

Client: Mortal Kombat
 Project: Teaser Site
 Purpose: Copy

Module, Item, Field, etc. (Location)	Copy	Notes
Age Gate		
1. Headline	Mortal Kombat	
2. Copy	Enter date of birth	
3. Text Box	MM DD YYYY	
Error Message (under age)	Access Denied	
Error Message (invalid selection)	Select a valid month, day and year.	
4. Button	Submit »	
Character Selection Page		
1. Headline	Pick your character	
2. Button	Enter War Zone	
Login Page		
1. Copy	Sign in or register now—and get an exclusive look at the blood-soaked hell your favorite warrior is creating in Mortal Kombat.	
2. Header	Log in with your WBID.	
3. Link	<u>What is WBID?</u>	
WBID Overlay Headline	What is WBID?	
	WB ID is YOUR unique account that gives you access to the Warner Bros. family of applications, communities and websites eliminating the need for multiple online registrations. Receive instant access to the WB Insider Rewards Program, the WB Shop, WB BD-Live, and much, much more. Just look for the WBID logo!	
WBID Overlay Link	Close Window	
4. Text Boxes	Email Address	

	Password	
5. Link	Forgot your password?	Takes user to Forgot Password overlay
Checkbox Copy	Remember my login information	
6. Button	Log In »	Takes user to registered homepage
7. Header	Don't have an account?	
8. Subhead	Better not come late to the blood bath—or it might be your blood that spills!	
9. Copy	<ul style="list-style-type: none"> • Prime yourself to fight the bloodiest battles of all time • Wage word war in Kombat Chat • Get exclusive insider information about your favorite character <p><i><u>Don't get dismembered—become a WBID member</u></i></p>	Link Opens Benefits Overlay
10. Button	Create Account »	Takes user to Registration form
Forgot Password Overlay Header	Forgot Your Password?	
Forgot Password: Step 1	Please enter your email address.	
Button	Next »	
Forgot Password: Step 2	Answer the following question and an email will be sent to X@X.com . Then you can reset your password.	
Security Question	[security question goes here]	
Button	Submit »	Provides thank you overlay
Forgot Password: Step 3	Thank you. An email has been sent to X@X.com to reset your password.	
Reset Password overlay header	Create a new password	
Text Box	Password	
Text Box	Enter Password Again	
Button	Log In »	
11. Link	Skip and Continue »	
Registration Form Page		
1. Headline	Register now for an account—get the inside scoop on your favorite warrior!	

2. Text Boxes	First Name Last Name Email Address Country Date of Birth Password Confirm Password Security Question Security Answer	
Inside Scroll Box	Month Day Year	
Error Messages (invalid selections)	First Name required Last Name required Email address required Country selection required Date of Birth required Select a valid month, day and year. Password required Passwords do not match Security Question required Security Answer required	
3. Button	Create Account »	Logs user in and takes them directly to registered homepage
4. Link	Skip and continue »	Takes user to unregistered homepage
Scorpion Home Page – Registered		
1. Navs	Trailer Sign Out Edit Profile	Links to: Trailer Login page Edit profile page
2. Character Display	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	Links to each character's homepage (“?” Is not linked but gets hover text below)
3. Hover Text (over ? in character display)	Curiosity is lethal None of your business	A different message shows each time you visit the page

	Go to hell Get out of here Watch your back	
Subhead	Kombat Chat	
4. Copy	Talk about Scorpion Learn His Secrets Get Exclusive Stuff	Will shorten based on 9/23 feedback
Button	Wage Word War »	Links to forum
5. Clock Headline	Kombat Time Left [xxx]	
Clock Copy	Scorpion's Rank	
6. Rules Link	Get Rules of Kombat »	
Rules Overlay	The more you talk about your favorite character on his or her discussion board, the more power they accumulate. If your character gains more power than any other character at the end of each countdown, you will unlock a piece of exclusive content about that character.	Same throughout
7. Chat Title	Recent Posts	
Chat Dialogue Headline	Raiden 22	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More »	Links to forum
Chat Dialogue Headline	Subzero 746	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More »	Links to forum
8. Character Module Headline	Revenge is Scorpion	
Character Module Copy	Scorpion leaves behind a gory pile of blood-soaked bodies wherever he goes on his all-consuming mission to mercilessly slaughter his murderer Sub- Zero.	
Button	Read More »	
History Overlay	Scorpion was killed—but that didn't last for long. He emerged from the grave to enact his vendetta against Sub-Zero, his nemesis who was responsible for murdering him and his clan. Empowered by righteous fury, the ninja	

