

A close-up, high-contrast image of Ellie's face from 'The Last of Us Part II'. Her face is covered in numerous blood splatters and smears, particularly around the eyes and forehead. She has a somber and weary expression, looking slightly off-camera. The lighting is dark and moody, emphasizing the texture of her skin and the severity of her injuries.

**THE
LAST
OF US
PART II**

MONETIZATION DECONSTRUCTION

Sude GEZER

RIGHT ADVERTISING EXAMPLE

- TLOU2 was one of the video games expected 7 years after the great success of TLOU1. Of course, the fans did not expect anything different from the first (either that or be even better)
- The Last of Us has become one of the best-selling PlayStation 3 games, selling over 1.3 million copies in its first week and more than 8 million in fourteen months.
- The Last of Us Part II, developed by Naughty Dog and released by Sony Interactive Entertainment, Naughty Dog, the game announced that it has passed 4 million sales units as of June 21. Thus, The Last of Us Part II managed to become the fastest-selling game among the first-party PlayStation 4 exclusive games by showing record sales success in the first 3 days after its release.

TYPES OF DLC's

GAME MODES

- TLOU2 is a single-player game there is no multiplayer mode, Naughty Dog, the developer, has not added new ways to play the game. The DLC was planned at one point but was scrapped.

COSMETIC ITEMS

- The skins are an unlockable bonus that reanimates the character and weapon models from The Last of Us, The Last of Us Remastered and The Last of Us Part I. There are a total of 21 character appearances in the original game and the PS4 remaster, including 10 for Joel and 11 for Ellie. Part I expands the number of character appearances and introduced weapon appearances to the franchise for the first time. But on the other hand, there is no skin at all in The Last of Us Part II.

SEASON PASSES

- Some games offer season passes that grant early Access to upcoming DLC's. However in TLOU2 there is no seasonal system.

TYPES OF DLC's

BONUS CONTENT

- The Last Of Us 2 offer a new Outlook for game by providing bonus content such as soundtracks, clothes, keychain.

EXPANSION PACKS

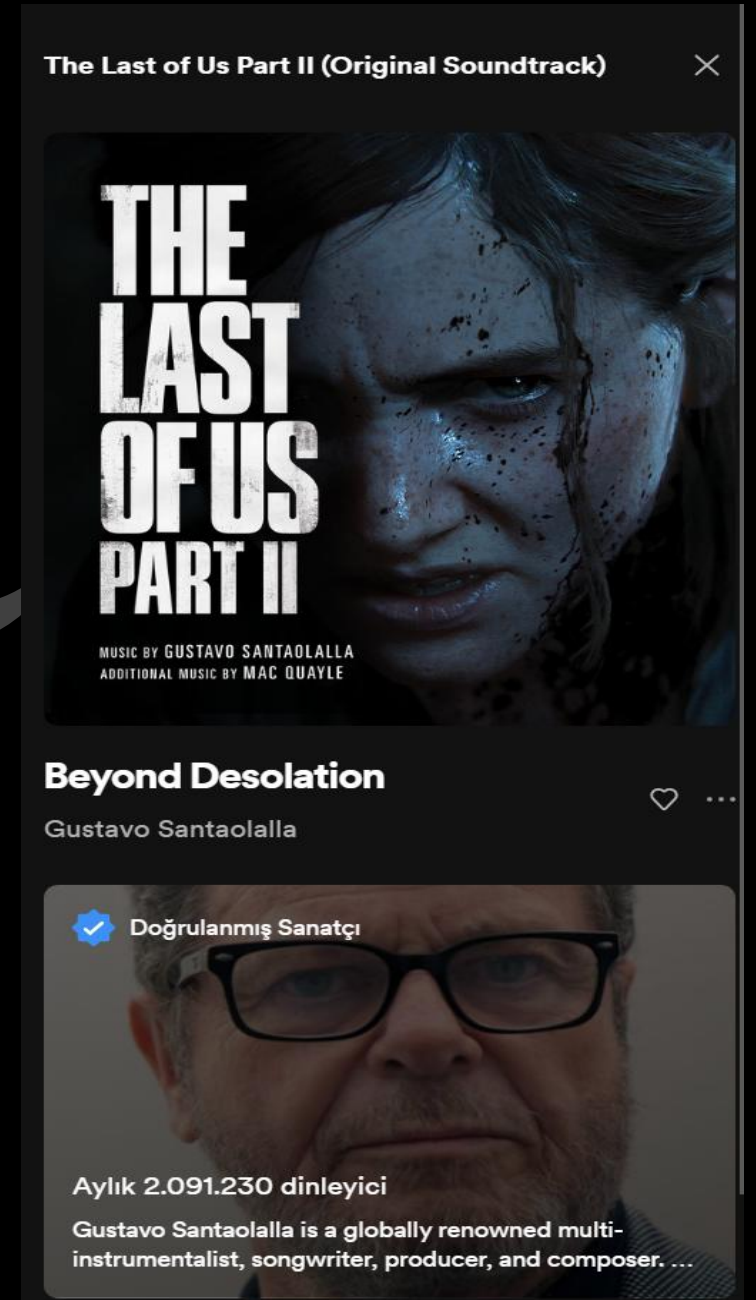
- The Last of Us 2 comes in five different versions. These include a Standard Edition, a Special Edition, a Digital Deluxe Edition, a Collector's Edition, and an Ellie Edition.

