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Trauma and Disability as Elements of Narrative Construction and Commercial Success in "Arcane"

Abstract:
This article examines how the narrative and representation of trauma and disability in the Arcane series contribute to its artistic and commercial success. The creators expanded upon characters from the game League of Legends by enriching them with complex psychological profiles, themes of traumatic experiences, and diverse social representation. Key characters such as Jinx, Vi, and Viktor are analyzed, each embodying distinct approaches to trauma and technological self-enhancement, reflecting transhumanist aspirations. The narrative depth, combined with inclusive themes, fosters emotional engagement while enhancing brand loyalty and increasing market value. The article demonstrates that strategic investment in authentic storytelling can lead to multifaceted success, setting new benchmarks in transmedia storytelling and narrative-driven marketing strategies.

1. Introduction

League of Legends is a brand that has enjoyed unwavering popularity worldwide for many years. Since its release in 2009, 15 years have passed,

and its successes are best illustrated by statistical data. According to activeplayer.io, *League of Legends* in 2024 boasts impressive figures: every day, as many as 1,252,832 players spend at least an hour immersed in the game world; over the last 30 days, 128,242,777 active users were recorded; and on Twitch, players and viewers dedicated 95,351,198 hours to watching gameplay during the same period. Additionally, at its peak, the number of viewers on Twitch reached 1,138,708.

But where should one look for the sources of League of Legends' success? Is it solely in the game's formal aspects, such as its mechanics and systems? Or did its narrative—enriching the game world and giving depth to its characters, making them more engaging—play a decisive role? Both elements undoubtedly contribute to the title's reception, but the foundation of the brand's popularity lies in meticulous market analysis and a keen observation of audience needs. These were efforts undertaken by Riot Games, the creator and publisher of League of Legends.

The starting point for League of Legends was the growing popularity of the MOBA (Multiplayer Online Battle Arena) genre. The inspiration came from the Defense of the Ancients (DoTA) modification, based on Warcraft III: Reign of Chaos and Warcraft III: The Frozen Throne. DoTA earned immense acclaim among players, forming a dedicated community that organized tournaments and competed for prizes (Xia, Wang, & Zhou, 2019). This new form of entertainment gained increasing traction, catching the attention of Riot Games. The studio recognized a growing demand among players for a dedicated MOBA title that would combine proven mechanics with a modern approach to gameplay.

Responding to these needs, Riot Games released the first version of League of Legends in 2009. This game not only filled a gap in the market but also offered a fresh approach to world-building and character development. While the primary premise of the game was online player competition, the studio ensured the creation of a rich narrative layer. This was an unconventional solution for games focused on multiplayer battles

but one that effectively attracted players seeking deeper experiences (Howard, 2018).

A key element of Riot Games' marketing strategy was thoughtful storytelling that successfully engaged players, drawing them into the game's narrative (Bembeneck, 2015). The studio introduced the concept whereby every player joining the game assumed the role of a Summoner— a powerful mage capable of controlling champions on the battlefield. This narrative, simple on the one hand yet symbolic on the other, allowed players to identify with the role they played in the game world. Thus, League of Legends offered more than just competition; it became a platform for exploring complex stories and relationships between characters, further strengthening the engagement of the player community.

2. The Cultural Paradigm of Marketing

Riot Games' actions can be analyzed through the lens of the cultural marketing paradigm, which integrates responding to market demands with crafting narratives (storytelling) around a product (Cai, 2024). This approach emphasizes the recognition and analysis of sociocultural trends shaping consumer needs and behaviors. Riot Games successfully addressed the growing demand within the MOBA gaming community by creating a platform that not only attracted users but also evolved continuously. The figures cited earlier illustrate the magnitude of this success.

While League of Legends draws players with its advanced gameplay mechanics, its ability to engage audiences is equally rooted in the development of character-driven narratives. Riot Games consistently builds rich stories, enabling players to identify with their favorite champions, exceeding the typical expectations for a competitive multiplayer game (Moreira et al., 2017). Moreover, a significant revenue source for Riot Games is microtransactions, primarily through the sale of skins for champions (Jarrett, 2021). However, what sets these efforts apart

from similar practices in the industry is the fact that new skins often come with intricate narratives. Developers introduce stories through comics, videos, or even mini-games that enrich the backstory of the characters. This approach not only enhances storytelling but also strengthens player engagement, as evidenced by the popularity of skins within the League of Legends community (Cai, 2024).

