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## Ninja slice fruit master paypal

Who would have thought that a game involving the carving of fruit would become one of the most popular downloads among the mobile gaming community? As Fruit Ninja celebrates 5 years of fruit carving chaos, let's take a look at the marketing strategy that helped this game become a force to be reckoned with in the mobile gaming arena.1: Debuted with an innovative gameplay mechanic that sets it apart from other mobile games On when Fruit Ninja entered the mobile market back in 2010, the mobile gaming landscape for smartphones was still in its infancy. While most other mobile games back then made use of touch and tilt gestures, Fruit Ninja was the first to effectively use the use of finger swipe gestures as an innovative way for users to play a game. The swipe or slice of gestures mimicked the actual action of carving up the fruits of the game and helped them bring something new and fresh to the table.2: A hilarious premise got people's attention, and even inspired the creation of fan parodies – AKA free advertising! Ninjas hate fruit! This slogan was enough to capture the attention of a number of YouTubers who parodied the idea of fruit-hating ninjas. Fruit Ninja in Real Life to Dubstep!, a live-action short by YouTuber Scott David Winn was released in 2012. It involved the protagonist cutting fruits with a sword to become a ninja. It racked up 29 million views and even got the attention of Halfbrick Studios, which shared the video on their official Fruit Ninja Facebook page. In 2013, Fruit Ninja FAIL was released by popular YouTuber Ryan Hiqa. This also went viral, racking up 11 million views. This shows how Fruit Ninja's simple but ridiculous premise helped kick-start a huge amount of fan-created content that helped spread word-of-mouth about the game.3: Easy gameplay gets people sucked in, high rewards keep people playing Fruit Ninja, didn't overwhelm players with complex instructions and motion combinations. The developers knew their target audience was casual gamer and kept instructions simple, like Slice Fruits and Avoid Bombs. The easy-to-learn but hard-to-master mechanic of the game proved appealing to most mobile gamers, making Fruit Ninja a crowd favorite among users across a wide range of age groups.4: Targeting multiple platforms to reach the largest audience Fruit Ninja first debuted on the Apple App Store for iPhone (and released later to iPad). It was only a matter of time before the developers ported Fruit Ninja to a variety of platforms and consoles like Android, Windows, PS Vita, and Xbox. This helped Fruit Ninja expand their user base, attract new users and maintain its prominence in the casual game scene.5: Constant development with new gameplay updates and enhanced graphics In 2010, Ninja Fruit Ninja was released with only one game mode. Today, Fruit Ninja boasts a swarm of new content that now includes enhanced HD graphics, unlockable challenge modes, mini-games and a Mode. The continued constant addition of a variety of extras has helped Fruit Ninja to adapt and stay fresh in an ever-changing mobile gaming scene.6: Collaborating with other popular media helped continue its spread via word-of-mouth Fruit Ninja: Puss in Boots came out in 2011 to help promote Dreamworks animated film Puss in Boots. It still retained the gameplay elements that players loved while putting a creative spin on Dreamworks' new film to tie it into the Fruit Ninja universe. Other notable tie-ins included one with Skittles, a collaboration with Sony Pictures Consumer Products to celebrate 30 years of Ghostbusters and a Mythbusters TV special with Adam Savage and Jamie Hyneman. With these tie-ins, Fruit Ninja is able to reach a much larger audience, as well as create excitement in individuals who happen to be fans of both collaborators. With a Fruit Ninja animated series slated to debut on YouTube sometime later in January, Halfbrick Studios looks to expand its audience reach and generate even more word-of-mouth!7: Using social media to connect with their audience and solidify their identity Halfbrick Studios has been actively making use of Facebook to announce new content additions, let players know that their feedback is valuable, reach out to beta testers, schedule Q and A sessions via live streams on Twitch, and share their results with fans. They also released a feature-length documentary last year covering their battles and successes in developing Fruit Ninja from the early Flash prototype to the game it has grown to today. Their openness in using these social media portals to reach out to fans and interact with them allows them to keep a very loyal fanbase, as well as establish its identity as a brand that cares about its fans. SUMMARY: What can we learn from Fruit Ninja's success? Having an innovative (and easy) game mechanic attracts people and keeps barriers low A hilarious story has the potential to attract free publicity via fan content Making sure most gaming platforms are covered allowed the game to reach the audience easily Constant evolutions kept the game fun and exciting, even after 5 years of subscription with other popular media creating excitement and word-of-mouth Social media is a great way to connect to an audience and get loyalty \_\_\_\_\_ Read : How World of Warcraft Gets Gamers to Recruit Their Friends Case Studies Game Marketing Strategy FOLLOW USA

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