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## About This Game

*Broke? Looking to work from THE SKY? Join us in AdvertCity! A huge, procedurally generated place, just waiting to be sold all kinds of junk by YOU!*

AdvertCity is a cyberpunk advertising tycoon game. Explore a massive procedural city, and plaster your adverts all over it. Float around cyberspace and post links online. Watch the economy of the city evolve with the effects of your decisions.

## FEATURES

- Massive procedurally generated cities in a procedural landscape.

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- Switch between meatspace and cyberspace at will to get a different perspective.
  - Manage an advertising empire, posting ads online and using physical advertising. Choose your clients and adverts wisely, as you have a reputation to uphold.
  - Influence the economy and growth of the city with your advertising choices.
  - Buy buildings and upgrade your headquarters to expand your influence.
  - Hire employees and unlock new advertising technologies.
  - Take over megacorporations and make the city yours!
  - Simultaneous synchronised soundtracks, an hour-long original music score featuring postrock, jazz and glitch elements.
  - Roguelike single-save system.
  - Beautiful graphics but runs great on older computers - it will even run on that old notebook where nothing else will!
  - Download for Windows, Linux or OS X.

## **SOUNDTRACK**

<http://store.steampowered.com/app/366130>

## **TECHNICAL DETAILS**

- Completely custom graphics engine written from scratch for the Cyberpunk Jam.
- HDR sound, with multi-track synchronous "deck" crossfade capability, and full support for EBU R128 2011.
- Built with VR support in mind from the start, early prototypes tested on the Oculus Rift.
- Older machine compatibility - no special shader requirements, runs on Windows XP (or Linux or OS X), no library requirements or .net.

The original build was created in just seven days for the Cyberpunk Jam. After our Alpha build, we launched a successful kickstarter to take the game into Beta and beyond. A year later, the game is finally complete and ready to play!

Development screenshots:

<https://www.facebook.com/media/set/?set=a.608993889189575.1073741830.361227683966198&type=1>

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Title: AdvertCity  
Genre: Indie, Simulation, Strategy  
Developer:  
VoxelStorm  
Publisher:  
VoxelStorm  
Release Date: 17 Apr, 2015

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**Minimum:**

**OS:** Windows XP SP2 or newer

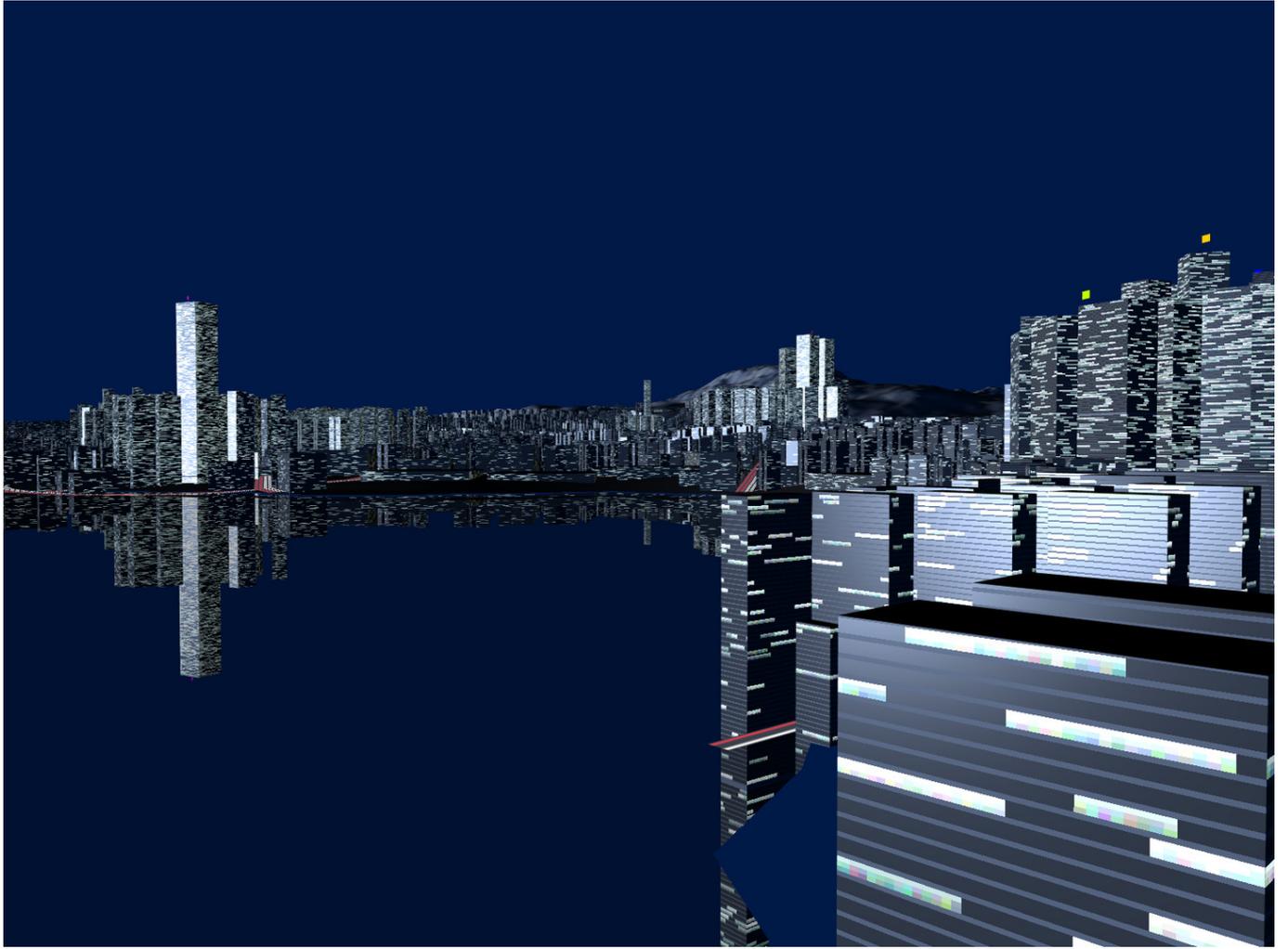
**Processor:** Anything made since 2004, 32bit

