SpongeBob Jelly Fishing AR Game

Target Audience: The success of Pokémon Go indicates that there is a sizeable market for casual AR mobile games backed by a recognizable brand. This project will target fans of SpongeBob in the 14-30 age range with accessible and familiar game mechanics and recognizable graphics.

Platform Selection: Given the age range of our target demographic the advertising campaign will run on Twitter, Instagram, Tik Tok, and YouTube shorts. Tik Tok, Instagram reels, and YouTube shorts will see the most attention as the portrait orientation nature of the game meshes well with the portrait orientation of the platforms. Younger audiences are also becoming more and more active on short form video platforms.

Content Plan: The campaign will be composed of videos and static posts. Static posts will mostly feature on Twitter and will be used for delivering news about the game and promoting audience interaction with the brand. Generating interest and informing audiences will be done through more narrative driven advertisements in the form of videos on Tik Tok, Instagram reels, and YouTube shorts. Videos will target both unaware potential users and established users with some understanding in order to retain interest.

Engagement Strategy: Brand driven community events will be held during certain holiday seasons and at regular times throughout the year. News and information will be spread using social media and notifications in app. Given the AR nature of the game in person events and gatherings will be prioritized to leverage the AR aspect of the app and promote better engagement within the community.





