Microsoft Game Studio

TURNING GAMERS

INTO LOYAL SOLDIERS

How we used multi-screen experiences to drive DLC and

level up player loyalty between releases.

SUMMARY

Getting gamers excited for a franchise game launch is easy. But keeping them engaged during the typical two-year window before the next launch in the face of big, competing titles that are arriving right on its heels? That’s a lot tougher. Yet, that’s exactly the challenge Microsoft laid before us.

Here’s how we powered up gamer devotion for the two most successful gaming franchises Microsoft’s history and kept fans playing longer.

Our Roles

Digital Product Strategy Social Media Strategy UX & Multi-Screen Design Content Strategy Web & Mobile Development Native App Development

RESULTS

Our digital products helped players improve their skills through statistics-based analysis to retain higher levels of multi-player engagement and make the Halo and Gears of War title launches the most successful in their respective franchise histories to date.

After over 10 years of defining a category, both of these titles remain some of the most active player community games in the world.

STATS

DLC Purchased Soared Between releases

Top 10 Windows Phone App

Xbox

TRANSFORMING

SUPPORT INTO SERVICE

How we helped Microsoft decrease support calls and boost

issue resolution while upgrading the customer experience.

SUMMARY

Microsoft’s Xbox had already established a permanent place in living rooms around the world – and, in doing so, entered a new era of direct-to-consumer relationships. As Xbox matured and Kinect loomed on the horizon, the software giant needed a simpler, more friendly approach to resolve support issues more efficiently for a less tech-savvy audience.

Here’s how we reduced Xbox call center costs by providing a streamlined online support experience for customers.

OUR ROLES

Digital Strategy Content Planning User Experience Information Architecture Technical Illustration Web & Mobile Web Development

RESULTS

Our re-imagined Xbox support experience was launched across 40 territories worldwide, in 22 languages, and drove substantial drops in call center volume almost immediately.

The architecture and experience principles we helped develop have continued to power the site’s behavior through subsequent generations of Xbox and remain consistently ranked at the top of the industry for service and customer experience.

STATS

Xbox Results Stats

Scaled Repair Order Capabilities Via Online Channel Increased Resolution Rate

Increased First-Contact Resolution

Boosted Net Promoter Score

Slacker Radio

CUTTING THROUGH

THE STATIC

How our revitalized user experience helped Slacker Radio

retain and convert users in a competitive market.

SUMMARY

Despite a community of 30 million users, Slacker struggled to grow market share in the face of new, more modern competitors. As the service entered its seventh year in operation, its customer acquisition, retention, and free-to-premium account conversions had all stalled and wholesale change was needed.

Here’s how we helped Slacker win new customers by revitalizing the  product, brand, and messaging from the ground up.

OUR ROLES

Digital Product Strategy Brand Strategy UX & Multi-Screen

Design Creative Development Content Strategy

RESULTS

BLITZ relaunched the all-new Slacker Radio brand and product experience to a string of positive press and accolades from users.

“There’s no shortage of Internet radio with stations personalized around your personal music tastes, but Slacker is our favorite for its minimal, discovery-centric home page.” – Time Magazine

STATS

iTunes App Store Rating (74,000 ratings)

100k New Subscribers

Asus

TRANSFORMING THE CAMPAIGN RULEBOOK

How we propelled ASUS’s Transformer Book Chi launch

to success in a crowded sector.

SUMMARY

As global computer manufacturer ASUS prepared to launch its new 2-in-1 laptop, the Transformer Book Chi, in the United States, it faced an uphill challenge. Heavy competition in the marketplace, limited domestic awareness, and an under-defined brand identity all stood as obstacles to a launch strictly confined to digital media.

Here’s how we helped ASUS create a digital-driven launch campaign, from big idea branding to post-launch success, across all digital channels.

OUR ROLES

Big Idea Platform Development Creative & Content Development Web & Mobile Development Programmatic Media Buying Social Media Strategy Media Planning Influencer Campaign Display Advertising Analytics & Optimization SEO

RESULTS

Our three month story-driven launch campaign, propelled by targeted messaging that engaged consumers at every point in the purchase funnel, helped fuel Transformer Book Chi’s launch to exceed ASUS’s launch projections and position it as a formidable competitor in the ultra-competitive 2-in-1 laptop space.

STATS

26.2% Awareness Phase Search Conversion Rate

203% Clicks Above Projections

184k Total Social Engagement

4mm Social Reach Over 3 Months Period

66k Likes, 2k Comments - Instagram

LEGO Dimensions

SETTING A NEW

HIGH SCORE

How BLITZ leveraged Comic-Con to catapult LEGO Dimensions

as the most talked about toys-to-life brand on social.