	Scorpion inflicts the most excruciating pain possible as he scour the earth to annihilate his enemies. He says menacingly, “Get over here!” before he wields his mighty weapon and pulls them to him. Screaming and pouring blood from their gaping guts, they stare into his merciless face as they suffer an agonizing death.	
Easter Egg Hover State Copy & Link	Unlock Me	Links to exclusive content
9. Teaser Copy (above Reveals)	Get Over Here Sneak a Peek into Scorpion’s Future	Unique teaser copy for each character
10. Footer – Social links	View all trailers Join the ranks on Facebook Follow the war on Twitter	Links to YouTube channel FB page Twitter page
Footer – Disclaimer	[Legal TBD]	
Footer – Icon Links	Netherrealm Sony Microsoft Privacy Policy	
11. Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Raiden Home Page – Registered		
Navs	Trailer Sign Out Edit Profile	
Character Display	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	
Kombat Chat Section Headline	Mortal Kombat	
Subhead	Kombat Chat	
Copy	Talk about Raiden	

	Learn His Secrets Get Exclusive Stuff	
Button	Wage Word War >>	
Clock Headline	Kombat Time Left [xxx]	
Rules Link	Get Rules of Kombat	
Rules Overlay	The more you talk about your favorite character on his or her discussion board, the more power they accumulate. If your character gains more power than any other character at the end of each countdown, you will unlock a piece of exclusive content about that character.	
Chat Title	Recent Posts	
Chat Dialogue Headline	Raiden 22	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Chat Dialogue Headline	Subzero 746	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Character Module Headline	The God of Thunder Raiden	
Character Module Copy	Protector of the Earthrealm, Raiden uses his arsenal of supernatural forces to decimate his enemies—and can be killed again and again, only to emerge fiercer than ever!	
Button	Read More	
History Overlay	Alive from the beginning of time, Raiden is unlike the mortal beings he confronts. He possesses a perspective that gives him the wisdom to win in combat as well as the hint of immortality that suggests he is impossible to destroy. God of thunder and protector of Earthrealm, Raiden possesses supernatural abilities, such as the ability to teleport, fly and control lightning. A cunning warrior and, at one point, a wise mentor to Liu Kang, Raiden functions on a more enlightened plane of existence than mere mortals. There is no battle too challenging for him, since he relies on both	

	inner strengths, physical prowess and the wisdom of the ages to slaughter his enemies and leave an ocean of blood in his wake.	
Egg Hover State Copy & Link	Unlock Me	Links to exclusive content
Teaser Copy (above Reveals)	Immortal Means Forever Sneak a Peek into Raiden's Future	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer – Disclaimer	[Legal TBD]	
Footer – Links	Netherrealm Sony Microsoft Privacy Policy	
Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Mileena Home Page – Registered		
Navs	Trailer Sign Out Edit Profile	
Character Display	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	
Kombat Chat Section Headline	Mortal Kombat	
Subhead	Kombat Chat	
Copy	Talk about Mileena Learn Her Secrets Get Exclusive Stuff	
Button	Wage Word War	
Clock Headline	Kombat Time Left [xxx]	
Clock Copy	Mileena's Rank	
Rules Link	Get Rules of Kombat	
Rules Overlay	The more you talk about your favorite character	

