



Watch Dogs: Day Zero


A secretive resistance movement is the last line of defense in this heart-pounding prequel to 2020's most-anticipated video game release, Ubisoft's *Watch Dogs: Legion*

CONTENTS

Trade Paperback Bound Novel

KEY SELLING POINTS

- *Day Zero* sets the scene for *Watch Dogs: Legion*, the eagerly awaited follow up to *Watch Dogs 2*, which boasts which boasts 17 million players in US and Canada alone.
- Cross-marketing with Ubisoft (FB 61m, Tw 21m, Inst 11m) throughout game launch, including flyer in every physical copy, free sample chapters, dedicated social media channels.
- Game launches worldwide October 29th, 2020, with truly epic barrage of online, social media, TV and in-store promotion, including cinematic trailers.
- Intense action thriller set in a grim, near-future, post-Brexit London under totalitarian control, featuring hackers taking back control

Product Code: AC014		UPC: 978-1-83908-048-7		 9 781839 080487
Price: \$16.95		Dims: 5.12 x 7.76 x 1 in		
Country of Origin: USA		Product Weight: .59 lbs		
Case Qty: 24	Outer Case Dims: N/A		Outer Case Weight: 14 lbs	



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