The Hunger Games is a trilogy of books first written by Suzanne Collins in 2008. It was received well by many critics and authors, including Stephen King, and have received a number of awards and honors, such as The New York Times “Notable Children’s Book of 2008.” Lionsgate optioned the book just before it hit literary stardom and have a tentative movie release date of March 23, 2012. The Hunger Games takes place in a futuristic dystopian North America in a nation known as Panem. Panem has a vibrant and overindulgent Capitol and twelve poorer districts that work to support it. The heroine of the book, Katniss Everdeen, 16, lives in District 12 (also known as the coal-mining region).
Because of a previous rebellion against the Capitol 73 years ago, the Capitol selects one girl and one boy from each district to fight each other to the death in a highly publicized television event once a year as punishment. The participants in the Hunger Games, called “Tributes,” are chosen by a lottery system. Every year a child ages, the more chances they have of being selected for the Hunger Games; a child might increase their chances even more by getting food in turn for putting in their name several more times. During the selection, Katniss volunteers for the 74th Hunger Games in place of her younger sister, Primrose. Also participating in the Games in Peeta Mellark, an acquaintance of Katniss who once saved her family of starvation by giving her bread.

After a short goodbye to family and friends, Katniss and Peeta are whisked away to the Capitol for preliminary public events before the games begin. During a TV interview, Peeta reveals his long-time unrequited love for Katniss, which she believes to be a ploy to gain audience support for the games, for audience members are permitted to send gifts to favored tributes during the event.

The first day of the Hunger Games end up with 11 of the 24 tributes already dead; Peeta and Katniss split ways and manage to hold their own. To make the games interesting, often times the Capitol will have fires or release wild animals into the arena. Katniss and Peeta’s image as “star-crosed lovers” to the audience gets the Gamemakers to make a rule change half-way through the games, announcing that if a boy and a girl from the same district survive together until the end, they both may live instead of the one winner.
Upon hearing this news, Katniss finds Peeta wounded and nurses him back to health while also acting like a young girl falling in love to gain more favor with the audience and, therefore, receive more gifts from her sponsors (which range anywhere from weapons to food to medicine, but also become progressively more expensive as the Hunger Games go on). When the two actually make it to the end, the Gamemakers do a rule-reversal to make the two fight to the death. Rather than bend to the Capitol’s will, Katniss and Peeta decide to do a double suicide by eating poisonous berries. The capitol immediately reverses their rule-change once more and try and cover up the rebellious action, and both are proclaimed winners of the 74th Hunger Games.

Although Katniss is publicly treated as a hero in the Capitol, she is warned that the Capitol is targeting her for having defied her society’s authoritarian leaders on live
television. During the return home, Peeta is heartbroken to find that Katniss acted the love part with him in order to survive, even though Katniss keeps to herself that she is confused about her own feelings about him.

The screenplay was actually written by the author herself with revisions done by Billy Ray. It was at first black-listed, much like how the book itself was banned from certain school districts for the children-killing-children violence throughout the trilogy. Regardless, the movie was made and is currently wrapping up production with a target rating of PG-13.

Because of the oncoming controversy surrounding the film, we are going to combat it during the pre-launch platform by generating an ambitious multi-player online game that will create both a surge of hype and have a good cause integrated into it. Essentially, the fans will be invited to actually participate in the world of *The Hunger Games*.

As noted in the summary above, Panem has 12 districts that each specialize in a different industry: District 1 makes luxury items, District 2 does stonework and weaponry, District 3 is known for electronics, District 4 is fishing, and so forth and so on. I first propose that when one signs up to play this game, they are assigned a certain district in order to make the rest of the game fair and run smoothly. There will be 12 teams, divided up by the global population, but will be united in the fight against the Capitol.

This game will run in somewhat of a real-time fashion, although anyone can join at anytime. The first part of the game will be widely publicized because it is also a
contest. What will happen is that there will be mini-games that are district-themed for everyone to play (These games will be well-known and easy to play on mobile. For example, a Hunger Games version of bejeweled, snake, tetris, etc.). For every game you play, the more tesserae you rack up. Tesserae, in the world, acts as a year’s worth of food and oil for one person (often times children would submit their name more times for the drawing to get tesserae for the entire family). You can choose to save these tesserae for later, or you can use them to enter yourself more and more times into the Hunger Game’s drawing for the tributes. Then just like the world itself, a boy and a girl will be chosen to represent each district in the Hunger Games.

