



Starr Park employee housing. Managed by Mr. P.

Every resident has a room, a story, and something to say.



BACKGROUND

Brawl Stars ships a major update every 5-6 weeks. Each one is a marketing moment.

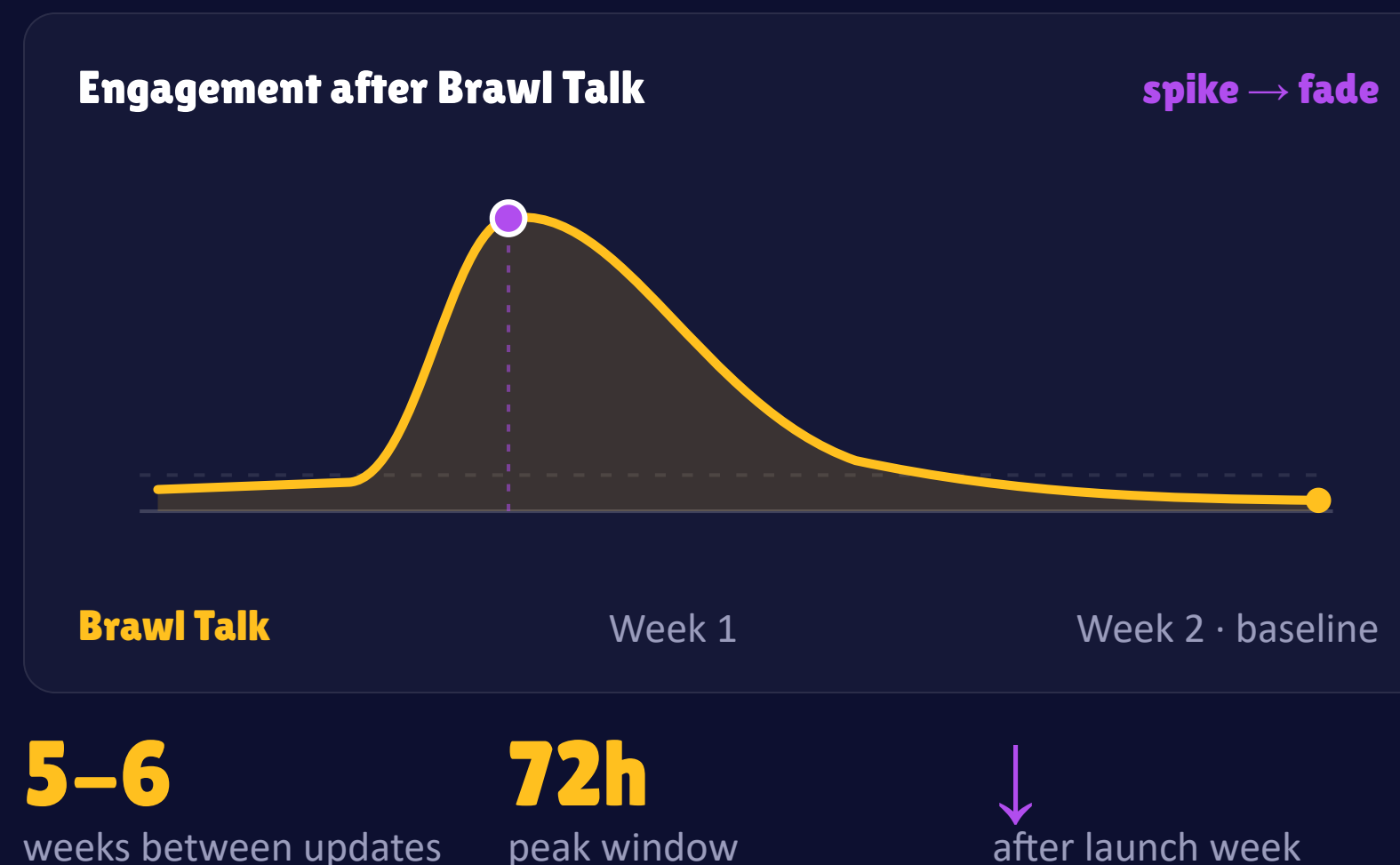
THE CURRENT CYCLE

Brawl Talk drops > Creator videos > Content posts > Update releases >

Moment ends

Engagement peaks in the 72 hours after Brawl Talk. By week two, it's back to baseline.