**Memory:** 1 GB RAM

**Graphics:** OpenGL 2.0, 64MB graphics memory

**Storage:** 150 MB available space

English





AdvertCity Beta 8.1.7840.42810

**Financial**

Funds: 999119.763584 XDG

**Status**

**Reputation**

Domestic Edible Deliveries	1.00
The Narcotics Cooperative	0.10
Desperate Designers	0.50
Posters Of Interest Inc	0.90
LoudmouthFrog Ltd	0.10
QMU5ICQ	0.00
FriendFACE	0.30
Secure Storage Syndicate	1.04
Personbox PLC	0.40
The Construct	0.10
Happy Banking Corp.	0.20
Blimpy Bros	0.10
50 Shades of Hats	0.00

**Log**

Adsplay started a Window Posters campaign for Secure Storage Syndicate.  
 Adsplay started a Hoverbus Stop Posters campaign for Secure Storage Syndicate.  
 Adsplay started a Hoverposters campaign for Secure Storage Syndicate.  
 Adsplay started a Billboard campaign for Secure Storage Syndicate.

Rooftop Billboard for Secure Storage Syndicate

Video Billboard for Secure Storage Syndicate

Neon Billboard for Secure Storage Syndicate

Billboard for Secure Storage Syndicate

Hoverposters for Secure Storage Syndicate

Hoverbus Stop Posters for Secure Storage Syndicate

Window Posters for Secure Storage Syndicate

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seemed like a cool idea, waited around for a long time until it was on sale and grabbed it cheap. tried to figure out how to play, struggled to read the text, never had anything meaningful click with me, did not enjoy any portion of the game, refunded.. Just not good or engaging enough to deserve a \$20 pricetag, this was a waste of money for me.. It really depends on what you want out of this kind of game-- and you might still like it if you're one of those people that love clicker or idle games.

I see a lot of people saying it was hard to learn-- and yes, there's barely any tutorial and it's a bit tricky to figure out what exactly you're supposed to do, but more than anything, there's just not anything to actually DO. You're an advertisement company, you can pick what corporations you want to advertise, etc. But then, ALL you do is click on a building, click the type of ad you want to use, and repeat. Over and over again. A thousand times. Doing nothing else. There's no real strategy outside of maybe picking the best corporation to advertise for, and then spamming every building in a 10 mile radius with the same ad and you have to click and select that ad for EVERY SINGLE ONE OF THEM.

This is a cool idea at it's basic level, but the UI is meh at best, the retro feel of the game is kind of fun, but nothing incredible, and you will literally just be clicking the same text box over and over again until you have enough money to upgrade to the next text box then you'll click that one over and over and over and over and over and over and over again.

Just not my cup of tea. Give it a try if you're one of those people that are into all those idling games that are all over the place now.. TL;DR: It's not bad but... Definitely not worth 20€.