	on his or her discussion board, the more power they accumulate. If your character gains more power than any other character at the end of each countdown, you will unlock a piece of exclusive content about that character.	
Chat Title	Recent Posts	
Chat Dialogue Headline	Raiden 22	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Chat Dialogue Headline	Subzero 746	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Character Module Headline	The Man-Eater Mileena	
Character Module Copy	Katana's evil clone, femme fatale Mileena covets the throne her virtuous sister occupies—and is willing to kill anyone in her way to get the power she craves!	
Button	Read More	
History Overlay	Mileena is the mirror opposite of kindly Kitana, even showing fangs when she opens her mouth in contrast to Kitana's pleasant smile. Cloned from Kitana by Shang Tsung, Mileena was created to serve Emperor Shao Kahn. She believes that her birthright is to be the princess of Edenia. Unfortunately for Mileena, her sister Kitana is the legitimate princess. The only answer for the ruthless Mileena is to murder her sister, usurp the throne and rule with the same vicious spite that defines her life. A man-eater, Mileena uses her sexuality as one of her many weapons. She brings men to their knees in more ways than one—and then gives them the kiss of death!	
Egg Hover State Copy & Link	<u>Unlock Me</u>	Links to exclusive content
Teaser Copy (above Reveals)	Eat Your Heart Out Sneak a Peek into Mileena's Future	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer –	[Legal TBD]	

Disclaimer		
Footer – Links	Netherrealm Sony Microsoft Privacy Policy	
Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Liu Kang Home Page – Registered		Save Page for Later when Client Reveals Liu Kang is in Mortal Kombat
Navs	Trailer Sign Out Edit Profile	
Character Display	Scorpion Sub-Zero Mileena Liu Kang Shao Kahn Raiden	
Kombat Chat Section Headline	Mortal Kombat	
Subhead	Kombat Chat	
Copy	Talk about Liu Kang Learn His Secrets Get Exclusive Stuff	
Button	Wage Word War	
Clock Headline	Kombat Time Left [xxx]	
Clock Copy	Liu Kang's Rank	
Rules Link	Get Rules of Kombat	
Rules Overlay	The more you talk about your favorite character on his or her discussion board, the more power they accumulate. If your character gains more power than any other character at the end of each countdown, you will unlock a piece of exclusive content about that character.	
Chat Title	Recent Posts	

Chat Dialogue Headline	Raiden 22	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Chat Dialogue Headline	Subzero 746	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Character Module Headline	The Dragon is Liu Kang	
Character Module Copy	With one gruesome bite, the typically non-violent monk Liu Kang morphs into his dragon form and decapitates his enemies, leaving a river of blood behind.	
Button	Read More	
History Overlay	A Shaolin monk who rose to fame and power, Liu Kang is one of the chief defenders of Earthrealm. In the beginning, he refused to kill his opponent because he believed in non-violence. Later, he learned to morph into a fierce dragon in order to destroy his enemies—a feat he accomplishes again and again when faced with adversity. All warriors know about his vicious dragon bite and are filled with terror at the transformation he undertakes to wage cruel battle. More terrifying than those who are born evil, are those who change into a cruel beast in order to exact justice—like the astonishing Liu Kang.	
Egg Hover State Copy & Link	Unlock Me	Links to exclusive content
Teaser Copy (above Reveals)	Bite Me Sneak a Peek into Liu Kang's Future	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer – Disclaimer	[Legal TBD]	
Footer – Links	Netherrealm Sony Microsoft Privacy Policy	
Footer – Johnny Cage Twitter	Johnny Cage Says	

Headline		
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Sub-Zero Home Page – Registered		
Navs	Trailer Sign Out Edit Profile	
Character Display	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	
Kombat Chat Section Headline	Mortal Kombat	
Subhead	Kombat Chat	
Copy	Talk about Sub-Zero Learn His Secrets Get Exclusive Stuff	
Button	Wage Word War	
Clock Headline	Kombat Time Left [xxx]	
Clock Copy	Sub-Zero's Rank	
Rules Link	Get Rules of Kombat	
Rules Overlay	The more you talk about your favorite character on his or her discussion board, the more power they accumulate. If your character gains more power than any other character at the end of each countdown, you will unlock a piece of exclusive content about that character.	
Chat Title	Recent Posts	
Chat Dialogue Headline	Raiden 22	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Chat Dialogue Headline	Subzero 746	
Chat Dialogue	[TBD]	

