



Screenshot captions

Comic screen 2:

Caption:

Traditional comic strips in-game cross language barriers to communicate the undelying themes

Fail screens 1 & 2 and Rhino fact screens

Caption:

WWF's messaging around rhinos is communicated randomly throughout the game

Gameplay screens 3 & 5

Caption:

Contests between Rad and the poachers play out against typical African terrain

Intro comic screen

Caption:

The rhino crisis of Asian demand fuelling the rise in poaching in Africa

WWF content screen and WWF information screen

Caption:

An in-game link to a WWF micro site offers broader, updated information on the situation around rhinos as well as a link to donate to WWF South Africa