



Business Appraisal and Marketing Plan

Team 14

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Table Of Contents

Executive Summary	2
Business & Product Appraisal	3
Game SWOT Analysis	11
Business Development Plan	12
Marketing Plan	20
Marketing Activities	22
Conclusion	28
References	30
Appendices – Document	32
Appendices – Marketing Products	37

Executive Summary

We are One Million Clicks, a company of driven individuals dedicated to providing your company the exposure and attention it deserves. Will One Million Clicks save your company? With our team of experienced professionals who have spent their whole lives partaking in the world of mobile gaming, One Million Clicks has the knowledge to get Jam City up the ladder in the app and google play stores, providing a business model that will ensure that every game you produce makes the featured spot for at least the quarter of the fiscal year our tactics are deployed in. In this report, we will explain how your breakthrough game Harry Potter: Hogwarts Mystery could take off the ground again and has the potential to solidify itself as a milestone in the mobile gaming world. We will also offer a breakdown of your competitors: what business models they use, how they are able to generate so much revenue, and how you can beat them with a fitting business model of your own. We've even created our own marketing products, part of a sophisticated plan that will target the fans of the Harry Potter universe and draw them to the world of Harry Potter: Hogwarts Mystery. The Harry Potter franchise is worth roughly \$25 billion as of 2016. The films alone created \$7.7 billion, and we believe that Harry Potter: Hogwarts Mystery deserves a share of the cake of this franchise (Meyer 2016). More than 500 million copies of the books have been sold worldwide, that's 500 million opportunities to grow this game into a greater revenue source for your company (Pottermore 2018). How can you capitalise on this fame? Learn how, with One Million Clicks as your guide.

Business & Product Appraisal

At One Million Clicks, we understand that Jam City is a young company that was founded in 2010 after being acquired from Mindjolt under the name of SGN, which effectively doubled their staff to 80 (Rusli 2011). Social Gaming Network/SGN underwent a shakeup in 2016 where it was rebranded Jam City, and is based in Los Angeles with five hundred employees after acquiring TinyCo (Sprangler 2016). Your preferred type of game is rooted in storytelling and you can't go wrong with a Harry Potter storytelling game. It is no wonder that Harry Potter: Hogwarts Mystery was a commercial success upon its release, grossing an estimate of \$40 million in-app purchases worldwide by the end of June 2018 according to Sensor Tower store intelligence (ca. 2018 cited by Nelson 2018). With an approximate earning of \$110 million between the time of its launch in April 2018 and March 2019, with the US, Germany and Britain generating \$52.8 million, \$10 million and \$9.2 million respectively, bringing in a mean of \$29 million per month globally according to sensor tower (ca. 2019 cited by Forde 2019). In only ten days upon release the game was able to produce an estimate of \$4 million through in-app purchases according to Apptopia (ca. 2018 cited by Bosnjak 2018).



Figure 1: Jam City's banner advertisement of Harry Potter hogwarts mystery (Jam City ca. 2019)

Harry Potter is a massive brand with a dedicated fanbase that are ready and willing to consume content. Since the blockbuster movies ended in 2010, they have been relatively strangled for Hogwarts content and the setting of a game that focuses solely in and around Hogwarts is clearly the fix they need. The Harry Potter fan base extends to all ages and encompasses all those who have read the books and seen the movies, which is a much larger audience than most games have to play with. However, the energy system of Hogwarts Mystery, which needs a long amount of time to refresh, is better suited to those who are busy in their day to day life with either work or study. For this reason, the casual gamers who don't spend money are more likely to be in a higher age range of 18-24. Younger players, who the cartoon art style is intended for, will not be as busy with school and will pester their parents for cosmetic items and energy, which they may or may not get. People of a working age who are heavily invested in the game are likely to be the big spenders for exclusive items and events.



Figure 2: Jam City logo (Jam City ca. 2019)

Harry Potter: Hogwarts Mystery is a free to play game that makes wide use of micro transactions. These enable the players to quickly acquire the game and have an ad free (optional) experience whilst the developers still make money so they can create more premium content. In March 2019, Hogwarts Mystery made an estimated \$42,486 per day with 11,548 daily downloads estimated and ranked at 103 on the highest grossing app as of 13th May 2019 on the app store only (see Figure 3) (see Appendix 8).

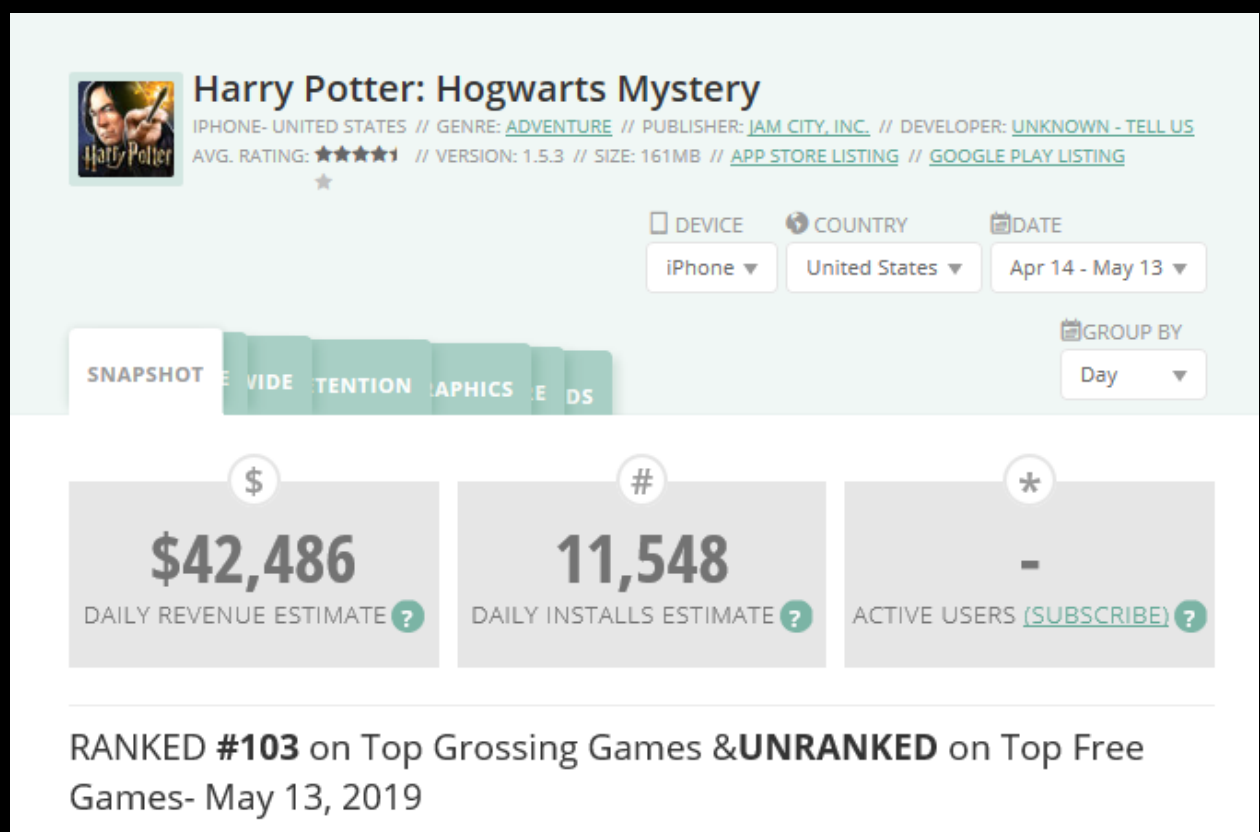


Figure 3: Screenshot of Harry Potter: hogwarts mystery estimates install and revenue as of May 13th 2019 (see Appendix 8)

Every action that the player makes costs energy, and if the player depletes all of their energy then they are no longer able to advance the story, leaving them only with the options to scroll through purchasable items like cosmetics and more energy. This can be quite

frustrating for the player if they're enjoying the game and hopefully leads them into buying the in game currency, that allows them to purchase more energy so they can continue playing. Alternatively, if they don't want to pay for energy but see a costume that they like, they might purchase it instead. In an update months after release, optional ads were introduced where the player could watch an ad to acquire gems to pay for more energy, with three gems for every ad, which somewhat changed their revenue model to a combination of free to play, ad sponsored, and microtransactions. If the player decides to close the game then they'll receive an automatic notification on their phone informing them when their energy is full in order to get them back into the game. This keeps them in the loop of witnessing a narrative that is controlled by energy, and when a player wants something enough they will no doubt be willing to pay money for this energy to see what comes next.



Figure 4: Harry Potter: Hogwarts mystery alchemy gameplay (IGN 2018)

This energy system caused a bit of a stir when the game was first released, where microtransactions were pushed on the player in a very upfront and uncomfortable way. At a certain point after the beginning, the player is led into a room by a rival Slytherin bully which is actually filled with Devils Snare. These items featured in the first Harry Potter film and are repelled by light. However, the energy to repel these plants is greater than the amount the player can hold at any given time, and they are forced to wait for their energy to refresh whilst their character is being strangled by the plant. This took a very urgent situation where the player was hooked on setting their character free and caused them immense frustration by being unable to do so without breaching the paywall. While this event must have generated Jam City a fair amount of money, as casual gamers were not willing to kick up a fuss and simply paid for more energy, it did not win them favour with the critics. It was quickly noted by outlets such as Eurogamer that the energy bar was too small, the amount required to pay for more energy and customisations too high (at \$10 for one haircut) and the pushiness with which it displays the microtransactions came as a shock to many who were put off and felt the game suffered as a result (Phillips 2018). Despite this, the

game has received 4.5 stars out of 5 on the Google store out of the 1,461,624 players as of 13th May 2019 (see Figure 5) (see Appendix 1), proving that the players who were willing to either wait or pay for the experience clearly found something in the game worth waiting for. Negative reviews all mention that the lack of energy, time to get through the story, and simplistic gameplay were all reasons that they stopped playing (see Figure 6) (see Appendix 5). However, the distribution of ratings on Sensor Tower conveys a strong enjoyment of the game with just over 80% (122,353 out of 152,392) of player who posted a review rating the game 5 stars, as of 14th May 2019 (see Figure 7) (see Appendix 6). Hogwarts Mystery is a haven for the casual gamers, who want to customise their character and advance through the story at their pace, by not being too demanding or requiring much attention.

