



DRIFT AWAY

VIDEOGAME DESIGN | MOBILE APP | BRAND DEVELOPMENT | MARKETING

DRIFT *Away*



PROJECT SUMMARY

Bobby Boy records – part of the Def Jam Recording group, is a record label founded by platinum, multi-award-winning music artist and creative Logic (Sir Robert Bryson Hall II). During his time as a rapper Logic himself released six studio albums, received two Grammy nominations and has gained over 6 million followers worldwide.

We were approached by Damian Lemar Hudson an artist of the label to put together the world's first mobile audio adventure which combined a full music album with a retro pixel stylized mobile videogame.

DRIFT AWAY

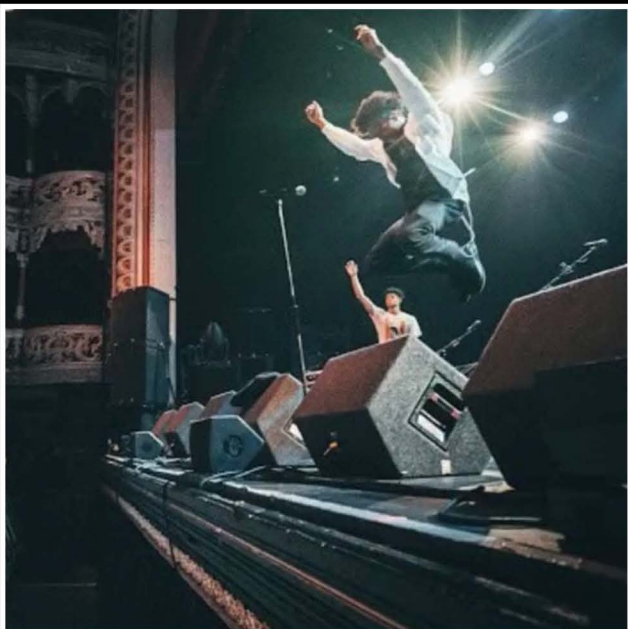
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THE VIDEO GAME

We were tasked to produce a cross platform video game that catered to both the android and Apple ecosystem. We spent some time conceptualising and scripting up the narrative for the game to ensure that we had something compelling for the fan base to follow and to enjoy.

We designed each individual element of the game from scratch without any reference guides. From the characters, backgrounds, menu screens to even the icons, everything within this project was hand drawn through the use of our sophisticated drawing tablets.

Once we had each curated each element, animated the cut scenes and the supporting music to hand, we were able to work alongside our developer to put together a video game that got over 90k downloads across both the Apple and Google Play store. What's even more impressive is that we managed to get features and voice overs from Big Lenbo and Logic himself.



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THE MARKETING

During the time of Drift Away's launch Damian Lemar Hudson's popularity was beginning to grow due to his feature in the VMA awarded song - Black Spider-Man which nearly saw 40 million views on YouTube during its initial release. He was asked to go on a world tour where he was able to better promote the game on stage and in person. We produced a wide variety of QR code cards which directly gave access to the app, bridging both our online and of-line brand.

We produced a trailer which saw over 15 thousand views across the label's social media platforms, ran competitions where we saw hundreds of fans directly engage for prizes and produced consistent social media to further promote the brand. Damian was also able to secure a feature on the famous video game YouTuber's account - DashieXP which further pulled in more fans to the app itself. During the time we ran and managed the app itself, we were able to consistently maintain a rating of 4.7 across both the Android and iOS store across hundreds of reviews.



