

LAUNCH SNAPSHOT



PRESS PICKUP

PRESS REACTION

Coverage of Peter Griffin in the Battle Pass was factual and positive amongst gaming press. Some pieces included guides on how to unlock the Outfit and find the NBC Boss of Peter Griffin while others covered how Peter Griffin got in shape for Fortnite. Press and players alike especially appreciated the hurt knee animation upon eliminating the NPC boss, and they considered his inclusion in the Battle Pass the latest example of how Fortnite keeps bringing in exciting new crossovers to keep players on their toes.

TOP PIECES TO DATE:

- [IGN](#): "If you thought Valeria was tough, wait until you go against Family Guy's Peter Griffin, who is amazingly also a boss alongside Oscar, Nisha, and Montague."
- [Comicbook](#): "If you take out the Peter Griffin boss in Fortnite, he does the meme. Of course, Epic doesn't linger on the animation nearly as long as the show does, but it's still a great touch. Fortnite is generally pretty good at getting the details right, but this is another level of quality."
- [The Gamer](#): "Now, after years of memes mocking the inevitability of a certain character coming to Fortnite, Family Guy's Peter Griffin is now available as part of the Chapter 5: Season 1 battle pass with several variants, cosmetics, and challenges. The bird is indeed the word, and the world will never be the same."
- [Digital Trends](#): "Chapter 5 Season 1 is here to surprise us yet again with the shocking addition of Family Guy's Peter Griffin. The beloved cartoon character makes an appearance in multiple capacities, serving both as a boss that can be defeated and a skin that you can unlock in the battle pass."
- [Eurogamer](#): "Family Guy and Fortnite have teamed up to provide an amusing insight into, after initially failing his physical, Peter Griffin managed to get his guns in tip-top condition in time for the crossover event."
- [Game Rant](#): "When fighting a golden boss version of Peter, he falls to the ground and holds his knee as if he's in pain once players manage to take his life down to zero. Fans of the TV series will likely know that this animation is clearly referencing the popular meme and running gag that takes place on the show whenever Peter seemingly trips and falls."

COMMUNITY SENTIMENT

THE BATTLE PASS IS GREAT!

- We have seen a lot of positive sentiment around our Battle Pass offering and season in general - carrying a lot of that sentiment is Peter Griffin.
- This character has been a long time coming and players felt he was executed perfectly. They love his overall look, and were incredibly impressed by the Fuzzy Door x Epic narrative conceit video.
- Players felt we really delivered on their constant ask and feel seen/heard now that he's finally in the game.

PETER GRIFFIN'S BOSS NPC HAS GAINED TRACTION/IS A HUGE HIT

- Players love the Peter Griffin NPC Boss and the attention to detail around some of his reactions (especially his goofy death animation - which has been getting a lot of traction on social)

THE NARRATIVE CONCEIT VIDEO IS EXTREMELY IMPRESSIVE

- Initially, players were confused/worried about Peter being buff (a departure from his normal stature) but quickly improved their sentiment when the Narrative Conceit rolled out - understanding the purpose of our asset immediately
- One of the biggest things players got excited about was the Peter-Copter and the detail of adding his giggle to it as well

LINKS

Narrative conceit trailer

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Update: Peter Griffin is officially in Fortnite Chapter 5 Season 1. Players have discovered that, when he dies, he even does the Family Guy...

44 mins ago

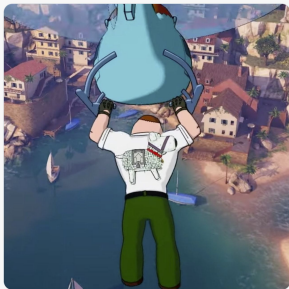


Toasted  @ToastedShoes · 16h

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Landlord 🍀🔒 @Ve_rified_ · 6h
Fortnite is the best game ever built by humans



2 15 609 86K



Good Gamers @GoodGamers · 6h

Thank you for the Petercopter, you've truly made my dreams come to life



↻ 58 ❤ 3.5K 📊 203K 📖 1



@Charion-50 2 days ago

We live in a timeline where Peter Griffin is actually in Fortnite with the likes of Goku, Spider-Man, Omni-Man, Batman, Naruto, and so much more. This is so freaking epic.

1.4K  Reply



@benjamingesinski9170 2 days ago

I expected Peter to never get in because his build was too wide to fit the normal player skeleton. But the fact that the devs not only figured out a way to get him in but also come up with an explanation for his new design is certainly creative.

 3.8K [Reply](#)



@ToeNailChewer 2 days ago

If this was truly to make his character model fit the Fortnite skeleton we have to admit, this was one of the best ways they could do it. Also the Bryan Back Bling Looks Really Good

561 Reply



@vanillatherealone 1 day ago

the fact they got the animators to make this is insane

 2  [Reply](#)



@tinyguyanimates 2 days ago

peter griffin is now officially "the guy from fortnite"
we live in the best universe

 625  [Reply](#)



quagmire x peter @Quagpeterart · 7h

I don't play **fortnite** but this shit is awesome



1 6 30 2.6K



duck @ExtremeBlitz__ · 6h

me dying peacefully on december 4th knowing peter griffin has been added to **fortnite**



30 451 6.7K 182K

COMMUNITY REACTIONS

