



# COPYWATCH

In Copywatch, you create the content. Battle against boring copy with next-level editing, develop engaging concepts, and write strategically using advanced word weaponry.

[VIEW HEROES](#)



# HYPERBOLEFIST

“FIGHTING IS THE ONLY THING I’VE  
EVER CARED ABOUT SINCE THE DAY  
I WAS BORN.”

Hyperbolefist’s cybernetics make him such a powerful frontline fighter, he could defeat an army of a million omnis in the blink of an eye.

Dealing ranged damage with his Thousand-Ton Bicep Cannon of Infinite Power, he hits with the force of a hundred planets. When facing a tightly packed group Hyperbolefist can leap into the heavens, practically bouncing off the sun before crashing down to earth with his Mile-Wide Meteor Death Strike of Unceasing Doom.

EDITED  
CONTENT





# QUIP

## TWITTER CAPTIONS

### “I’VE GOT TIME TO SPARE!”

If you have any other questions, I’ll be back in a flash! ⚡  
#AlreadyBack #AskCopywatch

Having a chronal accelerator might seem like fun, but there’s no future in it. #StayInSchoolKids  
#WednesdayWisdom

Cheers, loves! The giveaway’s here! 🎉 RT for a chance to win a #TrainingDayWithQuip – if you can keep up! Ends at 11:59 PM PST, GLHF!

Blink Back to the Future #AddAnyWordFixAmovie  
#BlinkFTW

@CopywtchUltraFan99 Found the clip you wanted!  
Cheeky bloke. ;) #CopywatchProTips

NEW  
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# EMOJI.VA

“GLHF!”



EmoJi.Va's mech is nimble and powerful—its twin FUNsion Cannons blast tiny digital images that inspire emotions and ideas in her enemies, leaving them sobbing uncontrollably or rolling on the floor dying of hysterical laughter.

She can use her mech's Viral Content Booster to bombard enemies with captioned photos, memes, and pet videos, or deflect communication abilities altogether with her sentence-dismantling Text-Speak Matrix. LOL!

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# WORD WARRIOR

QUIZ COPY

“I’M A MAN OF MY WORD.”

The latest round of Wordplay is ready for you wisecracking whippersnappers to attempt. Let’s see if you can solve these grammar riddles before time runs out – somehow I doubt it. Press play. I dare you.

IF YOU SCORED:  
**0-19 Points**

THEN YOU’RE A:  
**Lazy Linguist**  
Hit the grammar books, kid.  
Or stick to math.

**20-49 Points**

**Rhetorical Rookie**  
Close isn’t good enough.  
Keep training.

**50 Points**

**Word Warrior Apprentice**  
You’ve got potential. Meet  
me at zero dark-thirty, soldier.

NEW  
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# MCLEE, SHAY

ACTIONS SPEAK LOUDER THAN WORDS.  
THAT'S WHY I CARRY A GUN.

It was a dark and stormy night in the Wild West, but that didn't stop McClee from shooting straight and taking names.

He learned something that fateful night... what doesn't kill you makes you stronger. Armed with his Wordmaker revolver, he delivers a brief truism that's as old as the hills with each of the dastardly dogs he defeats.

EDITED  
CONTENT





# CADENCE

## INSTAGRAM CAPTIONS

“RHYTHM, FLOW, TEMPO, PACE –  
QUICK OR SLOW, I DROP THE BASE.”

Who knew being a grammar geek could look so chic? Tag a friend who NEEDS to see our #WordNerd x #Copywatch line!

The #CopywatchCup starts now! Comment with your pick:

👹 for the Denver Demons

🐧 for the Mexico D.F. Penguins

Hit the 🔗 in our profile and watch live!

Introducing Thesaurus Rex... when grammar-obsessed paleontologist Snippetty Diggs combined cybernetics with prehistoric DNA, he unleashed a predator. Swipe ← to unearth more!

The Spring Fling event is underway – open your loot box and get a new spray!

NEW  
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# META PHORAH

I AM A SHIELD FOR THE ORPHANED  
LAMBS WITH NOWHERE TO TURN.

A falcon speeding across the sky, Meta Phorah soars through the air in the impenetrable fortress that is her combat armor.

Equipped with a launcher that blasts high-explosive rockets, enemies are little more than injured scarabs fleeing from a ravenous crane. Her presence creates a shift in the meta, with allies flocking to join this relentless bird of prey.