KEY RESULTS



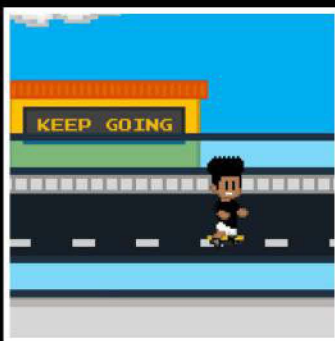
**FEATURED ON DASHIEXP'S
YOUTUBE CHANNEL
659K VIEWS
32K VIEWS**



**MERCHANDISE
MODELED
5K FANS
LOGIC CONCERT**



**30K + DOWNLOADS
4.7 RATING
GOOGLE PLAY
IOS**



**VIDEO ADVERT
14.8K VIEWS
INSTAGRAM
3.9K LIKES**



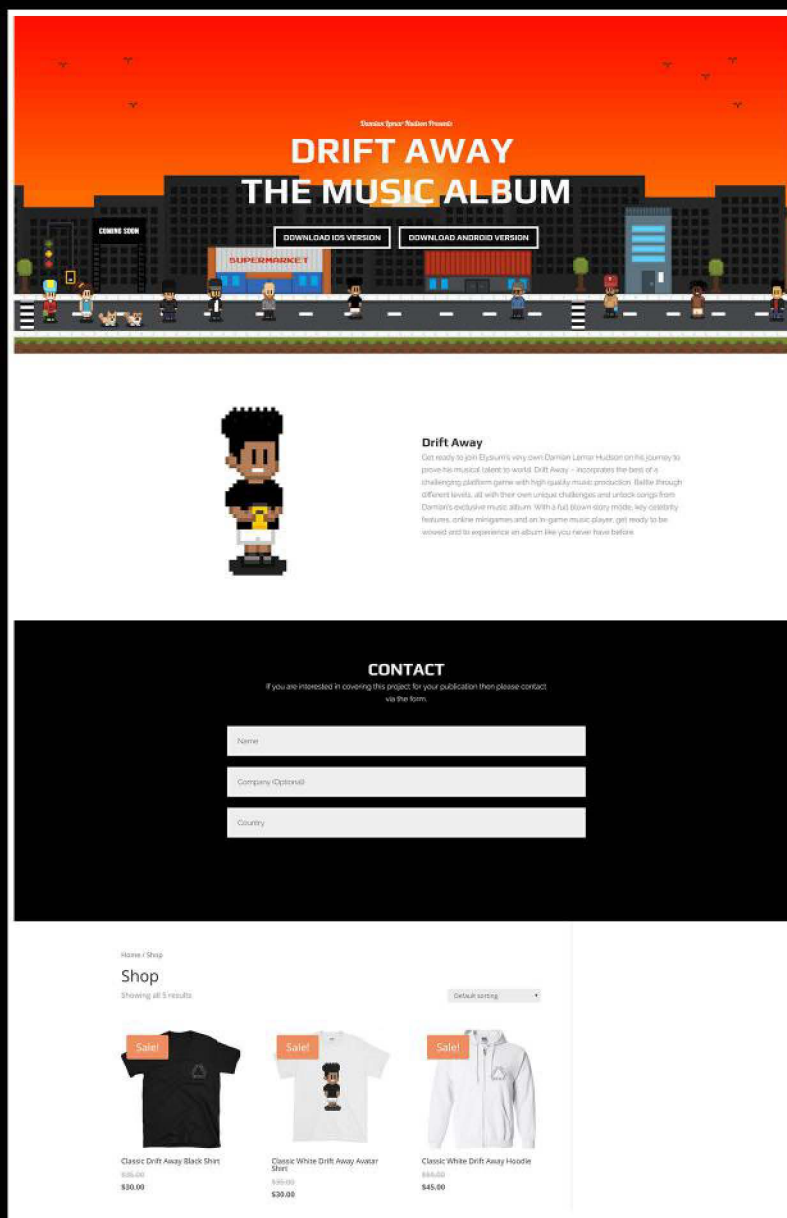
**CELEBRITY FEATURES
DAMIAN LEMAR HUDSON
BIG LENBO
LOGIC**



**POSTED @DAMIANHudson
INSTAGRAM
5,7K VIEWS
1.2K LIKES**

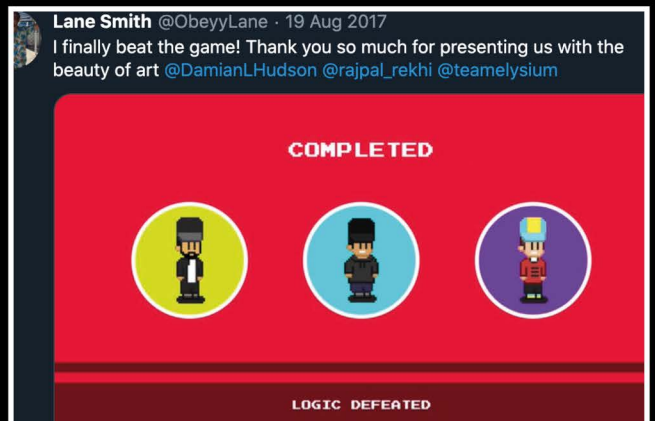
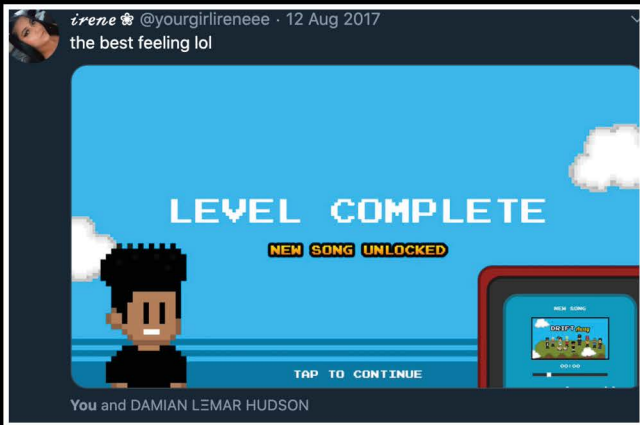
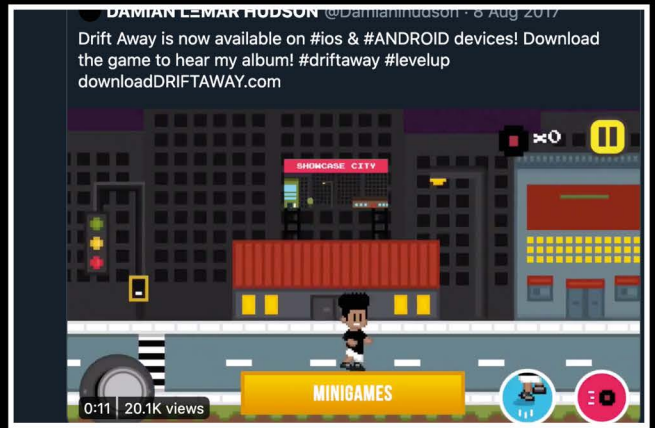
WEBSITE DESIGN

