

# Xandra: Walking Dead

## Google Play Store Content

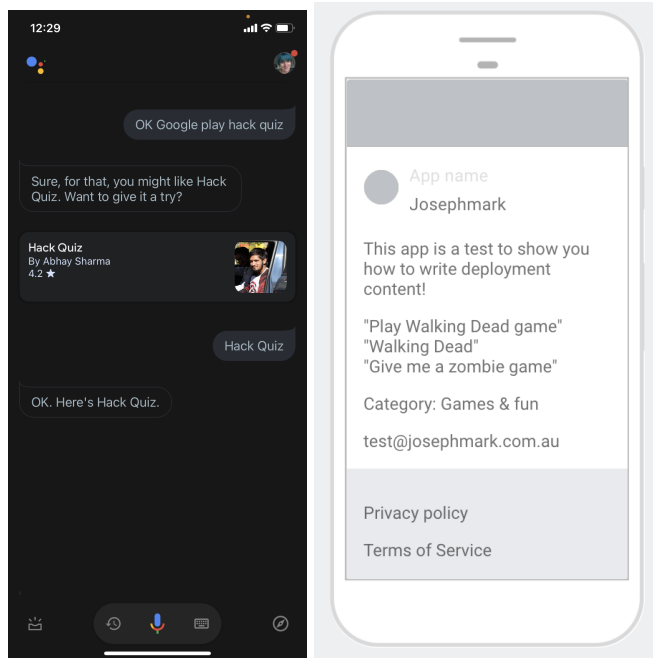
[Example Assistant Store Entry](#)

[General Considerations](#)

<https://developers.google.com/assistant>

**Image 1: How people surface these apps verbally**

**Image 2: Preview of how the below content shows in the Actions web directory**



### App Store Title (50 characters)

*In voice-first format, title needs to give enough context for someone to opt in.*

SEO optimised, e.g. Bumble – Dating, Make New Friends & Networking

- The Walking Dead Pathways Game: Finding Alexandria
- The Walking Dead Pathways Game for Google Assist
- Finding Alexandria: The Walking Dead Pathways Game
- The Walking Dead: Pathways - survive an all new story game

**Company name:** Xandra Inc

**Support email (publicly listed as “developer email”):** [email](#)

**Privacy Policy link:** [The Walking Dead: Pathways Privacy Policy](#)

**T&Cs link:** [The Walking Dead: Pathways Terms & Conditions](#)

**Category**

Games & Fun

**Does your Action target children as its primary audience or as one of its audiences?**

No

**Do your Actions contain alcohol or tobacco-related content?**

Yes

**Keywords**

- Walking Dead
- Alexandria
- Zombies/Walkers/Undead
- Zombie/Undead game
- AMC

**Sample Invocations**

*Names + how people would organically ask for the game.*

App-specific Invocations

E.g.

- I want to play the Walking Dead game
- Play Walking Dead
- I want to find Alexandria

General invocations

These invocations can prompt Google to recommend this app to people before they know what it is. [More info here.](#)

E.g.

- Show me zombie games
- Show me zombies
- I want to play a zombie game
- I want to play a thriller game
- I want to play an adventure game
- Show me AMC games
- Show me games based on TV shows

**Short description (160 characters)**

[make sure vital info is “above the fold”]

Do you have what it takes to survive in The Walking Dead universe? Select your crew and start your mission in this thrilling interactive game based on the hit AMC series.

**Full description (up to 4000 characters)**

Do you have what it takes to survive in The Walking Dead universe? Select your crew and start your mission in this thrilling interactive game based on the hit AMC series.

You’re the leader tasked with selecting a small crew of survivors to band together to get to Alexandria – the only safe, defended settlement.

Once you’ve assembled your crew you can:

- Build trust with your crew, and make decisions to keep them safe
- Explore two unique locations with over five hours of scripted content with unique characters
- Fight walkers (zombies) and wild animals as you struggle finish your mission for Alexandria
- Use stealth or aggressive tactics to navigate the dangerous world of The Walking Dead

...but beware. Every choice you make has dramatic consequences.

If you play your cards right, Alexandria will welcome you in. If you’re deemed a threat, you’re walker bait. In this apocalyptic environment, can you handle the suspense? Challenge your friends and family to play too, share your strategies for survival!

**Credits:**

Executive Producer: Google in association w AMC

Executive Producer: Zach Johnson

Producer: Stephanie Walsh, Val Moon, Blake Wassenaar

Lead Writer / Director: Dominic Crisci

Creative Director: Alex Naghavi

Writers: Craig Bentick, Richard Labrooy, Gianni Balatti-Hill

Illustrator: Darya Shnykina

Motion Director: Dan Rice

Additional Motion Design: Ryan McShane

Audio Production: Folklore

Production: Josephmark, Breeder

Voice App Development and QA: Bryce Woods, Paige Harkness, DJ Tusler (TalkVia)

Narrator: Courtney Williams

Lien: Lauren Gaw

Tyler: Kyle Gold

Tamika: Teisha Wheaton

Eugene: Cody Tesnow