CLIQUE GAMES | Case Study

Revitalizing Frenzy VR through TikTok Marketing

FRENZY VR

In today's rapidly evolving digital landscape, harnessing the power of social media platforms has become a critical success factor for gaming companies seeking to capture the attention of tech-savvy audiences. This case study delves into how Clique Games transformed Frenzy VR, a once-popular but fading virtual reality game developed by Innoverse Games, into a rejuvenated sensation through a strategic TikTok marketing campaign.

By leveraging innovative content strategies, data-driven insights, and the platform's viral potential, Clique Games revitalized Frenzy VR's cult following, significantly boosting revenue, downloads, and active user engagement. This case study explores the key strategies, challenges, and results that underscore the importance of agile and creative marketing in the gaming industry, offering valuable insights into the impact of social media on game sales and growth.

About Frenzy VR

Developed By: Innoverse Games
Initial Release Date: October 2021
Signing with Clique Games: October 2023

Key Challenges Before Signing:

- An older game with declining momentum.
- Lack of a fresh marketing and communications strategy since the initial launch.

Identifying TikTok as the Best Platform

Factors Leading to TikTok Selection

- **Existing Following:** Frenzy VR had already built a substantial following on TikTok.
- **Viral-Friendly Content:** The gameplay's dynamic and action-packed nature made it ideal for viral content.
- **TikTok-Specific Strengths for VR Games:**
  - **High Engagement:** TikTok's short, captivating videos generate high user engagement rates.
  - **Algorithmic Advantage:** The platform's algorithm amplifies relevant, engaging content to wider audiences.
  - **Influencer and UGC Power:** Strong influencer community and user-generated content trends.

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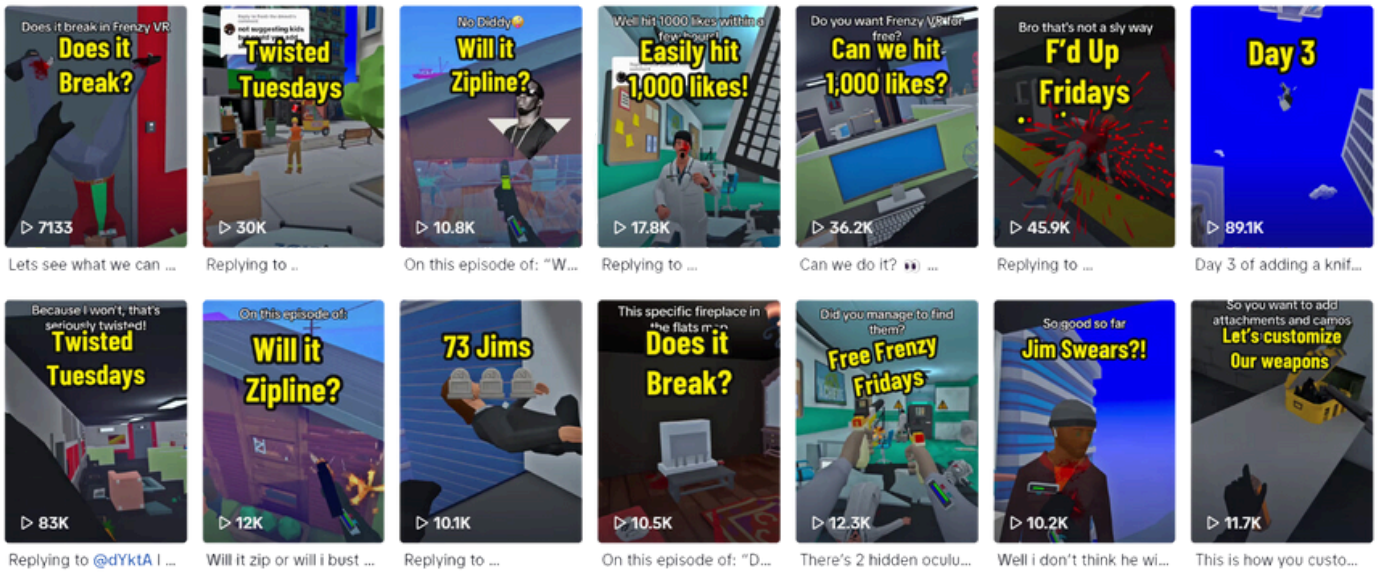
TikTok Content Strategy Development & Execution

Strategy Design

- **Specific Themes/Trends:**
  - **HDR Effect:** Enhanced visual quality to make clips stand out.
  - **Strong Hooks:** Including an engaging hook within the first few seconds of each video.
  - **Controversial Series:** Leveraging controversy to generate buzz and views.
- **Content Posting Frequency & Timing:**
  - Posting daily, consistently, regardless of external factors.



Implementation of the TikTok Strategy:

Major Changes Post-Signing:

- Video Type and Style: Shift towards shorter, snappier, visually enhanced videos.
- Weekly Campaigns and Series: Introduced to sustain engagement.
- Collaborations: Partnering with TikTok influencers and gaming content creators.

Data-Driven Development

- **Audience Analysis:**
  - **Influencer Outreach & Management:** Connecting with top influencers to promote games.
  - **Scripting & Payment:** Crafting scripts and managing influencer compensation.

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Results Analysis: Before and After Signing with Clique Games

Revenue Growth

Before: October 2023 (baseline)
After: May 2024
Growth: **48% increase in monthly revenue.**

Downloads Growth

Before: October 2023 (baseline)
After: May 2024
Growth: **37% increase in downloads.**

Active Users Growth

Before: October 2023 (baseline)
After: May 2024
Growth: **31% increase in active users.**

TikTok Views & Engagement

Before: October 2023 (baseline)
After: May 2024
Growth: **54% increase in total video views.**

Engagement Metrics

Likes: **45% increase in total likes.**
Shares: **42% increase in shares.**
Comments: **39% increase in comments.**

Achievements and Key Lessons Learned

Major Achievements:

- **Sales Increase:** Revenue grew by 48% since signing with Clique Games.
- **Revitalized Cult Following:** Renewed engagement with Frenzy VR's core audience.
- **User Base Expansion:** Grew the user base significantly without additional resources or expenses to the Innoverse team.

Key Lessons Learned:

- **Consistency is Key:** Posting daily created a sense of anticipation among fans.
- **Leverage Trends Wisely:** Staying ahead of trends ensures maximum visibility and engagement.
- **Utilize Data-Driven Insights:** Deep analytics helped fine-tune content and identify successful patterns.
- **Focus on Visual Quality:** High-quality visual effects enhance user experience and engagement.