

## Game description

[Game Title]

Ad SHOOt

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[Official Web site]

<https://bocste.com/AdSHOOt/index-en.html>

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[Catchphrase]

Advertising x Good looking guys x Vertical SHMUP

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[Outline]

All bosses belong to a fictitious company. They release their products as advertising barrages.

The main character, Yusa Audy, is a young man who is angry because an advertisement interferes with his video viewing.

He joins a SHMUP(shooter game) with the promise that if he clears the SHMUP in which he shoots down the ads, he will be free from advertisements for the time being. He joins a SHMUP with the promise that he will not be exposed to advertisements for the time being.

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The meaning of the title Advertising (ad / advertising) and shooter game are combined and abbreviated.

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[Target audience]

People who have never played SHMUP before

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[Different from existing SHMUPs.]

All the characters are good-looking men with beautiful voices.

Enemy aircraft and bullets are (fictitious) advertisements.

The game is probably the first in the world to use a “rotary lock-punching machine” or “condominium poem” as a motif for the barrage.

The boss that summons a real estate agent is probably the first in the world.

[Love Element]

None

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[Adult-oriented description]

None

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[Main Character]

Fixed name (Audy Yusa), fixed male character, with face graphic.

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[Basic Information]

Release date: Arownd November 5, 2024.

Price: Approximately \$10-\$15

Platform: Windows PC/Steam

\*Also planned to be ported to Nintendo Switch, Xbox, and PlayStation5.

Steam store: [https://store.steampowered.com/app/2954360/Ad\\_SHOOt/](https://store.steampowered.com/app/2954360/Ad_SHOOt/)

Genre: Vertical scrolling shooter game(SHMUP)

Developer: BOCSTE, Ltd.

Publisher: BOCSTE, Ltd.

Voice languages: Japanese only

UI/subtitle languages: Japanese/English/Chinese (Simplified)/Chinese (Traditional)

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[Schedule for 2024]

Mid-June Release of Steam Store, trailer PV, and official website

July-August Release of trial version (up to 3 aspects)

\*Concurrently serving as a beta test, especially to confirm functions linked to Steam

Late October Participate in Steam Next festival

November 5: Release commercial version on Steam

Debugging and modification will be done as needed

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[Game Engine]

## Unity

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### [System]

- Vertical scrolling
- single player (no co-op or battle)
- 2D
- Remaining units + HP gauge
- Bombs
- Glaze points (to be hit by enemy bullets)
- Bonus for destroying bosses early
- Steam Global Ranking by Difficulty
- Steam Achievements

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### [Stage Structure]

Main: 6 stages, EX: 1 stage

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### [Difficulty]

Main: 3 types, EX: 1 type

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### [Sub Shots]

Main: none, EX: 6 types

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### [Conversation]

Main: 1 type, EX: 6 types

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### [Music]

All original.

Music dedicated to each stage and boss.

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### [Production Cooperation]

Voice Production: Kotori Voice.

Translation: Mie translation Services.

Production

All other productions by BOCSTE, Ltd.

Planning / Bullet Design / Background 3D Modeling / Accessories / Character Design  
/ Illustration/Music / Final Casting / Sound Supervision / Localization / Animation /  
Programming/UI/UX/systems/Debugging/Public Relations/Website Production

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[Q&A]

Q.Why did we choose advertising as our theme?

A.

<Current situation>

Modern advertising has three drawbacks for consumers, advertisers, and platforms

–Consumers: They are shown unpleasant ads, and are interrupted while watching videos or browsing social media

–Advertisers: They pay for advertising, but their product image is negatively affected and they are interrupted. Their own ads are treated as a punishment, with rules such as “remove ads with a subscription” and “remove ads when you become a paid member”

–Platforms: They cannot earn advertising revenue because ad blockers are used. They are sued by victims of ad fraud. It is very difficult to review guidelines, crack down on them, and monitor them.

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<This game>

(Setting aside feasibility and profitability) A three-way win\* has been achieved within the game.

▪ Consumers: They can play a SHG for free, and can relieve stress by shooting down ads.

▪ Advertisers: They can advertise their products and services by turning their products into barrages of bullets. The stronger the boss or the more impressive the barrage, the higher the rank, and as strategy information is shared among players, the

more well-known they become.

•Platform: Advertisements are viewed without being skipped (but are shot down), and a lot of advertising fees can be earned. By creating a new venue as a game-type advertising space, the number of advertisers increases. Advertisers can earn game development costs and system usage fees.

\*The three-way win for the Omi merchants is said to be sellers, buyers, and social contribution, but here we will use the platform instead of social contribution.

