Innovative Digital Marketing Strategies in the Gaming Industry: A Case Study of Love and Deep Space

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Abstract: By analyzing the digital marketing strategies for the game Love and Deep Space by Paper Stacking Company, this study reveals the company's diverse and innovative methods in the global market. Firstly, by highly integrating with local cultures, Paper Stacking Company successfully promoted Love and Deep Space in overseas markets, increasing user numbers and brand recognition. Secondly, the combined online and offline marketing strategies significantly enhanced the game's visibility and user engagement. Additionally, the realistic 3D style, personalized character design, and rich interactive gameplay brought unique appeal and user experience to the game. Through cross-border cooperation with the fitness app Keep, the game was linked with a healthy lifestyle, further boosting its brand image and attracting potential users. Overall, these digital marketing strategies successfully promoted Love and Deep Space and helped Paper Stacking Company maintain its competitiveness and brand value in a highly competitive market. In the future, with the continuous development of digital technology, these advantages will continue to bring more market opportunities and success to Love and Deep Space.

Keywords: Digital Marketing, Gaming Industry, Cross-border Cooperation, 3D Realistic Style

1. Introduction

Digital marketing has greatly impacted the game industry [1, 2]. Consumers can learn more interesting games by browsing and clicking on web pages. With the development of digital technology, Paper Stacking Company has innovated and launched an interactive love game, Love and Deep Space. Through diversified digital marketing methods, the production team has obtained many consumer bases and stood out from many games simultaneously, successfully making them out of the circle.

With the rapid development of the Internet and social media, the traditional marketing model has made it difficult to meet brand promotion needs [3, 4]. Integrating big data, artificial intelligence, and various aspects of marketing is becoming increasingly profound [5]. At the same time, the deep integration of cutting-edge technologies such as 5G, AR, and VR with the gaming industry provides new pathways for corporate brand marketing [6]. As an emerging marketing method, digital marketing realizes the rapid dissemination of brand information through digital platforms such as the Internet and mobile devices, and user interactive game companies adopt this innovative means to narrow the distance with consumers, accurately locate target customers and improve exposure to get

more profits [7]. For example, Love and Deep Space cooperates with Vision Pro to improve customer experience and satisfaction by using AR technology so that the game has its characteristics and shows the unique advantages of Love and Deep Space.

To further attract customer groups, Love and Deep Space uses a variety of marketing activities. This article will explore the impact of digital technology on love and deep space marketing strategies and focus on analyzing its specific strategic means—for example, co-brand promotion. Through cooperation with Sanchuang Store in Taipei, Taiwan, customers get an exquisite linkage limited peripheral for every drink they buy, enhancing their participation. Love and Deep Space has successfully utilized Taiwanese coffee's huge user base and offline store resources. During the event, the daily table reservation is in short supply, and the surrounding prices are linked, so Love and Deep Space can gain more popularity.

2. Case Description

The paper folding game was born from the founder Yao Runhao's study abroad experience in Japan. During his postgraduate study at Waseda University in 2012, Yao Runhao and several like-minded friends developed and created Warm Dress-up Story [8]. Founded in 2015, Paper Stac King Company is a company focusing on the design and production of games. Several software engineers founded it. They have a strong interest in game research and development and hope to bring infinite fun to play Ers, bring game art into people's lives, and make amazing breakthroughs in women's games. The team members of Paper Fold Games have rich game development experience and creative ability. They constantly explore new gameplay and design concepts to bring players a new game experience. The Company's products are rich, including many games, puzzles, simulations and other games they make. They usually have a unique style, simple pictures, and perfect operation modes suitable for R multi-age players. The paper folding company pays attention to the user's experience and interaction, collects S from the players' experience, and continuously optimizes, improves, and proposes novel functions. In addition to developing games, the paper folding company also participates in several game communities and industry activities, maintains communication with other developers and others, and promotes the development of the game industry together. Their goal is to provide happiness and new experiences for players worldwide through innovative VR content and high-quality game products. The paper-folding game company's success lies in its high-quality products and its corporate culture and values. First of all, the team of the paper folding company is full of passion and rich creativity in the game's development. They constantly pursue perfection and do not challenge their limits. The boundaries of the game's development and the company's team drum encourage the development of innovative ideas and provide an excellent development environment and support. Secondly, the company puts the user experience first, constantly listens to the opinions and suggestions of users, adjusts according to the market's needs, and establishes a good relationship with users. In addition, the company also advocates for a spirit of teamwork. Each developer has its own space to develop high-quality game products and jointly achieve their goals. Finally, as a responsible company, the company actively participates in community activities and pays attention to environmental protection and public welfare. In the future, Paper Fold Games will continue to adhere to the spirit of innovation and user-oriented concepts and launch new game products to provide more fun for players worldwide. They will continue to work closely with the game community and industry partners to promote the development and progress of the game industry.

