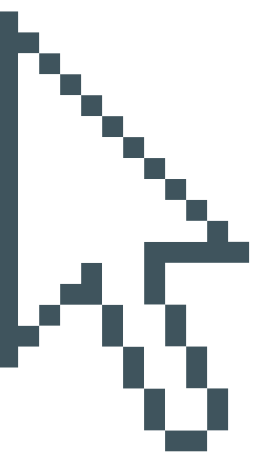


# WHICH SMARTPHONE GAME ARE YOU?

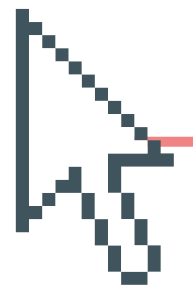
## BUZZFEED CHALLENGE

GROUP 6

BY AMAN, EESHA, BIANCA



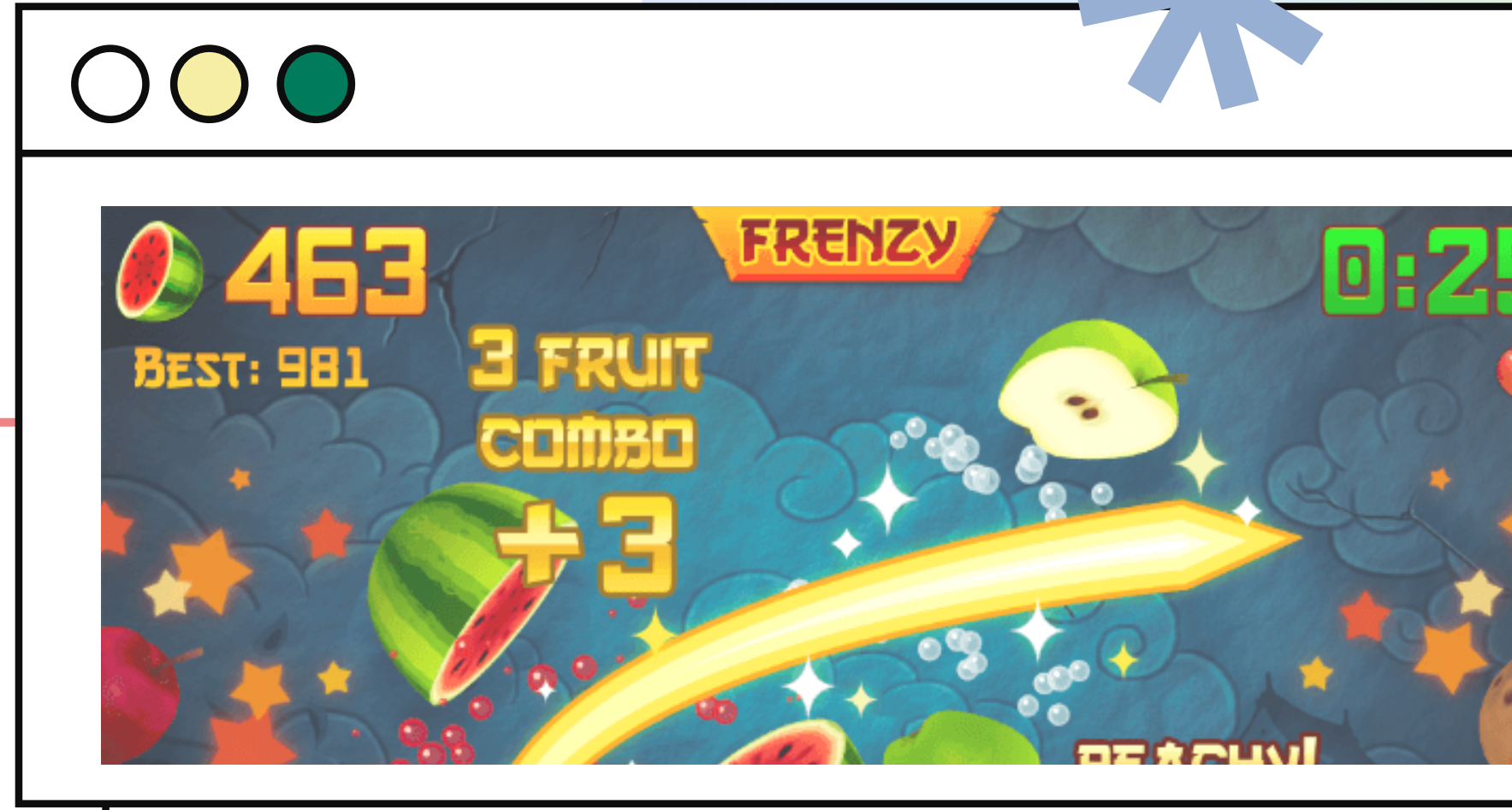
# AGENDA



●  
Post

●  
Strategy

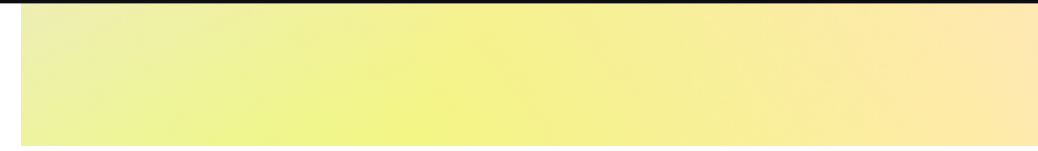
●  
Execution



●  
Positives/  
Negatives

●  
Adjustments

●  
Key Learning  
Takeaways





# WHICH ICONIC 2010S SMARTPHONE GAME ARE YOU?

**Community** • Updated on Nov 11, 2022

## Which Iconic 2010s Smartphone Game Are You?

I'd give anything to play Flappy Bird again.

by **eeshabansal14** Community Contributor Approved and edited by BuzzFeed Community Team

510 points

[View 29 comments](#)

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**Quiz: Which Iconic 2010s Smartphone Game Are You?**

**Fruit Ninja**

You're one of a kind! You're interested in so many different things and somehow manage to pursue all of them with a smile on your face. You're that role model friend.

[Retake](#)

### Favorite season?



**Spring**

*Arno Smit on Unsplash*



**Summer**

*Ethan Robertson on Unsplash*



**Fall**

*eberhard grossgasteiger on Unsplash*



**Winter**

*Aaron Burden on Unsplash*



**I don't care...**

*Daniel Herron on Unsplash*



**I like them all equally**

*Madison Oren on Unsplash*

### Dream house?



**Old mansion**

*Victor Chaldez on Unsplash*



**Cabin in the woods**

*Olivier Guillard on Unsplash*



**Modern house**

*Avi Werde on Unsplash*



**Suburban home**

*Dhruv Mehra on Unsplash*



**City apartment**

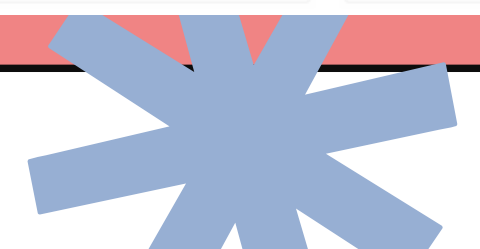
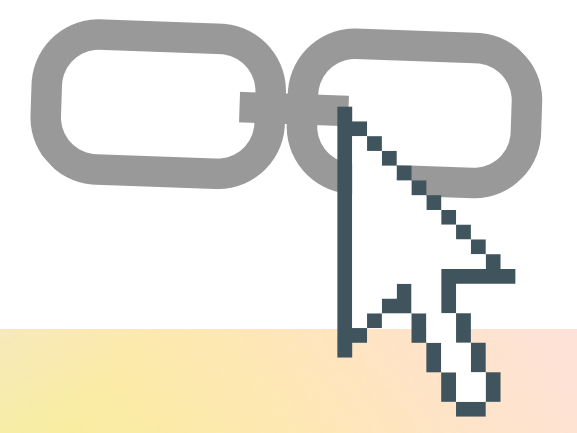
*Seyi Ariyo on Unsplash*

