

Context

Part of the assassins creed franchise

Assassins creed 3: Liberation is a spinoff to the game assassins creed 3

Ubisoft is the publisher of the game

Ubisoft are a very large global company, with a lot of resources, staff and money

By having a lot of money it shall help a lot with distribution; It means that they can distribute this product in a global and competitive fashion

They shall have a lot of money for marketing

Marketing

Ubisoft released a promo with a lot of gameplay footage

Gameplay footage is essential for video games since people want to see what the game will look like when it is played

There was also a lot of cinematography within the trailer making it feel more epic and appealing to audiences who like big budget triple A games

Posters: They had a variety of posters for assassins creed 3 liberation with the posters having a lot of intertextual references to the other assassin creed games (Poses and styles) appealing to a pre-sold audience

Release

Assassin creed 3: Liberation was exclusively released on the PS vita which was a handheld console and was new

If people wanted to buy the console there was a very small catalogue of games to choose from

The handheld games console has been increasingly popular over the years from the gameboy, to the ds, to the vita and to the switch/ steamdeck

Age rating

It used to be quite difficult to acquire 18 rated games but now due to technological convergence it is much easier for underage people to play the game

Bandura

By children consuming violent video games like assassins creed it may make them violent and aggressive due to them using the game as a role-model

Protagonist

The game's protagonist was a female character called Avaline

Quite unusual as well as being mixed race (Underrepresented or represented stereotypical ways)

In assassin creed 3: Liberation Avaline is presented as being strong and powerful doing most of the killing

Profit and power

Most large companies are attempting to maximize their profit

Hesmanhal and current and season

Re-release

When new technology was available they remastered Assassin's Creed 3: Liberation in HD and re-released it

This meant that a lot of dedicated fans bought it again to get the higher quality version



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