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ENC 1101 – 48

20 November 2012

Assassins Creed

 Assassins Creed is currently one of the most popular gaming franchises in the video game market. Assassins Creed III, created by Ubisoft, came in with a lot of hype. However, Ubisoft knew that in order to make this game a huge success, they had to appeal to a broader horizon. Ubisoft had to target players who haven’t played previous Asssassins Creed game through intriguing trailers. One of the fascinating occurrences of the new game is that a new player is introduced. No one has ever played as him before in previous games, and so this was the perfect place to bring in new people into the game. Ubisoft has released many trailers leading up to the game’s release that deal with many different aspects of the game. Some trailers deal with the setting, combat, and the overall story of the game, but one trailer has stuck with me ever since I saw it. The Story Trailer of Connor, the main hero, was a very personal trailer where we could see part of his journey that we would experience throughout the game which included sadness, emotional struggle, and his seemingly never ending pursuit towards victory and freedom.

 Previous Assassins Creed games have been centered on the time period of the Crusades and the Renaissance. After four game releases Ubisoft felt the need that a change needed occur to appeal to old and new fans. This was a smart move because gamers can become quickly bored with the same repetitive game. Society as a whole are always thinking of “new”, I want the new iPhone, a new TV, new everything. But gamers are extremely worse. In games there must be something new or fresh in order to appeal to someone to go buy it. Sixty Dollars is a hefty price to pay and gamers want their money’s worth. Assassins Creed III uses this opportunity to introduce a completely new character with a new setting, combat style, and a new enemy.