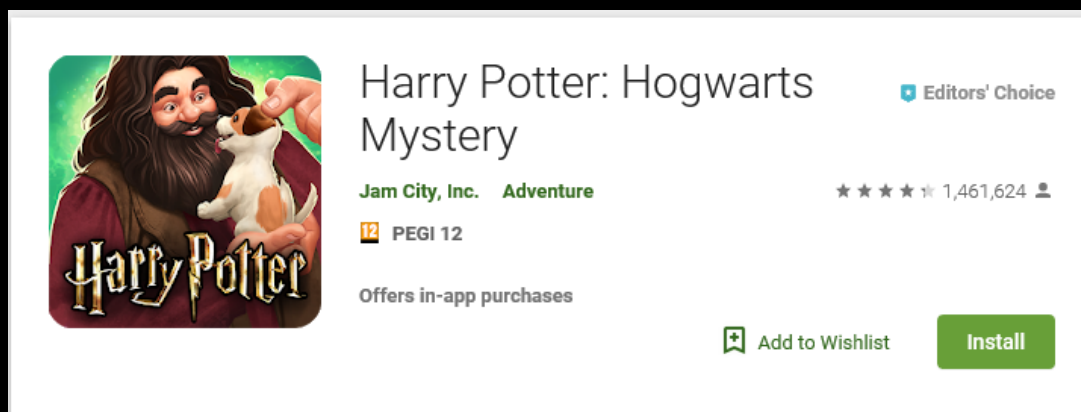


Figure 5: Screenshot of Harry Potter: Hogwarts Mystery Google play store page as of 14th May 2019 (see Appendix 1)

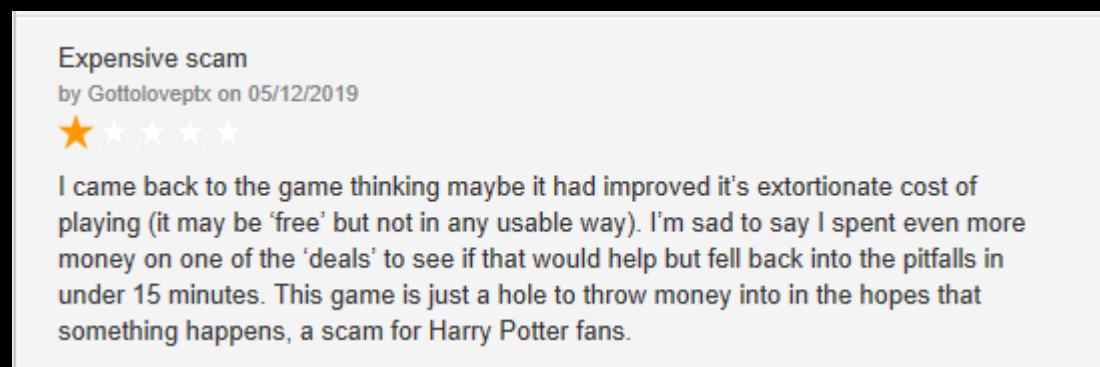


Figure 6: Screenshot of Harry Potter: Hogwarts Mystery Sensor Tower negative review as of 14th May 2019 (see Appendix 5)

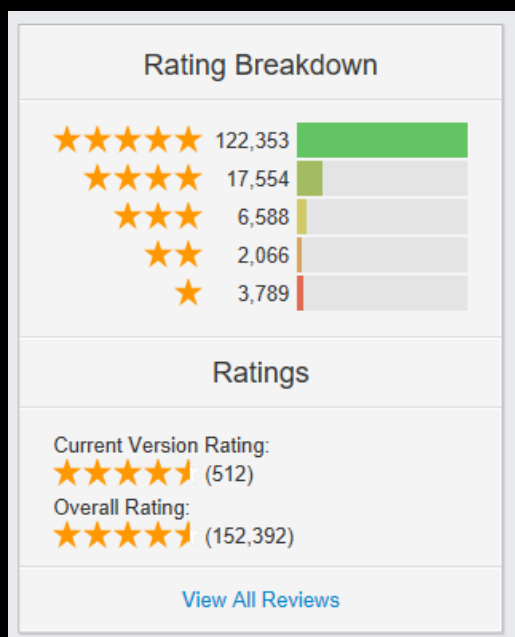


Figure 7: Screenshot of Harry Potter: Hogwarts Mystery Sensor Tower rating breakdown as of 14th May 2019 (see Appendix 6)

Jam City has many rivals, but the top three are recognisable to many. First there is King, with their Candy Crush Saga. In second place is Zynga and thirdly, EA (Owler 2009). EA is known almost universally for their microtransaction business model, which spans games made on all platforms from mobile to PC. Among these rivals, the most similar games to Hogwarts Mystery would be the ones that use energy - Candy Crush, by King, and Star Wars: Galaxy of Heroes by EA. Both games make a far subtler statement about their energy than Hogwarts Mystery. In Galaxy of Heroes, energy is needed to farm and players are provided 144 of it before needing to wait for more. But instead of simply waiting or paying for the energy to come back, EA have provided energy refills which occur every six hours for the player to obtain. Clicking on a refill gives the player 45 of their energy back, so they can go on farming equipment to upgrade their teams. This game is also not based solely around energy, with other events such as Squad Arena (where players go head to head) included. Candy Crush is even subtler. Instead of energy, they use lives. The player has five lives which they lose for every level they fail and gain back for every level they complete. Losing all their lives means waiting for them to refresh, and the frustration over this prompted King to release a Charm of Lives purchase, which upgraded the amount of lives a player could have permanently from 5 to 8. They also released the Live Forever booster, which gives the player unlimited lives from anywhere from 1-24 hours decided randomly. These are obtainable through microtransactions that are subtly pushed on the player as an option should they want to advance quickly, and their low-key nature is regarded as more favourable with mobile game users.

Jam City made good use of their ad slots with the inclusion of the recognisable Hedwig's Theme in their five second countdown before the skip button appears, which was immediately recognisable to fans of the films. The full trailer was released on the GameSpot Trailers channel in January 2018, three months before launch, with a viewing count of

584,822 views on the official video as of 15th May 2019 (see Figure 8) (see Appendix 2).

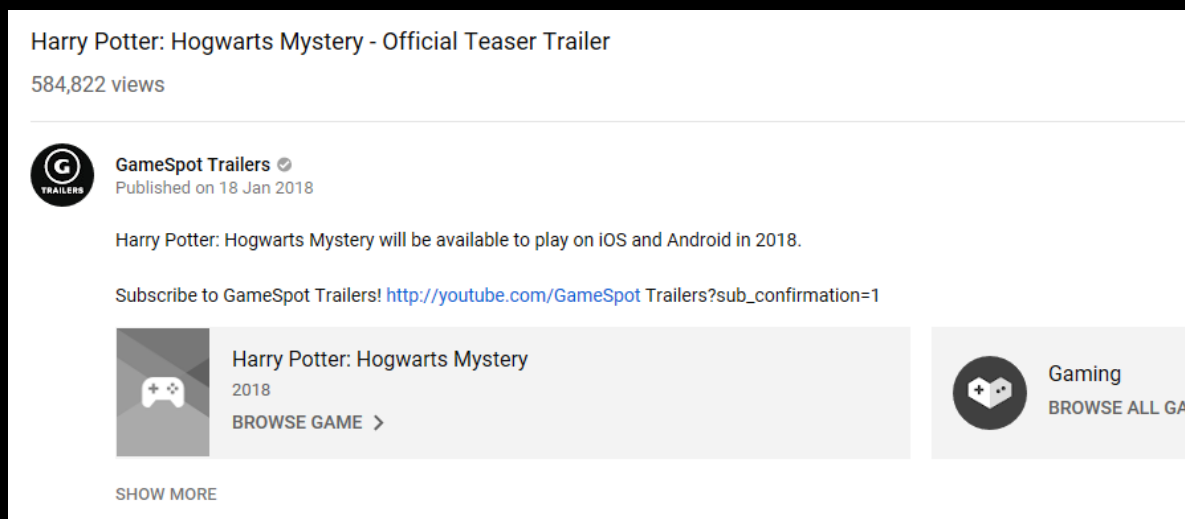



Figure 8: Screenshot of GameSpot's trailer of Harry Potter: Hogwarts Mystery views as of 15th May 2019 (see Appendix 2)

Banners appear across the net, but are mainly seen on social media sites such as Facebook according to Sensor Tower (see Figure 9) (see Appendix 7). Since the hype in the build up to launch, Jam City has been largely silent about the game and instead focused on alerting users of updates and upcoming content on their social media such as Facebook (see Figure 10) (see Appendix 3), Twitter (see Figure 11) (see Appendix 4) and their own website.