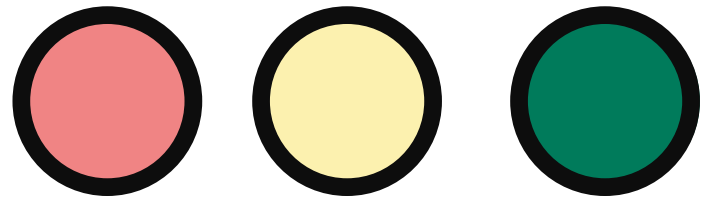


**Charming cottage**

*Ella de Kross on Unsplash*

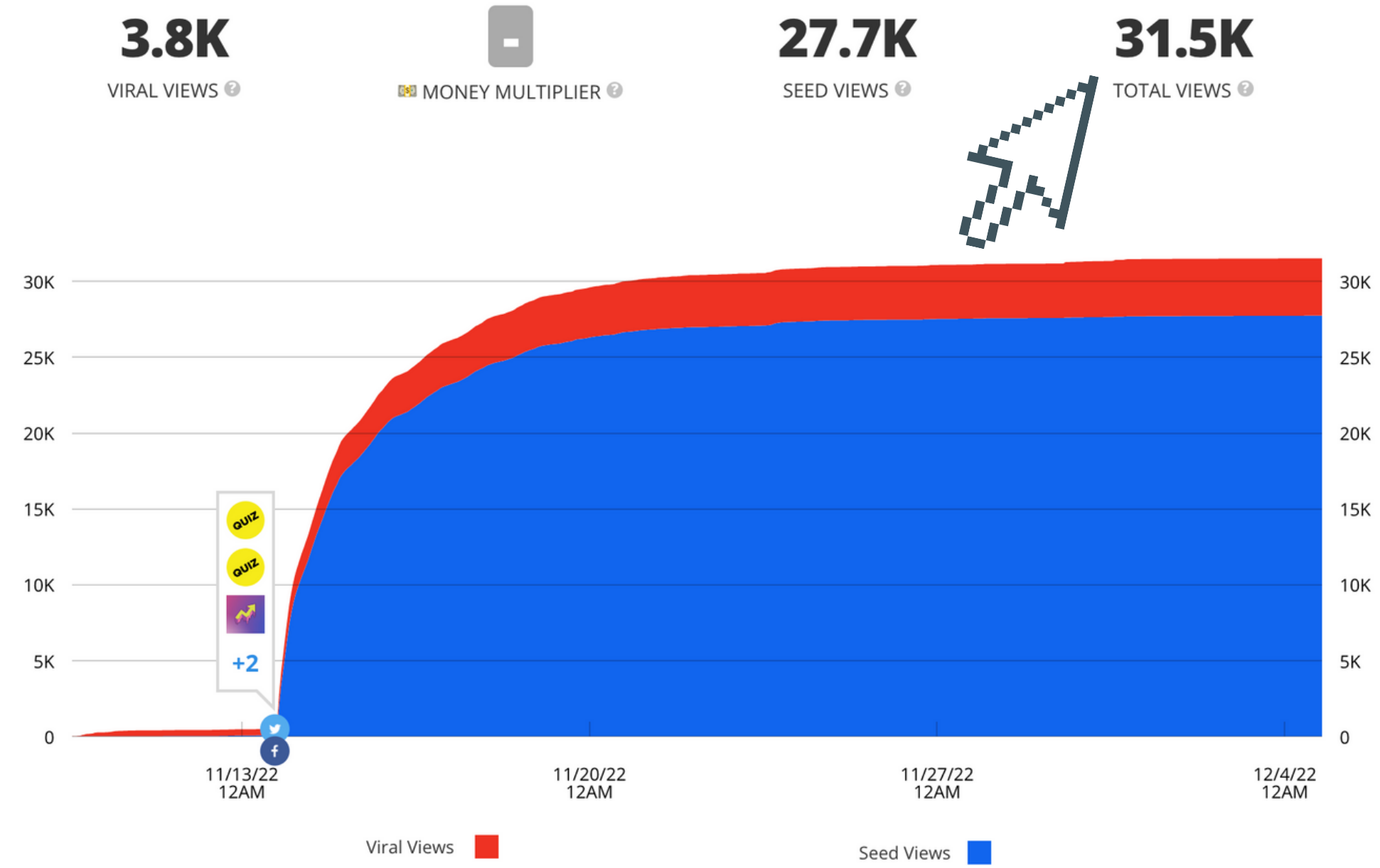