Copy		
Chat Dialogue CTA	Read More	
Character Module Headline	The Resurrected Sub-Zero	
Character Module Copy	Killed by Scorpion, Sub-Zero returned with a vengeance as an unlockable ninja on a killing mission and continues to slaughter his enemies.	
Button	Read More	
History Overlay	Clad in blue, this formidable assassin began his deadly path on a mission from the Lin Kuei to murder Shang Tsung. That's when he was killed by Scorpion only to reappear as Classic Sub-Zero. Now he emerges with untold secrets of the afterlife propelling him fearlessly into the bloodiest battles. Time and again, he assaults the confidence of his enemies with his resurrected strength and sense of deadly purpose. Creating dismembered bodies and broken spirits wherever he goes, he threatens the very notion of peace on earth with his awe-inspiring destructive energy.	
Egg Hover State Copy & Link	Unlock Me	Links to exclusive content
Teaser Copy (above Reveals)	Dead Man Walking Sneak a Peek into Sub-Zero's Future	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer – Disclaimer	[Legal TBD]	
Footer – Links	Netherrealm Sony Microsoft Privacy Policy	
Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Shao Kahn Home Page – Registered		
Navs	Trailer Sign Out Edit Profile	

Character Display	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	
Kombat Chat Section Headline	Mortal Kombat	
Subhead	Kombat Chat	
Copy	Talk about Shao Kahn Learn His Secrets Give Him Power! Get Exclusive Stuff	
Button	Wage Word War	
Clock Headline	Kombat Time Left [xxx]	
Clock Copy	Shao Kahn's Rank	
Rules Link	Get Rules of Kombat	
Rules Overlay	The more you talk about your favorite character on his or her discussion board, the more power they accumulate. If your character gains more power than any other character at the end of each countdown, you will unlock a piece of exclusive content about that character.	
Chat Title	Recent Posts	
Chat Dialogue Headline	Raiden 22	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Chat Dialogue Headline	Subzero 746	
Chat Dialogue Copy	[TBD]	
Chat Dialogue CTA	Read More	
Character Module Headline	The Destroyer Shao Kahn	
Character Module Copy	Brutality knows no better friend than the vicious Shao Kahn, Emperor of Outerworld, who swings his mighty Wraith Hammer to annihilate all who stand in the way of his evil dream.	

Button	Read More	
History Overlay	Known for his viciousness, cruelty and intimate knowledge of the black arts, Shao Kahn strikes fear in anyone he encounters. So mighty is this Emperor of Outworld that he intimidates even the powerful Shan Tsung. Shao Kahn incorporates his incredible strength around a single purpose: to merge all the realms into Outworld. He envisions himself the tyrant ruling all that exists. And to that end, he destroys anything in his path with a lust for killing that takes the breath away from even the fiercest warrior.	
Egg Hover State Copy & Link	Unlock Me	Links to exclusive content
Teaser Copy (above Reveals)	Kill Zone Sneak a Peek into Shao Kahn's Future	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer – Disclaimer	[Legal TBD]	
Footer – Links	Netherrealm Sony Microsoft Privacy Policy	
Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Homepage – Unregistered		Same as registered page, but with the following exceptions
1. Navs	Trailer Register Now!	
2. Kombat Chat Module Link	Register to Compete	
3. Across Reveal Copy	Register to Get Exclusive Sneak Peeks	
Content Reveal Discussion Board		
Headline	[xxx]	TBD
Copy	[xxx]	TBD

