

PLAYABLE FACTORY
JR PRODUCT MANAGER
CASE STUDY

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PREFACE

The document contains two main tasks to analyze new market opportunities and product management approaches for the game company SEGA by using business solutions of Playable Factory. It also provides new perspectives and development proposals for the Playable Factory.

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1. INTRODUCTION

1.1. Purpose

The aim of this case study is

- to evaluate new market opportunities for SEGA by making use of Playable Factory's interactive advertising solutions,
- to identify areas for improvement existing products.

By proposing interactive solutions like *Playable ads* and *Flex ads* for SEGA's popular mobile games, this report aims to enhance user engagement for SEGA while also reinforcing Playable Factory's position in the market.

1.2. Definitions

SEGA: SEGA Corporation is a Japanese multinational video game company and produces games for arcades, consoles and mobile.

Playable Factory: It is the leading creative marketing technology provider which builds a future of advertising via highly engaging 2D/3D playable & interactive ads and gameplay video creation product for mobile games and non-gaming brands.

Playable ads: It is a business solution of Playable Factory to design and develop 2D and 3D playable ads.

Flex ads : It is a business solution of Playable Factory to customize video ads without the need for coding and turn them into interactive experiences.

1.3. References

[1] SEGA in App Store : <https://apps.apple.com/us/developer/sega/id281966698>

[2] SEGA in Play Store : <https://play.google.com/store/apps/dev?id=7891990035506213180>

[3] Sonic Dash in App Store : <https://apps.apple.com/us/app/sonic-dash-fun-endless-runner/id582654048>

[4] Puyo Puyo Puzzle Pop in App Store : <https://apps.apple.com/us/app/puyo-puyo-puzzle-pop/id6446146451>

[5] Sonic the Hedgehog Classic in App Store : <https://apps.apple.com/us/app/sonic-the-hedgehog-classic/id316025912>

[6] Sonic Jump in App Store : <https://apps.apple.com/us/app/sonic-jump/id567533074>

[7] Works of Playable Factory : <https://playablefactory.com/our-works/>

[8] Subway Surfers Flex : https://playablefactory.com/wp-content/uploads/2023/11/IR3tA7fyJZQjK009BUXCh_0jxdR_subway_Applovin.html

[9] Yumoş Playable : https://playablefactory.com/wp-content/uploads/2023/03/Yumos_Applovin.html

[10] M&M's Adventure Playable : https://playablefactory.com/wp-content/uploads/2023/03/M_MS_-_Peanut_-nointro-static_Applovin.html

[11] Tiles of Fortune Playable : https://playablefactory.com/wp-content/uploads/2023/03/GreenScreen_PirateShipDeck_StealWin_Applovin.html

[12] LCW Playable : https://playablefactory.com/wp-content/uploads/2023/03/lcw_27_haziran_Applovin.html

[13] Sonic Jump game playing video: <https://youtu.be/DPwtmgRFyEA?si=SYODItZBvZEMDZAW&t=28>

2. TASK 1 : Identifying New Market Opportunities

2.1. Choosing SEGA as a Target Company

SEGA is a well-known gaming company with iconic characters, particularly Sonic, and a diverse range of popular games. The Sonic character has gained even more popularity recently due to new series and movie releases. Therefore, it attracts a lot of audience interest in Sonic-related products. SEGA's mobile games reach a broad user base on both the App Store and Play Store, and the company is also actively developing for Apple's Arcade platform. [1,2]

However, in a competitive gaming market, SEGA needs to find innovative ways to stand out and engage its audience effectively. Playable ads offer an interactive experience that allows potential players to try out games before downloading them, leading to higher conversion rates. By incorporating playable ads, SEGA can enhance user engagement, attract new players, and ultimately increase its user base and revenue.

These factors make SEGA a great choice for Playable Factory's interactive ad solutions, which can help increase user engagement and interest. SEGA's strong brand and variety of games provide an excellent opportunity for creative advertising that encourages player interaction.

2.2. Strategy for Onboarding SEGA as a Client

This strategy will outline the steps necessary to engage SEGA, address their specific needs and demonstrate how our services can enhance their marketing efforts.