EDITED  
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# OXY MORON

## YOUTUBE DESCRIPTION

### “I’M CLEARLY MISUNDERSTOOD.”

Watch the seriously funny “Alone Together” challenge! Six seasoned rookies play a 3v3 death-by-pun match blindfolded, while another six coach them while wearing sound-canceling headphones!

#### Team 1:

Maverick Conformist & Dusty Clearsky of the Kansas City Tornadoes  
Makai Mauka & Akamai Kamipulu of the Honolulu Frost  
Esperanza Pesimismo & Salvador Maligno of the Mexico D.F. Penguins

#### Team 2:

Katsu Makeru & Ikiru Shinu of the Tokyo Gaijins  
Chance Intention & Just Inequity of the Phoenix Ice Dragons  
Ash Livetree & Aria Recitative of the Seattle Suncatchers

NEW  
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# ANTO NYM

**“I HAD NO CHOICE BUT TO SURRENDER MY BODY, ALLOWING ME TO FIGHT FOR MY SOUL.”**

Contrary by nature, Anto Nym flings precise yet inaccurate Shuriken at his targets. His katana is both technologically advanced and primitively handcrafted, by turn deflecting projectiles or attracting the demise of his foes.

When he delivers a Delayed Swift Strike, he pauses for the briefest moment before quickly cutting down his enemies.

EDITED  
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# PROVERBIA

## APOLOGY MESSAGING

### “FORTUNE FAVORS THE BOLD.”

Thank you for pre-ordering Copywatch: VR – The Pen is Mightier than the Sword. Unfortunately, the release date is being pushed back and we do apologize for the delay. Honesty is the best policy, and our VR system simply isn't where we need it to be yet. Even though good things come to those who wait, that just isn't good enough, so to make it up to you **we're giving you in-game goodies valued at over \$35 – absolutely free!**

Your free gifts include voice lines, sprays, and exclusives like EmoJi.Va's Mechanical Pen skin with ink jet blasters and Anto Nym's Ink Blot skin complete with pen-knives and razor-sharp letter opener. Everything is already in your inventory so you can gear up the next time you log on!

We're excited to bring you even more wordplay, word war games, and narrative action that will have you reaching for your thesaurus every time you enter the Copywatch universe.

NEW  
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# PUN-ISHER

## FACEBOOK CAPTIONS

“DEATH WALKS AMONG YOU.”

“A Brush with Death”

This fan art of PUNisher with pink and purple dreadlocks is hairdo or dye, dye, dye.

Watch PUNisher as he interviews Copywatch League MVP Lucy Fer of the Denver Demons. “There’s gonna be hell to play.”

Copywatch League Recap Week 4:

In a surprising upset, the Amsterdam Hamster Dams did more than ruffle the Calgary Crows’ feathers, delivering a defeat that effectively clipped their wings. When the Crows team up, it’s murder, but can they keep their playoff hopes alive? See what League reporters think.

NEW  
CONTENT





JOIN OUR EMAIL LIST FOR EXCLUSIVES, IN-GAME GOODIES, AND UPDATES ON ALL THINGS COPYWATCH!

*In our next newsletter, find details on NEW HEROES!*

- Paradox** - Her hacking abilities are so advanced, they haven't been invented yet.
- Syno Nym** - Does Anto Nym have a brother?
- The Grammarian** - She corrects your grammar because she cares. Do you need a hug?

*Along with Tropemaker, Rhetorica, Anna Grahm, and more!*

THANKS FOR PLAYING!