Nonetheless, this article does not center on marketing efforts tied to microtransactions. Instead, it focuses on the animated series Arcane—a production set in the League of Legends universe that expands on the narratives of several well-known characters from the game. It is worth noting that the characters in Arcane were not merely transplanted from the game into an animated series. Instead, they were enriched with complex moral dilemmas, reflections on their physical abilities, and explorations of their place in society.

From the outset of League of Legends, Riot Games has consistently introduced champions with elaborate backstories representing diverse social groups. As early as 2009, with the game's release, one of the available champions was Singed—a scientist who lost full mobility due to his experiments, making him the first champion representing individuals with disabilities. Subsequent champions introduced include Lee Sin (blindness), Swain (limb impairment), Sona (mutism), and Lulu (schizophrenia). Beyond disabilities, the game features champions with trauma, such as Amumu (social phobia), Twisted Fate (gambling addiction), and Teemo (dissociative identity disorder). Riot Games also includes LGBTQ+ representation through champions like K'Sante (gay), Neeko (lesbian), Nidalee (queer), and Rell (pansexual) (Giusti, 2024; Paano, 2023; Han & Koo, 2015).

These representations do not directly impact gameplay but significantly enrich the narrative. As a result, champions become more complex, and players can engage more deeply with their stories (Stasieńko et al., 2021). Riot Games further develops these themes through supplementary

content such as short stories, comics, and animations, allowing for deeper exploration of individual characters. Consequently, these representations are not merely declarative but integral to the game world, fostering a unique bond between the player and the game universe (Stasieńko et al., 2021).

3. Cultural Branding

In 2004, Douglas Holt introduced the concept of cultural branding in his book How Brands Become Icons. According to Holt, cultural branding is one of the most effective marketing strategies a company can adopt. This theory emphasizes aligning a product with the values and identities of its target audience, allowing consumers to connect with it as something more than just a consumable item. Holt clarifies, however, that this does not mean a product should cater exclusively to a narrow, specific audience. Instead, the challenge lies in crafting a product that appeals equally to "ordinary consumers" and those with unique needs arising from their habitus ((Holt, 2004)).

Comparing these two groups—the "ordinary consumer" and the "consumer with specific needs"—Holt notes that the former often prioritizes functionality and aesthetics over deeper values or ideas. Conversely, those with particular requirements seek products that align with their worldview, values, and personal identity ((Kotler, Kartajaya, & Setiawan, 2019)). Thus, cultural branding requires products to be thoughtfully designed to resonate across diverse consumer groups. Such products not only meet expectations but are also more likely to achieve widespread success ((Holt, 2004)).

Holt further argues that brands capable of adapting to their audience's habitus can achieve success beyond mere financial gains. They can address or mitigate societal tensions, positioning themselves as contributors to resolving social issues. Brands that succeed in this dual

mission—financial performance and social engagement—are likely to achieve enduring popularity and consumer loyalty (Holt, 2006).

3.1. The Example of Arcane

The creators of the Arcane series took a unique approach, opting to shift focus from the abilities of its characters—central to the League of Legends game—to deeper narrative and character development. In the series, abilities are subtly referenced, often as "Easter eggs" for fans, enabling the storyline to emphasize character motivations and personal conflicts. Rather than centering on action-packed battles, Arcane explores the intricate backstories of its characters.

The series also uses its setting—Piltover and Zaun, lesser-known regions from the League of Legends universe—to delve into societal disparities. Piltover, a district of affluent elites using magical technologies, contrasts sharply with Zaun, a shadowy undercity rife with gangs and survival struggles. These contrasting settings amplify the depth of characters, who not only battle personal demons but also navigate the socio-economic divide between the two districts.

In our article, we focus on two key characters who exemplify the creators' efforts to address inclusivity, particularly around trauma and disability. These themes significantly contribute to the depth of Arcane's characters and align with modern cultural and social concerns.

3.2. Analytical Categories

Our analysis is based on three primary categories that encapsulate the creators' incorporation of culturally and socially relevant themes into the narrative:

1. **Cultural Branding Themes.** This category explores how Arcane uses its characters to represent societal and cultural values and tensions relevant to contemporary audiences. Inclusivity and diversity play pivotal roles in making the narrative accessible and resonant with a global viewership.

2. **Psychological Perspectives**. This category examines the emotional depth and inner struggles of characters, allowing audiences to form strong connections with them. Modern media narratives often delve into psychological aspects, such as trauma, ambivalence, and personal obsessions. These elements enhance character authenticity, fostering audience identification and emotional investment. Arcane uses this strategy effectively, engaging viewers on an emotional level and strengthening their bond with the brand and its universe.