Advertising on Facebook
and 7 more networks



Network	Type
Facebook	Banner
First Seen	Last Seen
a month ago	15 days ago

[Learn More](#)

Figure 9: Screenshot of Harry Potter: Hogwarts Mystery Sensor Tower current advertising platforms as of 14th May 2019 (see Appendix 7)

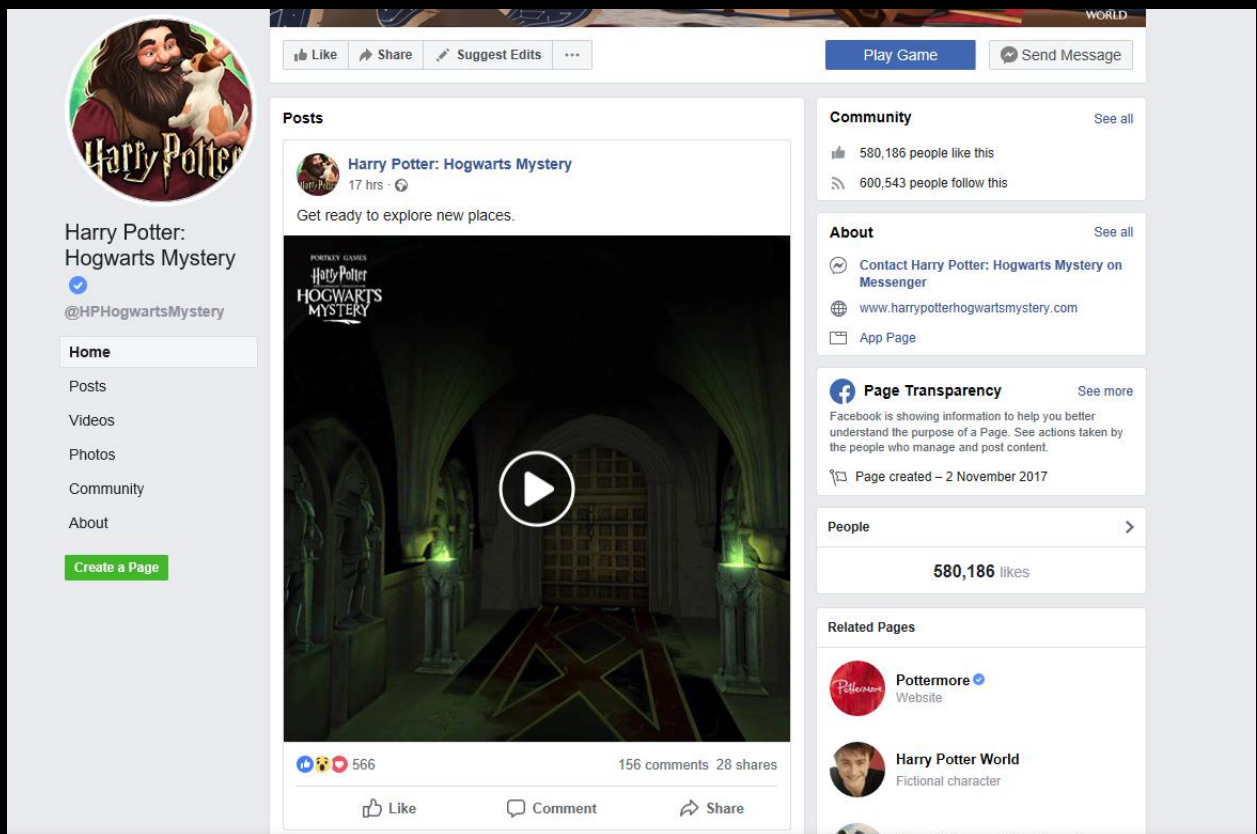


Figure 10: Screenshot of Harry Potter: Hogwarts mystery facebook page as of 14 May 2019 (see Appendix 3)



Figure 11: Screenshot of Harry Potter: Hogwarts mystery twitter page as of 14 May 2019 (see Appendix 4)

Game SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> It's a mobile game. The market for mobile games is one of the biggest in the industry. Freemium. Based on the well known world of Harry Potter, will draw attention from their huge fan base. 	<ul style="list-style-type: none"> Lots of notifications/pestering. Energy takes a while to refill. Engagement in story is broken by need to wait for energy. The microtransactions are jarring and put players off the game. The ads lean into waiting for gems/energy which players want to get away from.
Opportunities	Threats
<ul style="list-style-type: none"> Large brand with a dedicated fanbase. Lots of content in the Harry Potter universe, lots of opportunities to try new things such as events and networking. Exclusive content locked behind a paywall is a great way to make money. 	<ul style="list-style-type: none"> EA, King, Zynga - all companies who don't use storytelling for their games and manage to make them addictive with microtransactions. Microtransactions are very clear and blatant, that will put some people off. Hide them. Make it less obvious that you have to pay to move on.

- Harry Potter benefits from its long history. Previous for the movies were released on DS and console, with mechanics that were loved by fans and are easily reusable. Nostalgia is a great money maker, as proved by Spyro and Crash Bandicoot.
- Its second biggest strength is that it's free - Hogwarts Mystery can draw players in with a free gaming experience and caters to such a wide audience that even the small percentage that do engage in microtransactions make such a large amount of money that it is no wonder this game is responsible for roughly 30% of Jam City's revenue on the Google play and app stores (Taylor 2019).
- A more subtle way of introducing microtransactions could serve Hogwarts Mystery as well as it has served Jam City's rivals, EA and King.
- There are lots of opportunities facing Hogwarts Mystery. They could hold lore specific events such as the Quidditch World Cup or Patronus casting for the more story inclined fandom.

Business Development Plan

The worldwide mobile app market is steadily increasing each year. In 2015 it was worth \$69.7 billion, and is estimated to be worth \$188.9 billion by 2020 (see Figure 12) (Statista 2019).

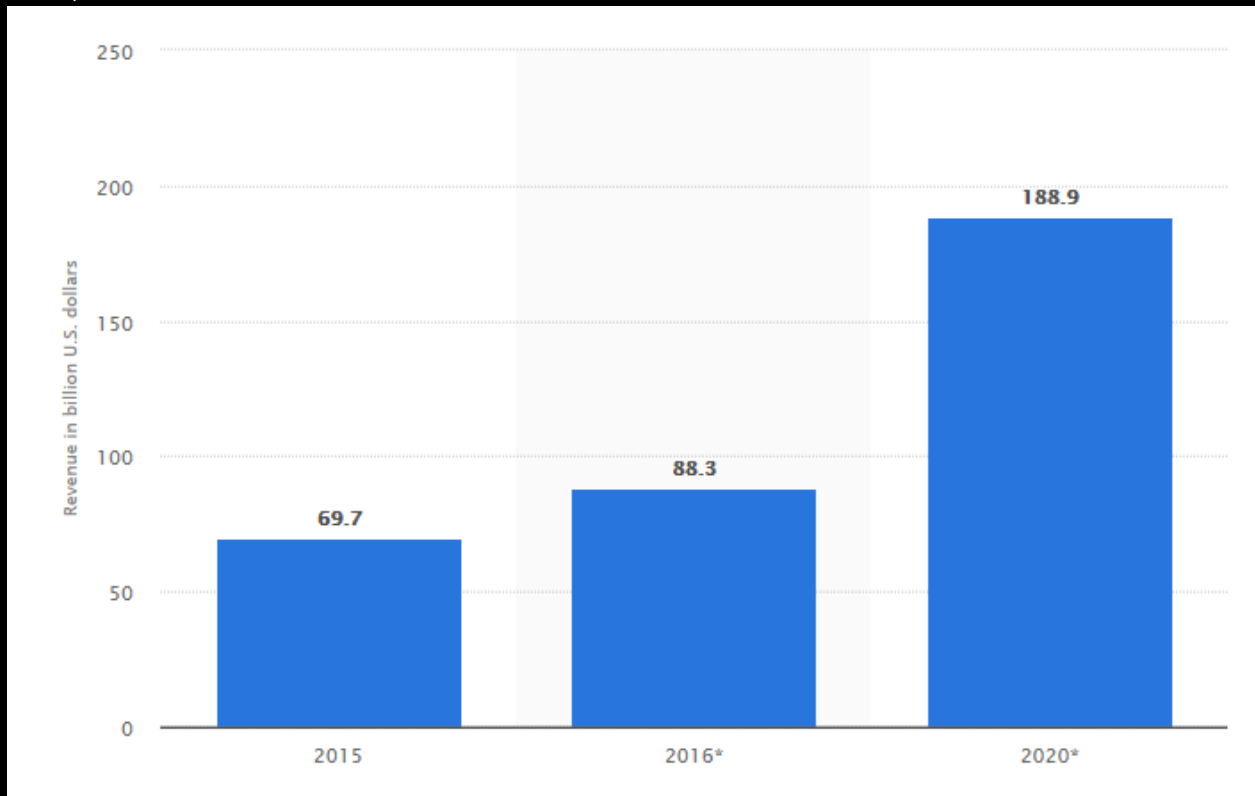


Figure 12: Worldwide mobile app revenues in 2015, 2016 and 2020 in billion U.S dollars (Statista 2019).

In 2017 a global investigation conducted by newzoo found that 48% of mobile gamers are female, more than on PC or console. As a whole, 46% of women make up the gaming community with 25% of these aged 10 to 35, the target demographic for Hogwarts Mystery. (see Figure 13) (Osborn 2017).