IN APP-PURCHASES

- When a player buys a product with real money in a game, this is a good way for marketing. But TLOU 2 has none of that.

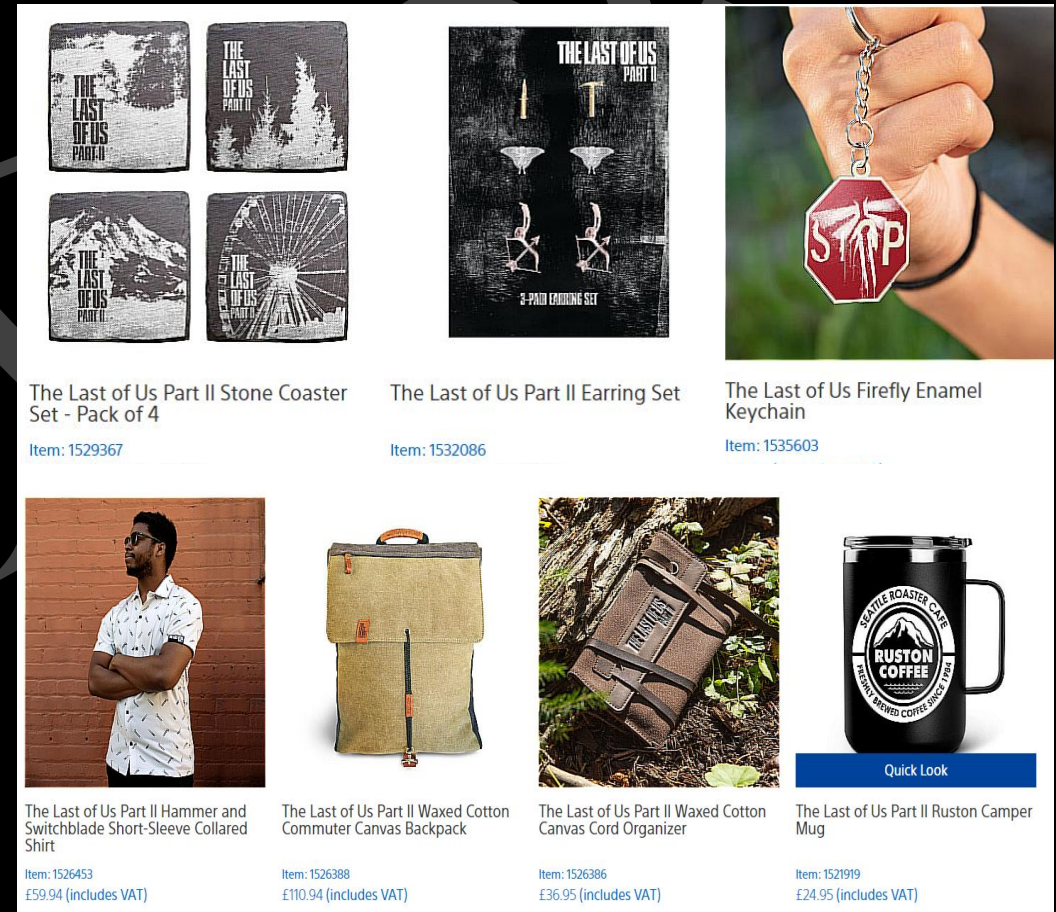
BONUS CONTENT

- The Last of Us Part II original soundtrack comprises songs from the game, composed and produced by Santaolalla. The soundtrack spans 28 tracks, covering a duration of 77 minutes. Sony, first published the album digitally on June 19, 2020.



BONUS CONTENT

- Naughty Dog gave fans whole lotta things (clothing, a Funko Pop, replica of Ellie's guitar, The Art of The Last of Us Part II, a 200-page book featuring art and concepts from the game, vinyl soundtrack, board game, statues, and posters)
- Playstation sells items from the game and characters clothes on its website. Fans of the game can buy sponsored products here. Products specific to the symbols and signs in the game are constantly being offered for sale.



The Last of Us Part II Stone Coaster Set - Pack of 4
Item: 1529367

The Last of Us Part II Earring Set
Item: 1532086

The Last of Us Firefly Enamel Keychain
Item: 1535603

The Last of Us Part II Hammer and Switchblade Short-Sleeve Collared Shirt
Item: 1526453
£59.94 (includes VAT)

The Last of Us Part II Waxed Cotton Commuter Canvas Backpack
Item: 1526388
£110.94 (includes VAT)

The Last of Us Part II Waxed Cotton Canvas Cord Organizer
Item: 1526386
£36.95 (includes VAT)

The Last of Us Part II Ruston Camper Mug
Item: 1521919
£24.95 (includes VAT)

Quick Look

TLOU II Pre-order Bonuses and Editions

- Every pre-order for The Last of Us Part II, regardless of release or vendor, comes with two in-game bonuses. First, Ammo Capacity Upgrade and the player will give Ellie more bullets in the magazine of her gun. Second, a crafting Tutorial Guide that gives early access to crafting recipes when the player start the game.
- If individuals order the game digitally from the PlayStation Store October, they will additionally receive an avatar of Ellie's new tattoo. Avatar is the only special pre-order bonus connected to the game.



