

# ICON POPin' Journey to the Top

casual  connect

casual connect asia 2013 | may 21 - 23



CASUAL GAMES  
ASSOCIATION

**Hello**

my name is

**Stefan Damasena**

Co-Founder / CEO / Sorcerer of Alegrium



*Alegrium*



Alegrium creates games on the web and mobile platform. Our company is founded on the principle of “**happiness**”. Happiness is at the core of our existence from the games we create to the way we work together.

We have learned that by creating happiness for others we have created happiness for ourselves.







# ICON POPin' Journey to the Top









"When you reach for the stars you may not quite get one, but you won't come up with a handful of mud either."



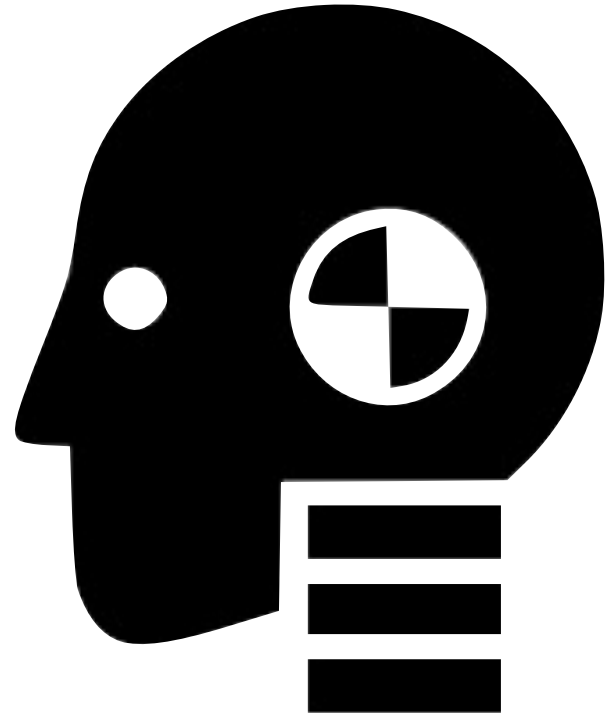
# Creative Idea is Overrated





# Gameplay is King

# Reality Test

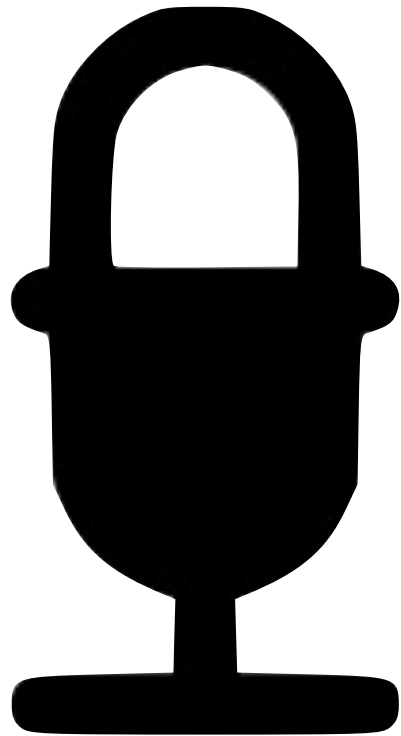




# FOCUS

# Brutally Honest



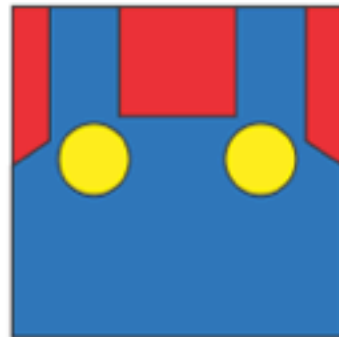
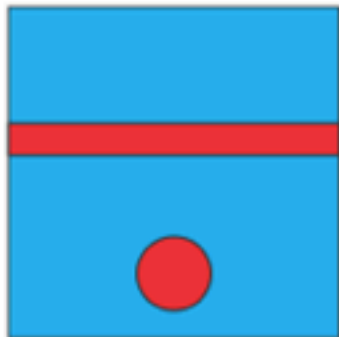


