

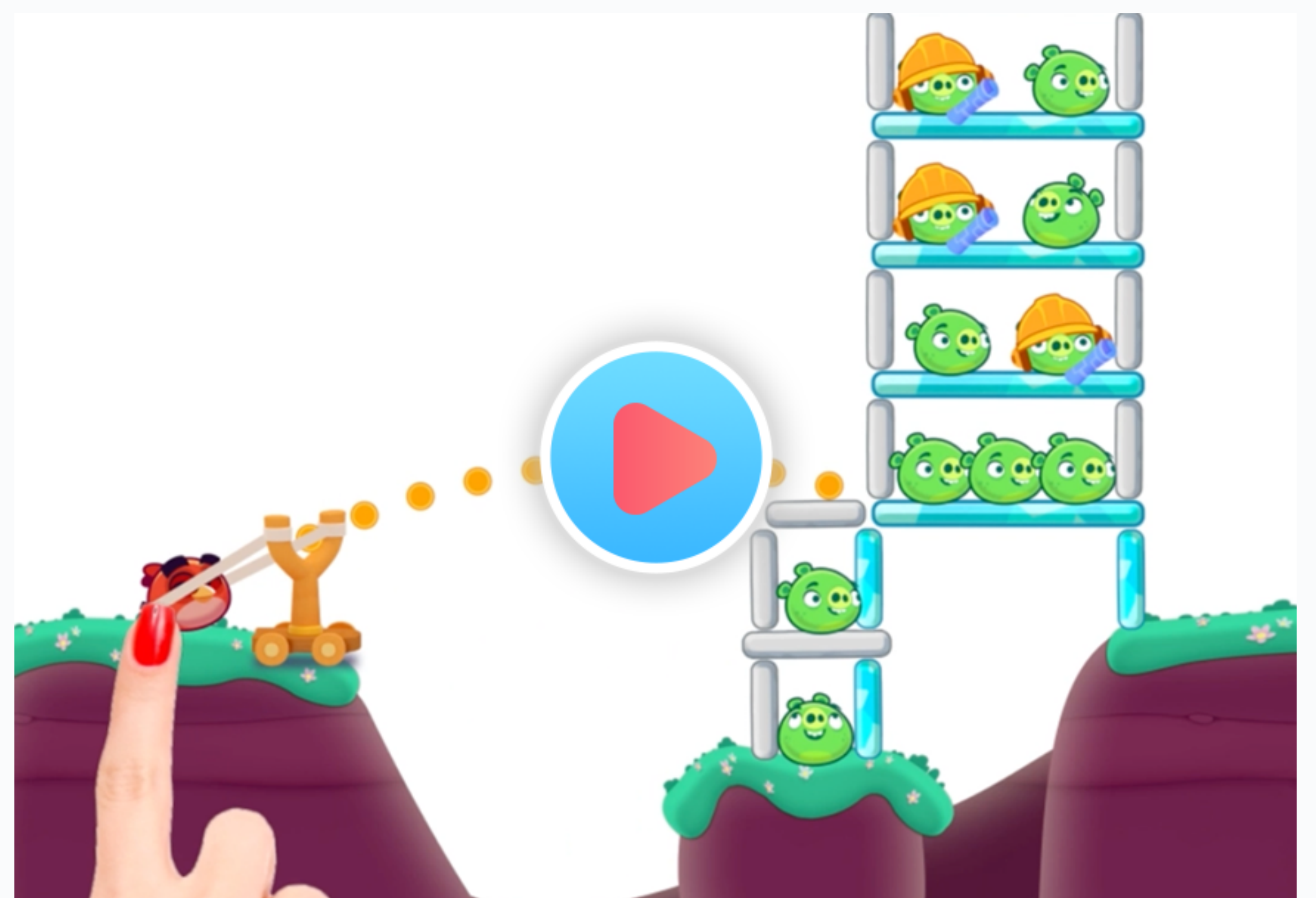
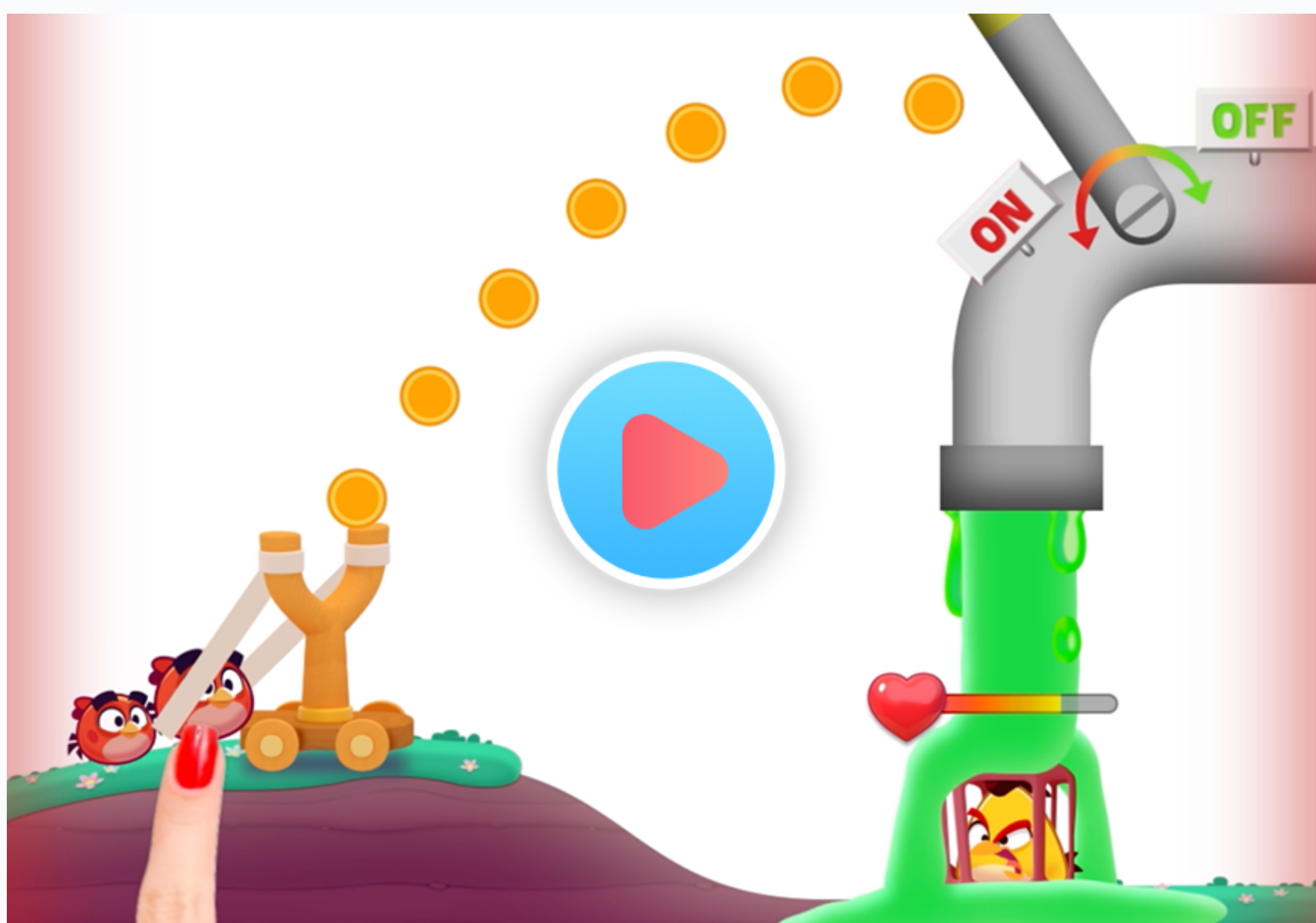
## Puzzle Game Case Study