EXPANSION PACKS

- The most basic version of the game is the standard edition. It comes with the least amount of content, but it also is the cheapest way to play. The Last of Us 2 standard edition used to retail for \$59.99.
- You can buy the standard edition at sites like Amazon and Sony.
- Beginners to the series and people who do not have a lot of time to play games, people who are not sure about the game, can buy the standard version.



EXPANSION PACKS



- There's also a Digital Deluxe version of the game that's aimed at those who want to avoid buying a disc for \$69.99.
- If you buy this version of the game you get a digital soundtrack, Ellie's tattoo avatar, a digital mini art book from Dark Horse, a dynamic theme for your PS4, and a set of 6 PSN avatars.

EXPANSION PACKS



- The Last of Us 2 Special Edition is a bundle that comes with some extras player won't get with the standard edition.
- The Last of Us Part 2 Special Edition costs \$79.99 and comes with everything included in the standard edition beside it includes a collectible steelbook featuring Ellie, a physical 48-page mini art book from Dark Horse featuring Ellie on the cover, a PS4 dynamic theme, and six PSN avatars.
- People who are collectors, people who want to personalize their playstation background and avatar, can buy this edition.
- However in this edition there is no digital soundtrack.

EXPANSION PACKS



- For those that want even more from their purchase, there's the Collector's Edition which comes with an assortment of bonuses.
- In this edition, it includes everything mentioned in the Special and Digital Deluxe editions and more, retails for \$169.99.
- Players also get a beautifully crafted 12" Ellie statue, a life-sized replica of Ellie's bracelet, a custom SteelBook case, a set of six enamel pins, a lithograph art print and a set of five stickers.
- This package is aimed at collectors and big fans of The Last of Us series. It's better for casual fans of the series to go with the Standard or Special version.