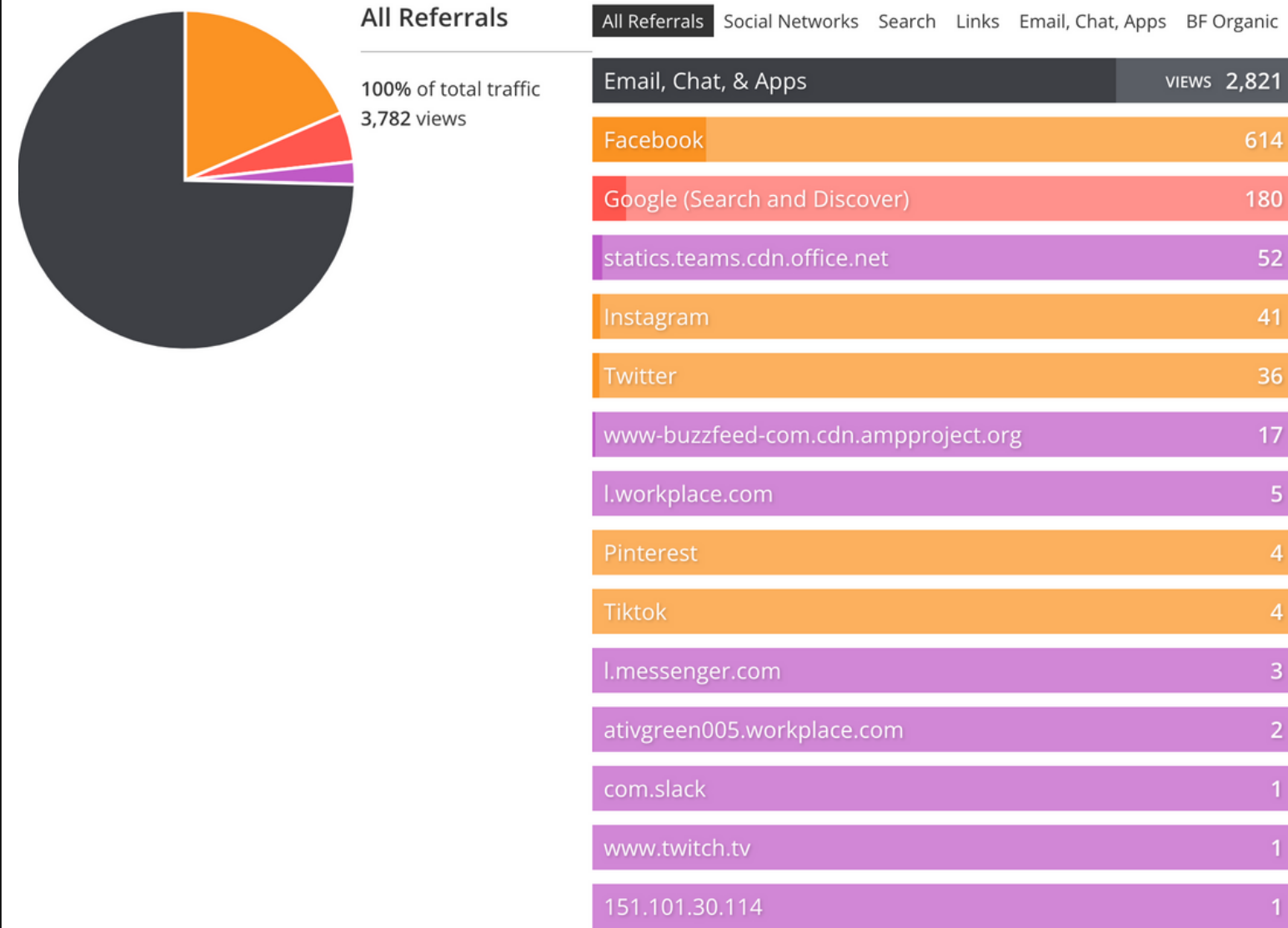
- 10 Questions
- 6 Choices
- Avg. Completion Time
  - 90 seconds
- 29 social comments