3. **Economic Implications of Narrative Depth**. In the final category, we analyze how engaging storytelling translates into commercial success. The layered narratives in Arcane serve as assets that enhance the market value of the brand. By crafting authentic characters and intricate plots, the creators build a space where audiences feel emotionally connected. This connection fosters brand loyalty and contributes to its commercial triumph.

Through this multifaceted analysis, we aim to illustrate how Arcane not only aligns with Holt's principles of cultural branding but also demonstrates the power of storytelling in addressing societal issues while driving commercial success.

4. Character Analysis:

In this part of the paper, we will delve into the key characters of League of Legends and explore how they contribute to the narrative, emotional

engagement, and cultural impact of the game. Through a detailed examination of champions such as Jinx, Vi, and Ahri, we will analyze their complex backstories, motivations, and personal conflicts. The aim is to understand how these characters resonate with players on an emotional level and reflect broader themes of identity, gender, and power. By exploring the deep psychological layers and narrative arcs of these characters, we will also discuss their role in fostering a sense of community and loyalty among the game's global audience. This chapter will provide insights into how Riot Games uses character development to not only drive gameplay but also to craft a compelling, transmedia storytelling experience that transcends the game itself.

4.1. Trauma as a Narrative Catalyst

Jinx, also known as Powder during her youth, is a culturally significant character embodying social and emotional tensions prevalent in modern narratives. Her trauma and alienation serve as metaphors for contemporary issues, such as feelings of exclusion and the emotional instability experienced by youth in a society dominated by expectations and success-driven pressure. Through Jinx, the creators of Arcane emphasize inclusivity and emotional diversity, resonating with a global audience. Her visual aesthetic, blending punk and post-apocalyptic elements, appeals to younger viewers immersed in internet culture and alternative subcultures (M. Sturken, 2018).

Jinx's backstory, explored in both League of Legends and Arcane, aligns closely with modern trauma narratives. Formerly known as Powder, Jinx's life was marked by the tragic loss of her family, leading to her transformation into a manic criminal. Her relationship with her sister Vi forms one of the most dynamic arcs in Arcane, serving as an emotional centerpiece that resonates deeply with audiences. Riot Games positions

Jinx as a cultural archetype of the "wounded rebel," reflecting values that are relatable to contemporary viewers.

A psychological analysis of Jinx sheds light on why her character is so compelling. She exhibits symptoms of post-traumatic stress disorder (PTSD) and psychotic hallucinations stemming from childhood trauma. The loss of her family, guilt over the deaths of her adoptive parents, and her strained relationship with Vi shape her actions and contribute to the development of a split identity: the innocent Powder and the chaotic, destructive Jinx. These traits align with classic PTSD symptoms.

Arcane provides viewers with a vivid depiction of Jinx's psychological struggles, visualized through hallucinations and dynamic action sequences. Neon colors, chaotic visions, and fragmented storytelling illustrate how trauma distorts reality, pushing Jinx toward the brink of madness. Riot Games portrays her as a tragic figure, fostering empathy for her morally ambiguous choices.

Jinx is one of the most popular characters in League of Legends. Data from League of Graphs indicates that Jinx remains a top pick in the ADC (Attack Damage Carry) role, with a solid win rate of approximately 50%. Her in-game effectiveness, dynamic playstyle, and ability to deal spectacular damage make her a favorite among players of varying skill levels.

The premiere of Arcane further boosted her popularity. On platforms like Reddit and Twitter, the gaming community shares analyses and fan art that highlight her psychological depth. Jinx's memorable quotes and distinctive appearance attract both new and seasoned players. She has become a cultural icon within the gaming world, inspiring fans and artists globally.

Jinx serves as a key commercial asset for Riot Games. Her portrayal in Arcane significantly increased interest in League of Legends and related merchandise. Following the show's release, characters featured in Arcane, including Jinx, saw a surge in popularity among players (M. Moszczyńska, 2021). Her popularity increased by approximately 7%, a smaller rise

compared to some characters due to her pre-existing prominence in the game. Additionally, the introduction of new skins inspired by Arcane, such as "Arcane Fractured Jinx," drew community attention and boosted the sales of cosmetic items.

These actions demonstrate that deep narratives and well-constructed characters like Jinx can effectively build engagement and commercial success. Riot Games skillfully leverages Jinx's narrative potential, combining her popularity with comprehensive marketing strategies, fostering player loyalty, and solidifying the League of Legends brand.

