


[Download assets](#)

Introduction	<p>Genify Studio is an Android game developer that has been active since 2018. Their current application portfolio contains 10 games, which have driven about 10 million installs—100 thousand of them in the last 30 days. One of their popular game applications is called Meow.io - Cat Fighter, which is highly ranked in several countries and has over 10 million installs making it one of the most popular applications in the Google Play Store. The brand is known to be fun and casual.</p>
The Objective	<ul style="list-style-type: none"> To drive application downloads
The Challenge	<p>The mobile gaming space is becoming increasingly competitive with demands on users being made across applications of all types on their smartphones. Because of this, it is becoming increasingly difficult to identify a unique selling point, incentivise people to download and play, and encourage them to spend time on <i>Genify's</i> applications.</p>
The Task	<p>The Main Ask</p> <ul style="list-style-type: none"> Create TikTok content that helps to drive app installs in Vietnam for the game Meow.io <p>Key Message(s)</p> <ul style="list-style-type: none"> Highlight the ease of Meow.io's gameplay and how fun it is
Target Audience	<p>Casual gamers aged 16 - 55</p>
Expected Deliverables	<ul style="list-style-type: none"> Minimum 1 x TikTok Video Creative <ul style="list-style-type: none"> File size should be 50MB or under Submission language: Vietnamese
Requirements	<ul style="list-style-type: none"> Register before submission <ul style="list-style-type: none"> <i>To submit an additional entry, submission process has to be repeated</i> Only one person is allowed per entry
Deadline	<p>15 January 2021, 23:59 (GMT+08:00)</p>