# FINAL RESULTS

## Viral Traffic Referral Breakdown



Traffic jumped after 5pm on 11/13

11/13/22 2PM

SEED	VIRAL	TOTAL
78	416	494

11/13/22 8PM

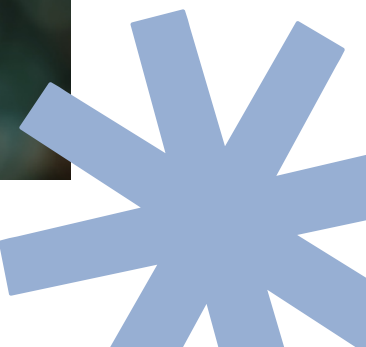
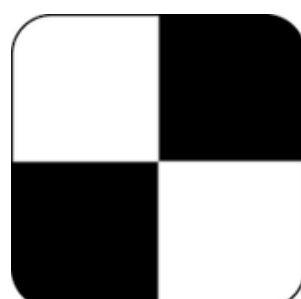
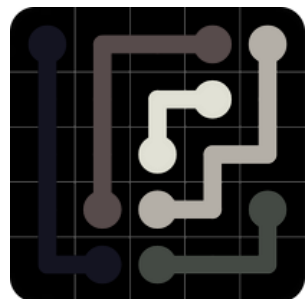
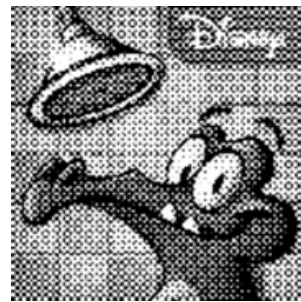
SEED	VIRAL	TOTAL
4.4K	989	5.4K

# INITIAL STRATEGY AND CONTENT CREATION

**Original Title: Based on your personality, we'll tell you what 2010s smartphone game you are.**

- 10 Questions
- 4 Choices
- Did not include captions for each image
- Chose unique, impactful, popular games

Highly drew upon nostalgia and interest of a specific target market. All these games had such an impactful era that millions of people engaged in



# EXECUTION STRATEGY

## Target Market

General: Anyone with a smartphone and familiar with applications, especially games

Specific: People who like to play smartphone games and grew up playing them

Generational: People who played smartphone games at their peak, in the 2010's



## Promotion Plan

Along with sending it out to our own networks, we also planned on sending it to:

2 Facebook groups, 4 Reddit Groups, 1 Telegram Group

All the groups we found have people with shared interest in gaming, IOS games, buzzfeed quizzes, and mobile gaming overall.

