

SUCCESS STORY

Peak Teams Up With Vungle to Engage Japan Through Hyperlocalized Creatives

peak



Toon Blast's critters transform into stylized manga characters to intrigue Japanese audiences

A growing global presence

Peak's signature mobile game Toon Blast - which reached 100 million users in its first year and redefined the social gaming experience - remains one of the top five highest-grossing iOS games in the US.

In 2019, Japan became Peak's second-largest geo on the Vungle network, highlighting a path to enhance growth by hyperlocalizing creatives through Vungle Creative Labs.

Developing culturally relevant creatives

Above all, Peak and VCL wanted to respect Japan's historic gaming and creative culture. VCL sought to reflect and honor this by combining Peak's exciting gameplay with Japan's wildly popular manga anime style.



VCL leveraged their superstar creatives team in Japan and partnered with Peak on a creative strategy that was informed by rigorous data testing and optimization. We tracked trends in the Japanese zeitgeist and employed regional best practices such as character focus, font styling, and color treatment.

In addition to the streamlined localization provided by Vungle's dynamic localization technology, our Creative Labs team produced special hyperlocalized creative content. To advertise Toon Blast, we built creatives that placed popular Toon Blast characters in a stylized manga world. Vungle was able to present Toon Blast's brand and story while adhering to a seamless, culturally popular animation environment that also enhanced user experience.



Transforming creatives for ongoing success

This campaign became Vungle's top-performing creative in Japan. Peak continues to work with Vungle and craft more engaging and hyper-relevant creatives that speak to local audiences.