

PIER PRESSURE PRESS KIT

A mobile application game brought to you by the “Keep What You’ve Earned” campaign

QUICK FACTS

Developer: U.S. Navy’s 21st Century Sailor Office on behalf of the Navy Alcohol and Drug Abuse Prevention Office (NADAP)

Initial Release Date: March 3, 2014

Releases: Pier Pressure (version 1.0.77)

Download: Available for download at the [Apple iTunes](#) and [Google Play](#).

Social:

Facebook: <https://www.facebook.com/USN.NADAP>

YouTube: http://www.youtube.com/channel/UCOKjF_Rm-npMmvNy8UOVR7A

Vimeo: <https://vimeo.com/usnavynadap>

Flickr: http://www.flickr.com/photos/nadap_usnavy/sets/72157633120526302/

Website: www.nadap.navy.mil

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DESCRIPTION

Introducing the U.S. Navy’s new mobile game: Pier Pressure!

Do you have what it takes to fulfill your Navy mission? Prove it and watch as you move up the ranks. But don’t let a night out with friends get you sidetracked. Will you earn rank... or a reputation?

Pier Pressure is a multi-part app featuring a role-playing game true to the “Navy experience.” The game is coupled with resources to help Sailors practice responsible drinking behaviors in real life, including a blood alcohol content (BAC) calculator and local taxi cab search.

You begin the game by selecting and customizing a Sailor avatar. The overall gameplay follows the pattern of a natural “day” where you’ll go to work and then go out to a bar with friends, making choices along the way.

While “at work” you will play a mini-game based on the “tower defense” game genre, in which you must load crates onto Navy ships and carriers at the pier in time for them to leave port loaded out.

After work, you will make decisions about “going out” for the evening. These choices include whether and/or how much you want to drink and if you plan on eating a meal before going out.

The “going out” portion of the game is set in a bar scene where you play a variation of shuffleboard (a.k.a. shufflepuck). While playing, you will be presented with “power-up” opportunities, either by choosing to drink more than you had previously intended or by alternating your alcoholic drinks with water.

But be forewarned: choices made at the bar will affect your skill level at work the next day, which in turn affects your character’s evals. Smart drinking choices will result in achieving the next paygrade, while poor choices and performance at work will result in separation from the Navy (a.k.a. game over).

The app features leaderboards enabling you to compete with your friends and shipmates through Game Center. By making responsible drinking choices, you will advance through the game and raise your score on the leaderboard, while irresponsible choices will get you nowhere fast.

And don’t forget to check out the Tools section of the app to find resources to help you drink responsibly in real life. The BAC calculator can help you monitor your body’s alcohol level, and the local taxi cab search can help you find a safe ride home.

HISTORY

In April 2013, the U.S. Navy’s 21st Century Sailor Office implemented the Navy’s new flagship responsibly drinking campaign, “Keep What You’ve Earned.” The campaign uses affirmative messaging to remind Sailors of how hard they have worked and how much they have to lose.

Through focus group testing, the campaign’s target audience of 18- to 24-year-old Sailors expressed their interest in mobile technology and their growing disinterest in messaging via traditional print materials. Recognizing a need for innovative avenues for reaching the target audience, the Navy’s 21st Century Sailor Office developed a mobile application game to help Sailors understand how responsible drinking can help keep their careers on track and alternatively, how abusing alcohol can lead to detrimental consequences, including separation from the Navy.

Gamification is the use of game mechanics and game design in non-traditional environments to leverage people’s natural desires for competition and achievement. Gamification strategies were applied to this mobile app in order to engage users and increase the effectiveness of the message on behavior change.

FEEDBACK

We want to hear from you! If you have feedback, comments or questions about Pier Pressure, or would like to participate in future testing, please contact Sara Sisung, Information and Marketing Specialist, Navy Alcohol and Drug Abuse Prevention (NADAP), at sara.sisung.ctr@navy.mil.