3.   Marketing Strategy Analysis

When promoting its Love and Deep Space game, Paper Folding Company has adopted many innovative and diversified marketing strategies to enhance its influence and user base. The following is an analysis of these strategies through digital marketing.

3.1.   Tailored Strategies for Overseas Market Launches

For overseas marketing, to prevent misunderstandings and negative reactions caused by cultural differences, the paper folding company has carefully localized translation and cultural customs so that players can better adapt to the game and increase the number and recognition of users. For example, the team changed the character clothing and design in the Middle East market to fit the local culture. The paper folding company also links with local popular cultural symbols, such as launching a co-branded version with local animation characters in the Japanese market to attract customer groups. This targeted activity has effectively improved paper folding companies' brand awareness and market share worldwide.

3.2.   Integrated Online and Offline Marketing Strategies

The paper folding company adopts a marketing strategy that combines online and offline. Online, the company delivers customized advertising content through major social media platforms and game forums, such as the role trailer of the three male protagonists, the game experience sharing of internal test activity players and many short video advertisements. The MV of the theme song of the same name, affectionately interpreted by Sarah Brightman, has received millions of hits on Bilibili (B station) alone [9]. The push of these contents has aroused the interest and discussion of many potential players. Online and offline, paper stacking companies have placed creative billboard advertisements in shopping malls and busy streets in many major cities worldwide. For example, on Shanghai University Street, the punch-in activity starts at the subway entrance. These billboards show the exquisite images of the hero of the game. And directly guide the audience in downloading the game or participating in online activities through a QR code. This online and offline promotion strategy greatly enhances the brand's visibility and users' participation.

3.3.   3D Realistic Style

The paper folding company adopts a realistic 3D style to create game characters, the first in China, attracting many customer groups. The visual difference allows players to distinguish between love and deep space from other games, promote more eye-catching and uniqueness, and create memory points for potential customers. This visual style makes the game scene and characters more realistic and immersive and greatly improves the player's immersion. For marketing, the company places special emphasis on this point, conveying a unique game experience to players by displaying high-resolution scenes and meticulous character design in the game. In addition, the paper folding company also uses this 3D realistic style to cooperate with Vision Pro to give players an immersive feeling and attract the attention of industry insiders and potential investors. This strategy not only improves the market performance of the game but also reflects the team's innovative ideas.

3.4.   Customize the Player's Image and Change Clothes

The custom function is a core gameplay in Love and Deep Space. Paper Stacking Company uses this function to enhance the player's personalized experience and creative expression. Players can pinch their faces and change their hairstyles and clothes. This highly personalized setting allows players to project their identity in the game world. It promotes their desire to share because they can display and

share their unique creations in the game and send them to social media. Paper folding companies use this in marketing to attract potential groups and stabilize existing players through social media, such as sharing and punching activities in Little Red Book. This not only increases the game's attractiveness but also stimulates the desire of potential players to participate.

3.5. Action gameplay

The paper folding company adds action elements to love and deep space, attracting players who like fast-paced and skillful challenges. A cosmic monster called Wanderer is added to the game. Players need to defeat it through attribute combinations and skills at the chapter level. The paper folding team added challenge scenes to the publicity trailer to highlight this feature, including stunt display and battle details. Promoting this gameplay not only improves the dynamic sense of the game but also attracts a wide range of players, including those who may need to pay more attention to traditional role-playing or dress-up games. By emphasizing the interaction and skill requirements in the game, the paper folding company has successfully expanded its target market.

3.6. Co-branded with Keep

The paper folding company has successfully linked Love and Deep Space with a healthy and energetic lifestyle through co-branded cooperation with the fitness application Keep. This strategic cooperation not only improves the brand image of the game but also promotes the game to non-traditional game players, especially young people who pay attention to a healthy life. Co-branded activities include joint fitness challenges, interactive courses and healthy lifestyle promotion activities on official social media. These activities not only deepen the player's recognition of the game content but also effectively expand the influence and participation of their social media. In addition, Paper Stacking Company uses Keep's user base for cross-promotion and directly pushes game advertisements and trial invitations to potential users through Keep's application and communication platform. This cooperation improves the number of game downloads and active users and brings valuable user feedback to the company to help further optimize the game experience.

3.7. Krypton Price Reduction

The Krypton price reduction strategy implemented in Love and Deep Space is important for paper stacking companies to stimulate consumption and increase player stickiness. By regularly providing discounts on goods and services in the game, the company can stimulate players' desire to buy and maintain the vitality of the game's economic system. This strategy is especially implemented during large-scale updates or festivals to maximize influence and player participation. To further promote this strategy, the paper folding company also vigorously promoted it through pop-up ads and updated logs in social media and games. This not only reminds players of discount information but also encourages them to share it, thus attracting new players to join and old players to return. Implementing these marketing strategies proves the diversity and adaptability of paper folding companies' strategies in the global game market. Through the comprehensive use of traditional and modern marketing tools, the company has successfully promoted the game Love and Deep Space and maintained its competitiveness and brand value in the continuous market competition.

