



Candy Crush

The Sweetest Game Around

King



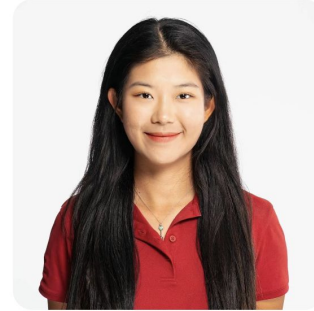
Sweet Escape Agency



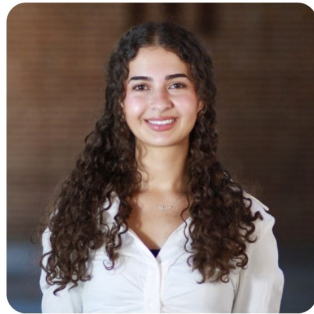
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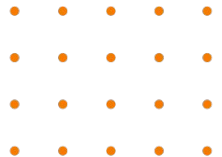
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Overview

1. Consumer & TikTok Insights
2. Target Market & Positioning
3. Campaign Objectives
4. Creative Concepts & Storyboards
5. Final Campaign Idea
6. Promotional Tactics
7. Media Mix & Campaign Calendar
8. Pre & Post Survey Results
9. Conclusion





Consumer & TikTok Insights



Consumer Insights



Consumers like when mobile games are brought to life, making them more personable



Consumers make in-app purchases:

- To gain a competitive advantage against friends and family
- When games are competitive
- When incentives are offered for participating in challenges



TikTok Insights

15%

Ads with high entertainment value have 25% higher brand love and 15% higher purchase intent

77%

77% of viewers like brand better when they create or participate in trends on TikTok

52%

In 2022 TikTok was responsible for 52% of all product discoveries



Target Market & Positioning



Target Market Profile



Meet Nick!

Age: 22

Lives In: California; Urban

Gender: Male

Education Level: New Post-Grad,
Bachelor's Degree

Income Level: Middle-Class

Relationship Status: Single

Interests: Gaming, Puzzle Games, Sports, Reading

Lifestyle: Social, Values Education, Fitness Enthusiast, Work
Commuter

Social Media Engagement: Uses TikTok the most

Buying Motivations:

- **Functional:** Source of entertainment & mental stimulation for long commutes to work
- **Psychological:** Loves challenges and competition with friends. Nick is influenced by co-workers, friends, and public figures online. As an avid gamer, he loves playing games during his free time.

Buying Concerns: Price-sensitivity, Product Fit



Candy Crush's Positioning

Candy Crush is the only game that blends the sweet satisfaction of crushing candies with friendly competition, featuring a revamped UI where you can challenge your friends and family to exciting head-to-head matches.

Dive into the addictive world of Candy Crush where crushing candies is not just about conquering levels, but also about unwinding after crushing your day.



Campaign Objectives



Objectives

Marketing

Refresh Candy Crush Brand with new UI challenge features to increase in-app purchases by 20% in 6 months.

Communication

Increase awareness of Candy Crush and drive app downloads by 30% in 6 months.

Increase purchase consideration by 10% in 6 months.

Media

Remind consumers of satisfaction from playing Candy Crush as a game that helps you unwind and relax.

Create desire by introducing new revamped UI challenge features.



Creative Concepts & Storyboards

Creative Concept #1



Kickoff Challenge with
Christina Tosi



Treats and desserts
inspired by Candy Crush's
platform, candies, and
characters



Candy-themed treats and
sweets [target wider
audience and all skill-
levels



TikTok Challenge - Call to Action
#CandyCrush
#SweetTreatsChallenge

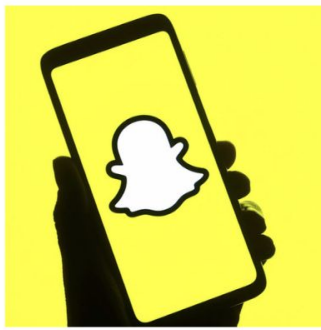
#SweetTreatsChallenge
TikTok Recipes



Creative Concept #2

Leverage candy seasons
and partner with Snapchat
to launch “Candy Hunt”
Competition