Step-by-Step Approach:

- I. Market Analysis :** Analyzing SEGA's performance in the mobile gaming market to determine which games would benefit most from Playable Factory's advertising solutions.
- II. Demo Development and Presentation :** After the analyses, reaching out to SEGA's marketing team to introduce Playable Factory's services. Also, preparing a tailored demo for SEGA's games showcasing *Playable* and *Flex* solutions with examples. Moreover, creating sample advertising scenarios to demonstrate how interactive content can increase engagement.
- III. Pilot Campaign :** According to the reviews and customer's expectations, developing pilot products and launching a pilot campaign for a selected game for a small amount of audience. Afterward, monitor the campaign's performance and metrics, like engagement rate, click-through rate, to SEGA.
- IV. Feedbacks and Optimizations :** Analyzing the feedbacks and campaign data, optimizing the ad content, developing a long term partnership strategy.
- V. Deployment :** Implementing the optimized advertising solutions across the agreed games.
- VI. Maintenance :** Continuously monitoring the performance of the deployed ads and make necessary updates to ensure ongoing effectiveness.

2.3. Playable Ad Concept

Chosen Games : Sonic Dash [3], Puyo Puyo Puzzle Pop [4], Sonic the Hedgehog Classic [5], Sonic Jump [6].

Objectives : The primary goal is to increase user engagement with SEGA's iconic games by showcasing the unique gameplay mechanics through interactive ads. This will not only attract potential players but also encourage them to download SEGA's games. Ultimately, the campaign aims to expand SEGA's mobile user base and strengthen their market presence across different gaming platforms.

Target Audience : This concept is designed for a wide audience range from ages 13-35, particularly those with a tendency to engage in mobile gaming. Sonic's broad fan base, which includes both nostalgic players and younger gamers attracted to Sonic's latest releases, will benefit from the immersive experiences these ads provide.

Inspired by the current works of Playable Factory[7], ad solution concepts presented to the selected games in the table below.

Game	Ad Solution	Game Mechanic	Key Message
Sonic Dash	Inspired by Subway Surfers[8] Flex solution or interactive ad for Yumoş[9]	Users control Sonic's movements, guiding him to collect rings and avoid obstacles.	“Run with Sonic! Download now to continue the adventure.”
Puyo Puyo Puzzle Pop	Similar to M&Ms[10] or Tiles of Fortune[11] interactive playable ads	Users drag and match colored Puyos in a timed puzzle challenge, aiming for combos.	“Match, pop, and puzzle with Puyo! Play now!”
Sonic the Hedgehog Classic	Inspired by LC Waikiki's playable ad [12]	Players guide Classic Sonic through a mini-level, dodging enemies and collecting rings to showcase retro-style gameplay.	“Rediscover the legend! Download and play Sonic Classic!”
Sonic Jump	For the Flex solution, utilizes interactivity from existing video[13]	Users tap to make Sonic jump upward, avoiding obstacles and collecting rings as they climb.	“Jump into the action! Tap to play and download Sonic Jump.”

Table 1: Playable Ad Concepts by Games

2.4. Playable Ad Wireframe/Mockup

In this section, there are basic wireframe flows of the chosen games above. Also, their AI-generated images that applied by the following instructions added to the Appendix.

2.4.1. Sonic Dash

Objective: Boosting user engagement and encourage app downloads.

Intro Screen:

- Visual: Sonic, ready to dash with a sense of motion and speed.
- Message: "Tap to Run with Sonic!"
- Interaction: User taps to begin.

Game Mechanic Screen:

- Visual: Sonic running through a lush green environment, with rings and obstacles.
- Instructions: "Swipe to collect rings and dodge obstacles!"
- Interaction: Users swipe left or right to guide Sonic.

End Screen:

- Visual: Sonic celebrating with collected rings in the background.
- Message: "Discover more adventures with Sonic! Download now."
- Interaction: "Download" button linking to the app store.

2.4.2. Puyo Puyo Puzzle Pop

Objective: Engaging puzzle enthusiasts and drive installs for a fun, casual game.

Intro Screen:

- Visual: Vibrant, colorful Puyo characters with an inviting game grid.
- Message: "Match and Pop with Puyo!"
- Interaction: Tap to begin.

Game Mechanic Screen:

- Visual: Grid of colorful Puyos ready to be matched.
- Instructions: "Drag to match 3 or more Puyos."
- Interaction: User drags Puyos to make matches.

