



Case Studies



Miracle Nikki is a casual RPG game designed for a female audience. The core experience of the game is dressing up. Player plays as Nikki herself and is given a wardrobe full of clothes, accessories, and hair-styles to compete in styling battles. Different core and casual mechanics are mixed in the game which makes it unique and interesting underneath the cute exterior.

SOLUTION:

A multi-channel strategy that links online and offline. We've been helping scale Miracle Nikki's user acquisition on multiple online channels and generating positive return on install campaigns since its launch in Japan.

To further increase brand awareness and overall popularity of the game, we developed a custom growth strategy that spans online and offline channels, aiming to connect to a bigger audience. The key to success is to know where the target users are and engage at every touchpoint. Our work includes strategy & planning, influencer marketing, out-of-home advertising, and TV advertising.



RESULT:

#7 Top grossing game in Japan 2017

Twitter follower: 224,257