

CATAN CASE STUDY

NIANTIC LABS 6 MONTH RETAINER CASE STUDY

CATAN
WORLD
EXPLORERS

SUMMARY

CRAFTSMAN+ teamed with the Marketing team for **Catan: World Explorers** at **Niantic Labs Inc.** to create a set amount of static, video, and app store creatives that helped market and build awareness of the game.

SCOPE OF WORK

- Creative Strategy
- Art Direction
- 2D and 3D Animation
- Sound Design
- Playable Ads

THE CLIENT



Niantic is the world's leading augmented reality company with an initial focus on augmented reality games. The game leading their name is Pokémon Go with over 827,000 daily active uses (DAU) via iPhone.



THE OBJECTIVE & SOLUTION

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THE OBJECTIVE

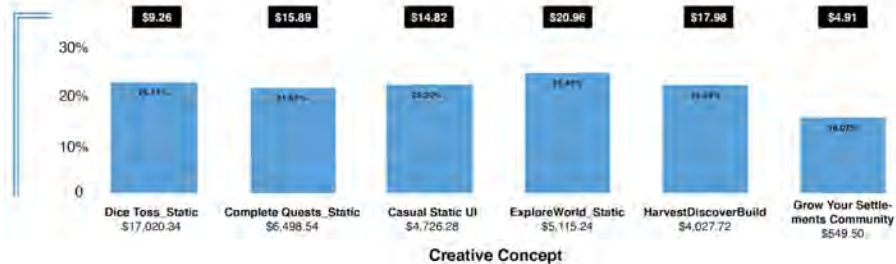
Niantic approached CRAFTSMAN+ to help develop creative strategies to launch their upcoming game, Catan: World Explorer.

THE SOLUTION

CRAFTSMAN+ developed 5 creatives per month over the course of 6 months. The creatives varied between static and videos depending on the need for that month. The goal of each month was to measure the results of those creatives. Once measured, we took those findings to develop the creative strategy for the creatives for the following month.



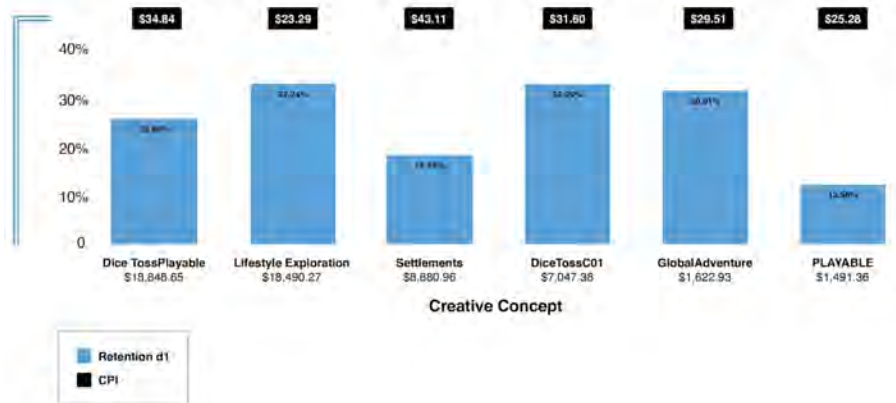
Google



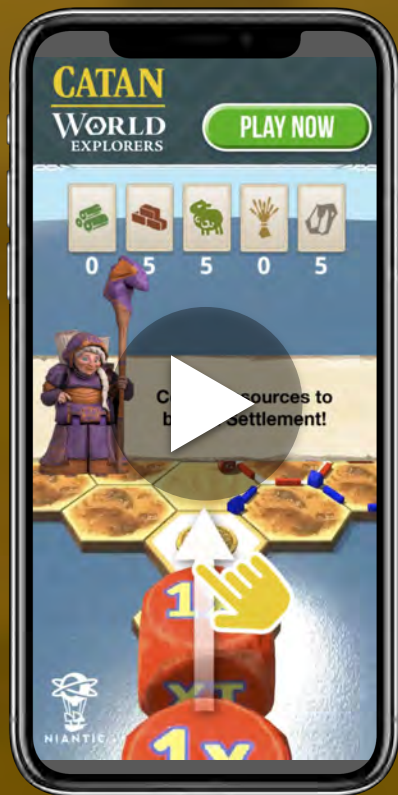
THE RESULTS

CRAFTSMAN+ was able to produce a high volume of creatives that met retention goals as high as **30.91%** ([Global Adventure Video](#)) for Facebook and **25.41%** ([Explore Your World Static](#)) for Google.

Facebook



PLAYABLE CREATIVES



Catan Dice Toss
Playable

0.41% CTR

13.56% Retention

(Facebook)