Weekly/monthly/End of
year ranking/ leaderboard



#CandyHunt #GetYourGold



Winners on
leaderboard can
earn gold to use for
buying in-app
purchases in Candy
Crush game

David Dobrik driving
around with friends
collecting candies (TikTok
and YouTube video)



**#CandyHunt
Community
Competition**

Creative Concept #3



MarShawn Lloyd is #0 on the USC Football team. He spend his #SundayReset days cleaning his apartment and getting ready for the week #CrushingIt



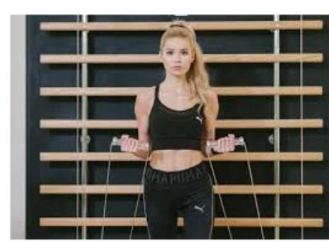
#CrushingIt on and off the field; Student Athletes



Feeling accomplished after your workout-building community



Katya @tropicalrussian traveling the world with her van



Pamela Reif: workout influencer



Facing your fears #CrushingIt



Students feeling accomplished after graduating



Motivational videos on TikTok

#CrushingIt Challenge

Tell us how you're crushing your day

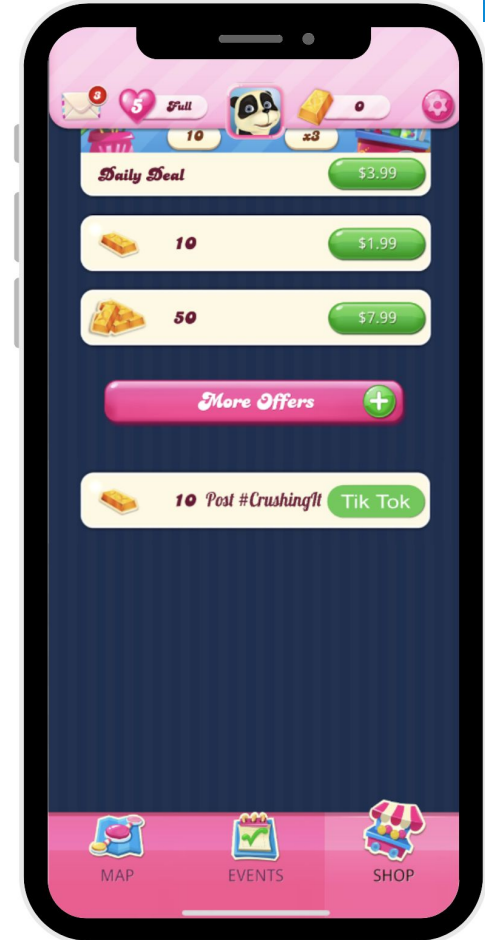
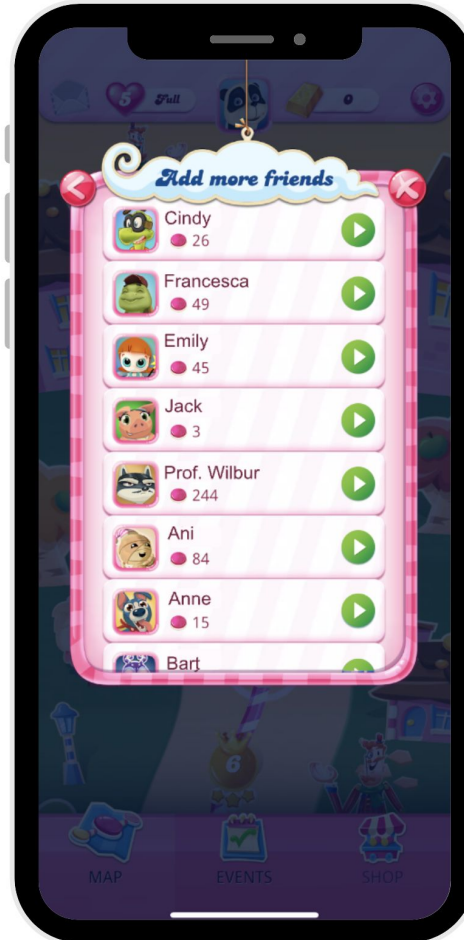




