

YOUNG GLORY

B R I E F 0 4 | D E C E M B E R



I N S I G H T

Tourists around the world seem to have a stereotypical view of Australia. It's either the chilled out white surfer dude from Gold Coast or the hipster artsy coffee snob from Melbourne that'll first come to mind. Whereas, Australia is so much more than that - with a rich Aboriginal history & culture that barely gets touched on whenever promoting tourism to Australia.

I D E A



X



Tourism Australia teams up with world-renowned fantasy game **Monster Hunter Stories** to bring their Aboriginal tales to life, where gamers can explore Aboriginal sites and befriend the true, unheard of mythical creatures.

This new epic expansion not only spotlights & exposes the world to Australia's awesome Aboriginal culture, but will also excite gamers to travel to Australia and uncover these mythical creatures & sites for themselves in person.

W H Y M O N S T E R H U N T E R S T O R I E S ?

Having sold over 75 million copies globally, it's a role-playing game developed by Capcom for Nintendo consoles that features a drastically different gameplay focus compared to previous titles in the Monster Hunter franchise. Instead of taking on a Hunter role to fight/capture monsters, Monster Hunter Stories let players be a Rider to hatch eggs, befriend monsters and execute special kinship techniques. Because of this, the game fits perfectly with our objective of showing the world the Aboriginal mythologies and it's glorious mythical creatures, where players can befriend them and learn more about their unique tales.



Rainbow Serpent
(Northern Territory)



Bunyip
(Victoria)



Pioial
(Tasmania)

The Dreaming mythologies, also known as Australian Aboriginal mythology, is filled with mystical creatures and amazing tales. Their rich history and mythological figures go far and wide, with each legend even being tagged to specific states/territories all around Australia. Gamers playing our latest expansion of Monster Hunter Stories will get to explore the different territories within the new island to discover the unique creatures living in that area and have those legendary tales told on screens around the world.

Click on the following buttons for more on Aboriginal Mythology ● ●



LEGENDS OF THE
DREAMING



EXECUTION

Released as the latest expansion pack (DLC) of Monster Hunter Stories 2, a brand new island (Australia) appears, filled with completely new mythical creatures that can only be found on this island. Each creature belongs to a specific part of the island with a unique backstory to them.

Gamers can befriend and acquire these mythical creatures through learning about them and the first 50 players who manage to acquire every mythical creature will be selected and flown, courtesy of Tourism Australia, to the specific Aboriginal sites in Australia to check out the mythological sites & legends for themselves. We'll film their adventures travelling around Australia, uncovering the Aboriginal mythical tales, and release these clips online as a short content series for others to live vicariously through it.