# Building winning creatives for globally acclaimed Angry Birds Journey

**-12.5%**  
Decrease in CPIs

**+10%**  
Increase in CTR

**+13%**  
Increase in IPM



## App

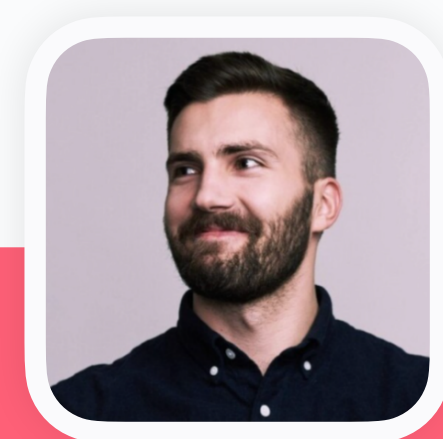
Angry Birds Journey is a world famous skill game. Team up with your friends, gather in clans and **defeat the pigs using your slingshot!**

## Context & Goals

Miri was tasked to concept and produce **engaging and quirky creatives** that resonate with the core target audience to bring high value users to the game. Rovio wanted to diversify ideas and apply Miri's market expertise to unlock new winning ads.

## Approach

We found new top performing concepts by applying our hypothesis-based framework to create satisfying simplified gameplay with added narrative elements. This approach resulted in **one in six ads being a top performer.**



**Osku Mäkkylä**

Performance  
Marketing

“The Miri Growth team has been delivering top performing videos”

“Their quality videos attract our user base and fit our game's feeling and art style”