Final Campaign Idea

Revamped UI

- New player vs. player challenges against friends and family
 - Adds competitive aspect to game
- Friends and Family Leaderboard
- Addition to Candy Crush Shop
 - Receive gold for using #CrushingIt on TikTok





Final Campaign

#CrushingIt TikTok Challenge Campaign

01

Inclusive campaign that encourages people to show how they “crushed” their day

02

Reshapes consumers’ views on Candy Crush as a game to relax and unwind after a busy day

03

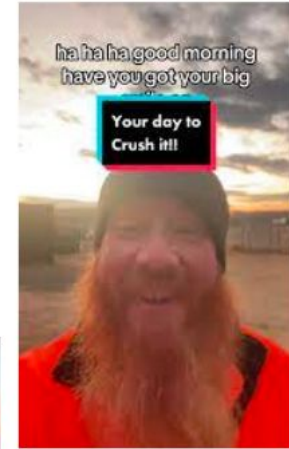
Encourages in-app purchases by providing in-game incentives and increasing awareness of new revamped UI

Final Campaign Storyboard

#CrushingIt TikTok Challenge Campaign



Use #CrushingIt to share how you are crushing your day



Unwind with Candy Crush after #CrushingIt today



Use #CrushingIt to to earn gold to use for in-app purchase options





Promotional Tactics

Video Ad Series Storyboard



Advertiser: King Digital Entertainment
Agency: Lemonade
Product: Candy Crush

Title: #CrushingIt: Unwind with Candy Crush
Format: Video Ad Series
Length: 30 seconds



Ad starts by showing a series of ways people crush their day.

Start your day with an adrenaline rush or a thrill-seeking activity.



Crush your day by conquering your to-do list, one errand at a time.
(pictured: Marshawn Lloyd).



Crush your day by staying productive at work and finishing your projects.

Other ways may include taking a walk/ exercising, cooking a meal, painting... whatever you consider crushing it your way.

Video Ad Series Storyboard



Ad switches to showing the feeling of crushing it (happy, excited, gratified).

A shot of students leaving their class on campus after they both crushed their midterm exam.



The feeling of crushing it after conquering fears and doing an extreme activity like jumping out of a plane.

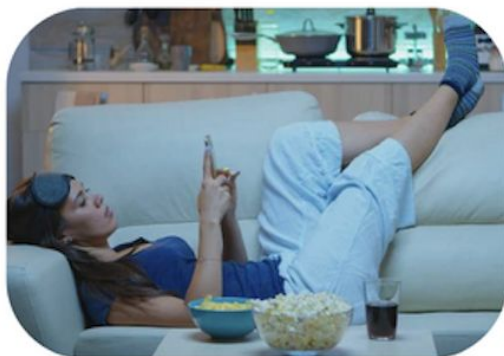


The feeling of crushing it after achieving a big goal/accomplishment, such as crossing the finish line.

Video Ad Series Storyboard

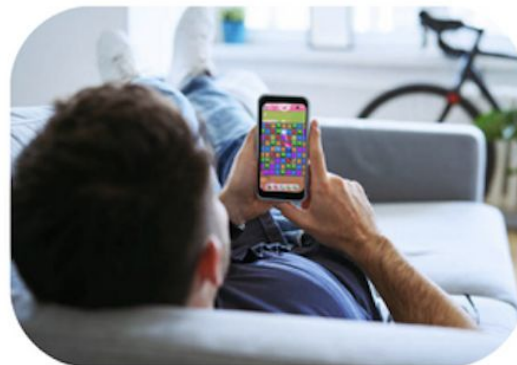


The feeling someone gets as they wrap up a successful workday and close their laptop, knowing they crushed their day.