We designed and developed a website that maximised conversion rates in relation to downloads. We also built an ecommerce store for merchandise.



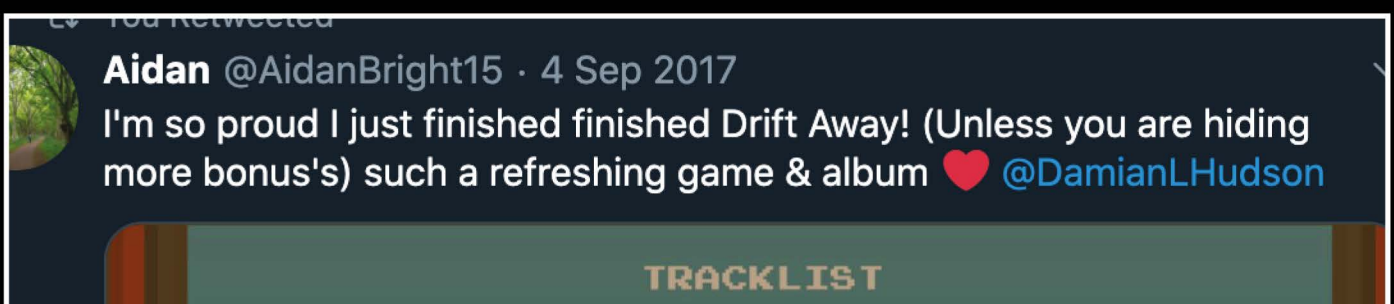
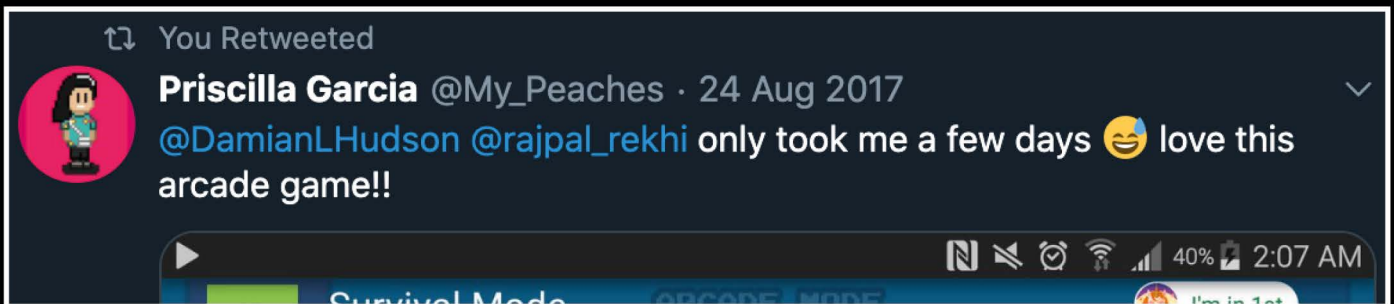
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SUMMARY OF RESULTS

Working on a complete creative project especially in our infancy stages of us being a company proved to be extremely rewarding both for our brand and our professional experience.

- Achieved over 50k + downloads for the Video game across both the Apple and Google play store.
- We were able to sustain an average rating of 4.7 across hundreds of reviews.
- Built a real fan base for the project – running multiple competition and brand development campaigns – which we can demonstrate.
- Secured key celebrity features in the app itself from Logic, Big Lenbo, 6ix, Damian Lemar Hudson and Jessica Andrea.

OUR FINAL THOUGHTS

The success of the game itself meant that we were able to grow a real fan base around something that we built completely from scratch. Getting key features from celebrities that we admired also proved to be an extremely rare yet memorable experience. We look forward to working more with the record company with a sequel already in production which we launched a trailer for mid 2020.