

Board Game Case Study

Finding creative winners and improving IPM with Lord of the Board



60%

Share of Spend



-20%

CPI Decrease



+30%

Android Spend

App

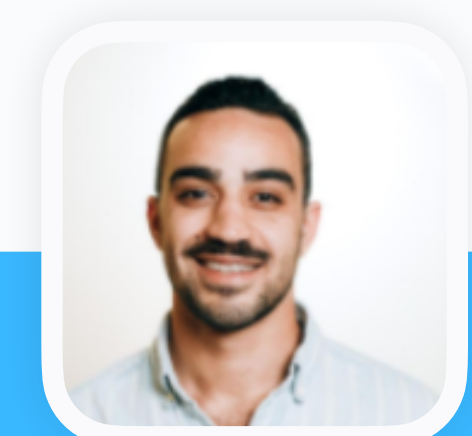
Lord of the Board is a very **popular mobile backgammon game**. Players can join tournaments, win prizes and play against friends or players from around the world.

Context & Goals

Beach Bum wanted to work with an agency to **find new creative winners, across a variety of executions** from players choosing their next move to UGC based move commentary, across gameplay footage and live action boards.

Approach

After trying various creative approaches, Miri found a **winning combination in filming live action backgammon games** and then layering gameplay and possible move sequences, to create suspense and identify the best backgammon moves. Miri also recorded some original voice overs that helped Beach Bum **further scale numerous existing successful concepts**. This approach helped Beach Bum scale Lord of the Board whilst keeping an authentic user-centric tone of voice in the market.



Gal Moalem

Creative Team Lead

“We are extremely satisfied with the ads creativity, quality and performance. Miri’s work is scalable, flexible and perfectly suits user acquisition needs”