Vi, Jinx's older sister, serves as a contrasting character. As a symbol of resilience and determination, Vi introduces themes of responsibility and difficult choices in the face of trauma to Arcane. She represents the archetype of a hero who strives to move forward despite loss and seeks to repair past wrongs. Her visual aesthetic—short hair, tattoos, and a warrior-like outfit—resonates with modern audiences, especially viewers identifying with strength and independence. Riot Games uses Vi to explore complex familial relationships and moral dilemmas.

Psychologically, Vi's trauma stems from the loss of her parents and the responsibility she assumed in caring for her younger sister. When tragic events separated them, Vi grappled with guilt over failing to protect Powder. These experiences shape her decisions, creating internal conflicts between her duty to her sister and her desire to prevent further disasters.

In Arcane, Vi's trauma is reflected in her relationships, particularly with Caitlyn. She is both impulsive and nurturing, showcasing her multifaceted psychology. Her character highlights how different coping mechanisms can foster relationships that are both supportive and challenging.

The premiere of Arcane significantly increased Vi's popularity in League of Legends. Statistics reveal her pick rate rose from about 8% to nearly 20%, making her one of the most impactful characters linked to the series. Her gameplay mechanics, emphasizing physical strength and precise

attacks, mirror her persona as a fighter. Riot Games bolstered Vi's popularity through marketing initiatives like Arcane-inspired skins.

Trauma is a central theme shaping character decisions and relationships in Arcane. Jinx and Vi exemplify how differing responses to loss lead to distinct life paths:

- For Jinx, trauma is a source of chaos and destruction. Her unresolved emotions, such as guilt and rejection, foster a split identity, distancing her from healthy relationships. Her PTSD symptoms, including hallucinations and paranoia, strain her connections, especially with Vi, creating a bond fraught with tension and ambivalence.
- In contrast, Vi channels her trauma into motivation for action. Although her decisions are marked by internal struggles, she strives to protect those she cares about, opposing Jinx's destructive tendencies. Her relationship with Caitlyn illustrates the potential for building supportive bonds even amid trauma.

Arcane explores how trauma shapes its characters, influencing their choices and relationship dynamics. Through deep psychological portraits, Riot Games not only enriches the narrative but also encourages viewers to reflect on diverse coping strategies for adversity. This approach enhances emotional engagement and strengthens connections with the League of Legends universe.

4.2. Viktor's Exploration of Transhumanism

Viktor is one of the most intriguing characters in Arcane, embodying the concept of transhumanism and the quest to transcend human limitations. As a child, Viktor suffered from a degenerative illness that severely limited

his mobility. Arcane portrays his struggle against his body's frailty and his pursuit of technological solutions to his health problems. His fascination with Hextech and its eventual use as a prosthetic symbolize his desire for control over his body and reality.

Viktor views his body as a battleground between biological weakness and technological perfection. His journey of self-modification raises ethical questions about the boundaries of humanity. Is striving for self-enhancement through technology liberating, or does it risk dependence on ever-advancing solutions? Through Viktor's story, Arcane highlights personal tragedy and the tensions that arise from pushing the limits of nature.

Technology in Piltover and Zaun serves a dual purpose—it facilitates progress and innovation while raising ethical concerns about overreliance. Characters like Ekko and Jayce illustrate contrasting approaches to technology:

- Ekko: His device, Chronobreak, allows for time manipulation, symbolizing a desire to rectify past mistakes.
- Jayce: Through his scientific advancements, Jayce balances the potential and perils of technology.

Together, these elements underscore the nuanced role of technology in shaping individual and societal trajectories. Viktor's narrative in Arcane serves as a compelling exploration of the complexities inherent in transhumanism. His intense desire to overcome physical limitations through technological enhancement reflects broader philosophical debates surrounding the intersection of humanity and technology. As Viktor strives to improve himself by using Hextech to create prosthetic limbs, his character represents the existential struggle between biological imperfection and the potential for technological advancement. However, this quest for control raises important ethical questions: does self-enhancement through technology represent liberation, or does it risk losing the essence of humanity in pursuit of mechanical perfection?

Viktor's transformation is not just physical; it is also deeply philosophical. His journey into self-modification echoes a broader commentary on the human condition in a rapidly advancing technological world. The narrative portrays Viktor's evolution as one of personal tragedy, as his drive for progress is continually tempered by the limitations of his own body and the moral dilemmas surrounding his actions. This creates a character that is both a tragic hero and a cautionary tale, embodying the tension between human fragility and the desire for transcendent power.