Ad switches to people relaxing on their couch playing on their phone.

After a productive day of crushing it, in your own way, it's time to unwind.



The ad finishes by showing peoples' phone screens, playing Candy Crush.

Tagline: "Unwind with Candy Crush after crushing your day"

End of video text: "Download Candy Crush for a sweet escape!"

#CrushingIt TikTok Challenge



Players can click-through to the challenge from the in-app store and use the hashtag to receive gold



TikTok challenge aimed at gaining virality as an inclusive campaign that can be used in many different contexts



Goal is to make Candy Crush engaging, relevant, and cool towards target audience



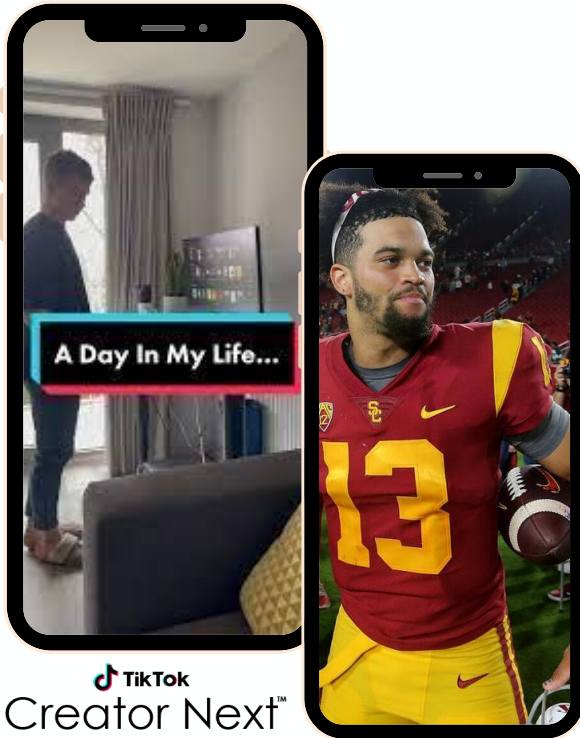
#CrushingIt TikTok Challenge Examples



★ Use Candy Crush game music as sound for TikTok challenge



TikTok Creator Lead Ad



01

Spin on “A Day in My Life” where creators show how they crushed their day

02

Creators end their day by playing Candy Crush’s new revamped UI friends and family challenges

03

Creators invite followers to unwind with Candy Crush

★ **How do you unwind after crushing your day?**



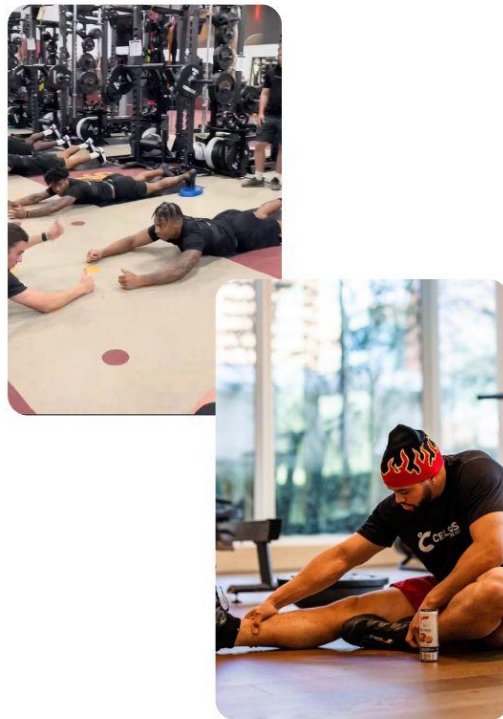
Day in My Life Concept: Caleb Williams

FRAME 1



Caleb starts his Day in My Life video with clips of him waking up and making breakfast

FRAME 2



His next clip shows his early morning strength and conditioning session with the team