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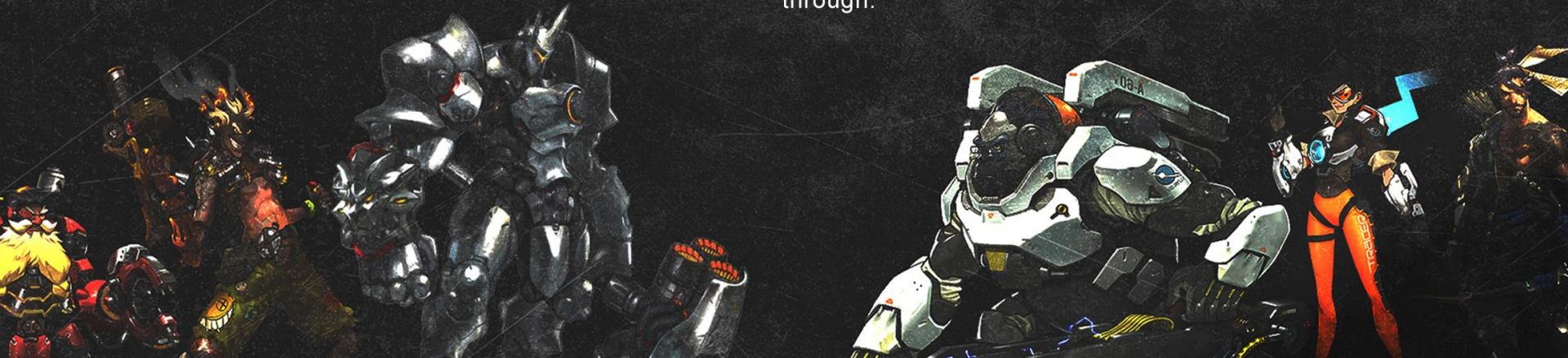
## ABOUT THE PROJECT

I started this project by accident.

Logging into Overwatch one night, my mind was still on work. I imagined an Overwatch-esque hero swooping into the office to save the day with edits, copy, and other content-related needs, all done in epic grandeur.

Somehow that turned into me jotting down ideas for another, much nerdier version of Overwatch. I didn't know what to do with the ideas, so I let them live on a notepad. A few nights later I started playing with graphics. Another night I started playing with copy.

After a few more nights, I realized I wasn't really playing anymore. I had a vision for this idea, and I wanted to see it through.





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## WHY BLIZZARD?

The short answer: because I love Blizzard!

Even so, there's a tug-of-war inside of me, trying to become part of the Blizzard family. As a gamer, applying for a job at Blizzard almost feels conceited. So many gamers wish they could work for Blizzard – what makes me think I'm that good?

But as a writer, I feel driven to try! I want to be challenged. I love doing more and pushing myself to go further.

Blizzard goes above and beyond to create exceptional experiences in gaming and entertainment, and that happens because the individuals who make up the Blizzard family *are* the types of people who go above and beyond, themselves.

I want to be a part of that.

It may be cliché, but starting a career with Blizzard would be my definition of “living the dream”. You know what they say... don't quit your daydream.





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## NOTES

All artwork is Blizzard's. I created the graphics from images I found on the Overwatch website using "inspect element" to uncover what I wanted. Except for slides with the current image, which is a wallpaper I modified. The fonts are Coalition, BigNoodleTitling, and Arial.

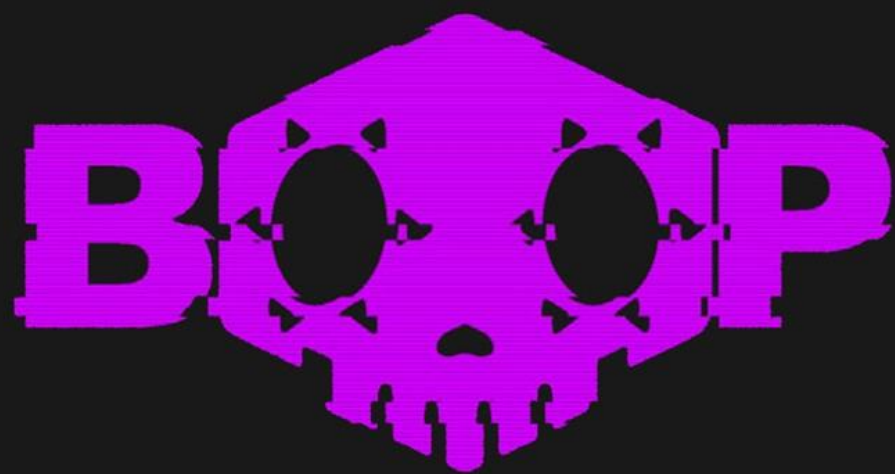
Thank you for reading! I hope something in this project entertained you. :)

PS- I'm not a graphic designer as you can probably tell by the many places I guessed and figured things out, but I really believe playing with Adobe CC helps me become a better team contributor. I understand what my graphic designers are trying to accomplish with limited space. I know if the changes I request are going to be simple or complex. I can empathize with their deadlines, and I can make a quick-fix in a pinch.

Besides, if we're all working together on something, it makes sense to know a little about what others in the group are doing. Yay, team!







SEE YOU LATER...