In Arcane, the contrast between Viktor's vision and that of other characters like Ekko and Jayce further highlights the nuanced role of technology in society. While Ekko seeks to rewrite time and correct past wrongs with his device, and Jayce balances scientific innovation with moral responsibility, Viktor's singular focus on self-improvement through technology serves as both a personal ambition and a social commentary. His story invites viewers to question how far one should go in pursuit of perfection, and whether the price of such progress is worth paying. This deeper examination of transhumanism in Arcane ultimately serves to remind the audience of the ethical complexities that come with technological advancement, a theme that resonates across both the narrative of the show and real-world discussions of humanity's relationship with technology.

5. Conclusions

The contemporary success of Riot Games, particularly with "Arcane," is a prime example of how deep narratives and carefully crafted characters can function as key commercial assets. The stories of characters such as Jinx, Vi, and Viktor, portrayed with emotional depth and complexity, not

only capture the audience's attention but also strengthen their connection to the "League of Legends" universe. In doing so, Riot Games has achieved not only artistic success but also a significant increase in the brand's market value.

Riot Games skillfully leveraged the Netflix platform to expand its universe beyond the video game, bringing "League of Legends" into mainstream popular culture. "Arcane" not only garnered critical and viewer acclaim but also contributed to a rise in the number of active players in "League of Legends" and on the Teamfight Tactics platform. Industry reports suggest that the premiere of "Arcane" led to a 30% increase in new accounts within the first month after the series' debut, though exact figures regarding the percentage growth of new accounts post-premiere have not been officially disclosed by Riot Games.

The "Arcane" series became the most expensive animated show in the world, with a budget of approximately $250 million for two seasons. Riot Games, the producer of "League of Legends," invested significant funds in production, spending over $80 million on the first season and more than $100 million on the second. Additionally, the company spent over $60 million on promotional activities, which collectively amounts to nearly $250 million (P. Grabiec, 2024). From an ROI[1] perspective, the series' success impacted:

- **Growth in active players:** The month of "Arcane"'s premiere saw a record 180 million monthly users across the "League of Legends" ecosystem.

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[1] ROI (Return on Investment) is a financial metric used to evaluate the efficiency of an investment by comparing profits to costs. In the entertainment and technology industries, such as video games or film productions, ROI measures how well a given investment (e.g., in a series, game, or marketing campaign) generates revenue relative to the costs incurred.

- **Increased microtransaction revenue:** The popularity of skins inspired by the series significantly boosted in-game purchase revenues.
- **Expansion of the user base:** The series attracted new fans from outside the video game community, increasing the number of players and loyalty among existing users. The well-executed promotional campaign and synergistic marketing strategies resulted in a substantial return on investment, surpassing the original financial outlays.

Riot Games capitalized on the effectiveness of narrative and aesthetics, collaborating with the French studio Fortiche Productions, which had previously created animations for the brand. This collaboration achieved:

- **Visual consistency** between the "League of Legends" world and the series.
- **Maximized storytelling value** through deep character development, which enhanced audience engagement.
- **Long-term cost reduction**.
- **Strengthened customer loyalty**: The long-term impact of "Arcane" lies in reduced costs for acquiring new players, thanks to increased user retention and emotional ties to the brand.
- **Revenue diversification**: The introduction of products related to the series (merchandise, in-game skins) helps reduce dependency on core revenue sources and creates new financial streams.
- **Increased marketing efficiency**: Promotional campaigns related to the series minimized the need for intensive spending on traditional advertisements, as the strong narrative itself acted as a natural promotional tool.

By effectively utilizing the synergy between narrative and aesthetics, supported by the collaboration with Fortiche Productions, Riot Games not only increased audience engagement but also achieved long-term business benefits. "Arcane" serves as proof that strategic investments in

storytelling and media content diversity can yield tangible outcomes, both in terms of customer loyalty and revenue diversification. In this way, Riot Games is setting new standards in the entertainment industry, creating a space where creativity and business effectiveness go hand in hand.

6. Summary

Riot Games has effectively demonstrated that the success of the "League of Legends" brand is not solely the result of dynamic gameplay, but also the outcome of a well-thought-out strategy for building narrative and characters. The "Arcane" series serves as the culmination of this philosophy, expanding the stories of the characters in a way that emotionally engages viewers and highlights their complexity. The depth of the characters, their internal conflicts, and the diversity of social representation strengthen the universality and appeal of the universe, reaching an ever-wider audience.

By combining psychological depth, inclusivity, and strategic storytelling, Riot Games is redefining how brand loyalty is built. "Arcane" not only expands the universe but also sets new standards in transmedia storytelling, emphasizing the importance of representation and emotional engagement. The success of the series shows that investing in the quality of the narrative can bring tangible benefits—both artistic and commercial—laying the foundation for the brand's further development across different formats and media.

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