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Q.Why are the characters so handsome?

A. [The popularity of games for women without romantic elements]

In recent years, games for women\* have become popular in various genres other than romance simulation games. \*The majority of players are women.

Games categorized as games for women are, Puzzle games, turn-based battles, game development, RPGs, ADVs, rhythm games, The game genres and systems themselves are no different from existing games for the general public and for male players.

If this is the case, we decided that it would be OK to use SHMUP.

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[Enemies in SHMUPs]

Enemies in conventional SHMUPs are space creatures, robots, fighters, living creatures, and inorganic objects, huge structures (e.g., Tokyo Metropolitan Government), and biological motifs (e.g., brains),

If they are humanoid, they are often beautiful girls or beautiful women.

However, there are almost no humanoid, beautiful male characters of the type that would be popular with women.

(Stern uncles, austere warriors, professional soldiers, and beasts that seem to be popular among men do appear.)

So, the low percentage of female SHMUP players is not because the game controls do not suit them.

but because the characters in the game are not for women. I decided to make all the characters handsome.

decided to make them all handsome.

Shooters that are not scrolling shooters(SHMUP) are a popular genre among women in recent years.

Even in 3D games, it is possible to shoot enemies while dodging their attacks, 2D games should be much easier to handle and enjoy.

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Q.Why SHMUP?

A.The developer is a fan of the doujin SHMUP“Touhou Project” series of the circle “Team Shanghai Alice”,  
I wanted to make an SHMUP.

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Q.Why 2D?

A.The developer has a severe case of 3D motion sickness.

I can't develop first-person (FPS) or third-person (TPS) games, even if they are the same shooters.

This game is easy to play for the 3D motion sickness gamers in the world.

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Q.Developer's SHMUP Play History] \*Including non-SHMUP

A,Played the SHMUP aspect of “Takeshi's Challenge” in a Cessna.

Note that it was impossible to clear the game without a hang glider, so no matter how much I played it in a Cessna, it was useless.

The second side “Daimakyohen” of Hudson's“Doraemon” is a SHMUP side  
I was playing that in.

I have probably touched “Xebius”.

I must have played “Parodius” and “Skoon” a little.

(I can't distinguish them from the ones I just watched someone else play on the side)

Have already completed “Twinbee” in its entirety.

I have already cleared “Ikaruga” using continue.

In the “Touhou Project” series, all integer-numbered works for Windows have been cleared up to EX (Ph).

He has cleared the highest difficulty level, Lunatic, in some of the games with no continuity. He has also tried Score Attack.

However, I am not a very good dancer, so I am at the intermediate level of a beginner.

I have cleared several works of “Touhou Project” with decimal point numbers.

I have also cleared SHMUP, a secondary work of “Touhou Project.

Since my SHMUP playing experience is biased toward the “Touhou Project” series, I am not familiar with SHMUP as a whole.

Ad SHOOT’s keyboard layout, UI, the fact that the bullet patterns have names, and the stage structure.

It is more of a Touhou-like game than SHMUP.

However, unlike other Touhou secondary-creation SHMUPs or works that use Touhou bullet-mark style scripts, “Genshoukyo”, characters such as “Reimu” and “Marisa”, and mythical monsters and phantom motifs do not appear.

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Q.Why did we use the HP gauge system?

I was working on a format in which one bullet hit would result in one miss (remaining units would decrease),

We were unable to achieve a no-continue clear.

Because it was too difficult for a game for beginners.

The HP gauge is displayed around the main character (the player character), and the remaining HP decreases only after the player is hit by 4 to 6 times.

Also, as mentioned above, the game is too much influenced by “Touhou Project”, I wanted to change just the remaining aircraft system.

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Q.Why are there benefits to stopping shots?

A.From stage 2 onwards, there are benefits that can only be obtained while you stop shooting.

Since it's a shooter, it's more exhilarating to shoot enemies one after another, and attacking quickly reduces the density of the barrage of bullets on the screen.

Therefore, stopping shots may cause stress to the player and increase the difficulty.

So why is no shots a condition for activating a skill?

Shots and bombs are “skip ads”, and the bosses encourage you to stop shooting because they “don't want you to skip ads”.

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Q.What kind of development do you want to see?

A.

–The number of SHMUP players will be expanded and the number of SHMUP players will increase.

–Other companies will also start selling SHMUPs for women.

–We would like to collect images of products from real companies that they would like to have as a barrage, and publish them as a free game.

Free games will be made available to the public

Fee: Unit Price per Slot × Number of Slots × Duration of Placement

–Characters will gain fans.

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[Does the developer have experience working in advertising or promotion?]

No