FRAME 3



Next clip shows his post-workout routine --> after crushing his workout, he showers, makes lunch, gets ready for class



Day in My Life Concept: Caleb Williams

FRAME 4



Next clips include him walking to class and snippets of his academic day

FRAME 5

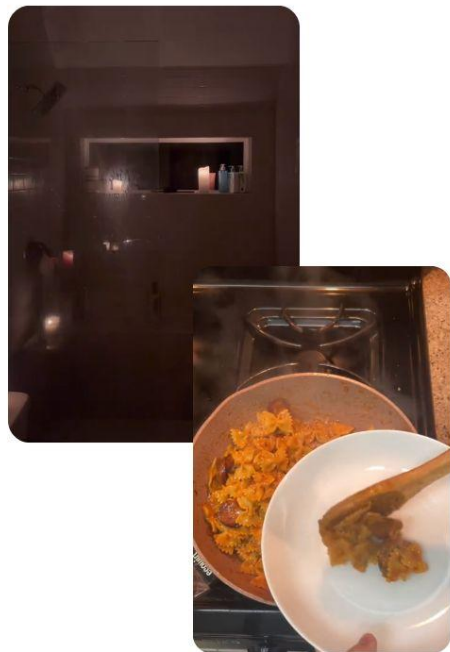


Caleb then finishes his school day, gets ready, and goes to football practice



Day in My Life Concept: Caleb Williams

FRAME 6



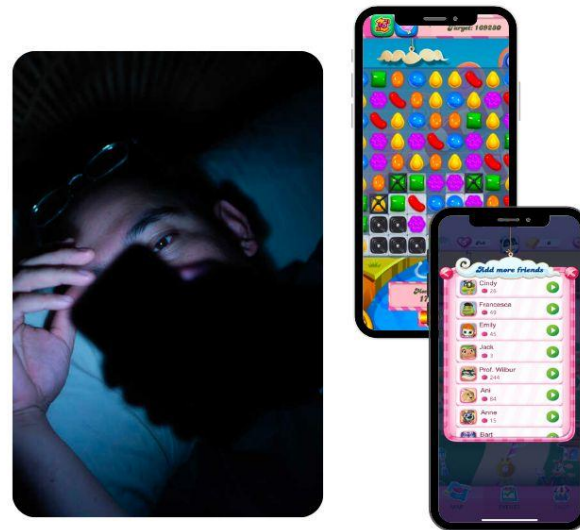
Clip of him coming home from practice, showering and eating dinner

FRAME 7



After crushing his day with school and football, he works on some school work

FRAME 8



He ends his day relaxing and unwinding in bed playing his guilty pleasure, Candy Crush, competing with friends and family



TikTok ends with him feeling proud of his day and sharing that he's ready to crush the next day. Uses #CrushingIt and encourages others to share how they crushed their day

WOW Tactic



Sponsored content and Candy Crush social media will spread awareness about pop ups



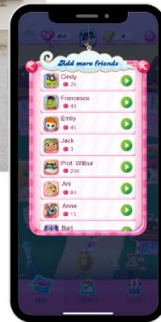
Pop up smash rooms → where people can let frustrations out, relieve stress, and unwind by crushing it (literally)



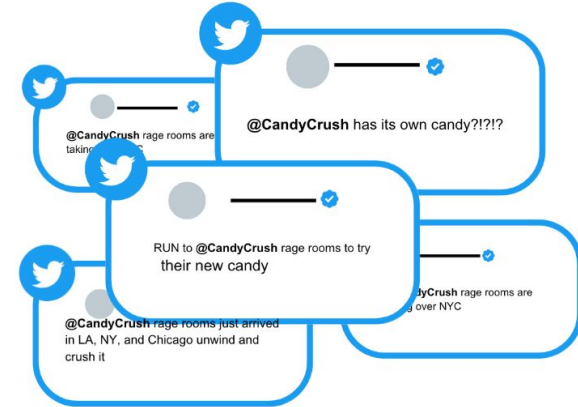
Placed in highly corporate environments and big cities (New York, Chicago, Los Angeles)



