

HEAVY METAL CASE STUDY

NIANTIC LABS 6 MONTH RETAINER CASE STUDY

TRANSFORMERS
**HEAVY
METAL**

SUMMARY

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

SCOPE OF WORK

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

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 globally launch their upcoming game, Transformers: Heavy Metal.

THE SOLUTION

CRAFTSMAN+ developed 4 creatives per month over the course of 6 months. The goal of each month was to measure the results of those creatives. Once measured, we took those findings to develop the marketing strategy for the creatives for the following month.

CREATIVE EXAMPLES

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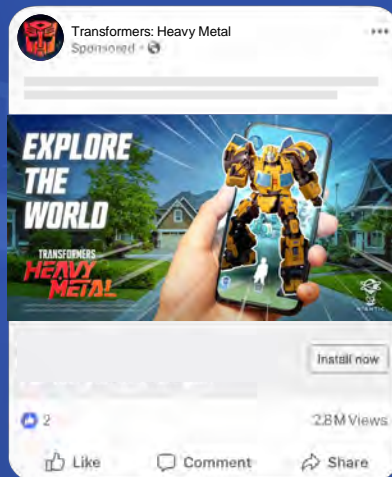
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STATIC CREATIVES



FACEBOOK / INSTAGRAM FEED



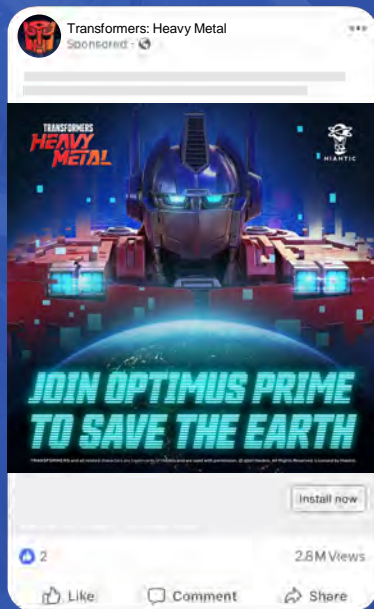
FACEBOOK FEED



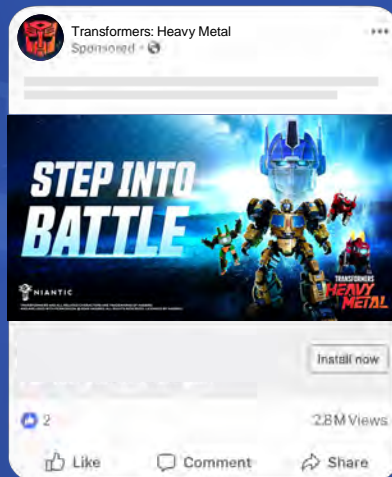
FACEBOOK / INSTAGRAM STORIES



STATIC CREATIVES



FACEBOOK / INSTAGRAM FEED



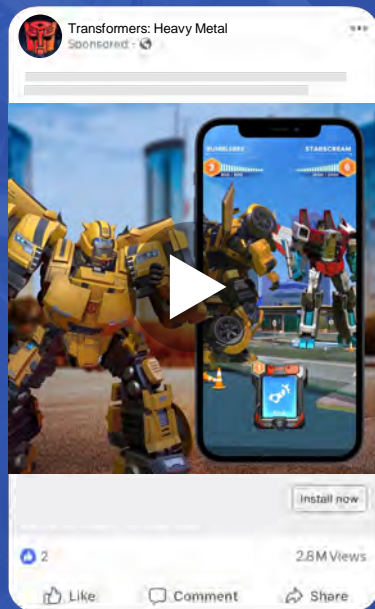
FACEBOOK FEED