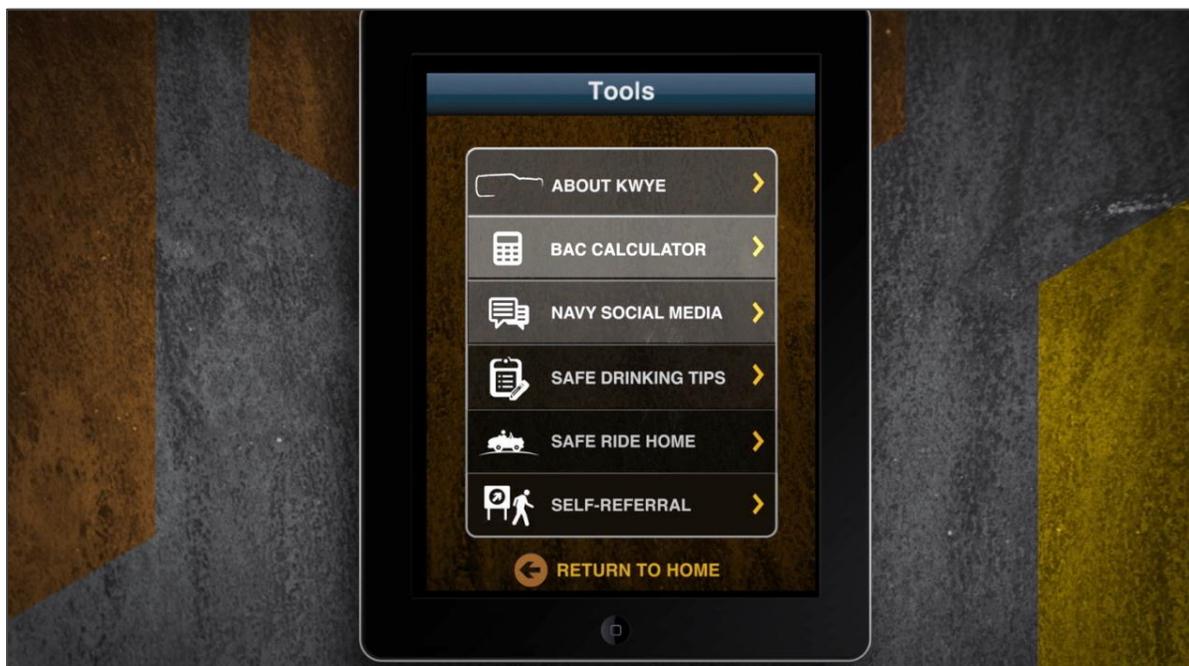
VIDEOS

Available for viewing on [YouTube](#) and download on [Vimeo](#).

Pier Pressure: Game Trailer



Pier Pressure: Tools Trailer



IMAGES

Available for download on [Flickr](#).

Screenshots





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 Prove it and watch as you move up the ranks.

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But don't let a night out with friends get you sidetracked.
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DRINK RESPONSIBLY.
KEEP WHAT YOU'VE EARNED
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PIER PRESSURE

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OFFICIAL LOGOS & ICON

Available for download on Flickr.



AWARDS & RECOGNITION

2013 MarCom Award Platinum winner in the category of Mobile Apps
[www.marcomawards.com/platinum]

2013 mHealth Summit Games for Health Innovation Zone Showcase
[www.mhealthsummit.org/exhibit-floor/innovation-zone]

ARTICLES/PRESS

Navy Newsstand Article: “Navy Releases New Mobile Game, Pier Pressure”

“In the game, the choices you make at the bar affect your skill level at work the next day, which in turn affects your player’s evaluation reports,” said Mike Aukerman, Alcohol Program Manager at NADAP. “Just like in real life, smart drinking choices help advance your career, while poor choices can get you separated from the Navy—aka, game over.”

THANK YOU

Thank you to the following groups for your support in the development of the game:

Navy Alcohol and Drug Abuse Prevention
Naval Base San Diego
Naval Station Great Lakes
Naval Station Jacksonville
Naval Station Norfolk

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