Players get the update information. They just don't get to interact or do anything with it.



The problem isn't how much content gets made. **Players have no reason to make it on their own.**

THE CONCEPT

The BrawlHouse — What Is It?

Starr Park employee housing managed by Mr P. Each season, 3-4 Brawlers are in residence. Visit their rooms, ask about their jobs at Starr Park and Starr Labs, and piece together what's really going on. Browser-based, no account needed to browse.

01

Interactive AI Experience

All Brawlers are essentially AI voice agents. Players can freely ask questions and talk to the Brawlers like they would in any other natural conversation.

02

Permanent Place for Lore

Having permanent employee housing in Starr Park with seasonal brawlers rotating in to stay with each update gives a place for lore to live permanently and to be able to consistently get added to.

03

Organic Content Creation Engine

Players and Creators alike are free to visit the BrawlHouse any time and create content about it, or work on their lore theories to discuss with the wider community.

There's more here than update hints. **The curious ones will find it.**

THE PRECEDENT

For Brawl Stars' 5th anniversary, Supercell built an interactive Starr Park CCTV experience. Players could monitor live footage, find hidden timecodes, and unlock story drops. It became the biggest organic engagement moment in Brawl Stars history.

89M

visits to the CCTV experience

8,500+

organic YouTube videos created

130M+

views across creator and community content

\$0

media spend

The BrawlHouse takes that same lore-discovery instinct and **makes it conversational.**

How It Works

Five steps from discovery to organic share

1

Arrival

Player clicks a link from social, creator content, or from within Brawl Stars IAM/news link. No download or login required to browse.

2

Check In

Mr. P greets players at the front desk and acts as the tutorial for how to interact with the BrawlHouse. He tells you who's currently staying in the BrawlHouse and prompts you to select which room you want to interact with first, and to log in with your Supercell ID if you want to talk to a Brawler.

3

Interact

Type your question or speak directly to the Brawler. Choose text or voice for the reply. Both options work in every room. If not logged in with Supercell ID, you are still free to browse the rooms and watch the Brawlers move around and interact with the room elements.

**We can localize the experience to major languages based on Brawl Star's players' languages.*

4

Discover

Each Brawler knows a different piece of the lore. You are encouraged to visit multiple rooms. What one Brawler deflects, another might answer. You can also ask Brawlers to direct you to other Brawlers that they think might know the questions to your answers.

5

Share

Every person will get a different experience in the BrawlHouse depending on the questions they ask and which Brawlers they choose to interact with. Players can clip, screenshot, make videos, and share their experiences organically.

Season 1: Meet the Residents



Mr. P FRONT DESK MANAGER · PERMANENT RESIDENT

He manages the housing. He greets you at the door, shows you to your room, and handles every request with the consistency of someone who has been here a very long time. He does not like talking about himself.



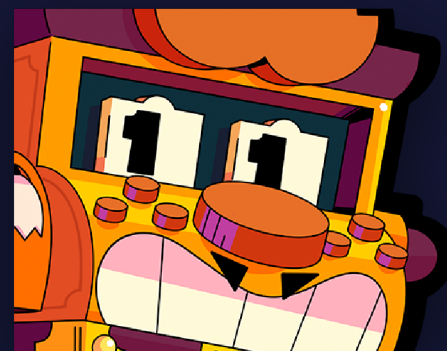
Gale
MAINTENANCE & HANDYMAN · STARR PARK

He has been here the longest and knows which doors lock from the inside and which ones do not. He will not explain the difference and likes to guard his insider knowledge.



