Games2win - Social Media Executive Test Assignment

THIS IS A READ ONLY DOCUMENT.

KINDLY MAKE A COPY OF THIS ASSIGNMENT
(go to "file" on the top left of the sheet, hit "make a copy" and save it as YourName_Social Media Executive Assignment)

Intellectual Property Disclaimer

Games2win values IP above all else, and we do not use work submitted for hiring purposes in our actual product/content.

If you are more comfortable signing an NDA with us, please download this draft, fill it out, sign it, and send it to us for our signatures. Then, proceed with the assignment.

Assignment 1

A:

Please download our game 'International Fashion Stylist' from ***iTunes App Store (iTunes)*** *OR* ***Google Play Store (Android)*** and play the game for at least 15 minutes. Unlock all the modes, play 5-6 levels and then start the next step below:

B:

Check out our Instagram page - https://www.instagram.com/intl.fashionstylistgame/ and the top posts (likes, comments, views). Understand what you think works with our followers.

After having played the game:

a) **Create 3 mock posts of the regular levels of the game that you believe would do well!**

b) **Create at least 2 mock posts of the 'special event' section that you see on top of the home screen of the game.**

(Feel free to choose the characters, art, assets etc., from the game. (See PPT format at the end of this section))

Assignment 2

A:

Please download our game 'Super Wedding Stylist' from ***iTunes App Store (iTunes)*** *OR* ***Google Play Store (Android)*** and play the game for at least 15 minutes. Unlock all the modes, play 5-6 levels and then start the next step below:

B:

Check out our Instagram page - https://www.instagram.com/superweddingstylist.game/ and check out the top posts (likes, comments, views). Understand what you think works with our followers.

After having played the game,

a) **Create 3 mock posts of the regular levels of the game that you believe would do well!**

b) **Create at least 2 mock posts of the 'special event' section that you see on top of the home screen of the game.**

(Feel free to choose the characters, art, assets etc from the game. PPT format for your submissions is at the end)

Assignment 3 (Answer these Questions: (1-2))

1. Beyond Instagram, where else would you promote these games if given an opportunity? State the channels, the treatment and why?

2. Our top 3 competitors are **Super Stylist, Covet Fashion and Pocket Styler.** Find these games on the store, play them, visit their Instagram pages and then tell us:

   What, in your view, is the charm in their social media marketing that we could leverage for our games?

*In your response, **please follow the format of the assignment**. Answer EACH question in sequence and complete the assignment. Don't write random essays.*

So, answer all questions like this:

Assignments 1 & 2 (Via PPT) - 10 slides
Assignment 3 - To be answered in the same deck
Format for Submitting the Assignment - Use this PPT format ONLY

THIS ASSIGNMENT HAS 12 INPUTS REQUIRED FROM YOU. MAKE SURE YOU COMPLETE THEM ALL.

P.S. - If you need more data or clarifications to attempt this assignment, please send your requirements to the above mail.

Please do not send an incomplete answer set.

Best of Luck!