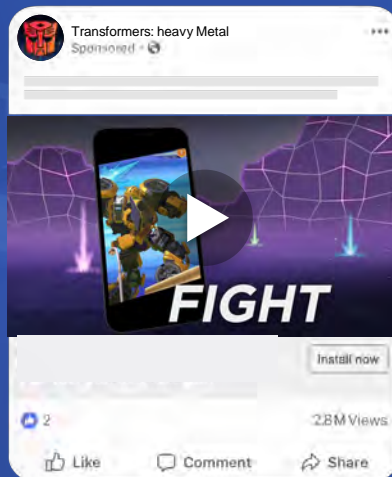
FACEBOOK / INSTAGRAM STORIES



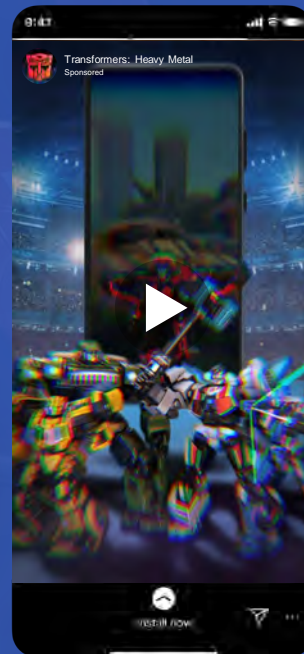
VIDEO CREATIVES



FACEBOOK / INSTAGRAM FEED



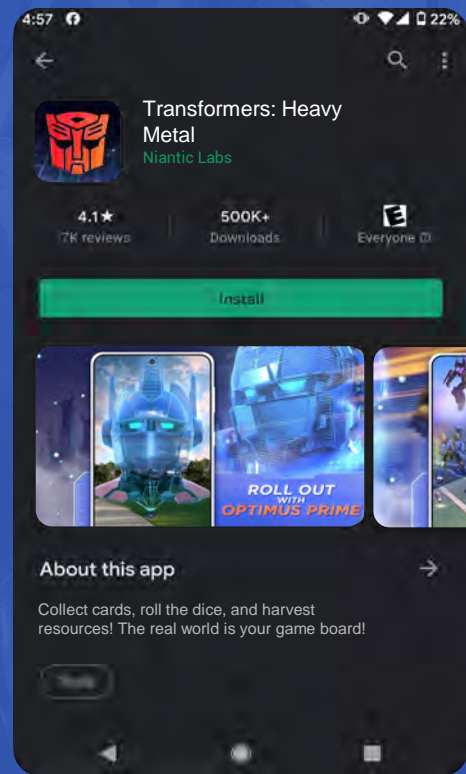
FACEBOOK FEED



FACEBOOK / INSTAGRAM STORIES



APP STORE CREATIVES



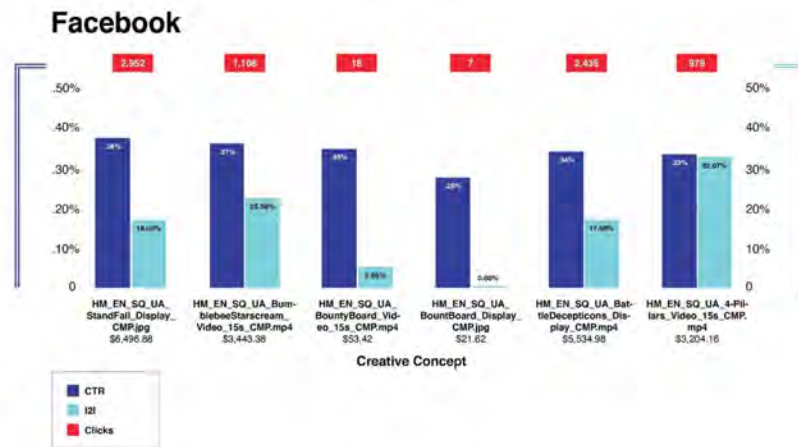
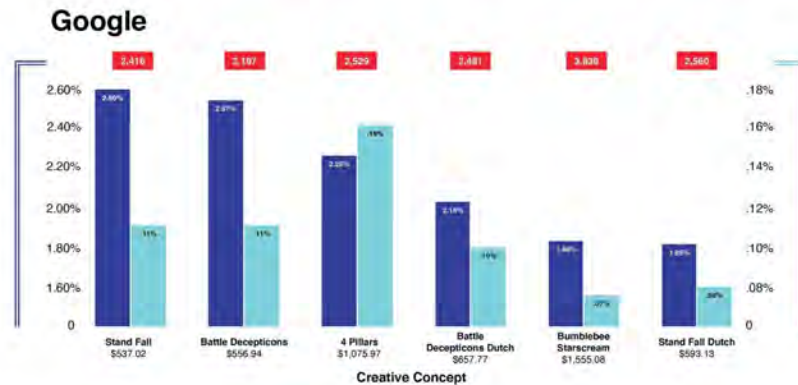
THE RESULTS

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THE RESULTS

CRAFTSMAN+ was able to produce a high volume of creatives that met CTR goals going as high as **2.6%** (Stand Fall Static) for Google and **0.38%** for Facebook.



BUMBLEBEE VS. STARSCREAM VIDEO

Results: \$8.2k spend, 349k Impressions, 0.34% CTR - referring back to 4 Pillars slide. iOS SKAN ad set held majority of spend (\$5.4k) but had fewer installs than the GP ad set (\$2.3k spend). Overall had high watch rates at **25%, 50%, 75%, and 100%** - may be attributed to calling out popular characters like Bumblebee.

Creative callouts: Notable characters may have an impact on watch rates, since the audience targeting is broad, but don't always correlate to installs.