In fact, I feel a bit disappointed because when I spotted this game on Steam's Upcoming Releases, i was excited about the concept and bought it just as it released. Sadly, in my opinion, it fails to deliver the depth one might expect at that price.

What feels pretty good about the game :

- A brand new take on the Tycoon games concept
- Atmosphere and Music is pretty great
- Interaction between CyberSpace and MeatSpace
- Everything is dynamic, cashflow is realtime, city is affected by adverts... or supposed to be (see below)
- Multiple OS support (thanks!)
- In-game display of the ads
- Runs rather smooth
- Apparently has Trading Cards support despite not being on store page
- Oculus Rift Support (couldn't try it myself)

Sadly it has a number of problems:

- Basically no kind of game setup settings or anything. City size, difficulty, number of companies.. Nope.
- No options beyond video. I couldn't even find where to change keyboard layout (WASD on AZERTY ? what a pain)
- Game runs fast, and apparently without timing controls. All i could find was pause. When you begin the game and are advised to take a loan, you're going to owe twice the loan in a matter of minutes while you're figuring controls out.
- Most of the dynamism is completely hidden, it's hard to tell what you do has any actual effect
- It's a tycoon & management game. You would expect a few fancy visualisation screens and stats to guide your choices. There's pretty much none beyond a rough cash/debt graph and corp value.
- I couldn't find anything like a tutorial, so game start is pretty much planting ads left and right and hoping to make a profit. I have to mention you don't even start in the 'right place', and i had to click around to find out i had an HQ with an actual influence area.
- Because of the lack of feedback about what's actually happening, all you can do is spray'n'pray and watch your cashflow. What's going on behind the scenes ? No clue.

All in all, it's not really a bad concept... But for 20€, it's definitely not polished and deep enough. Don't buy it at this price, or you're definitely going to be disappointed.. AdvertCity combines the beauty of flashy colors and neon lights with the fascination inherent to big numbers in a way that motivates the player to style the city while working on its complete takeover.

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This game was built on a great idea but the UI is quite bad, it's extremely hard to get to play the game, the graphics don't mean much since they are more for information than visual effects. The game is obviously not playable I'm sorry, they need to make a better game with the exact same idea.. Overpriced. It looks better on screens/vids than it actually is in game.

It is not a proper tycoon game, however advertising is a good idea, implementation of this idea into product failed. This is more of an old text game with poor font, interface and controls. Looks like nice cyber graphics of nowadays games but inside it is more of an old engine game. Something like if you want to implement graphical surroundings into an old text game. IMHO if they did this game more like a text sim the controls would be better. This is kind of chaotic. Bad optimization for high resolution LCD panels.

Not that bad game, may be entertaining, but not for this price. \$20 max! Maybe even less..

Recommended to play with Gunnar Optics.. I picked up AdvertCity on a lark, being on both a cyberpunk and management kick at the time. I knew going in that the learning curve would be steep, and after a few false starts I got the hang of making money and expanding my operation. As I moved my offices into a towering highrise and set my sights on rival corporations under the harsh glow of my neon billboards and blimps, I started to feel like I had divined all the secrets of the game and would soon grow bored. But this was soon followed by a realization the likes of which I have rarely had from a game, one that elevates this title to true brilliance.

AdvertCity sets you up as the CEO and sole employee of Adspay, a startup advertising company in a procedurally generated metropolis. Every building and resident belongs to one of a dozen or so megacorporations that run the city, and you get to make your bones by advertising for them. Starting out with stacks of fliers and a limited range of influence, you can earn new technologies like posters and billboards from friendly corps, buy new offices to expand your reach, hire employees to improve your ads, and so on. There's also an internet view where you can post all manner of cat pictures and spam ads as well.

Each kind of ad has strengths and weaknesses depending on where in the city it is placed, in what kind of building, and for what corporation. This then becomes your chief concern, puzzling out which ads go where to earn you the most money and rep. And it's quite a puzzle, because there's no guide or tutorial to making a million bucks. The scant tutorial teaches you how the interface works and gets you set up with a loan and running the most basic ads for pocket change. You have to delve into the procedural descriptions of buildings, corporations, and even ad technology to understand how to ply your trade.

Making your fortune as a shameless advertising mogul is only half the game, however. Once your company becomes a major player in the city, you can set your sights on seizing control of the other corporations. This is how the game is won, by eventually absorbing all of your rivals and taking over the entire city. At first glance, this may seem like an impossible task, since you'll be looking for something to do with your first million dollars and the smallest megacorp might cost thirty million to claim. You'll also run into a confounding ceiling on how much money you can make from your ads, as the resources to produce them (employees) start to catch up to the profits you make.