Janet
ENTERTAINMENT & STUNT SHOW · STARR PARK

The walls in this building are thin. Janet has a dressing room she treats almost like an altar, good hearing, and loves talking endlessly about herself even if you did not ask her anything about her.



Griff
ACCOUNTS & PROCUREMENT · STARR LABS

The invoices he processes do not always match the deliveries he signs for. He is not concerned about this, but you probably should be. He loves a good business proposal, but be careful not to get scammed.

THE MYSTERY LAYER

What Players Can Uncover

Through conversations with the Brawlers, players can piece together what's really happening at Starr Park and Starr Labs. No Brawler will tell you the whole story.

WHAT THE BRAWLERS SAY



Griff mentions supplier meetings that run very late, but deflects questions about who attends. You get hints from other brawlers about a researcher named Wendy.



Gale has seen delivery crates that emit purple glows that he is not allowed to log in the maintenance system.



Janet overheard an argument through the wall of her dressing room. Nobody will explain it, but she has her theories if you push hard enough.



Mr. P says the door marked 'Staff Only' is off limits to everyone but him, even though all residents are staff at Starr Park. He guards the door like a hawk.

WHAT IT ADDS UP TO

NanoStarr and NanoNoodles Lore

Players uncover the truth about NanoStarr and NanoNoodles — its true nature and how it will take over the consumer's mind and body.

Project TAKEOVER

Aims to have 60% of the population under mind-control by Q3 2026. Prompt the Brawlers for project details that Griff will not share.

Griff the Villain

Although not a new concept, players learn more about Griff's involvement in Project TAKEOVER and how unscrupulous he can really be.

Dr. Wendy

Learn about this mysterious researcher the Brawlers have seen sneaking around with notes and other items she has snuck out of the lab.

Players who connect all of this have found something most players will never see. *That's the point.*

Examples of What the Residents Say

All Brawlers will have knowledge of their own lore and their role at Starr Park. They will have excerpts of the lore from the new update.



Gale LORE HINT

Player: "Have you noticed anything unusual lately?"

Gale: "Strange's a strong word. I noticed a delivery last Tuesday that wasn't on any manifest I'd seen. Pretty sure the boxes were glowing purple or maybe it's my old eyes playing tricks on me. Anyway Griff is in charge of deliveries so it's not my job to ask."



Griff REDIRECTION TO OTHER BRAWLERS

Player: "What were you doing out so late on Thursday?"

Griff: "Late? I keep regular hours. Ask Janet, she was in the rehearsal space all evening. I'm sure she heard plenty."



Janet THE UNDERTONE

Player: "Do you actually like working here?"

Janet: "Housing's good. Pay's consistent. [pause] You don't really ask that kind of question at Starr Park. Actually I am rehearsing for my latest show tomorrow. Are you going to come watch me perform? You have to!"



Mr. P QUESTION DEFLECTION

Player: "What's in the room at the end of the hall?"

Mr. P: "That's a staff only room and since you aren't staff, I cannot discuss anything about that room with you. Just remember to stay clear of it, it's off limits. Is there anything else I can help you with today?"

CREATOR ACTIVATION

TIER 3 - SUPER CREATORS The Fragment Holders

Each Super Creator receives one unique lore artefact that will contain a clue to unlock the Secret Room.

No two artefacts are the same. You cannot open the Secret Room with only one artefact.

Creators can collaborate and share their clues with other creators and with the public.

No brief needed. The fragments are the content hook.

Once the clues are figured out, players will be able to unlock the keypad locking the Secret Room and [enter it](#).

SECRET ROOM ARTEFACTS

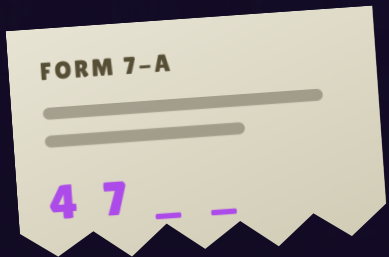
All artefact fragments have to be pieced together to unlock the Secret Room.

