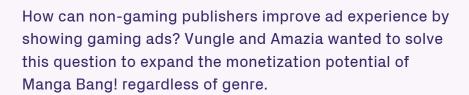
SUCCESS STORY

Manga-style Gaming
Ads Produced by
Vungle Creative Labs
Increases Ad
Engagements on
Manga Bang!



Founded in 2009 by Ryosuke Sakuma, Amazia has become one of the largest manga app developers in Japan. Their hit app Manga Bang! is well-known for its rich collection of manga content that appeals to a wide range of age groups as well as its great user experience.

Challenge





""It's been great to see
Vungle's Japan team work with
us to grow our revenues and
improve the overall ad
experience by introducing
these localized creatives. We
look forward to seeing what
else the team has planned for
this genre."

Shota Sato, Monetization Manager - Amazia











Solution

Mobile game advertisers want to grow their audiences in Japan—a country known for its game-friendly culture and quality mobile users. Vungle Creative Labs served relevant, localized manga-style creatives that catered to the Manga Bang!'s user base. In addition, the creatives from Vungle Creative Labs didn't disrupt user attention, leading to increased ad engagement.

Tokyo-based creative experts Naoka Watanabe, APAC Lead of Vungle Creative Labs, and Kaori Takahashi, Creative Designer, led the project to success. They said, "Ads have the greatest effect when they draw attention from audiences and provide the information they want. We focused on producing seamless creatives that can understand Amazia's users, publisher app genre, and unique Japanese cultures for positive user experiences. One of the core competencies of Vungle Creative Labs is to produce ads suitable for the publisher app to maximize monetization."







Results

The combination of Vungle Creative Labs's unique creative technologies including Dynamic Localization, data-based optimization, and ideas from a talented local creative team in Japan resulted in success for Amazia. Furthermore, well-made creatives that understand users and publisher apps proved that they can be matched well, not limited to genres.