As people are waiting in line to enter, they play Candy Crush



Collaborate with BeBeto to launch Candy Crush Candy (exclusive to smash room participants)



Exclusive offering of new Candy Crush candy will generate earned media across social platforms encouraging people to go to Candy Crush's pop-up smash rooms to unwind and crush it



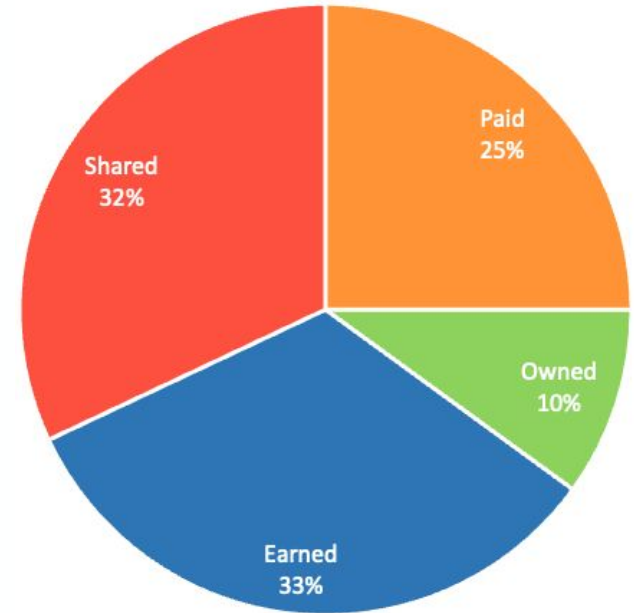
Media Mix & Campaign Calendar



Media Mix & Rationale

#CrushingIt campaign places focus on shared and earned media, accounting for 65% of the media mix

- Creators are becoming a valuable channel in the full-funnel process for any product
- Campaign is focused on generating awareness through Candy Crush's main social platforms: TikTok, Youtube, Instagram
- User-generated content at the centerpiece of the campaign