A

Maintenance form

(partial access code)

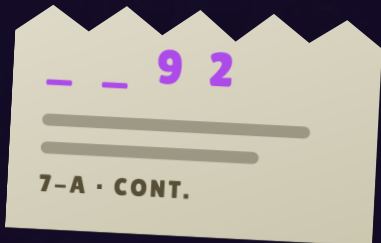
Entry 7-A. Torn. Filed by Gale.
First half of a two-part staff
access sequence.



B

Second half of the same form

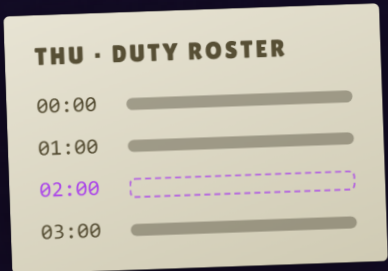
Filed in a different system.
Matches Fragment A but was
separated during archiving.



C

Mr. P's Thursday duty roster

At 02:00 there is a gap in his
rounds. No notes. Matches
Wendy's documented
window from Text Log 6.



D

Intercepted NanoStarr research memo

Stamp: EYES ONLY.
References a 'Special
Research Archive' and
credentials not in the
standard staff directory.



E

Staff ID fragment

(partial keycard)

Matches the reader on the
door marked 'Research
Archive Only'. Issued to a
redacted name.



This mirrors what Supercell already did with the NanoStarr archive: different creators got different files. **The BrawlHouse turns that instinct into a designed mechanic with a payoff the whole community can share.**

COMMUNITY ACCESS

Rewards for the Community

01 BrawlHouse opens to everyone on Brawl Talk day.

02 Players are able to browse the BrawlHouse freely but requires log in with Supercell ID to interact with Brawlers.

03 Players can watch creator videos to collect fragment clues or watch a solve walkthrough to gain access to the Secret Room.

04 Total BrawlHouse visits and interactions with Brawlers will power two milestone counters, unlocking paired profile pins that say **BRAWLHOUSE**.



What's Inside

The Secret Room contains Dr. Wendy's full research archive. This will be a dedicated page hosted within fankit.supercell.com, themed as the inside of the Secret Room itself, which doubles as Wendy's hidden lab and hideout.

PAGE CONTENT

All NanoStarr lore files: text logs and research documents Wendy has managed to gather.

Video archive: all of the NanoStarr and Nano Noodles videos along with their language variants.

Wendy's green-tech research notes: what she was building instead of TAKEOVER.

Files marked **REDACTED** remain redacted. The absence is part of the story.

PAGE THEMING

Inside the Secret Room

Page background: Wendy's workspace, frozen in time since she left. Evidence boards, scattered notes, and half-finished research all around.

Permanent after opening

This page remains accessible as long as you have the passcode. Anyone is free to download the content as they currently do on the fankit website.

Creators can make room tour videos

The archive keeps generating content long after the room unlocks. Easter eggs like a bookshelf that drops a downloadable research note when clicked.

In-Game Redirection

3 in-game touchpoints that bring players from the app to the BrawlHouse

1

Oddities Shop: Juju's Invitation

Juju receives a new voice line in the Oddities Shop: 'They're waiting for you at the BrawlHouse...' Her in-game text display updates to match, with a tap-to-visit button added at the bottom. The button can also redirect to the in-game news link instead.

2

In-Game News

Create an in-game news article that explains more about the BrawlHouse with a link to visit it.

3

In App Messaging (IAM)

Include a screengrab of the BrawlHouse with the caption: 'The BrawlHouse is open. New residents are in.' Following Brawl Talk's IAM format with a button to redirect out to the BrawlHouse.

GTM Timeline



-2 WEEKS

Tease

Drop teasers on social media e.g. a post with a BrawlHouse silhouette but with no additional details.

Seed and grow curiosity - is this a new in-game event? New addition to Starr Park?

