FOR IMMEDIATE RELEASE

Best ROI Media announces Crown & Conquest, a medieval real-time strategy game in early development for iPhone and iPad

Gather, build, advance through four ages and reunite a realm split by a dead king's broken crown, in matches designed for touch.

HOUSTON, TX, November 17, 2026 — Best ROI Media today announced Crown & Conquest, a top-down medieval real-time strategy game in early development for iPhone and iPad. Players will gather resources, build a settlement, advance through four ages and fight to reunite the realm of Verdane in a single-player campaign. The game is at the prototype stage; there is no release date, price or footage yet.

Mitchell Clay, founder of Best ROI Media, said: "Crown & Conquest is the strategy game I have wanted to play on a phone: build, advance and fight, with commands made for your thumbs instead of a mouse. It is early, and we will show it when there is something real to see. The rules are already set, though: real medieval armies, no magic and no gore."

The design follows the classic strategy loop, rebuilt for a touch screen with shorter matches. Workers gather food, wood, gold and stone; the player builds, trains an army and advances from the Camp Age through the Keep and Castle Ages to the Crown Age, then breaks the enemy's defences with siege engines and destroys their Great Hall. Counters matter more than numbers: a smaller army with the right mix should beat a larger one of a single unit type.

The story is grounded. King Leofric of Verdane died without an heir, and his seven marshals broke the Crown of Verdane into seven shards and made themselves kings. The player is the Steward of Hallowfen Keep, a burned frontier outpost, guided by the old master-at-arms Sir Aldric across a four-act campaign. Every unit is something a real medieval army fielded, from spearmen and archers to knights, rams, catapults and trebuchets, and war is shown through weight rather than gore.

Development so far: the game design document was written in October 2026, and a Unity prototype is under way, with a simulation core, pathfinding, unit and building systems, a basic enemy, touch selection and seven unit types. Screenshots and artwork will follow when there is something to show.

KEY FEATURES

- **Planned: touch-first real-time strategy** for iPhone and iPad.
- **Planned: four ages per match:** Camp, Keep, Castle and Crown.
- **Planned: a four-act campaign** across the provinces of Verdane, with seven enemy factions.
- **Planned: historical armies only:** no magic, no monsters, no gore.

- **Planned: respect for the player's time:** shorter matches, pause at any time, automatic saving.

AT A GLANCE

- **Title:** Crown & Conquest
- **Developer:** Best ROI Media
- **Genre:** Real-time strategy
- **Platforms:** iPhone and iPad (planned)
- **Status:** Early development (prototype)
- **Release date:** To be announced
- **Price:** To be announced
- **Website:** https://bestroi.media/games/crown-and-conquest
- **Press kit:** https://bestroi.media/press/crown-and-conquest (screenshots, artwork and app icon)

ABOUT BEST ROI MEDIA

Best ROI Media is an independent studio founded in October 2025 and based in Houston, Texas, making games and software for iPhone, iPad, Android and the web. Website: https://bestroi.media.

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