## Outreach

Our personal networks reached 500 people before Buzzfeed picked up our quiz

Had difficulties joining the Facebook groups

By the time we wanted to post on Reddit, we had already reached a substantial amount of views

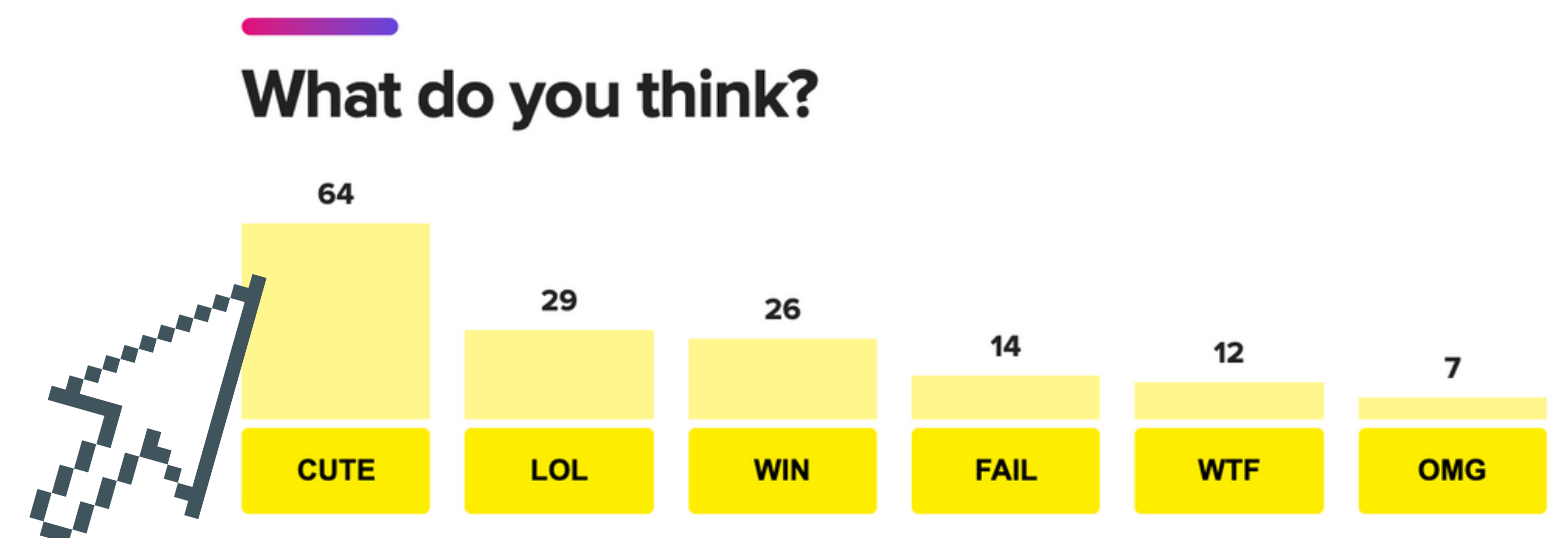


# POSITIVES

- Leveraged our personal networks
- A nostalgic topic that fits the targeted market
- Answers that are flexible with fitting different categories
  - For example, Temple Run and Candy Crush
- Had good initial content which led Buzzfeed to not make any significant changes
- Got good reactions from the community

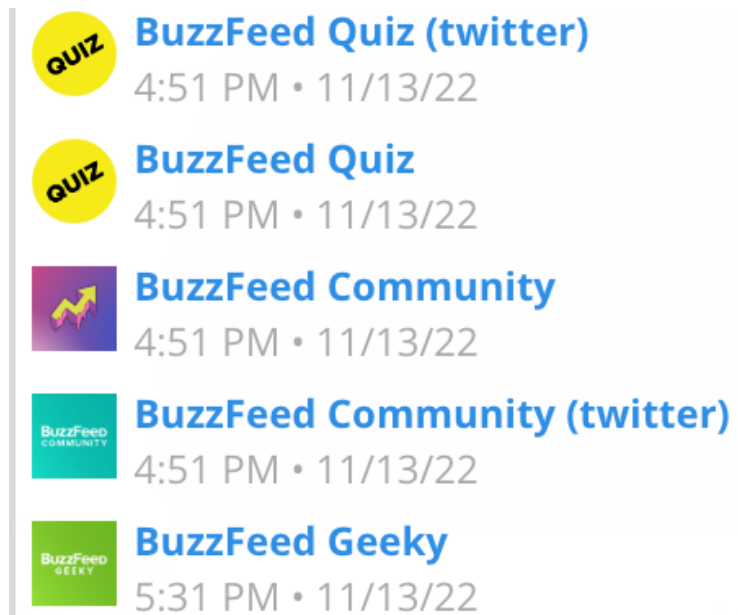
# NEGATIVES

- Facebook groups were difficult to join
- Buzzfeed locked us out pretty quickly so it was difficult to make adjustments of our own
- Sent in a Telegram Groupchat but was unable to monitor impact