-48 HOURS

Fragments Ship

Super Creators receive their unique lore artefacts.

Embargo lifts on Brawl Talk day.

Official communications to Creators to inform them that they have only received a single artefact and will need to uncover the others from other Creators.

LAUNCH

Go Live

BrawlHouse goes live after Brawl Talk ends.

Juju voice line activates in-game, and her in-game text changes.

In-game news article goes live. IAM goes live awhile after Brawl Talk IAM so they are not launched at the same time.

WEEK 1-2

Exploration Phase

Creators collaborate publicly on their artefacts to figure out what it unlocks.

Community watches and follows and is able to participate in the solving.

Once the Secret Room gets unlocked by players, the second content wave will start and content can continue to be made when players find Easter eggs.

Community milestone counters go live.

Cross–Team Collaboration and Execution

The BrawlHouse is a cross-functional campaign. These are the teams that make it work.

01 Community & Creator

Fragment distribution, milestone management, creator comms and on-boarding.

02 Product & UX

Website architecture, AI voice agent integration, Secret Room technical build.

03 Live Ops

Resident roster per season, update cycle alignment, Juju line activation.

04 CRM

Supercell ID integration, push notification sequences, behaviour-triggered re-engagement.

05 Art & Design

BrawlHouse site visual identity, Secret Room lab theming, fragment artefact design.

06 Audio

Voice character setups, consistency review against existing Brawler lines.

07 Localisation

Localise to as many languages as possible to reach as many players as possible.

08 Analytics

Session tracking, share events, milestone counters, Secret Room unlock metrics.

09 IP & Legal

NanoStarr archive permissions, Secret Room materials use, fan content policy compliance.

10 PR & Comms

Campaign announcement timing, press coverage window, external narrative management.

COMMERCIAL HOOKS

Three Ways the BrawlHouse Pays Off



Themed Cosmetics for BrawlHouse Brawlers

All BrawlHouse residents will receive new limited-time skin bundles in theme with their role they are playing at the BrawlHouse.



New Brawler Bundles

Launch of the new brawler with the backing of well fleshed out, interactive lore.



Paired Pin Milestone Drop

Two community milestone thresholds, two rewards. Milestone 1: the left-slot BrawlHouse pin. Milestone 2: the right-slot BrawlHouse pin. Equip both and they form one connected image.



Why Players and Creators Will Show Up

01 Endless Content

Every visit to the BrawlHouse will be different. Players can experiment with the questions they ask and uncover new tidbits of lore each time. Super Creators can be given a higher/unlimited token usage for content creation purposes.

02 Players have to explore

No one Brawler has the full story. You have to talk to all the Brawlers to find out more. You can share your own answers on community platforms like Reddit and Discord and theory craft with other players.

03 Every visit is different

AI variation means the same Brawler gives different answers on repeat visits. You are highly unlikely to get the same repeated answer.

04 Two ways to interact

Type a question and read the reply, or speak directly and hear the Brawler respond. Voice and text both available in every room. Supercell ID login unlocks AI access.

05 Collective reward

Two milestone counters turn individual visits into a shared goal. Milestone 1 unlocks the left pin. Milestone 2 unlocks the right. Together they form one image.

06 Brawlers players already know

104 Brawlers with established voices, backstories, and defined personalities. Only 3-4 Brawlers in the BrawlHouse per season, so you have to keep coming back each season to interact with different Brawlers. The AI has years of source material to draw on.

What Success Looks Like

Benchmarked against the CCTV experience (89M visits, 8,500+ videos, 130M+ views, \$0 spend).