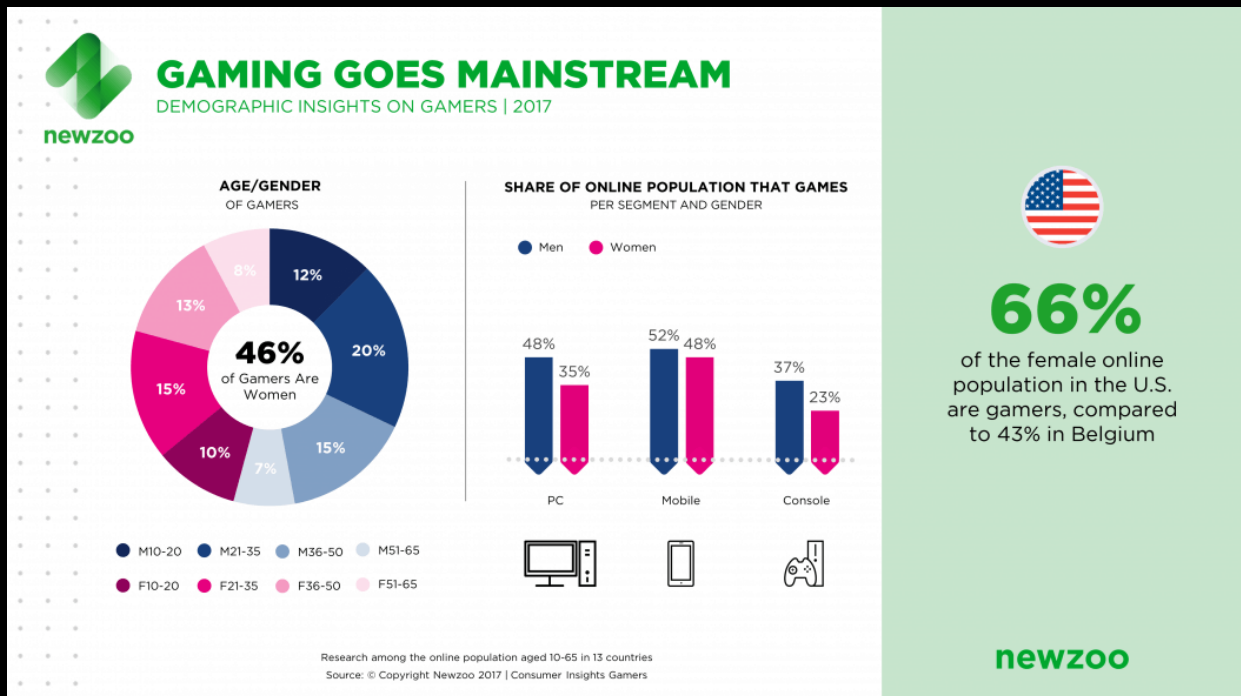


Figure 13: Gaming goes mainstream (Osborne 2017)

Furthermore, females are shown to be more social as they search for new games. “Friends or family” are valued at 39%, with the second highest being “social media” at 20% (see Figure 14) (Osborne 2017).

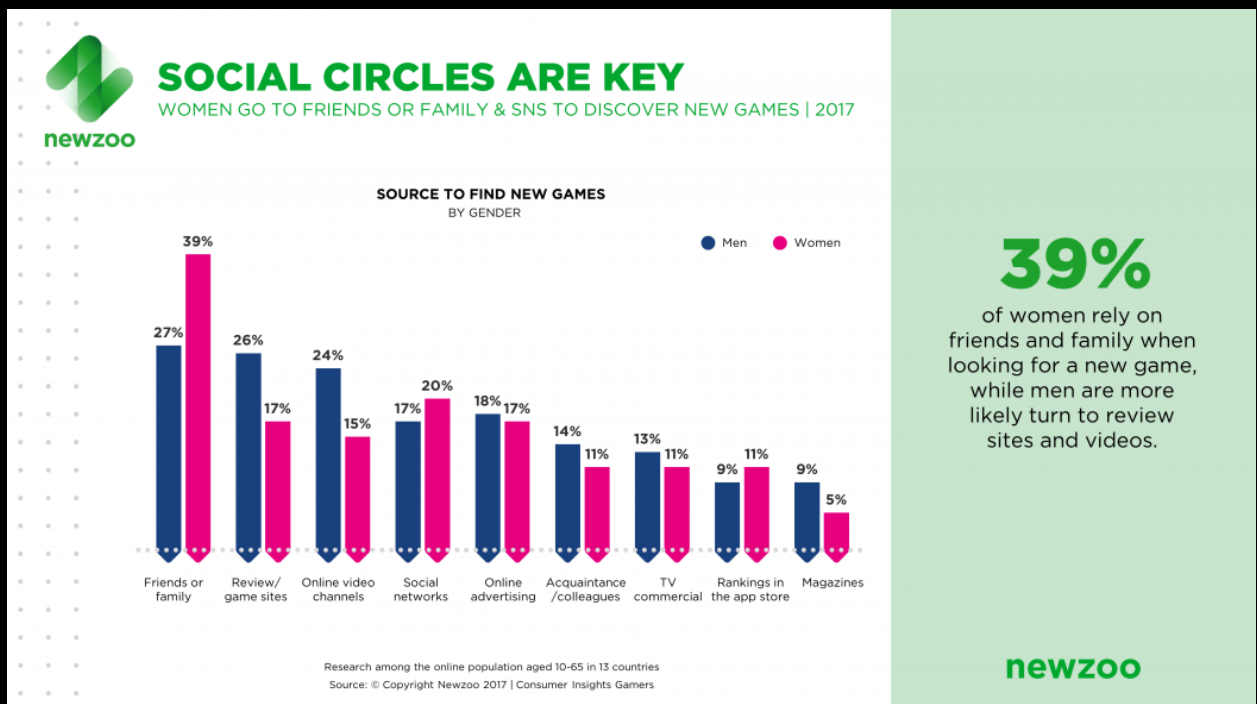


Figure 14: Social circles are key (Osborne 2017)

Women have also been shown to enjoy puzzle games the most between the genders with a 48% preference overall. (see Figure 15) (Osborne 2017). This could be a good

way to attract more of the gender to the game with a few mini game puzzles smattered in.

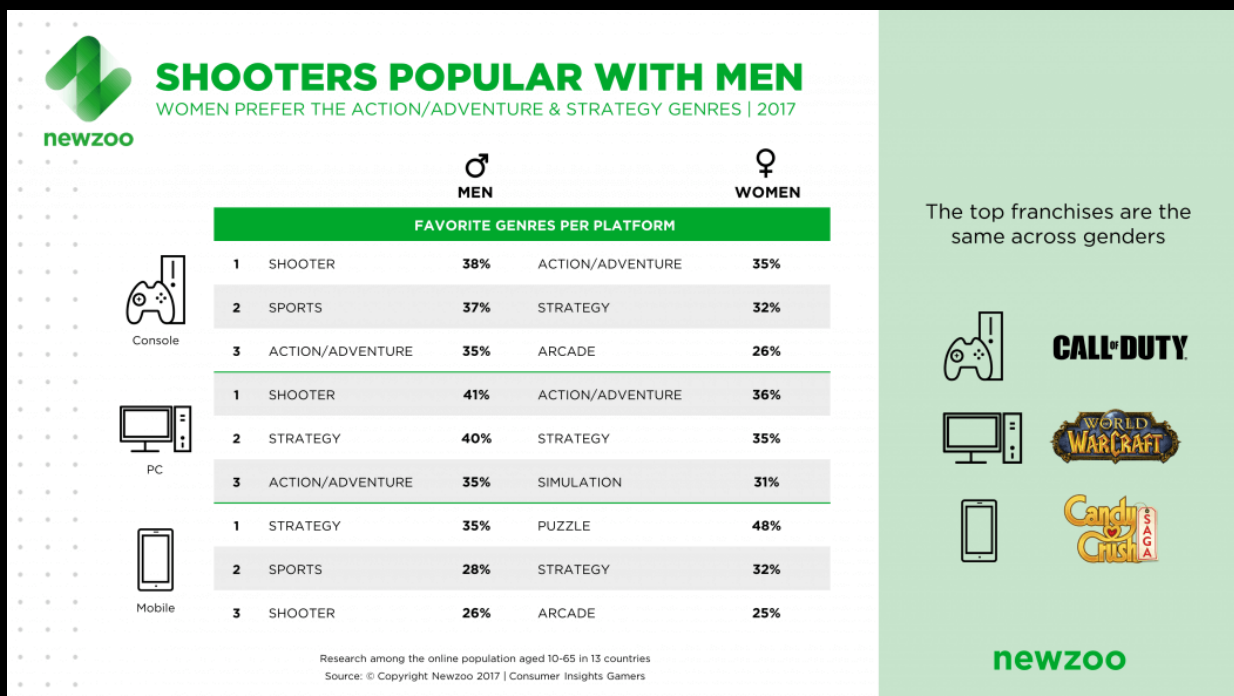


Figure 15: Shooters popular with men (Osborne 2017)

86% of women play games on mobile, yet only 32% are willing to pay per segment (see Figure 16) (Osborne 2017).