Spend: \$8,285.50

Impr.: 497,263

Clicks: 1,678

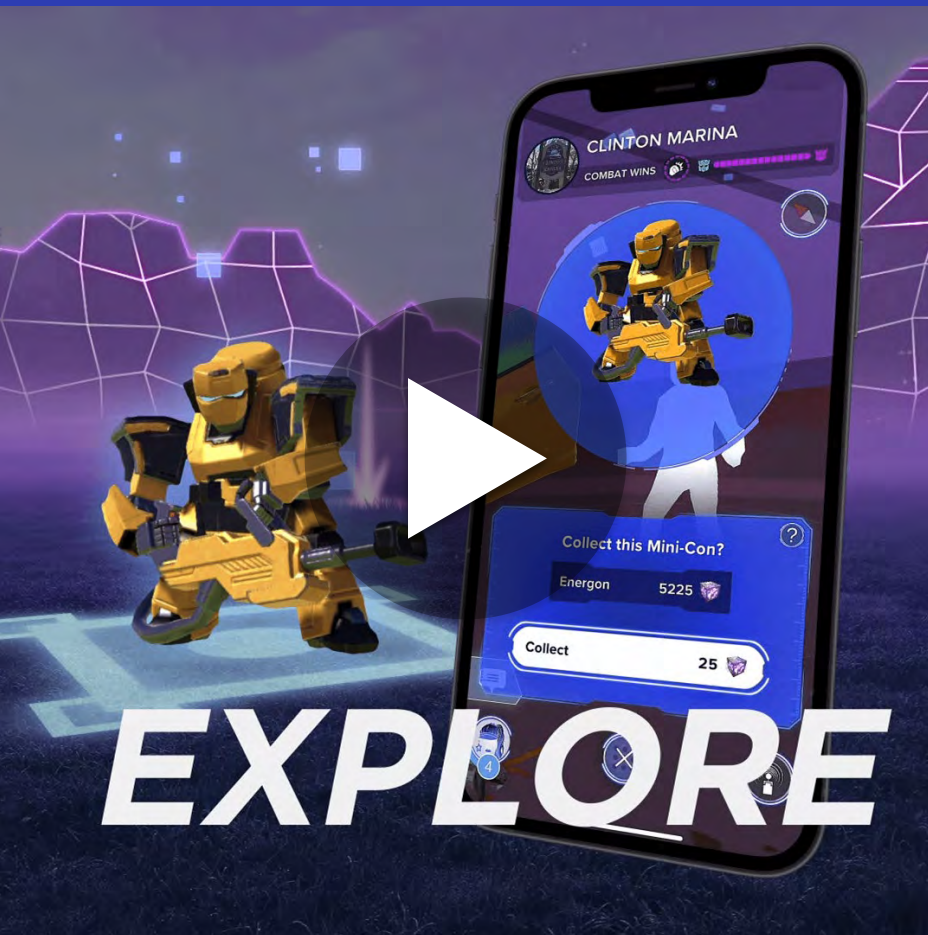
CTR: 0.34%

I2I: 5.36%

Qualified Installs: 52

Qualified CPA: \$159.34





FIGHT. EXPLORE. COLLECT. VIDEO

Results: Interestingly spent less (\$4.7k) compared to BumblebeeStarscream (\$8.2k) but brought in 28% more qualified installs at a **79% lower qualified CPA**. Majority of installs came from GP ad set.

Creative callouts and next steps: Game title and logo in intro unlike all the other creative, easy to follow (actions and copy aligned) and read (not too much text in a frame).

Spend: \$4,743.03

Impr.: 367,401

Clicks: 689

CTR: 0.19%

I2I: 14.95%

Qualified Installs: 69

Qualified CPA: \$68.74

79%
LOWER
QUALIFIED CPA

THE PROOF

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"Craftsman+ was able to significantly multiple the volume of our UA creatives while not just maintaining, but constantly improving on the quality of the deliverables. They were able to quickly overcome any obstacles while adapting to the ever-changing situations of approvals and alignment. The team was an absolute pleasure to work with and we are very excited to continue our relationship with them."

Anson

*Former
Marketing Manager*



Anson Huang 6:12 PM

to Angela, me, Andrew, Bridget, Ela... ▾



Hi Angela - some good news, Hasbro has just approved of the most recent round of WP6, so the only comments to address are the ones from Niantic, which are already in Asana.

On another note, our team has been really happy with the quality of deliverables from Craftsman+ recently, so just wanted to thank you, Bridget, Aimee and the team for the awesome work. Excited for WP7, and enjoy the long weekend!



Andrew Macintosh 6:13 PM

to Anson, Angela, me, Bridget, Ela... ▾



+1 to the quality. Excellent work folks! Really proud of how far everything has come.



The background of the entire page is a promotional image for Transformers Heavy Metal. It features two large, blue and red Transformers robots in a city setting. The robot on the left is partially visible, showing its leg and foot. The robot on the right is more complete, holding a glowing blue energy bow. In the bottom right corner, there is a white silhouette of a person standing next to a large wheel, with the text 'TRANSFORMERS HEAVY METAL' below it. The text 'WANT TO LEARN MORE?' is centered in large, white, bold, sans-serif capital letters.

WANT TO LEARN MORE?

WWW.CRAFTSMANPLUS.COM

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