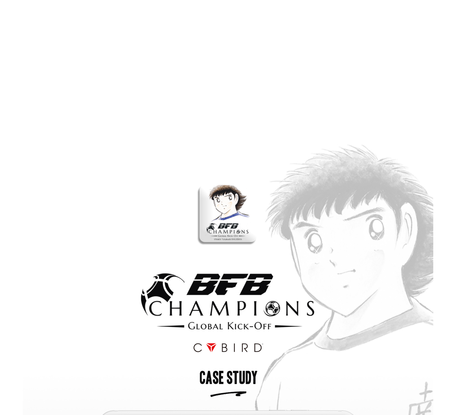


BFB CHAMPIONS
GLOBAL KICK-OFF

CYBIRD

CASE STUDY

INFLUENCERS AND PR CAMPAIGNS FOR THE LAUNCH OF BFB CHAMPIONS IN FRANCE

PocketWhale

OUR MISSION

PocketWhale managed the launch of BFB Champions by Cybird in France on iOS and Google Play using the power of Press and YouTubers.

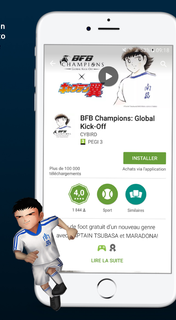
WHAT DID POCKET WHALE DO

App Store Optimization on iOS & Google Play to meet French audience expectations

Writing of the Press Release in French & pitch to journalists

Creative direction of YouTubers videos to deliver a memorable message

Detailed reporting of the Press Release & YouTubers videos' results



HIGHLIGHT OF THE CAMPAIGNS

LeChefOtaku
#2 French YouTuber specialized in Manga

LuccassTV
#3 French YouTuber specialized in Manga

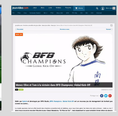
GQ

Top 5 French male magazine

GAME ONE

#1 French gaming TV channel

jeuxvideo.com



#1 French gaming website

RESULTS OF A SUCCESSFUL LAUNCH

21 articles in gaming and mainstream press in France

120,000 views of YouTubers videos targeting gamers & manga fans in France

Thousands of installs in France with 50% better retention than organic

"Our game - BFB Champions - is a quite niche and very Japanese which makes it a challenge to market with traditional ads. PocketWhale helped us find the right channels using both press and YouTubers. The installs we got were of much higher quality than from Facebook ads! PocketWhale team was a pleasure to work with. I would recommend them to anyone and hope to work with them again soon!"

David McCarthy
Global Marketing @Cybird

PocketWhale
APP MARKETING AGENCY