**Sing your  
own songs**

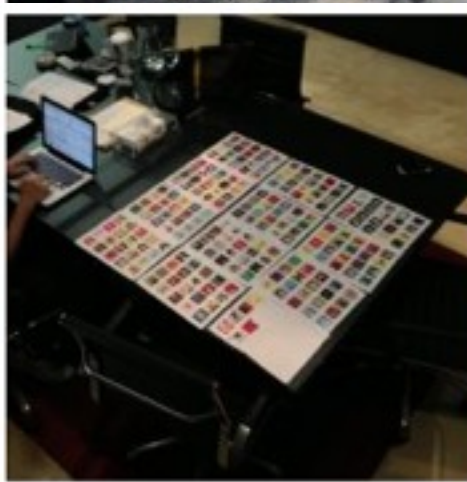
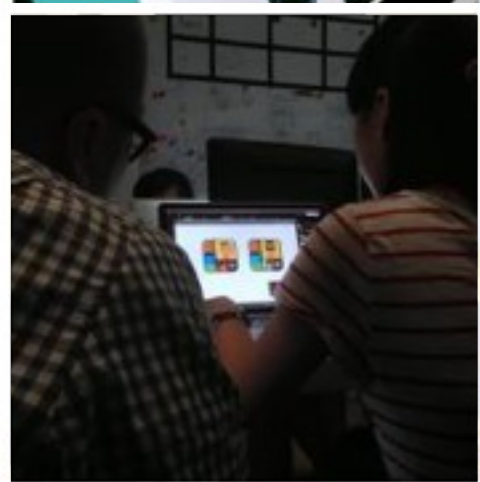
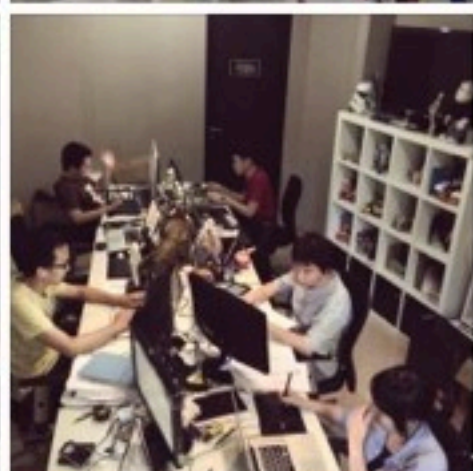