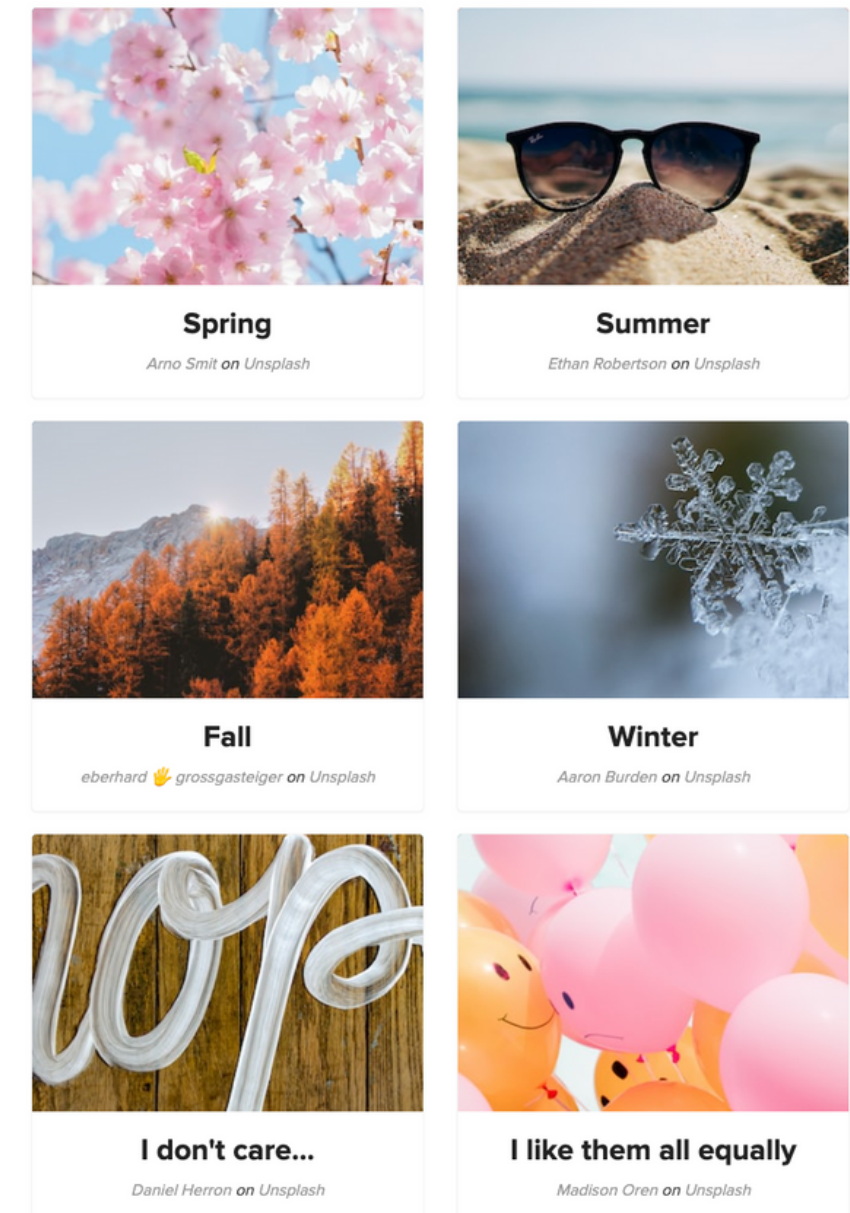


# CAMPAIGN ADJUSTMENTS

- Adjustments were minor
  - In the initial phases, we wanted a niche of personality questions
    - For example, all questions would be on one topic
    - Adding variety to our personality questions sparked interest
  - We added more content to our descriptions for quiz results
  - BuzzFeed took control of our quiz earlier on and they added...
    - 2 more answer choices
    - Captions for pictures
    - Updated quiz description - "I'd give anything to play Flappy Bird again"
    - Title
  - BuzzFeed's changes were positive
  - Quiz was sent to multiple platforms