Promo Navigation		TBD
Discussion Board – Categories		
Navs	Sign Out Edit Profile Trailer	
Tabs	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	
1. Subheads	More talk = more power More power = more destruction	
Bread Crumbs	Home >> [Character's Name] Discussion	
Buttons	My Posts Recent Posts	
Titles	Categories Threads Posts	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer – Disclaimer	[Legal TBD]	
Footer – Links	Netherrealm Sony Microsoft Privacy Policy	
Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Category Threads		
Navs	Sign Out Edit Profile Trailer	
Tabs	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	

Bread Crumbs	Home >> [Character's Name] Discussion >> [Name of Thread]	
Buttons	My Posts Recent Posts Post New thread	
Titles	Thread Posts Views Last Post	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer – Disclaimer	[Legal TBD]	
Footer – Links	Netherrealm Sony Microsoft Privacy Policy	
Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Discussion Board – Thread Posts		
Navs	Sign Out Edit Profile Trailer	
Tabs	Scorpion Sub-Zero Mileena ? Shao Kahn Raiden	
Bread Crumbs	Home >> [Character's Name] Discussion >> [Name of Thread]	
Buttons	My Posts Recent Posts	
Title	Discussion Thread # [xx]	
Footer – Copy	Share Mortal Kombat News on [icons]	
Footer – Disclaimer	[Legal TBD]	
Footer – Links	Netherrealm Sony Microsoft	

	Privacy Policy	
Footer – Johnny Cage Twitter Headline	Johnny Cage Says	
Footer – Johnny Cage Twitter Copy	[Live Feed]	
Twitter Copy Link	Follow Me on twitter	
Content Overlay – Wallpaper (Scorpion)		
Scorpion Headline	See the raging river of blood that flows from the tortured bodies of the defeated whenever Scorpion commands, “Get over here!”	
Links	Get it out there <ul style="list-style-type: none"> • Through email • On Facebook 	
Overlay – Video		
Caption	It’s All About Power Mortal Kombat	
Links	Get it out there <ul style="list-style-type: none"> • Through email • On Facebook 	
Winner’s Message (Home Page)		
Headline	Scorpion Wins!	
Copy	Obliterating his opponents without mercy, Scorpion emerged as the uncontested champion of slaughter in one of the deadliest Kombat Chat word wars ever waged!	
Email – Registration Confirmation		
Subject Line	Welcome to TheMortalKombat.com	
Copy	Hi [name], Thanks for joining WBID. You now have exclusive access to the Mortal Kombat website. You’re able to choose your favorite character and compete for inside scoops to get the advantage you need to win Mortal Kombat. TheMortalKombat.com is an evolving website that begins with frequently changing content	

	<p>that reveals exclusive Mortal Kombat scoops and then becomes the actual Mortal Kombat game site. So you'll be among the first to know and the first to play!</p> <p>Thanks, The Netherrealm Team</p> <p>P.S. As a WBID member, you also have access to Warner Bros. <u>Sign in to be on the Warner Bros. Mailing List</u></p> <p>Log in to TheMortalKombat.com »</p>	<p>Links to Mailing List sign in</p> <p>Links to website</p>
Email – Forgot Password		
Subject Line	A Message from TheMortalKombat.com	
Copy	<p>Hi [name],</p> <p>Forgot Your Mortal Kombat Password?</p> <p>Create a new password by clicking here:</p> <p>[dynamic link to reset password]</p> <p>Keep competing for character secrets and inside scoops to gain an advantage in Mortal Kombat!</p> <p>Thanks, The Netherrealm Team</p>	<p>Link to Mortal Kombat</p>
Edit Profile Page		
Headline	Update Your Account	
Copy	Fill in the areas you want to modify.	
Button	Update Account	
General Error Message		
Error Message (site down)	We're temporarily closed for repairs. Please return soon.	404 error page
Splash page		Launching 9/27
1. Headlines	<p>Kombat Begins in...</p> <p>Witness mayhem in the trailers</p> <p>Join the ranks on Facebook</p> <p>Get recon on the MKASt »</p>	

	Follow the war on Twitter	
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