The game will not stop there for the ones who were not chosen. They can continue to acquire more tesserae for the next Hunger Games or throw their support
behind their district’s tributes by acting as collective Sponsors. They can sell their tesserae together to send gifts to their tributes when they need them. And like the world of *The Hunger Games*, the closer to the end of the Games they get, the more and more expensive the items will become. The actual tributes chosen will play on a live feed against one another, or against whatever the Capitol chooses to send at them, or against the arena itself. Of course, they will depend largely on their district to sustain them in the Games.

Now, each district will also represent a real third-world country. So all tesserae racked up, regardless if it was spent on entering yourself into the games or to send gifts to your tributes, will have an equivalency of grain that will be given to that district's country to aid in world hunger. So even if someone has not read the books or care for the franchise, they can play a game of tetris or whatnot and help those in needs. A lot of publicity will go into the actual receiving of food for those countries and be available to see for all of those who contributed, along with free press and news stories for some great coverage.

The winner of the Hunger Games will be given a grand prize invitation to the premiere, along with a substantial donation to their district's country and various *Hunger Games* paraphernalia. All tributes will receive secondary prizes and the largest sponsor in each district will receive tertiary prizes.

In addition to all of this, we will be implementing sponsorships much like social networking games with offer walls. Offer walls have various companies with several different offerings; for example, Amazon might have a deal where if you watch their
Kindle commercial, you will receive 100 tesserae. All companies may participate (except those who might have a bad history of exploiting third world countries, or anything else that would be against our cause).

Not only will this game involve fans, but it will create press, help those in need, have integrated contests, and create sponsorship while also expanding the world of *The Hunger Games*. But why will this work? *The Hunger Games* reading demographic is 70.2% females and 29.8% males ([lexicalist.](http://www.lexicalist.com) 2010. Wordpress. 25 July 2011) and, contrary to popular belief, females are actually the leading demographic for social games. Not just females, but older females, whom also happen to be the leading age demographic age for *The Hunger Games* books.

The movies are also set to release, if successful enough, yearly after the first movie. So all this effort into developing this game will not go to waste! Once more like the world of *The Hunger Games*, this game will be an annual event where fans can play throughout the year preparing for the contest in hopes of winning the prizes.

Because of the nature of the fans, the additional plans for pre-launch includes social network advertising along with twitter feeds on the current production of the movies. We also plan to make twitter accounts for the characters (that would realistically have them) in the books so that at any point in time, they may give insider information on what the main characters are doing or saying. All this to add to the world of *The Hunger Games* as a bonus experience for dedicated fans.

The pre-launch is focused mostly on people who are already fans of the series, so the launch of the movie will be more focused toward getting additional fans and
expanding the world. Similar to fans of *Twilight*, the fans of *The Hunger Games* root for two different love interests for the heroine. During opening weekend, I suggest participating theaters to give away buttons that say either “Team Gale” or “Team Peeta.”

Also, a new release of all three books with new covers and pictures to proliferate reading about the story for those who will end up seeing the movie first. And in the same vein as other popular young adult novels turned movie, T-shirts, Hoodies, and other merchandise can be purchased at Hot Topic.

The post-launch will be focused on continuing the world and keeping the series relevant to the audience. The ongoing social game will take care of this, but will of course be updated and revamped for the new year. What’s great about the series is that it starts off with 74th Hunger Games, so there are several decades of tributes of characters to delve deeper into.
The post-launch will coincide with the pre-launch of the next movie. In *Catching Fire*, the sequel to the first *Hunger Games*, all tributes that have won previously were forced to be placed once again in the Hunger Games for a 75th anniversary special of the Games, which also introduces 22 whole new characters, some of which become main characters in the following book. Therefore, shorts of each tribute and their own battles in the previously fought Hunger Games, presented in webisode format, can be released as background character information. Especially for District 12’s mentor, Haymitch, who was the past winner of the 50th Hunger Games.

Along with traditional means of promotion and advertisement, this transmedia plan will help bring *The Hunger Games* Trilogy to franchise fruition. While costly and ambitious, especially with the amount of man hours that will be required to develop the
fully integrate online game, this plan will ultimately be invaluable for audience experience and profitability. By utilizing demographic research along with strategic timing of marketing platforms, *The Hunger Games* is well on its way to be the next *Twilight* or *Harry Potter*. 