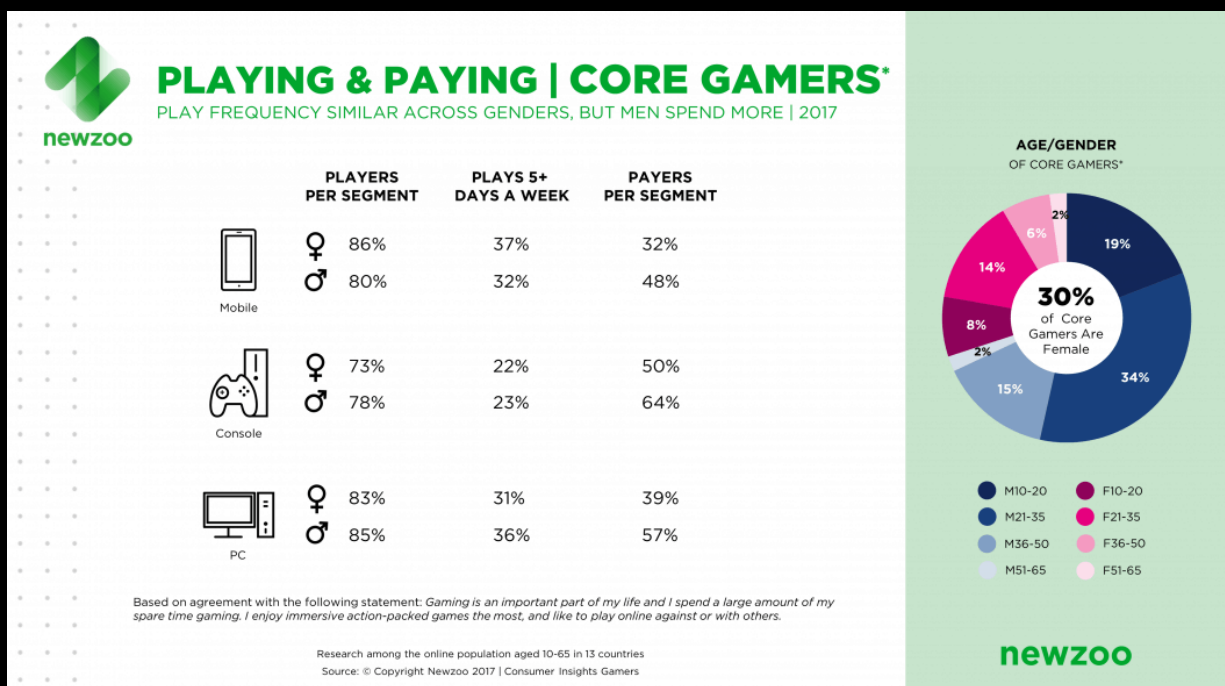
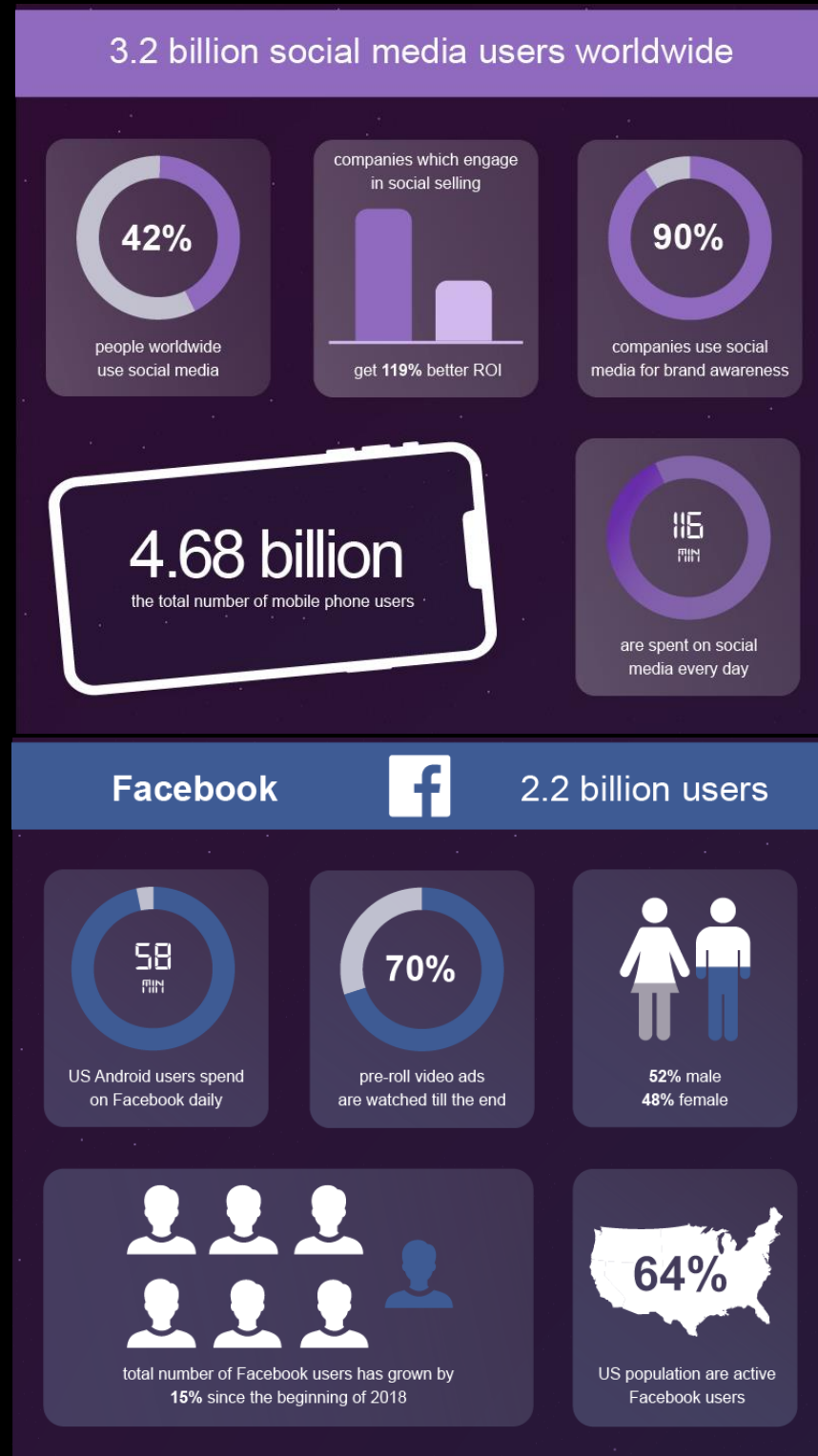


Figure 16: Playing & paying of core gamers (Osborne 2017)

90% of companies use social media accounts to advertise their brands and products, and it has been proven that companies using this technique have a 119% better ROI than their

competitors (see Figure 17). This proves that social media is one of the most important selling points for digital artefacts in our time.



YouTube



1.9 billion users



US marketers run
YouTube video ads



YouTube watchtime comes
from mobile devices



55% male
45% female



YouTube is the most popular
social site among US teens

1 billion hours



of video content is watched
every day

Instagram



1 billion users

posts with location get
79% more engagement



accounts follow a business
on Instagram



are made by top IG
brands per week

400 million



accounts use Instagram
Stories every day



the most popular
Instagram emojis



58% female
42% male

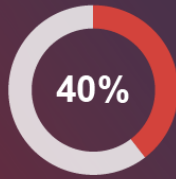
Google+



395 million users



registered users
are active on Google+



marketers use Google+
as a social platform



visits last less than
5 seconds



55% users are US-based

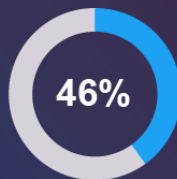


70% male
30% female

Twitter



335 million users



users are active on the
platform every day



video views are on mobile



the prices of Twitter ads
are falling

500 million



tweets are sent
every day



64% male
36% female

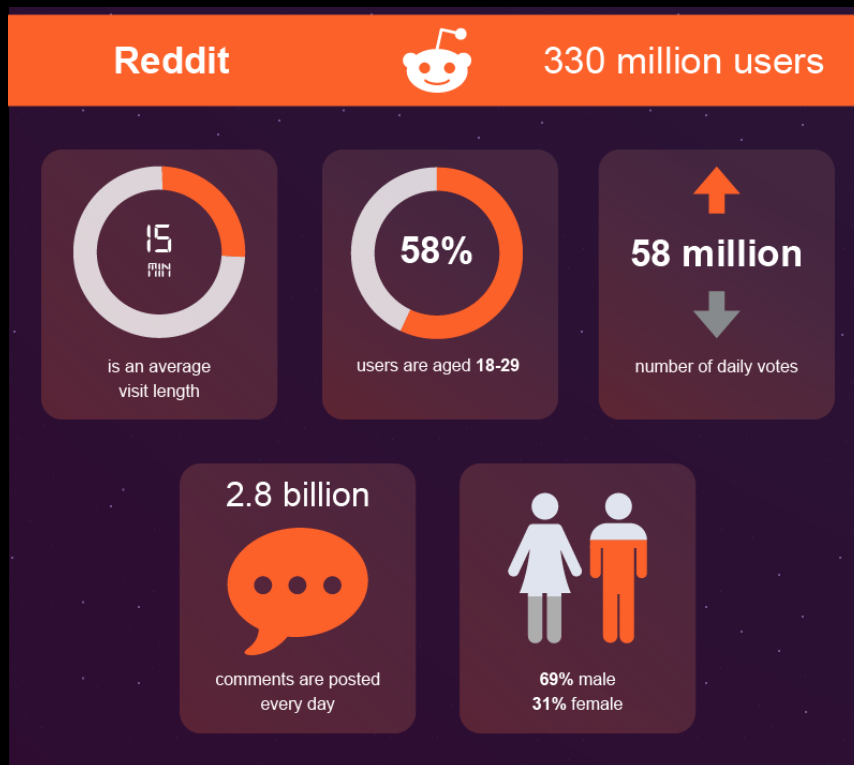


Figure 17: Social media statistics (Demidichick 2018)

To summarise, our research proves that there are trends in the market that could serve Jam City well. Mobile gaming is a sector that is growing year on year as more and more people come to possess a phone (see Figure 12) (Statista 2019). The market is divided almost evenly between male and female gamers with more than half of female gamers aged between 10 and 35, the target demographic of Hogwarts Mystery (see Figure 13) (Osborne 2017). We believe that Hogwarts Mystery should step up its targeting of the female demographic because they are more social and willing to respond to social media advertisement. While they may be the lowest spenders, this only provides opportunity as they have room to grow and spend their cash with the right incentive, such as occasional free items rewarding consistent gaming or event skins (see Figure 16) (Osborne 2017). Jam City is already well on its way to appealing to female gamers through its current instagram account. 58% of accounts on instagram are owned by women, with 80% following a business (see Figure 17) (Demidichick 2018).

Jam City's current revenue model of in-app purchases is clearly the reason for Hogwarts Mystery's continued monetary success. Their competitors, Zynga and EA, also owe their success to the microtransaction phenomena that is steadily growing within the mobile gaming community. This model faces one problem - people are opposed to it. To counter this, it might be prudent to introduce another business revenue model alongside it. While ads were introduced to Hogwarts Mystery some time after launch, we suggest another approach as few people are willing to wait around whilst playing a game. Subscriptions to Jam City in exchange for free gems or energy packages could generate a lot of revenue. People are less likely to want to spend their money if it is repeat payments in short amounts of time. One payment that covers them for an extended period, such as a monthly or yearly subscription, is likely to be far better received as players are more content when they aren't being hassled or forced to break routine. Free handouts and discounts in the

shop for those with a subscription would incentivise people to purchase it, as they feel they are paying less in the long run. Sales are a proven method to boost consumer purchases, there could even be sales on the subscriptions themselves to prompt people to subscribe. Adding all these subscribers together would guarantee Jam City a monthly sum to fund future projects or advertisement for the game.