3.8. The Image Design of the Male Protagonist with a Distinct Personality

Regarding character design, the paper folding company specializes in creating a male protagonist with a distinct personality. The character modeling of Love and Deep Space requires high requirements for skin texture, facial features, bone shape and other details. To solve these problems,

we have collected a lot of materials to learn. The reporter learned that the production team established a database through face-to-face capture, dynamic capture, 3D scanning and other technical means and introduced [10]. Each hero has a unique background story and personality and has their own visual style and behavior pattern, allowing players to choose to interact with it according to their preferences. This in-depth character-building strategy greatly enhances the story and emotional investment of the game, enabling players to experience richer emotional fluctuations and character development. By setting unique male protagonists, the paper folding company can attract different types of players into the game world, increasing the participation of players and interactivity. In addition, a distinct character personality is conducive to marketing communication on social media. Players often share their favorite characters and game plots in discussion areas and social platforms, which naturally forms effective word-of-mouth marketing.

3.9. Data analysis

On March 5, Quest Mobile released the 2024 "Her Economy" Insight Report, pointing out that the proportion of female users on the mobile Internet has gradually increased. As of January 2024, the number of active female users on the whole network has increased to nearly 610 million. In the women's consumption section, the Report also introduced the top 5 typical women's monthly activities in January, in which the folded paper Love and Deep Space led the female game track with an absolute advantage of 6.781 million MAU. According to GameLook's estimate, Love and Deep Space is estimated to have a flow of about 600 million in the first month, and its emergence will undoubtedly reshape the women's track [11]. This way, Love and Deep Space has achieved leading results in women's games.

4. Suggestions

Love and Deep Space is a popular female-oriented game launched by Paper Stacking Company. It has won the love of most players with its exquisite pictures, fascinating plots and rich interactive elements. The game's success is due to its accurate market positioning, innovative game design and diversified digital marketing strategies. The learning suggestions that can be obtained through the above analysis include.

Social media marketing. The paper folding company uses social media platforms such as Weibo, WeChat, and TikTok to promote its products. Publishing game-related news, trailers, production tidbits, and interaction with players has greatly improved the exposure and topic of the game. In particular, the cooperation with well-known KOLs (opinion leaders) has attracted many potential users with the help of their influence for accurate marketing.

Brand co-branding and cross-border cooperation. The co-branded activities of Love and Deep Space and Taiwan Cafe are a highlight of their digital marketing. Through cooperation with young people's favorite brands, the paper folding company not only improves the brand image of the game but also increases the user's sense of participation and belonging through co-branded products and activities. This cross-border cooperation has effectively expanded the influence of the game and attracted more users in the non-game circle.

Data-driven accurate marketing. The paper folding company formulates a more accurate marketing strategy by analyzing player behavior data. The user's activity and paid conversion rate are improved by analyzing players' game habits and consumption behaviors and making personalized recommendations and push. Data analysis also helps companies find and solve user feedback problems promptly and improve user satisfaction and loyalty.

Multi-channel promotion. In addition to traditional social media and brand cooperation, the paper folding company promotes it through various channels. For example, cooperate with major app stores

for joint promotion to increase the number of game downloads and users through in-app advertisements, special activities, etc. At the same time, search engine optimization and marketing should be used to improve the exposure of games in search engines and attract more potential users.

Love and Deep Space has successfully improved the game's market influence and user stickiness through diversified digital marketing strategies. Social media marketing, brand co-branding and cross-border cooperation, data-driven accurate marketing, multi-channel promotion, and creative content and interactive experience constitute the core advantages of its digital marketing. These strategies help Love, and Deep Space stand out from the game market among highly competitive women and set a benchmark position for paper folding companies in digital marketing. In the future, with the continuous development of digital technology, these advantages will continue to bring more market opportunities and success to Love and Deep Space.

5.   Conclusion

Through an in-depth analysis of the digital marketing strategies for the game Love and Deep Space, one can see the diverse and innovative methods used by Paper Stacking Company in promoting the game. Firstly, by highly integrating with local cultures, Paper Stacking Company successfully promoted Love and Deep Space in overseas markets, increasing user numbers and brand recognition. Secondly, the combined online and offline marketing strategies significantly enhanced the game's visibility and user engagement. Additionally, the 3D realistic style, personalized character design, and rich interactive gameplay brought unique appeal and user experience to the game. The cross-border cooperation with the fitness app Keep linked the game with a healthy lifestyle, boosting its brand image and attracting potential users. Overall, these diverse digital marketing strategies successfully promoted Love and Deep Space and helped Paper Stacking Company maintain its competitiveness and brand value in a highly competitive market. In the future, with the continuous development of digital technology, these advantages will bring more market opportunities and success to Love and Deep Space.

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