That's where I was when I started to cool on the game, with my sprawling company humming along and a few easy conquests down, but the remaining megacorps far out of my reach. By that point the game had started to feel like a more interactive clicker game, with me just spamming my most expensive ads over and over for the biggest returns, still not enough to topple my foes. I was beginning to think there was no real strategy to the game, just a long grind up to enormous cash totals again and again. And it turns out I was very, very wrong.

In my quest for the fattest bank account, I started running nothing but colossal blimp ads as quickly as I could for one particular megacorp. I was earning plenty of rep with them and money, but not nearly enough to buy them out. I started to notice that the campaigns themselves were going poorly and the megacorp disliked them, even though they were paying me for them. I stopped the campaigns once my income peaked, and on a lark I took a look at the megacorp's info. What had once been a company valued in the tens of millions was now worth a measly half a mil and falling.

That's when it hit me: I was running an ad agency. I could help grow companies with good ads, or I could run them into the ground with bad ones. All that effort I made in the early game to learn what worked and what didn't could now be turned around to destroy the very companies that had helped me grow. The economy in AdvertCity was far, far more detailed and complex than I gave it credit for, and provided a wealth of strategies for hostile takeovers. I could tank a company's profits with poor ads, boost their competitors with good ones, buy out their buildings to starve them of employees, or drain their bank accounts by running an endless stream of extravagant ads for them.

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It's a brilliant strategy game hidden beneath a rough, if stylish, exterior. The graphics are simple polygons and wireframe menus but fit the cyberpunk feel to a T, and the heavy, oppressive soundtrack is the icing on the dystopian cake. The interface can sadly be a pain to deal with, sometimes letting you double-click through to the wrong options or stack up notifications to obscure important info. Performance can also suffer once your operation gets enormous, and I had one audio mishap that forced a restart the first time I went bankrupt. These are all minor issues around a far more major one, the learning curve. If you want to reach the genius buried in this game, you have to work for it. You have to take the time to read, experiment, fail, and try again until it clicks, and you have to do that at every stage of the game. It won't be for everyone, but those who do delve deep into AdvertCity will discover one of the most clever and rewarding strategy games I've ever played.

Did you enjoy this review? I certainly hope so, and I certainly hope you'll check out more of them at

<https://goldplatedgames.com/> or on my [curation page!](#). [Great concept, shallow gameplay.](#)

[On the positive side, the game has a fun idea. You're an advertising corporation and you make money by advertising for other companies. Rival companies don't like you advertising for the other company and the city does some shifting around in power, corporation sizes and values, and other aspects. In particular, you can advertise for a company properly and increase its power as well as how much it likes you, and make more money. Or you can screw up an ad campaign for a company and sap their coffers dry, making them cheap and easy to take over. The game world is not static and there's clearly a lot of factors that change values. You can buy new buildings, move your headquarters, expand your influence, and generally seek to take over the whole city.](#)

[On the negative side, it's just not terribly fun. You're faced with a clicking frenzy with no way to really ease up on that burden. Pick the most populated buildings, or in cyerspace pick most visited webpages, and do all the advertisements you can. There's no pausing, which wouldn't be an issue if the interface gave more information. A building with 1,000 people looks the same as one with 10,000 people. There's no way to identify what corporation owns what building on the fly. And there's a wall of text on little details that I didn't get to reading because my bank account is evaporating as I try to speed read. It also just doesn't feel like there's much to do once you have the right idea.](#)

[I really do love the concept and the cyberpunk feel is a great pleasure, both in music and display. As much as there's a lot of interesting data you can sift through, the lack of a pause button to take actions leads to frustrating spam clicking. Unlock a couple of advertising techs and you soon realize it's just a grind.. Overpriced. It looks better on screens/vids than it actually is ingame.](#)

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[Did you enjoy this review? I certainly hope so, and I certainly hope you'll check out more of them at <https://goldplatedgames.com/> or on my curation page!. This game is really fun and satisfying. Most of the negative reviews are coming from the steep learning curve but once you pay off your debts and start unlocking tech the game gets great.. The game designer has had a clever idea, but has completely failed to consider the player experience. The connection between cause and effect is completely hidden and nonsensical. \(Why do so many ad campaigns fail? Why do companies get angry with me when I've risked my own money to promote them, and gained them customers?\)](#)

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