

#覚醒の刻

The Awakening



The Challenge

Tencent launched CodeDragonBlood in Japan 8 months ago with user acquisition (UA) as their priority. This time, they are collaborating with the huge iconic IP, Neon Evangelion Genesis (EVA) and their challenge to us for this launch was to further user growth and get this campaign trending at #1.

The Impact

This campaign achieved Tencent's goal by trending #1 in Japan and #4 globally on Twitter.

In addition, it became the first branding campaign that drove user acquisition growth on Twitter for the Greater China market.

Returned to

#4

downloaded
free game app
on iOS store

Almost

1M

tuned into the Live
Event

Trended organically

#1

in Japan

#4

Globally

The Idea & How it came to life

We pitched a full-fledged campaign with a suite of Twitter ad products, an innovative Post-Click-Experience (PCE) and O2O (online to offline) activations that spanned Twitter to Tokyo's subways and Shibuya.

TEASE

Light & Dark Emoji
Profile Takeover
Like for Reminder

PRE-LAUNCH

Video Tweets
OOH QR Code Activation
Timeline turns red (PCE)

LAUNCH

Live Event Page (LEX)
DOOH Shibuya Takeover

SUSTAIN

App Install Card



Timeline turns red: A customised Post-Click-Experience by Twitter Next