REACH

Creator content views in launch week

25M+ in week 1 CCTV 130M+

Unique visitors to The BrawlHouse

8M+ first 2 weeks CCTV 89M

Click-through from in-game touchpoints

12%+ Juju line, IAM & news

Social impressions from UGC

50M+ impressions

New players reaching the app

15%+ of visitors are new or lapsed

ENGAGEMENT

Average session time

5+ min per visit

Messages sent per session

8+ exchanges per visit

Rooms visited per session

2+ of 3 rooms

Supercell ID login rate

40%+ log in to talk to a Brawler

AMPLIFICATION

Total UGC pieces generated

4,000+ videos & posts

CCTV 8,500+

Return visit rate

30% - 18% Day 3 / Day 7

Community milestone completion

Both within 14 days

Sessions producing a share

25%+ end in a clip or screenshot

CREATOR HEALTH

Super Creators publishing without brief

80%+ within 72h

Creator-attributed traffic

65%+ of visits

New creators posting

200+ via community access

Creators returning next season

50%+ opt back in for Season 2

APPROACH

A prototype with one Brawler to prove the concept before committing to the full experience.

1

PROTOTYPE

Mr. P, Gale, Janet, Griff. Four rooms. Text only.

Mr. P greets you at the door. Gale is the first resident. Test character consistency, how the Starr Park employment framing lands, and whether he can hint at the update without giving it away.

2

CREATOR PILOT

All Super Creators. 30-min session limit.

Open to the full Super Creator cohort with a 30-minute session limit per visit. Token cost stays predictable. See what they find, what they share, and what they leave alone.

3

MEASURE

Session time, screenshots, shares

What do players do after interacting? How long do they stay? Do they share their experience? What is the community sentiment? Those answers will help shape the full build.

4

SCALE

Full roster, voice, Secret Room live

If testing goes well, launch with the full BrawlHouse roster with Mr. P, Gale, Janet and Griff.

WHY NOW

Brawl Stars has the lore depth to make it work.

01 AI voice agents are commercially available

ElevenLabs already does realistic, character-consistent voice AI. The tech to make Brawlers sound like themselves exists.

02 The AI character market is accelerating

AI roleplay platforms hit \$625M in 2026, on track for \$1.9B by 2031. Over 20M monthly users spend 75+ minutes a day talking to AI characters.

03 Brawl Stars has 100+ characters with real depth

104 Brawlers each with their own backstory, voice lines, and defined personality. Real material for the AI to draw on.

04 No one in mobile gaming has done this

AI character experiences tied to update launches don't exist yet. Brawl Stars gets to define what this looks like.

05 The NanoStarr ARG is already live

The archive is with Super Creators right now. The BrawlHouse gives those materials a destination and turns a Super Creator exclusive into a community-scale event.

Ensuring Safe AI Use

The BrawlHouse runs on AI and AI voice agents. These guardrails are non-negotiable before launch.

1 Content Moderation

All AI outputs pass through real-time filtering. Harmful, discriminatory, or explicit content is blocked before it reaches the player.

2 Age Protection

Defaults to content appropriate for Brawl Stars' core audience (9+). Inappropriate attempts are deflected gracefully, in character, with no error messages shown.

3 Character Boundaries

Each Brawler operates within a locked character brief. They can't confirm unannounced features, discuss competitors, or break from their established personality.

4 Jailbreak Protection

Repeated attempts to override a character prompt trigger an in-character refusal. Players see Brawler personality, not a system error.

5 Crisis Detection

If a player expresses distress or raises harmful topics, the system deflects in character and does not engage with or reinforce the content.

6 Token Governance

10-15 minute limit per Brawler room, 30 minutes per total visit. Session caps keep API costs predictable. Supercell ID ties usage to accounts and blocks bot abuse.

7 Data & Privacy

Conversations are not stored after the session ends. No personal data retained on the BrawlHouse platform unless the player explicitly opts in via Supercell ID.

8 IP Protection

Brawlers cannot confirm unannounced features or provide information that constitutes premature disclosure of Supercell's roadmap. Questions in that territory are deflected in character.



Thank You

Thank you for stepping inside. I'd love to talk more about The BrawlHouse, its residents, and where it could go season after season.

Tessa Kerk

www.tessa-kerk.com

contact@tessa-kerk.com

+65 8923 9832