■ Paid ■ Owned ■ Earned ■ Shared



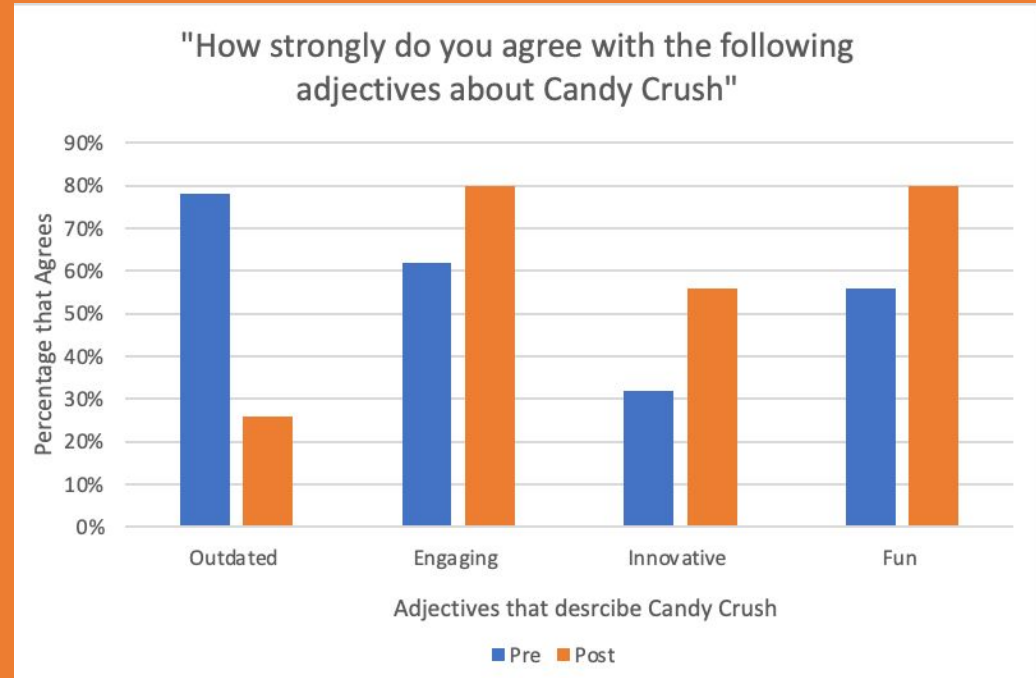
Pre & Post Survey Results



Pre & Post Survey Results

Perception of Candy Crush

- **52%** decrease as **outdated**
- **80%** perceive the game as **engaging**
- **56%** perceive the game as **innovative**
- **80%** perceive the game as **fun**

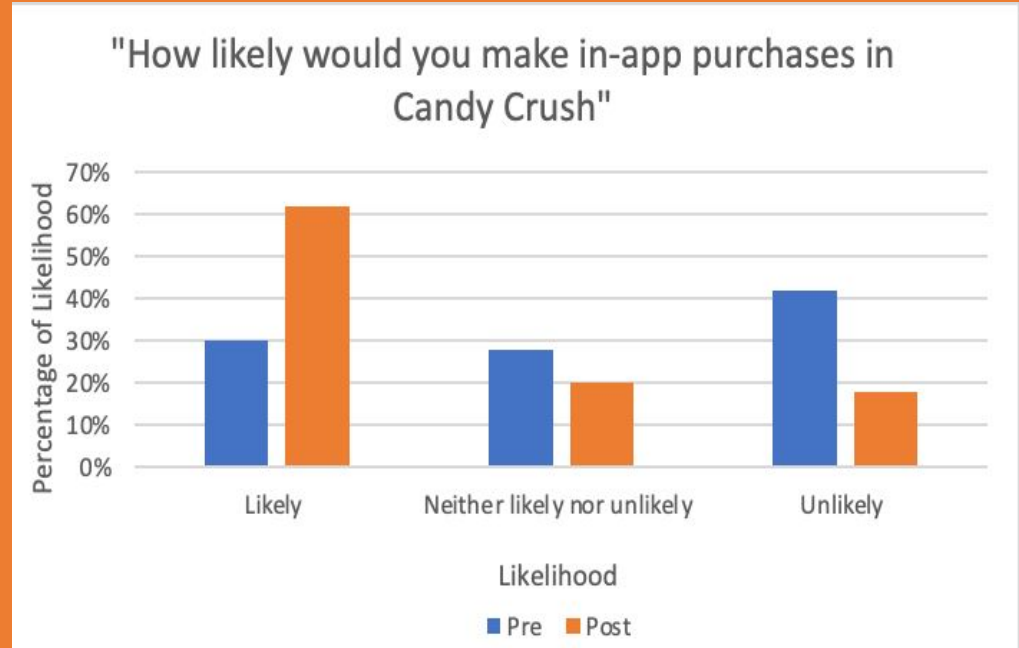


78% of people surveyed claim the #CrushingIt campaign makes Candy Crush cool



Pre & Post Survey Results

- **56%** of people are **likely** to make in-app purchases
 - 32% increase
- **24%** decrease in “unlikely” to make in-app purchases





Why Sweet Escape Agency?



Gen Z - deep understanding of Gen Z's consumer behaviors, trends, and preferences

#CrushingIt brings Candy Crush to real life by relating to Gen Z's fast-paced lifestyles and busy days



Innovation - unique conceptualizations stand out in the competitive landscape of mobile games

Leveraging TikTok to create a fresh and innovative campaign and reintroducing Candy Crush into Gen Z's life



Inclusion - Anyone can participate in this challenge, promoting accessibility, inclusivity, and virality

82% of survey respondents said campaign is extremely likely to go viral

Join us on our Sweet Escape!