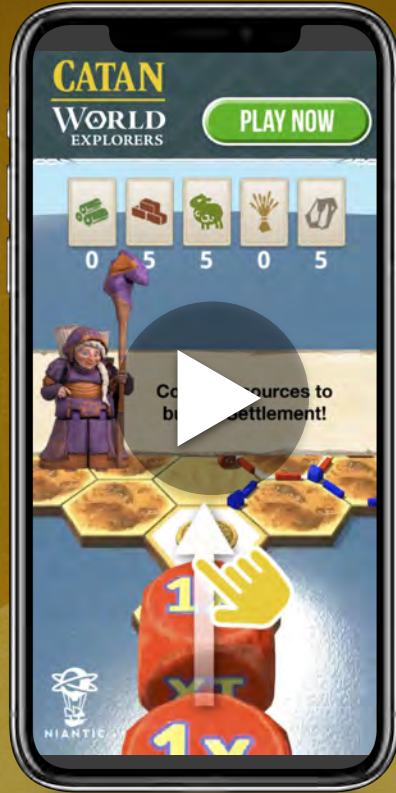


CREATIVE EXAMPLES

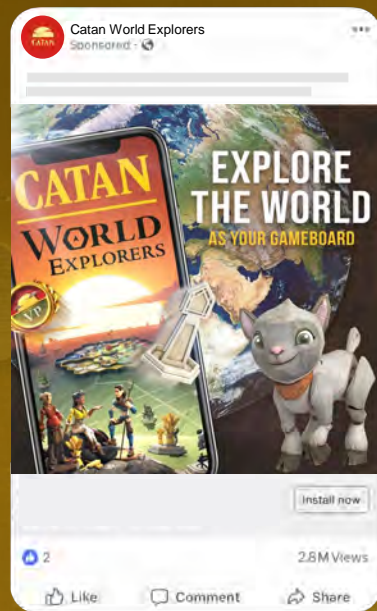
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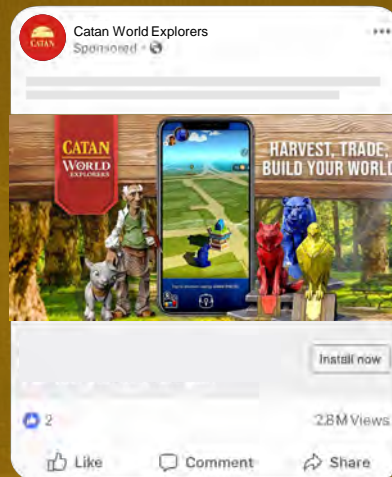
PLAYABLE CREATIVES



STATIC CREATIVES



FACEBOOK / INSTAGRAM FEED



FACEBOOK FEED

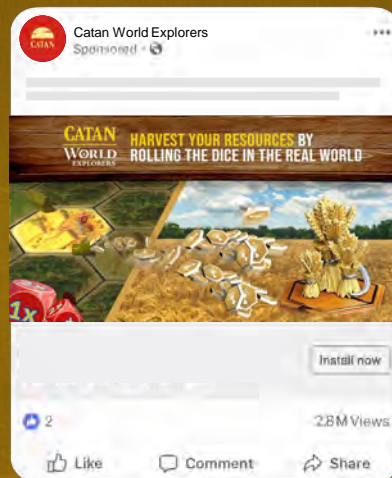


FACEBOOK / INSTAGRAM STORIES

STATIC CREATIVES



FACEBOOK / INSTAGRAM FEED

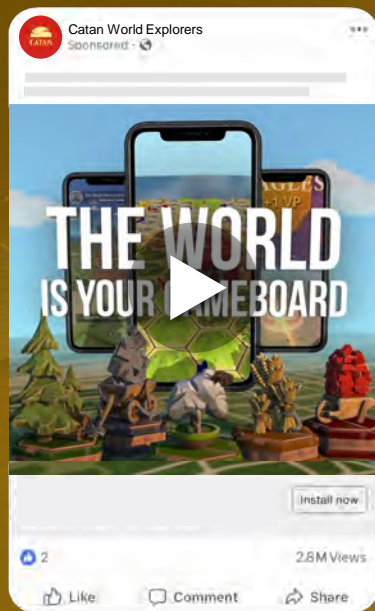


FACEBOOK FEED

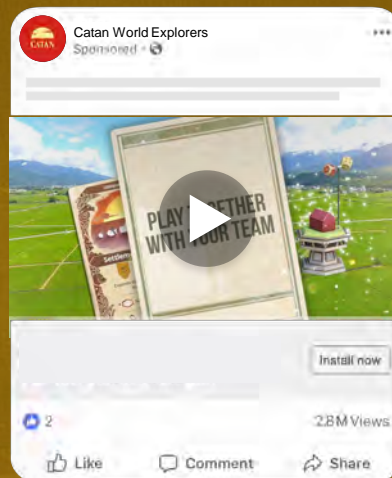


FACEBOOK / INSTAGRAM STORIES

VIDEO CREATIVES



FACEBOOK / INSTAGRAM FEED

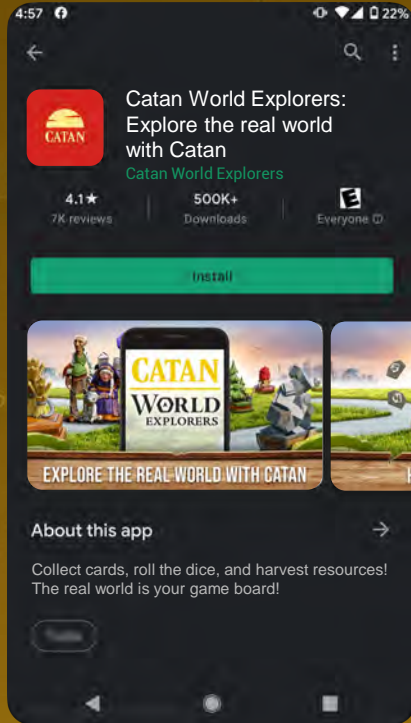


FACEBOOK FEED



FACEBOOK / INSTAGRAM STORIES

APP STORE CREATIVES

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