SUMMARY

LEGO Dimensions combines the beloved LEGO games universe with a host of adored IPs to make the ultimate game experience for fans.

As a new IP in a years old genre, getting the word out on was paramount to the brand’s success on social media.

OUR ROLE

Creative Social Strategy Content Development Content Strategy Community Management Paid Social Media

RESULTS

LEGO Dimensions started as an underdog, but ended up on top after San Diego Comic-Con and continued to dominate in the social space.

In gaming, high scores matter, so let the numbers speak for themselves.

July 2015 - August 2015

Share of Voice: 60% (+38% MoM; 1st place among competitive set, previously 3rd place)

Total Impressions: +60% MoM

Total Social Engagements: +207% MoM

Net New Fans (all channels): +484% MoM

AVG Net Positive Sentiment: 91% (+7% MoM)

Drive to Purchase: +2,176% MoM

Stats

484% Net New Fans Month-over-Month

60% Share of Voice

2,176% Drive to Purchase Month-over-Month

FX

FROM TUNED-IN

TO ALWAYS ON

How our 8-year partnership helped FX leverage emerging platforms to

transform the viewership experience and increase its sponsorship value.

SUMMARY

As digital and streaming media continued to alter viewing habits and upend traditional broadcast revenue models, the ever-growing FX Networks required an always-on digital presence that could live up to its innovative, cutting edge programming and serve its tech-savvy audience.

Here’s how we helped FX redefine tune-in, build new technology platforms, and grow advertiser value for its audiences.

OUR ROLES

Digital AOR Technology Operations Web & Mobile Development Multi-Screen Content Development Platform Security & Maintenance

RESULTS

During our nearly decade-long partnership, FX has evolved from a dark horse start-up cable channel into a massive three-network programming powerhouse. We’re proud to have supported and contributed to this phenomenal growth across the digital space.

“Their resourcefulness and execution has allowed our websites to come to life, even under tight deadlines. Through working together closely on a daily basis, BLITZ has proven to be a key partner for FX.”

Jason Phipps

Senior Vice President, Digital Media, FX Networks

STATS

3x Increase in Channel Growth, 2008-Present

7m Subscriber Growth 2008-2014

$270m Subscription Revenue Growth 2008-2014

3x Increase in Original Programming 2009-2014

20m TV Everywhere Page Views

148% Increase in Site Use Engagement

Levis

HITTING THE MARK

FROM THE START

How we helped Levi's launch a new brand in Target stores across the country.

SUMMARY

What happens when the most trusted name in jeans teams up with America’s favorite retailer? High-quality, fashionable denim for the whole family, at a very approachable price point.

That’s the idea behind DENIZEN jeans, a new Levi’s brand available exclusively from Target. After working on a variety of brands within Levi’s for several years, the DENIZEN team entrusted their launch to our agency.

Here’s how we successfully introduced the DENIZEN brand to a national audience and made it stand out in a crowded marketplace.

OUR ROLES

Brand Strategy Social Strategy Photography Print & Digital Advertising Videography Channel Management Sales Promotions Brand Partnership In-Store Signage PR & Media Relations Website Management

RESULTS

With over 100 million impressions created and a firm position established, we got the new DENIZEN brand off to a great start. The success of our co-branded partnership with COVERGIRL has inspired additional similar programs to maximize our reach within Target stores and keep us in front of consumers.

STATS

123mm Impressions from Billboard Ads and Bus Wraps

120mm Impressions from Target Ads

11mm DENIZEN Media Impressions

215mm Covergirl & DENIZEN Media Impressions

VIZIO

PICTURE-PERFECT

BRAND ELEVATION

How our brand makeover helped VIZIO move up the

value chain and expand into new product lines.

SUMMARY

After a successful decade as a category disruptor centered on cost-effective TVs, an increase in competition and the need for continued growth drove VIZIO to expand into new CE product lines. To win in these new segments, where consumers are more brand-conscious, VIZIO needed to elevate its brand perception.

Here’s how we helped shift VIZIO toward top-tier CE brand status, without losing the value appeal that had made it a favorite.

OUR ROLES

Digital Agency of Record Creative & Content Development Ecosystem Strategy .Com Redesign Content Development E-Commerce & Drive to Retail Mobile Shopping Tools CGI Product Modeling Product Experience Pages Display Advertising SEO EMail Marketing CRM

RESULTS

The consistent, connected ecosystem that we implemented and evolved over a multi-year period has helped elevate VIZIO’s brand profile within the CE and spurred market success with brilliant results.

STATS

193% E-commerce Revenue

50% Traffic to Retail Partners

10% Search Prominence