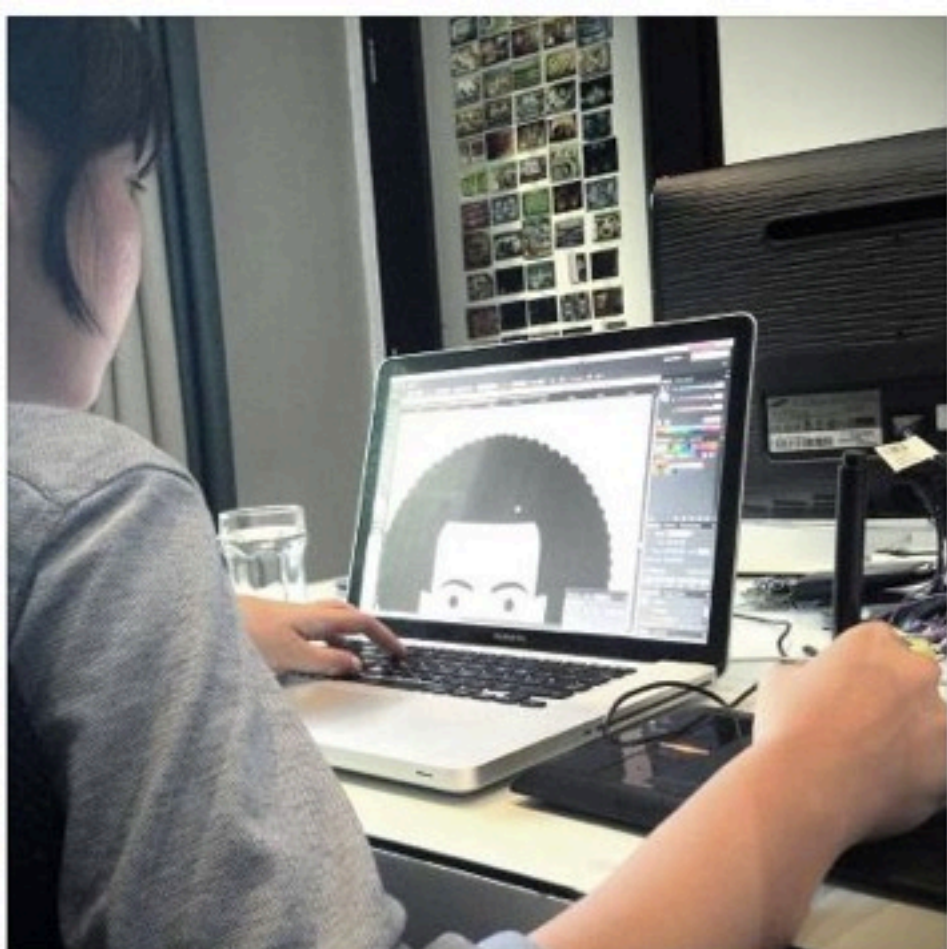
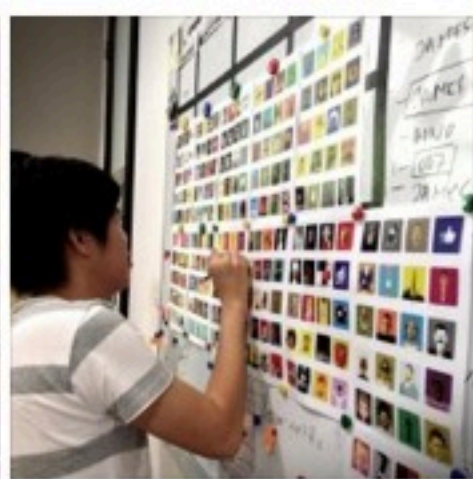
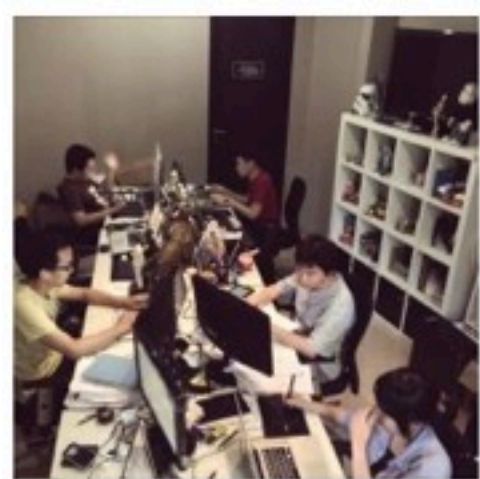












