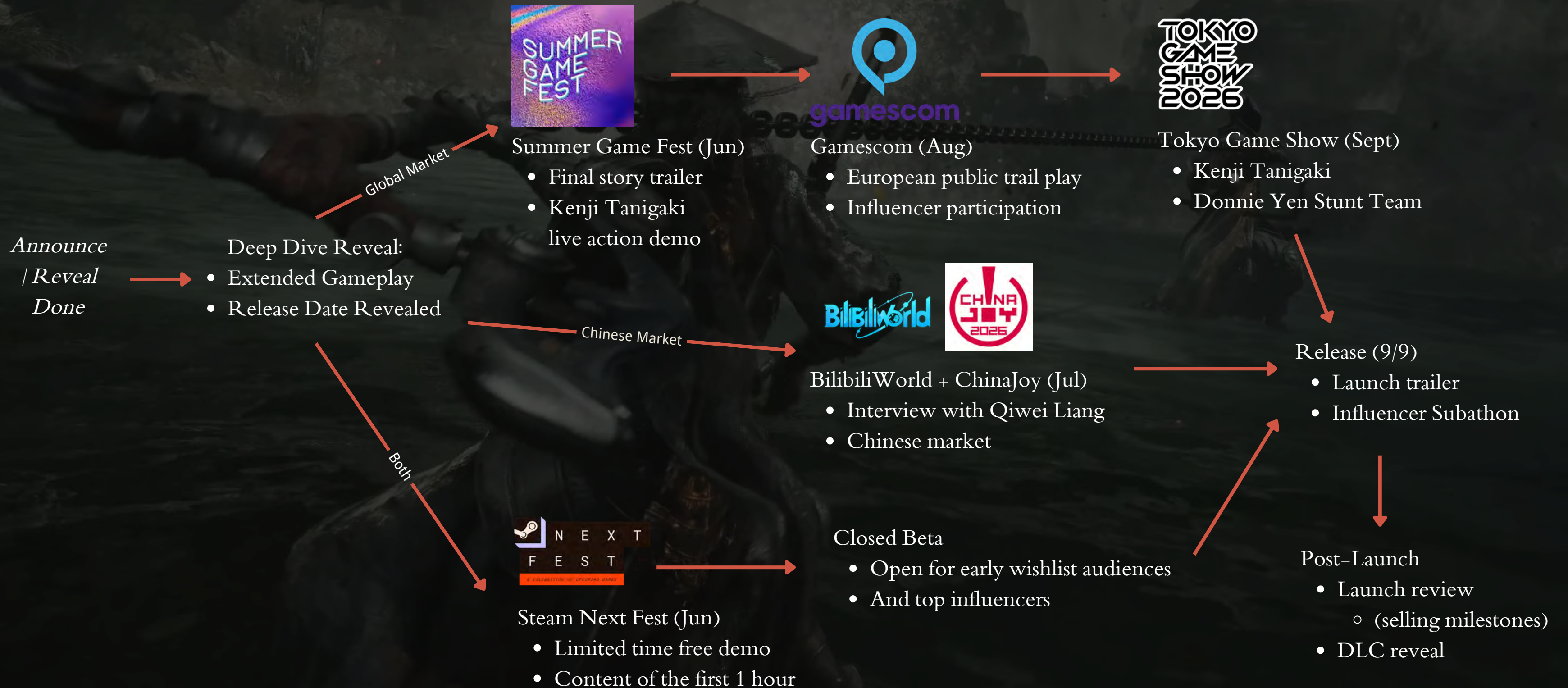


WEB-COMICS



- Develop a web-comic series that tells side stories from the Phantom Blade Zero universe.
- Release chapters weekly
 - Official website
 - Webtoon
 - Tapas
 - Bilibili Comics
- Art style should combine ink-wash Chinese illustration, dark fantasy.
- Include QR links at the end of each chapter leading to wishlists, trailers, demo pages, or the official community.

PR ROADMAP



9/9 Launch

Launch day is a 72-hour event — owned-channel trailer drop, a marathon creator subathon, and global review embargo lifting in the same window.

OWNED

LAUNCH TRAILER

Cinematic, story-led — premieres 00:00 PT on 9/9.

EARNED

REVIEW EMBARGO

Lifts T-24h. Western, JP and CN press synchronised.

COMMUNITY

72-HOUR SUBATHON

Multi-region creator marathon, hand-picked roster.

LIVE

LAUNCH EVENT

Founder Q&A streamed simultaneously to Bilibili | YouTube.

Post-Launch: *sustain the narrative*

W1

Review Week

Aggregate score push, day-one patch comms, sales-milestone amplification.

- *Metacritic | OpenCritic syndication*
- *Selling milestones (1M | 2M)*
- *Founder thank-you statement*

W2~4

Community Ops

Convert launch buzz into a long-tail community before attention dissipates.

- *Speedrun & challenge programs*
- *Cosplay & UGC campaigns*
- *Director's commentary clips*

M2+

DLC Reveal

Reignite the news cycle with a paid-expansion tease — re-engaging press and lapsed players.

- *Teaser trailer + roadmap*
- *Awards-season positioning*
- *Long-line live-ops narrative*

PHANTOM BLADE ZERO

MARKETING TIMELINE