## Favorite season?



Example of BuzzFeed alteration



# TAKEAWAYS

AMAN



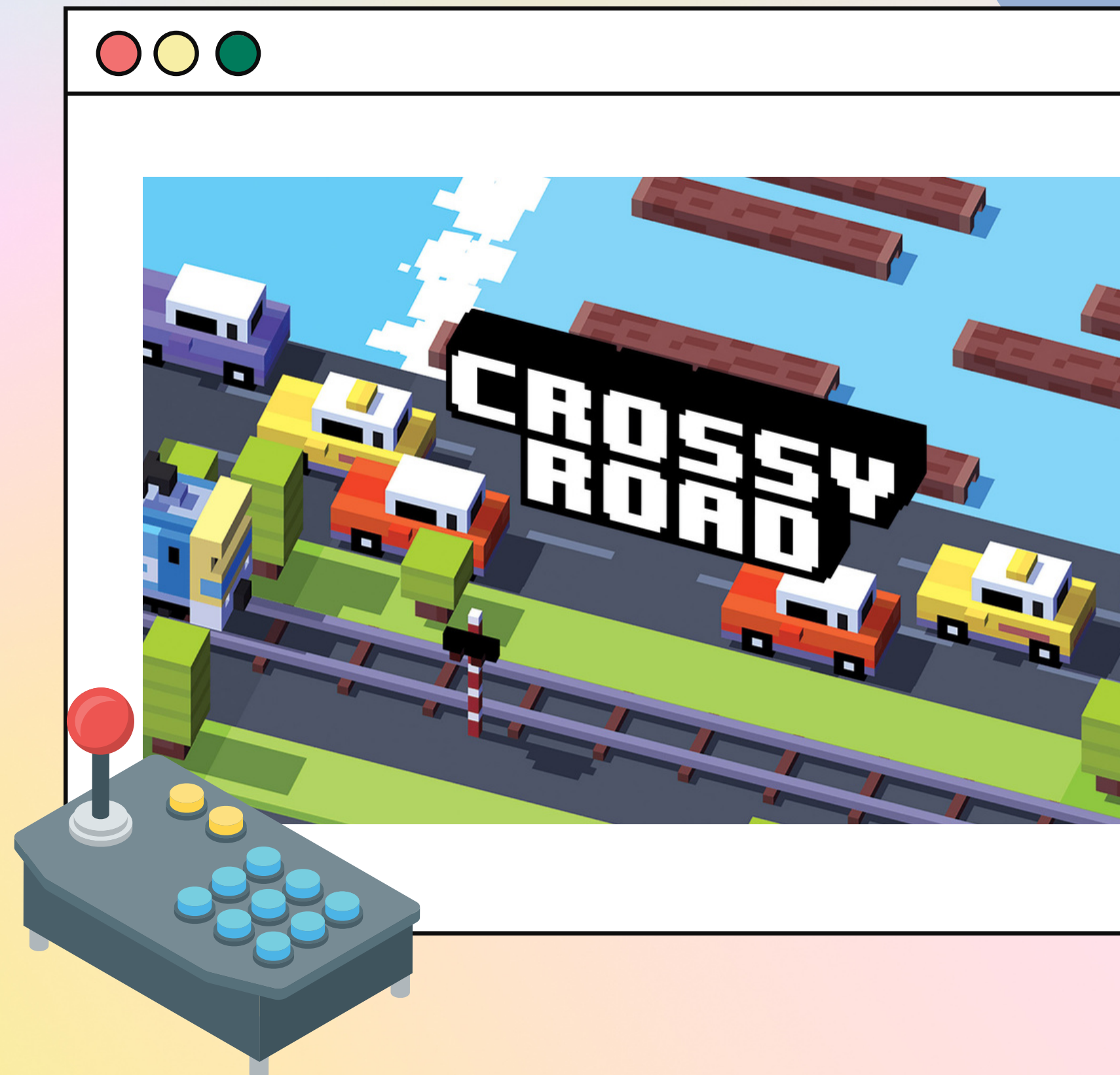
Patience is key



Niche isn't always necessary



Trust your gut





# TAKEAWAYS

## EESHA



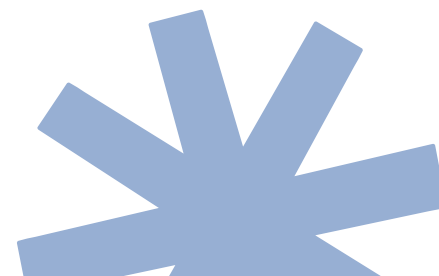
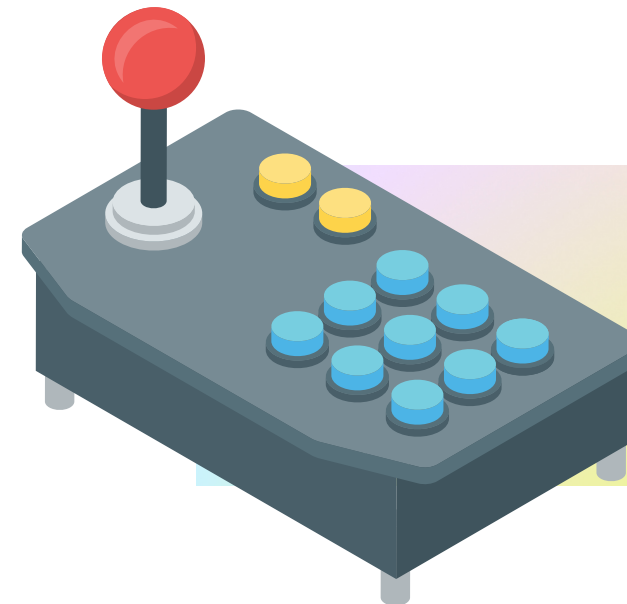
**Working on content you enjoy and are passionate about is the most impactful**