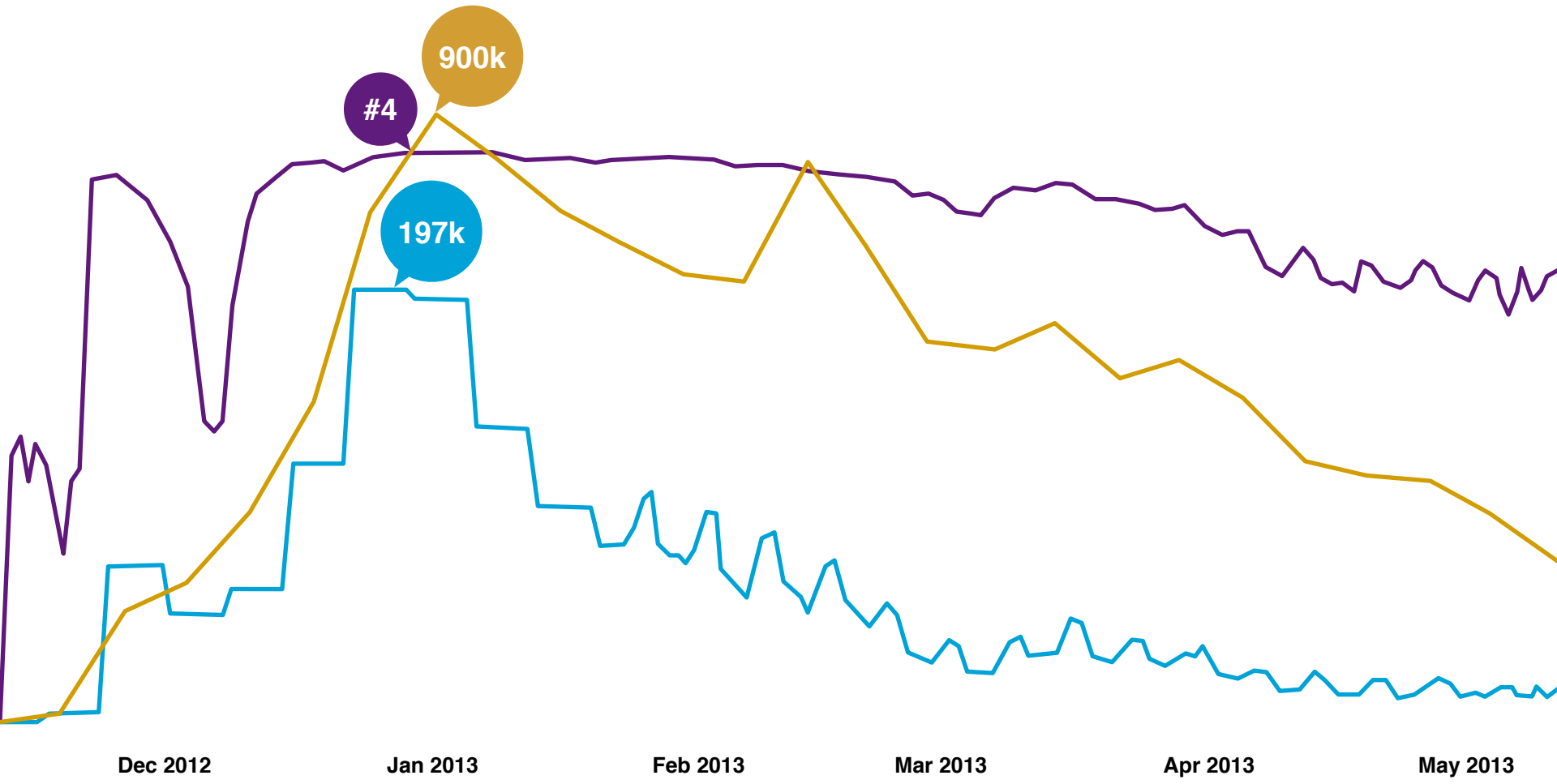


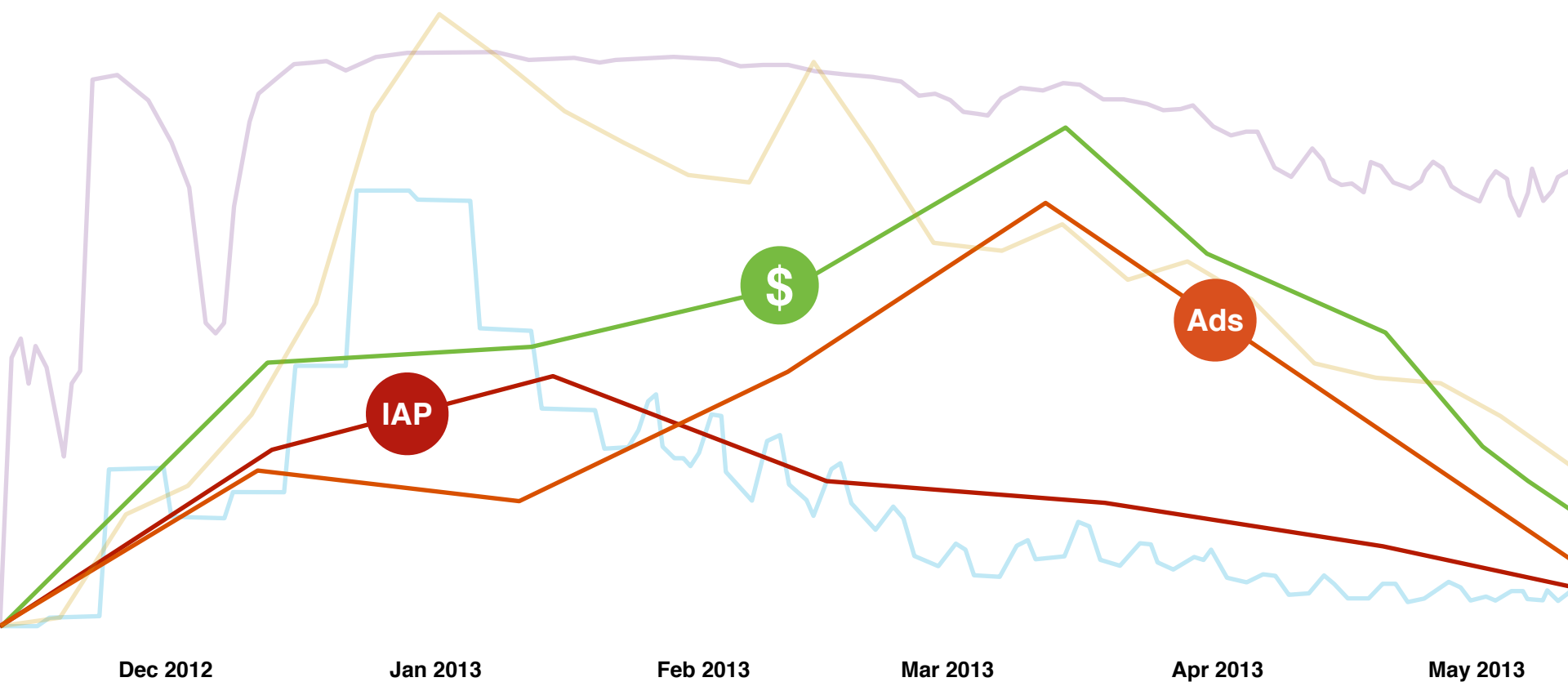
# RESULTS

**15.000.000+** downloads to date  
12.500.000+ on iOS, ~ 2.500.000 on Android

**Reached #4** in USA overall chart  
Reached #1 in United Kingdom, Canada,  
Australia, Indonesia, Philippines and more

**900.000+** Top Daily Active Users  
~ 300.000+ DAU as of now









# What Works?



# Pop Culture + Social





**Zachary Levi** @ZacharyLevi 3h  
 "@karlaxochi: @ZacharyLevi Hmm which show is this from :p?  
 #iconpopquiz #chuck #lovethisshow pic.twitter.com/qQKuysgF"  
 Golden Girls.



**Patricia**  
 @patriciamaine



"bonded" with my family over icon pop quiz lol

23/12/12 20:30



**PSY**  
 @psy\_oppa



@scooterbraun Let's use this one. I like this pic!!! [pic.twitter.com/n4mycrEb](http://pic.twitter.com/n4mycrEb)

14/12/12 04:30



**Fil Salustri**  
 @FilSalustri



Just spent 3 hours playing Icon Pop Quiz with my son. Best 3 hours ever. #lifeisgood

24/12/12 14:05

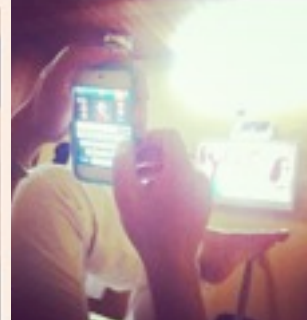


**Wiel Arimas**  
 @wielayerimas



Got mad cause my dad somehow figured out my pass code and went on my phone. Turns out, he was playing Icon Pop Quiz.. And he knows a lot wth

19/12/12 12:36



# Marketing & Promotion



# Advertising Platform

mopub

CHARTBOOST 

 **millennialmedia**  
the mobile advertising platform®

  
ADCOLONY

admob<sup>(("))</sup>







*That's all Folks!*