Commercial opportunities come in all shapes and sizes, but we believe the biggest for Jam City is social media. Their female demographic is more social and already concentrated on Instagram. Moreover, ad prices on Twitter are falling which could make for a great opportunity to increase digital advertisement on the site at a cheaper rate. Social media is extremely important, and using both sites guarantees that Hogwarts Mystery will have a presence in the places its audience loves most.

Marketing Plan

Aim One

The first aim is to increase traffic to the website through the use of banner/skyscraper adverts that will be placed on online fashion outlets. The main demographic of this game is women so we feel it would be beneficial to advertise the game on websites that are more likely to be used by women.

Objectives

1. Create banner advertisements to put on websites.
2. Create skyscraper advertisements to put onto websites.

Success Criteria

1. Increase visits to website by 5% within the first 3 months.

Aim Two

The second aim is to increase downloads of the game on both the app store and play store by advertising the game to the audience through physical artifacts such as posters. We will do this by advertising in shops outlets and other places with high traffic.

Objectives

1. Create posters to put up in shops, bus stops, etc.

Success Criteria

1. Increase game downloads by 10% in the first 6 months.

Aim Three

The third aim is to increase downloads of the game on both apple store and play store though advertising the game through digital media. This will increase market coverage and will advertise to a different range of individuals.

Objectives

1. Create a promotional video to display on sites such as YouTube and Facebook.
2. Create a range of social media accounts ranging from Instagram to Twitter.

Success Criteria

1. Increase downloads by 10% in the first 3 months.



2. Have a following of a combined 10,000 people across all social media accounts within the first month.

Marketing Activities

Marketing Activity 1: Advertise over digital media

OVERVIEW: To use adverts on websites and promotional videos to bring more customers to the game

WHAT Describe the marketing activity?	To advertise to a wide range of individuals over the use of the internet, this can be done through advertising on websites and through the use of videos.
HOW/WHEN Will it be carried out?	Over the course of a year, banners and pop ups will appear on well used sites across the net.
OUTCOME What will this achieve? (Refer back to aims and objectives)	We hope to achieve an increase in traffic towards the Harry Potter: Hogwarts Mystery website and to increase downloads of the game on IOS and Android.
TARGET Who is this marketing activity targeted at?	Through the use of the banner and skyscraper ads we hope to attract the attention of women as these ads will be placed on popular fashion outlets. When it comes to the promotional video, we will be displaying this on a wide range of websites so this is targeted towards any Harry Potter fans who might not have heard of the game.
RESOURCES Which of the Marketing Products that you have created will be used in this activity?	We will use the skyscraper (see Figure 18 & 19) and banner ads (see Figure 20) and place them on websites for potential customers to see. We will also use the promotional video to advertise to people on YouTube and social media (see Figure 21).
ESTIMATED COST How much will it cost?	£1500 per month, using CPM.
SUCCESS How will you measure the success and impact of this activity?	We hope to see an increase in the player base and interest in the game.



Figure 18: Skyscraper ad 1 (see Appendix 9, 10, 13, 18 & 19)



Figure 19: Skyscraper ad 2 (see Appendix 9, 10, 13, 18 & 19)



Figure 20: Banner ad (see Appendix 9, 10, 13 & 19)

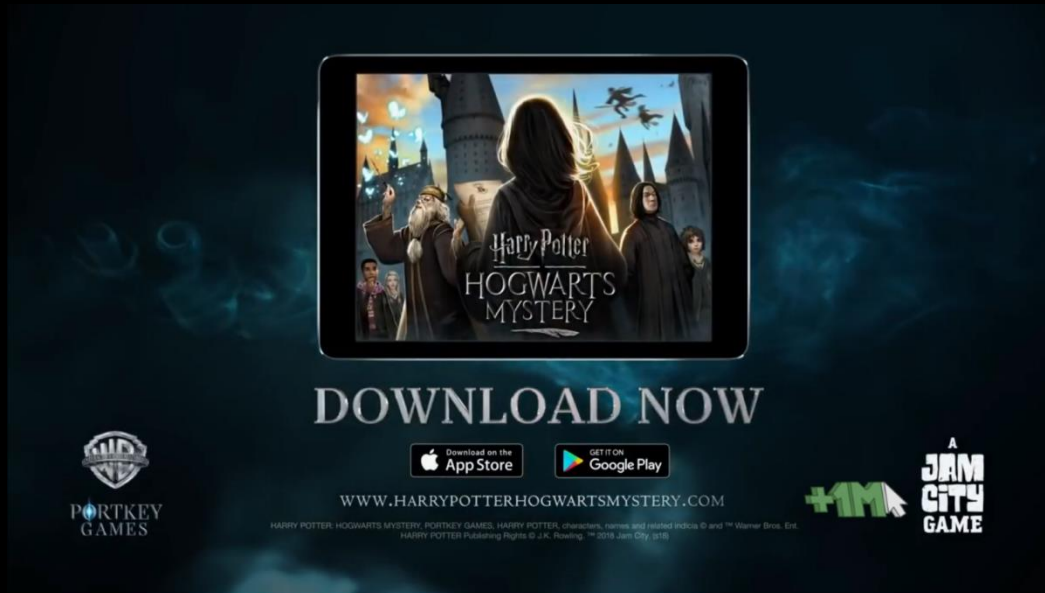


Figure 21: Part of promotional video (see Appendix 10, 11, 21, 22, 23 & 24)

Marketing Activity 2: Advertise to people through physical marketing

OVERVIEW: We hope to use artifacts such as posters to advertise to potential customers face to face

WHAT Describe the marketing activity?	To advertise to potential customers through the means of physical marketing such as posters. These posters will be placed throughout shops, shopping centres and bus stops to help catch a wider audience
HOW/WHEN Will it be carried out?	One month of hard campaigning on the bus routes will expose the brand to the target demographic and those who pass it by.
OUTCOME What will this achieve? (Refer back to aims and objectives)	Through this we hope to increase the downloads of the game on both the apple store and the play store.
TARGET Who is this marketing activity targeted at?	This activity is aimed towards individuals that might not have such a big presence online, this will increase the market coverage.
RESOURCES Which of the Marketing Products that you have created will be used in this activity?	We will use the A1 Poster that has been created (see Figure 22).

ESTIMATED COST How much will it cost?	\$120,000 for 1 month of campaigning in middle class markets in the US.
SUCCESS How will you measure the success and impact of this activity?	Through the increase of traction and downloads off the game



Figure 22: A1 poster (see Appendix 9, 12, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43 & 44)

Marketing Activity 3: Create a follower base over social media

OVERVIEW: Create multiple social media accounts for players to keep up to date with what is happening with the game and for them to share their own experiences

WHAT

Describe the marketing activity?

In this activity we will create a range of social media accounts for fans to follow along with the game. Here they can share their own experiences and get any new news about the game.

HOW/WHEN Will it be carried out?	For one year, a dedicated social media team will improve your relationship with your consumers through the medium of the internet and Harry Potter.
OUTCOME What will this achieve? (Refer back to aims and objectives)	We hope to create a digital follower base on these socials for the fans to share their stories.
TARGET Who is this marketing activity targeted at?	This activity is aimed towards more loyal fans of the game and franchise as they want to share and receive news on anything happening to the game.
RESOURCES Which of the Marketing Products that you have created will be used in this activity?	We will use the created social media pages such as Instagram (see Figure 23) and Twitter (see Figure 24) in this activity.
ESTIMATED COST How much will it cost?	Social media is a free tool at your disposal. The cost would only be for your own promotional images and advertisements.
SUCCESS How will you measure the success and impact of this activity?	We hope to have a wide range of followers over multiple different social medias.

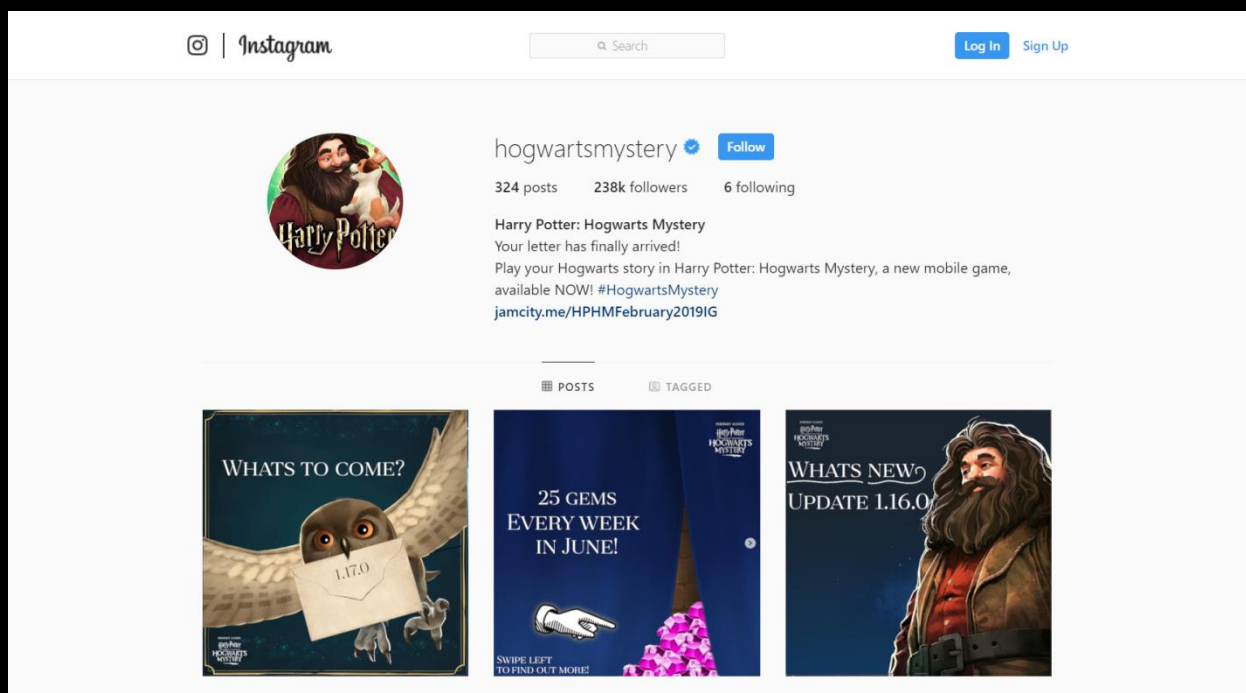


Figure 23: Instagram home page (see Appendix 14, 15, 16, 17)