**Descriptions do not always have to be long and informative**



**Going viral does not depend on the current trends**



# TAKEAWAYS

BIANCA



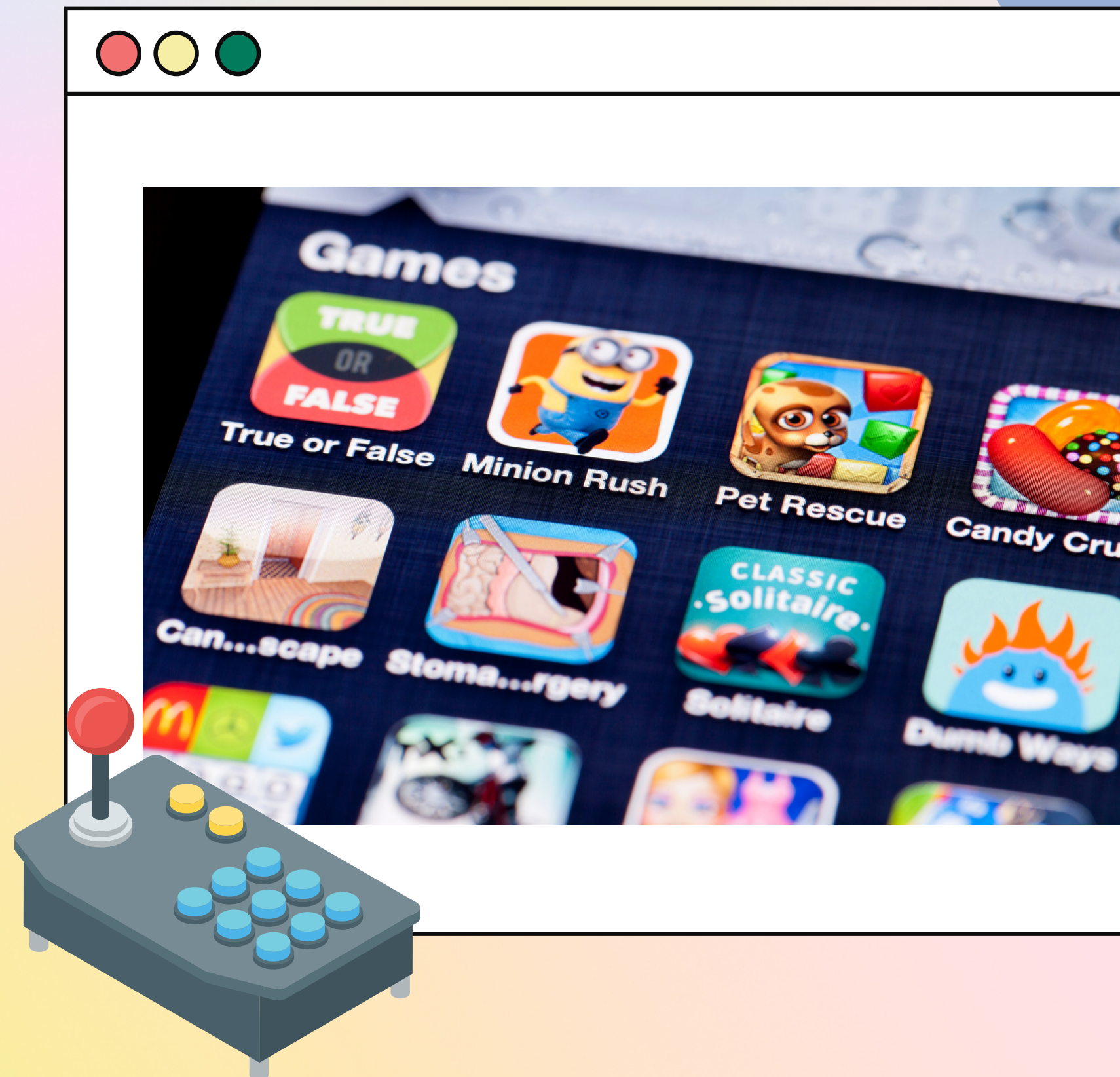
Do not underestimate personal networks

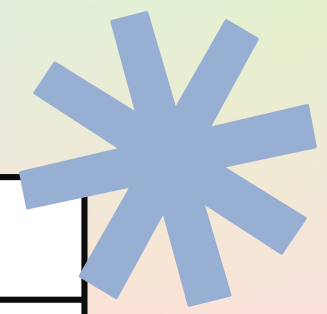


Nostalgia can be powerful



Limit the amount of niche-ness





THANK YOU

Any Questions?

