

Client: NAMCO
 Project: Dark Souls Teaser Site
 Draft: 7
 Date: 05.27.11
 Purpose: Copy

Module, Item, Field, etc. (Location)	Copy	Notes
Age Gate Page		
Header	Input Age	
Titles above Scroll	Month Day Year	
Scroll Copy	January February March April May June July August September October November December [days: 01 – 31] [years: xxx – 2011]	
CTA	Enter	
Home Page		
Upper Nav – Left – Title	[twitter icon] [Facebook icon] Pre-order	Global Icons link to Twitter, Facebook
Upper Nav – Right – Title	Menu	Global
Drop Down Menu Categories	Home Media Pre-order About	Global
Upper Nav – Right – Flag Icons	[flag icons]	Global
Soul dropdown HUD	Watch the gauge that numerically measures the amount of soul energy you've gained to reclaim your soul when you make social connections, win games,	Possible -- when users are not logged in

	find eggs and solve riddles!	
Header	Dark Souls	
Bottom Left Bucket – Title	Connect	
Bottom Left Bucket – Copy	Join the exclusive society of courageous warriors fighting to reclaim their souls!	
Bottom Left Bucket – Icons	[Facebook icon] [twitter icon]	Icon links to Facebook, Twitter
Bottom Left Bucket – FB Tout Header	Reclaim your soul	
Bottom Left Bucket – FB Copy	Join the community and prepare to die! Login via Facebook to reclaim your soul and reap the rewards.	
Bottom Left Bucket – CTA	Follow on Twitter	
Bottom Middle Bucket – Title	Media	
Bottom Middle Bucket – Copy	Heed the warnings, brave knight: There are dark times ahead.	
Bottom Middle Bucket – CTA	See All	
Bottom Right Bucket – Title	Collector's Edition	
Bottom Right Bucket – Copy	Be not afraid—these treasures will help you in the dark!	
Bottom Right Bucket – CTA	Pre-order Now	
Locked Out Copy	Alas poor soul, you are locked out. Perchance tomorrow you will succeed, if the stars are so aligned.	
Winning a Token Copy	Accept this token.	Possibly for later release
Token Name	Redemption #[xx]	Possibly for later release
Icons	[various icons, referred to in the disclaimer copy]	Global
Disclaimer Copy	DARK SOULS & 2011 BANDAI Games Inc. "PlayStation" and the "PS" Family logo are registered trademarks and "PS3" and the PlayStation Network logo are trademarks of Sony Computer Entertainment Inc. KINECT, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft. The ratings icon is a registered trademark of the Entertainment Software Association. All other trademarks and trade names are the property of their respective owners.	Global
Pre-Order Page		
Header	Dark Souls	
Links	[Amazon icon] [Gamefly icon] [GameStop icon] [Walmart icon]	Icons link to stores for pre-orders

Subhead	Collector's Edition	
Copy	<p>Immerse yourself in the Dark Souls experience with the highly anticipated game, strategy guide and a special art book packed with exclusive, high-quality imagery. The original soundtrack and behind-the-scenes video are included as exclusive downloads.</p> <p>Includes:</p> <ul style="list-style-type: none"> • Dark Souls game • Game guide • Special hardbound art book • Original soundtrack • Behind-the-scenes video <p>COMING SOON!</p>	
Media Page		
Header	Media	
Category Titles	Video Photos Filter By: All	
Hover State over "All"	Screens Wallpapers Enemies Weapons Armor Maps Traps World Story	
Titles under each Video/Photo	[TBD]	
Hero Image Header	Dark Souls	
Image in Hero – Title	The Dark Knight	
CTA	Download	
About Page		
Header	The Story	
Title	[TBD]	
Copy	[TBD]	
Title	Your Soul	
Copy	When you begin this adventure, you are soulless. You must emerge from the abyss	

	to reclaim your soul in order to reach the land of the living. Make social connections, win games, find eggs and solve riddles—and increase your soul energy until you get your entire spiritual essence back. The gauge at the bottom of your dashboard numerically measures the amount of soul energy you have earned. Check your gauge each day to keep track of how much soul energy you have. Do your best to get your numbers high enough so you can say once and for all: Be gone, evil forces, my soul is mine and I am alive!	
Header	The World of Dark Souls	
Section Title	Maps	
CTA	View All Maps	
Section Title	Traps	
CTA	View All Traps	
Section Title	Weapons	
CTA	View All Weapons	
Section Title	Armor	
CTA	View All Armor	
Section Title	World	
CTA	View All World	
Section Title	Story	
CTA	View All Stories	
Riddles		These go out via Facebook; choose among the 3 below
Copy for #1	Beware: a warrior's soul aflame with desire is like a greedy moth, whereas the tortured warrior lacks vision but gains power.	On pre-order page: The moth goes to the flame and gets burned, and so will any gamer who goes near one of the torches – that's where the bad egg is. The good egg is in the darkest part of the “prison” behind the bars...a place where a warrior could be tortured but wouldn't be able to see.
Copy for #2	Two fearers, two deceivers, two givers, two grievors. Which two are cursed, which	On media page:

	two are well – which two are in Heaven and which two in Hell?	Count the skulls from left to right. The deceivers are second from the left, and that's where the bad egg is. The givers are the first on the right (near the center), and that's where you find the good egg.
Copy for #3	When on the horns of a dilemma, follow the right path to the immortal that dares not present itself except in company.	On home page: Anyone clicking on the horns will get the bad egg. If you follow a straight path down from the right horn, you will land on the "s" of "Dark Souls," which is the plural of the immortal "soul."
Riddle Solved Tout	Congratulations, your performance excelled our expectations! Now, solve the puzzle and reclaim your soul.	