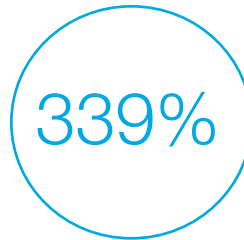
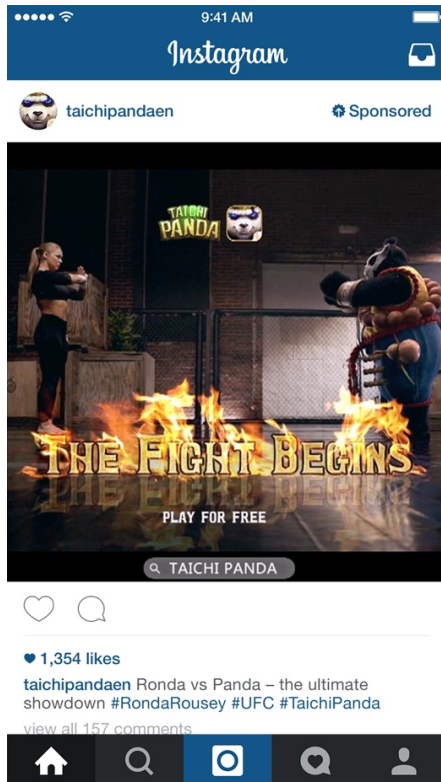




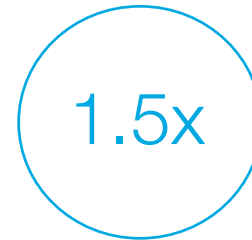
Snail Games

# Driving Discovery With Instagram

The Chinese mobile game developer and publisher ran video ads featuring MMA champion Ronda Rousey on Instagram to drive discovery of its action role-playing game Taichi Panda in the United States.



incremental installs



higher in-app purchase rate

## STORY

### Entertaining gamers globally

Since 2000, Snail Games has developed and published entertaining digital products reaching 85 million people in over 100 countries. In 2014, the company ventured into mobile games and hardware.

## GOAL

### Acquiring fans in foreign markets

Snail Games has actively promoted Taichi Panda via Facebook since the game's launch. The company wanted to use the creative context of Instagram to reach and connect with males aged 15 to 40 in the US.

## SOLUTION

### A knockout on mobile

Snail Games leveraged its video assets featuring mixed martial arts champion Ronda Rousey when her popularity was at a peak after a key Ultimate Fighting Championship (UFC) win. The videos combined live action and animation, featuring Rousey and the game's titular character, Taichi Panda, facing off in a fight. The brand ambassador and the creative's light-hearted tone resonated strongly with the campaign's target audience, while they were in an open mindset on Instagram.

By running a conversion lift study, Snail Games was able to measure the impact of viewing Instagram ads. The Instagram ads drove a 339% lift in installs and 1.5X higher rate of in-app purchases. Instagram proved to be effective in driving discovery of Taichi Panda and efficiently acquiring high-value players for Snail Games. In addition, Taichi Panda included an ongoing television campaign in the US to their media mix to help drive additional awareness.

“Instagram advertising helped us reach new users and followers previously beyond our reach. Tapping into an engaged network in a visual medium allowed us to raise a greater awareness about our product to our target audiences.”

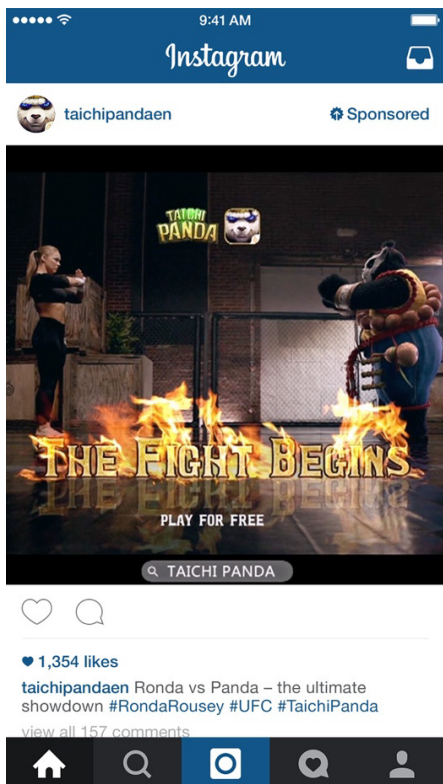
Alfie Qian  
Director of Overseas Marketing & Publishing  
Snail Games



Snail Games

## 利用 Instagram 寻找新玩家

这家中国移动游戏开发和发行商邀请 MMA 格斗冠军龙达·鲁西 (Ronda Rousey) 出镜代言其发行的动作角色类游戏《太极熊猫》，在美国境内投放 Instagram 视频广告片，吸引更多玩家的关注。



339%

新增安装量  
提升339%

1.5倍

应用内购买率  
增加 1.5 倍

案例

### 深受全球玩家的追捧

2000 年至今，蜗牛数字开发和发行的数字娱乐产品已经吸引全球 100 多个国家和地区内的 8,500 万名玩家。2014 年公司决定进军移动游戏和硬件领域。

目标

### 征服海外游戏迷

在《太极熊猫》发行之初，蜗牛数字便开始利用 Facebook 推广游戏，聚集人气。公司希望借助 Instagram 这片创意沃土，与年龄为 15-40 岁的美国男性用户建立联系，向其推广这款游戏。

解决方案

### 打开移动之门的金钥匙

蜗牛数字看准综合格斗拳手龙达·鲁西夺得终极格斗大赛 (UFC) 冠军的超强影响力，诚邀她出镜强势代言这款游戏，推出精彩震撼的视频广告片。视频结合实景真人和动画演绎，鲁西与游戏中的虚拟角色太极熊猫上演擂台对战。品牌代言人的超高人气和轻松愉悦的广告创意能与营销活动的目标受众，即渴望发现新鲜事物的 Instagram 用户产生强烈的感情共鸣。

随后蜗牛数字通过开展转化率提升研究，来衡量 Instagram 广告对受众产生的影响。观看 Instagram 广告的受众安装量提升 339%，应用内购买率增加 1.5 倍。事实证明，Instagram 广告对提升《太极熊猫》的知名度效果突出，同时也为蜗牛数字成功吸引到高价值玩家。此外，《太极熊猫》还在美国持续投放电视广告，与社交媒体广告形成优势互补，进一步提升知名度。

“ Instagram 广告让我们能发掘出之前未辐射到的新玩家和关注者。利用视觉媒介打入玩家活跃的网络，有效提升游戏在目标受众中的知名度。”

Alfie Qian  
海外营销与发行总监  
蜗牛数字