CLIQUE GAMES | Case Study

FRENZY VR

The Frenzy VR Success Story

Frenzy VR, a virtual reality title developed by Innoverse Games, launched in October 2021 and enjoyed initial popularity before its engagement began to slow. In October 2023, Frenzy VR partnered with Clique Games to reinvigorate the title through a strategic marketing campaign while setting the stage for a sequel, Frenzy Extinction, which launched in September 2024. This case study explores how Clique Games leveraged emerging industry trends, cross-promotion techniques, and community-driven platforms to boost visibility, engagement, and sales for both Frenzy VR and Frenzy Extinction.

About Frenzy VR

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

Core Challenges:
Declining user engagement, outdated marketing, limited reach in evolving VR markets

Challenges Identified

Prior to partnering with Clique Games, Frenzy VR struggled with common issues of aging VR titles, including falling downloads, declining revenue, and reduced active users. Additionally, its visibility was limited by its placement on Meta's AppLab, making it harder to attract new players compared to games on the primary Meta Store.

Clique Games recognized opportunities to address these challenges. They saw TikTok's rising popularity as an ideal way to reach Frenzy VR's audience through visually engaging content, leveraging the game's physics-driven action. The upcoming launch of Frenzy Extinction presented a cross-promotional opportunity to rekindle interest in Frenzy VR, while the expected move to the Meta Store offered a timely chance to enhance its storefront presence.

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Strategy Development & Execution

1. Leveraging External Industry Factors

The AppLab to Meta Store merger served as a crucial inflection point, expanding Frenzy VR's visibility. Clique Games optimized this move by updating the game's visuals and descriptions, enticing new players drawn to Meta's primary platform.

2. Cross-Promotional Content Strategy via TikTok

Through a TikTok campaign, we strategically highlighted Frenzy VR and Frenzy Extinction in tandem, using engaging side-by-side comparisons of gameplay mechanics, storylines, and physics-based interactions to captivate audiences.

3. Fostering an Engaged Discord Community

Clique Games established a unified Discord community that now includes over 16,100 members across Frenzy VR and Frenzy Extinction. This shared server served as a hub for community events, exclusive playtests, and early access to content, encouraging continuous interaction among players of both games and building anticipation for the sequel.

4. Strategic Bundling and Cross-Promotion

At the launch of Frenzy Extinction, we bundled both games, offering them at a discounted rate to encourage players to experience both. This strategy also linked the two games on store pages, creating a seamless user experience across the franchise.

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Results Analysis: Before and After Signing with Clique Games

Revenue Growth

Before: October 2023 (baseline)
After: October 2024
Growth: **55% increase in monthly revenue.**

Downloads Growth

Before: October 2023 (baseline)
After: October 2024
Growth: **42% increase in downloads.**

Active Users Growth

Before: October 2023 (baseline)
After: October 2024
Growth: **35% increase in active users.**

TikTok Views & Engagement

Before: October 2023 (baseline)
After: May 2024
Growth: **60% increase in total video views.**
50% increase in total video likes.
47% increase in total video shares.
47% increase in total comments.

Discord Community Growth

Before: October 2023 (baseline)
After: October 2024
Increased by 173.7%, reaching over 16,100 members.

Achievements and Key Lessons Learned

Major Achievements:

- **Sales Increase:** 55% increase in monthly revenue by October 2024.
- **Expanded User Base:** Frenzy VR saw a 42% download increase and 35% active user growth, thanks to cross-promotion and platform expansion.
- **Community Engagement:** Discord membership surged, nearly doubling as players of both titles engaged across community events, playtests, and discussions.

Key Lessons Learned:

- **Consistency Drives Retention:** Daily TikTok posts and frequent Discord engagement kept players informed and excited.
- **Capitalize on Platform Shifts:** Transitions to larger platforms, like the AppLab-Meta merger, can rejuvenate player interest.
- **Utilize Data-Driven Insights:** Deep analytics helped fine-tune content and identify successful patterns.
- **Cross-Promotional Synergies:** When managed well, sequels can effectively reengage audiences in prequels, extending the lifecycle of both games in a franchise.