Figure 24: Twitter home page (see Appendix 4, 14, 15, 20)

Conclusion

One Million Clicks believes that Hogwarts Mystery can take off again. In almost one year, it earned \$110 million according to Sensor Tower (ca. 2019 cited by Forde 2019) and can undoubtedly meet that again in the year to come. With mobile gaming estimated to be worth \$188.9 billion by 2020 (see Figure 12) (Statista 2019), there is a bigger revenue pot than ever and Jam City deserves its fair share. Our research has proven that Instagram is the most viable social media platform to advertise to Hogwarts Mystery's core demographic. With 1 billion users and 58% of them female (see Figure 17) (Demidichick 2018), there are millions of potential customers just waiting to be brought into the world of Harry Potter. The tools to reach out to the target audience are already in place, and Jam City needs only to use them.

We have proven that Jam City's biggest threats come from its competitors in the market. The top three, EA, King, and Zynga, are goliaths in the gaming world and use similar business models to Jam City's own. Their reason for being household names and billion dollar businesses is simply that they manage their microtransactions and game ideas wisely. They generate their own IPs and make payments as subtle as possible, unless one goes looking for them. This subtlety capitalises on Hogwarts Mystery's biggest weakness - the boldness of its microtransactions. Making the game less centric to this ideal will ultimately provide Jam City with the gravity it needs to compete with its rivals on even footing. A big brand like Harry Potter is the biggest strength a company could have and it must use it. Events should be pulled from deeper in the lore and fan favourite spells and mechanics chosen from pre-existing games that were favourably received by the community. There is history behind this game and learning from it can only make it stronger.

Our marketing plan will guarantee Hogwarts Mystery the attention it deserves. Connect with the users and build a bond of trust that will cushion Jam City if it falls. The hype toward the games launch was undoubtedly what made it a chart topper. We can recreate that hype with a dedicated plan that flashes the iconic Harry Potter world into the everyday lives of the people who love it. On every website, there will be a banner of the iconic Hogwarts castle. On every bus stop, a poster of the classrooms and the four houses that have become such a staple of the brands community. Not only that, but our subscription revenue model is a whole new playing field for Jam City to dominate. Imagine a community of dedicated subscribers at your disposal, providing you with a set of annual income that can be hiked with the promise of discounts and freebies across not just Hogwarts Mystery, but other Jam City games as well. Build some customer loyalty to create a following that will see Jam City into the new age of mobile gaming.

Why choose us?

- We're the best at what we do



- We have a vision that could catapult your game to renewed success
- Our team boasts years of experience in the gaming world
- Our marketing strategy employs a tried and tested method of both real world and digital advertisement which is proven to boost sales
- We have a cool logo

We are One Million Clicks.



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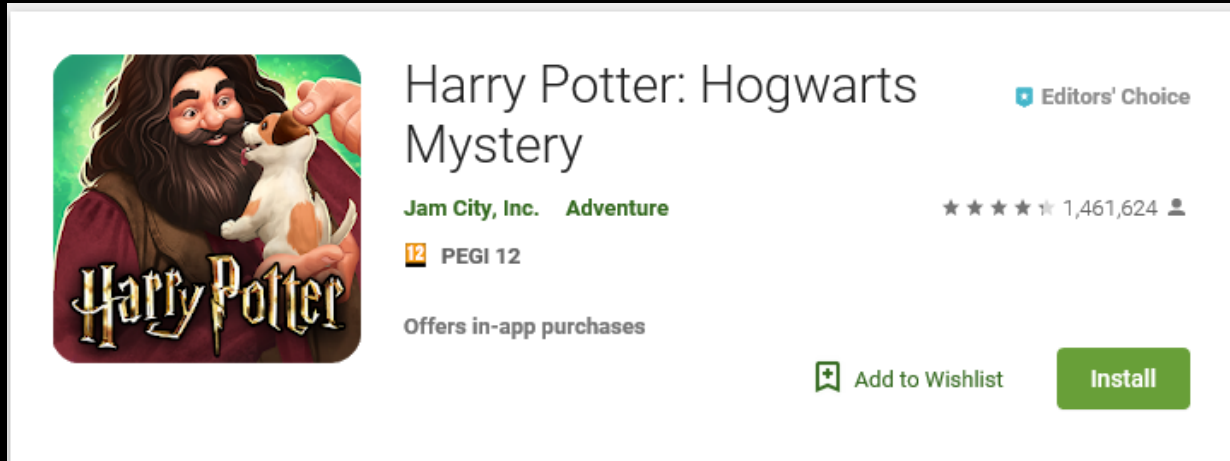
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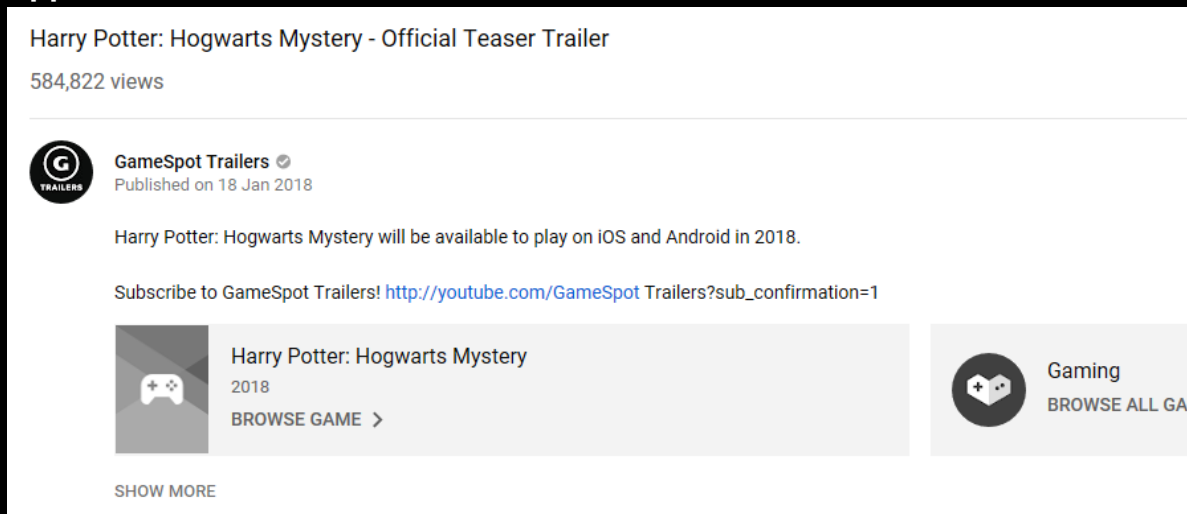
Appendices - Document

Appendix 1



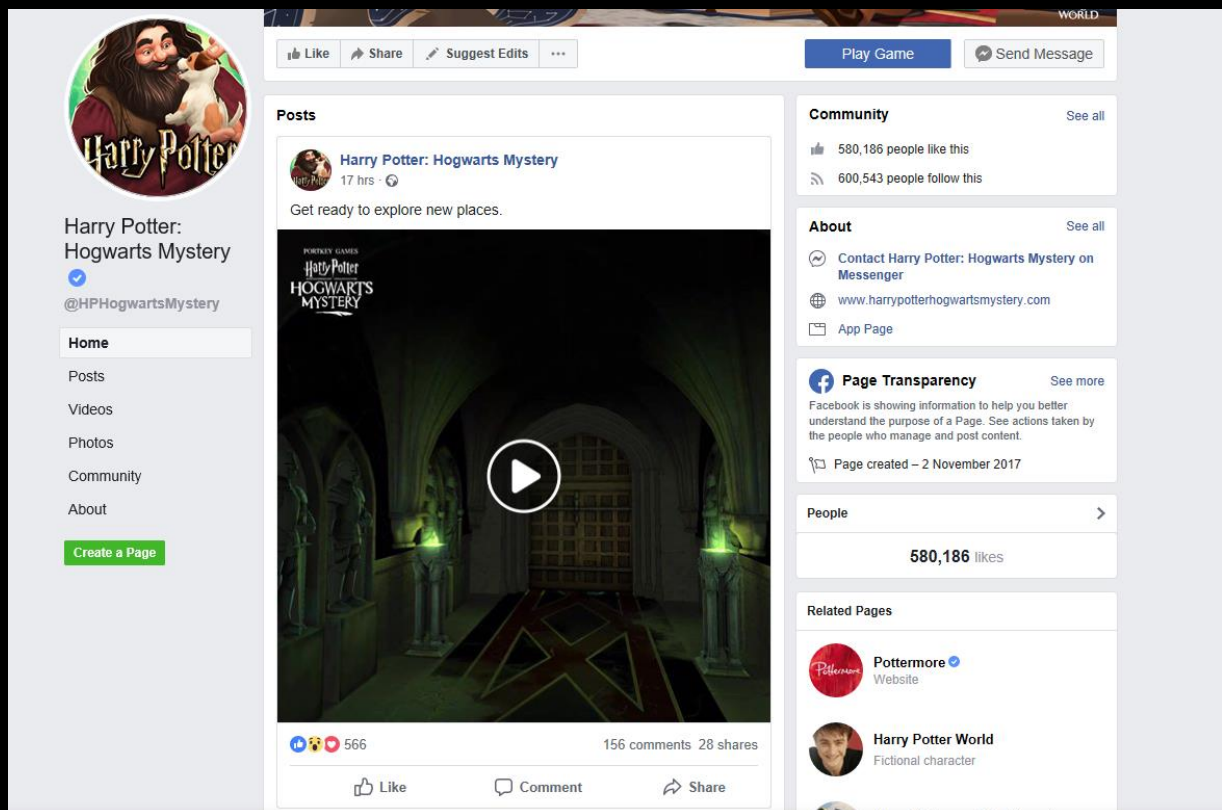
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Appendix 5