End Screen:

- Visual: Completed puzzle with popping animation and score display.
- Message: "Level up with Puyo Puyo! Download now."
- Interaction: "Download" button linking to app store.

2.4.3. Sonic the Hedgehog Classic

Objective: Capture nostalgia, entice fans of classic gameplay to download.

Intro Screen:

- Visual: Retro Sonic, in pixelated form, ready to run.
- Message: "Tap to Relive the Classic!"
- Interaction: Tap to start.

Game Mechanic Screen:

- Visual: A pixelated level with rings and classic enemies.
- Instructions: “Swipe to collect rings and avoid enemies!”
- Interaction: User swipes to move Sonic through a classic-inspired level.

End Screen:

- Visual: Sonic performing his iconic pose.
- Message: "Relive the Legend! Download Sonic Classic now."
- Interaction: "Download" button linking to app store.

2.4.4. Sonic Jump

Objective: Engage users in vertical gameplay to drive interest in Sonic Jump.

Intro Screen:

- Visual: Sonic standing, ready to jump upwards.
- Message: "Tap to Jump with Sonic!"
- Interaction: Tap to start.

Game Mechanic Screen:

- Visual: Sonic jumping up a series of platforms, collecting rings.
- Instructions: “Tap to keep Sonic jumping!”
- Interaction: User taps to make Sonic jump higher, collecting rings along the way.

End Screen:

- Visual: Sonic at the top, with a final jump.
- Message: "Jump higher with Sonic! Download now."
- Interaction: "Download" button linking to app store.

3. TASK 2 : Proposing Product Improvement

3.1. Potential Areas for Improvement

Accessibility Feature : Creating accessibility modes like vision, hearing or hands-free. According to the device data and settings, activating these type of ads automatically for these users.

Multiplayer Feature : Adding a multiplayer component where users can compete or sharing scores/rewards/benefits, to encourage social sharing and deeper engagement. It can be an innovative approach especially for the in-app Brand Playables.

Personalized Dynamic Content : Adding dynamic personalization, allowing content to adapt visuals based on user demographics or device data. Thus, brands can highlight the specific products on their playable ads like normal-way personalized ads.

Scenario Based Gameplay : Adding branched paths and multiple scenarios within the playable ad, enabling a more interactive experience.

Enhanced Device Compatibility : Ensuring playable ads work flawlessly across different devices and screen sizes.

Improved Load Time : Optimizing ad load times to minimize friction and providing users with instant access to the game experience.

Analytics Integration: Enhance analytics capabilities within ads to provide more in-depth insights into user behavior and engagement.

3.2. Strategic Plan

According to the mentioned improvements above, the strategic plan is presented in the given table below.

Improvement	Timeline	Estimated Cost	Product Compatibility	User Impact	Type
Accessibility Feature	6-8 Months	Medium - High	Playable & Flex	Being accessible to users with disabilities, expanding the audience base.	New
Multiplayer Feature	6-8 Months	High	Playable	Encourages social sharing and competition, potentially increasing user retention.	New
Personalized Dynamic Content	3-4 Months	Medium	Playable & Flex	Enhancing engagement and retention.	New
Scenario Based Gameplay	4-5 Months	Medium	Playable & Flex	Increasing replay-ability and user interest, making ads more engaging.	New
Enhanced Device Compatibility	2-3 Months	Low	All	Optimization user experience	Optimize
Improved Load Time	2-3 Months	Low	All	Optimization user experience	Optimize
Analytics Integration	2-3 Months	Low	All	Optimization user experience	Optimize

Table 2: Strategic Plan

4. CONCLUSION

This case study has highlighted strategic opportunities for Playable Factory to expand its reach by onboarding SEGA as a client. Through targeted, interactive Playable and Flex ad solutions, SEGA's games can appeal to a broader audience and improve user engagement on mobile platforms.

Additionally, by integrating proposed product improvements such as accessibility options, personalized content, enhanced compatibility, and in-depth analytics, Playable Factory can deliver an even more tailored, high-impact advertising experience.

APPENDIX

These images were generated by ChatGPT according to the instructions given in section 2.4.



For Puyo Puyo Puzzle Pop



For Sonic Dash



For Sonic Jump



For Sonic the Hedgehog Classic