EXPANSION PACKS



- Ellie edition, this one comes with everything available in the Collector's Edition and a little more. It additionally includes a replica of Ellie's backpack, an embroidered patch, and a 7" vinyl record featuring music from the original soundtrack.
- People can purchase the Ellie Edition for \$229.99.
- Like the Collector's Edition, this bundle is aimed at hardcore fans of the series.

The Last of Us Part II Limited Edition PS4 Pro Bundle

- This package is \$399.99.
- The Last of Us Part II PS4 Pro bundle comes with a specially designed PS4 Pro console with a 1TB hard drive and a DualShock 4, both of which have been engraved with Ellie's tattoo. Additionally, the system comes with a copy of the game and the Steelbook Case. You'll also receive a digital content voucher including all the Digital Deluxe Edition like the digital mini art book from Dark Horse Comics, digital soundtrack, the dynamic PS4 theme, and six PSN avatars.



Other Marketing Campaigns

- That first trailer, in which Ellie plays the guitar and sings, still no one has forgotten. While there was no information about tlou2 before, it shocked and delighted fans at once. From the first game, if you remember, Joel said he was going to teach Ellie to play the guitar. This trailer showed fans both nostalgia and the relationships they miss.
- The song itself is picked perfectly judging by its mood and lyrics. It's Through the Valley and is originally performed by a folk artist Shawn James. The lyrics are enough to figure out the motive of the next game "I know I will kill my enemies when they come" can only point to a direction of revenge.
- After that Naughty Dog started out slowly and didn't give away so much;

2016-Poster Release

2018-First Gameplay Trailer (cutscenes with new heroes/famous kiss scene between Dina and Ellie)

2019-Gave Fans Whole Lotta Things (clothing, a Funko Pop, replica of Ellie's guitar, The Art of The Last of Us Part II, a 200-page book featuring art and concepts from the game, vinyl soundtrack, board game, statues, and posters)



Pete Ellis

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So stoked to see [#TheLastofUsPartII](#) on the train today!



12:46 AM · Jun 9, 2020



[Read the full conversation on Twitter](#)



3.7K



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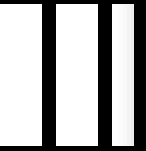
FALSE ADVERTISING EXAMPLES

This is what we got in the
trailer

- Trailers should preserve the integrity of the story.
- The idea that we were lied to during TLOU2's extensive marketing campaign really revolves around two main points of contention.
- Simply told people one thing and then delivered another. It was a questionable tactic.



- Trailer shows an older looking Joel as he would seemingly appear in the present timeline of the sequel.



ONLINE LEAK

- In late April, before the game released, a massive leak surfaced online that revealed nearly everything about the game including the ending. (showing cutscenes, gameplay, significant plot details etc.)
 - A few days later, Sony stated that it had identified the leakers and that they were not affiliated with Sony or Naughty Dog. According to Schreier, hackers had used a security weakness in a previous Naughty Dog game to penetrate the company's servers.
 - By the time Sony took the videos down, the damage was already done. At press time, what is likely the whole plot for one of 2020's biggest games is now public knowledge
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RELEASE DATE

- Tlou2 was announced at the PlayStation Experience event on December 3, 2016. At 2018, Druckmann said that Naughty Dog was refusing to announce a release date until the game was "very close to release", to avoid disappointing fans. During Sony's State of Play presentation on September 24, 2019, Naughty Dog revealed that the game would be released on February 21, 2020. A month later, on October 25, Druckmann announced that the game was delayed to May 29, 2020, to "bring the entire game up to a level of polish we would call Naughty Dog quality". On April 2, 2020, Sony announced that the game was almost complete but had been indefinitely delayed to due to logistical problems caused by the COVID-19 pandemic. On April 27, Sony announced a new release date of June 19, 2020.