Expensive scam

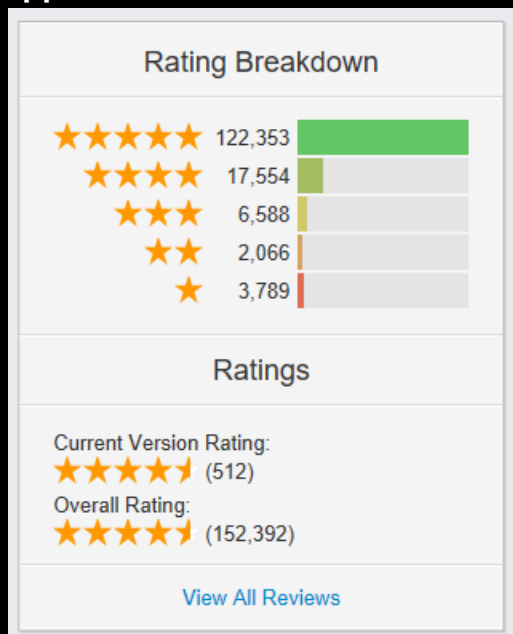
by Gottoloveptx on 05/12/2019



I came back to the game thinking maybe it had improved it's extortionate cost of playing (it may be 'free' but not in any usable way). I'm sad to say I spent even more money on one of the 'deals' to see if that would help but fell back into the pitfalls in under 15 minutes. This game is just a hole to throw money into in the hopes that something happens, a scam for Harry Potter fans.

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Appendix 7

Advertising on Facebook
and 7 more networks

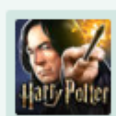


Network	Type
Facebook	Banner
First Seen	Last Seen
a month ago	15 days ago

[Learn More](#)

Sensor Tower, ca. 2019. *Harry Potter: Hogwarts Mystery* [online]. San Francisco: Sensor Tower. Available from: <https://sensortower.com/ios/gb/jam-city-inc/app/harry-potter-hogwarts-mystery/1333256716/overview> [Accessed 14 May 2019].

Appendix 8



Harry Potter: Hogwarts Mystery

IPHONE- UNITED STATES // GENRE: [ADVENTURE](#) // PUBLISHER: [JAM CITY, INC.](#) // DEVELOPER: [UNKNOWN - TELL US](#)
AVG. RATING: ★★★★★ // VERSION: 1.5.3 // SIZE: 161MB // [APP STORE LISTING](#) // [GOOGLE PLAY LISTING](#)



DEVICE

COUNTRY

DATE

iPhone ▼

United States ▼

Apr 14 - May 13 ▼

GROUP BY

Day ▼

SNAPSHOT

VIDEO

ATTENTION

GRAPHICS

FEATURES

DS

\$

\$42,486

DAILY REVENUE ESTIMATE ?

#

11,548

DAILY INSTALLS ESTIMATE ?

*

-

ACTIVE USERS [\(SUBSCRIBE\)](#) ?

RANKED #103 on Top Grossing Games & **UNRANKED** on Top Free Games- May 13, 2019

Think Gaming, ca. 2019. *Harry Potter: Hogwarts Mystery* [online]. Available from: <https://thinkgaming.com/app-sales-data/214251/harry-potter-hogwarts-mystery/> [Accessed 13 May 2019].

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Appendix 14



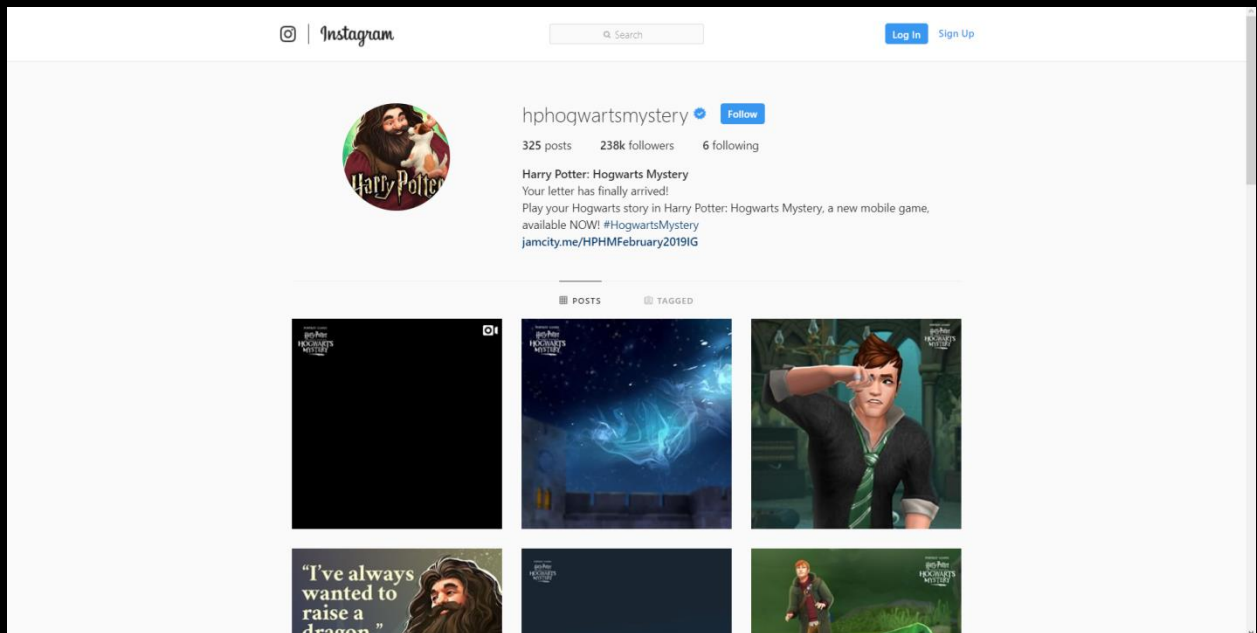
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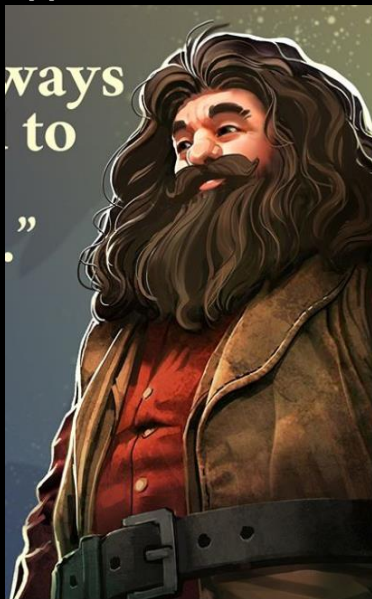
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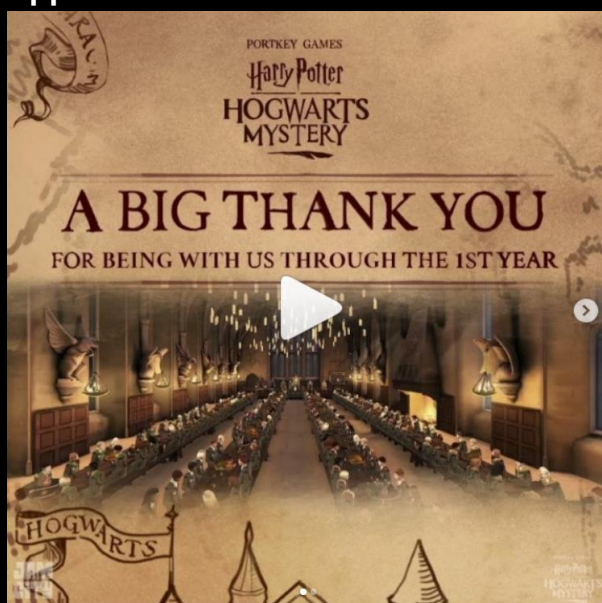
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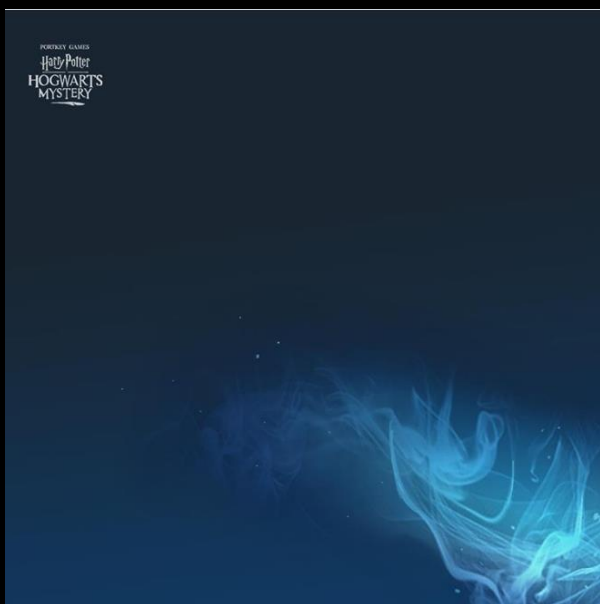
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