

THE BUILDER:

CELEBRATING AN UNLIKELY HERO

 JAY CHIAT AWARDS — 2018



SUMMARY

In over five years and a billion downloads, phone game Clash of Clans has drawn a massive community. But in 2017, players were beginning to feel antsy about the the never-ending cycle of Clan warfare. Supercell (the game's developer) knew that the fifth anniversary presented an opportunity to re-energize the game and reinforce its cultural stature.

The only problem: the timing of the 5th anniversary didn't line up with the next big scheduled game update. So we couldn't just rely on the rollout of an awesome game feature or new character

We uncovered an insight: the legacy of great games isn't great code; it's great characters. A new game story could radically impact players' relationship with CoC.

We created a story from an unexpected perspective that represented a totally new dynamic within the game. One where our hero wasn't a warrior. He was the humble Builder.

The Builder's adventure played out as a month long event that attracted a massive fandom: resulting in 187,000,000 organic views on YouTube, 6,100,000 Instagram likes, and 500,000+ visitors to sites worldwide.

WHAT IS CLASH OF CLANS?

Clash of Clans is a real-time strategy war-game. It's one of the most popular and highest grossing phone games in the world. On any given day, millions log on to attack rival Clans and defend their villages.

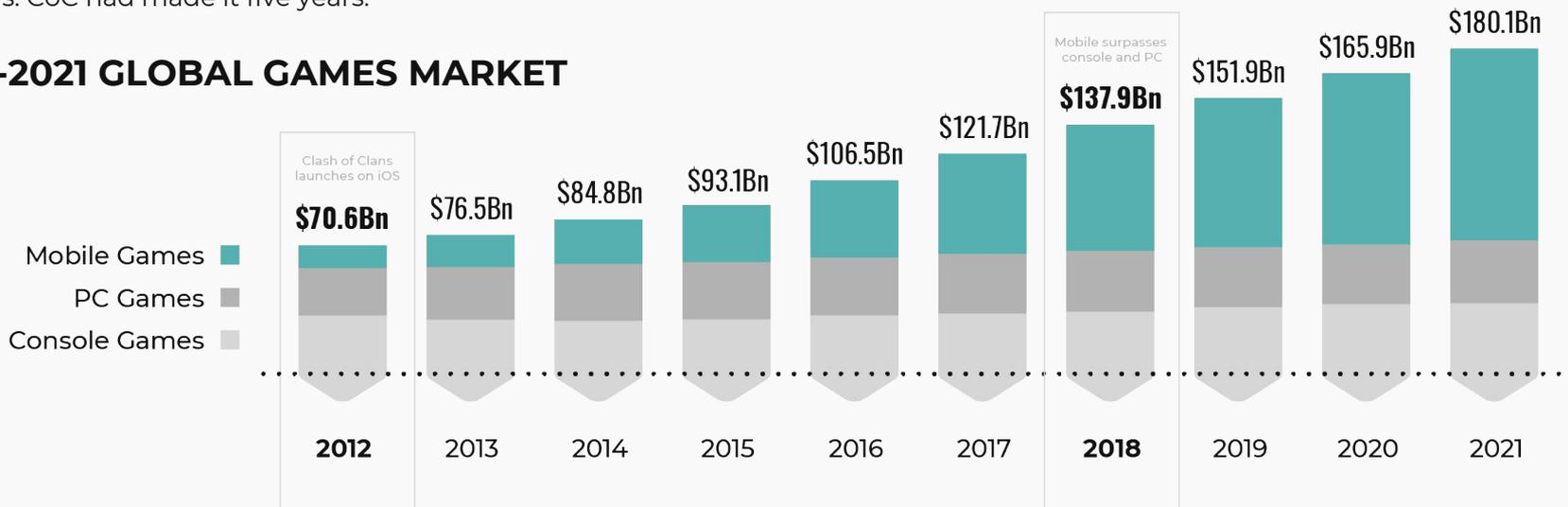


THE SITUATION

Supercell is under constant pressure in a fiercely competitive market vying for the attention of 2.6 billion gamers. A cycle of unrelenting innovation (over 500 new games are submitted to the App Store every day) and disruptive megahits like Pokémon Go meant Clash of Clans could lose its footing at any moment.

The average lifespan of a successful mobile game is three months. CoC had made it five years.

2012-2021 GLOBAL GAMES MARKET



But instead of celebrating the past, Supercell wanted to focus on the future. In the words of the game's lead developer, **"We'd never want people to think the game's best days were behind it."**

To renew players passion for Clash, Supercell wanted to make the game feel new again.

CHALLENGE #1

WE COULDN'T LEVERAGE A MASSIVE NEW UPDATE.

In the past, Supercell had asked us to help launch a game-changing new feature or crazy supervillain to drive engagement. But this time, we needed a new plan—one that required minimal development time to pull off.

CHALLENGE #2

AND WE FACED A DEMANDING AUDIENCE.

CoC had a huge, vibrant fandom worldwide. Fans don't think of Clash as "just a phone game." They'd given Clash their time, money and energy for years.

To win them over we would need to speak to them personally and bring new value to their gameplay.

3 LINKED OBJECTIVES

- 1.** Drive engagement with a global community of active and lapsed Clash players.
- **2.** Get them talking, engaging and playing with one another because the more they interact with each other, the more often they play.
- **3.** Translate that engagement into in-game participation by doing something so big that it actually impacts the way players interact with the game.

A sunset scene over a body of water. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with soft, white clouds. In the foreground, four characters are sitting on a sandy beach, looking out at the water. From left to right: a character with a yellow hat and a sword, a character with a blue hood, a character with dark hair, and a pink pig-like character. The water is calm, and the overall atmosphere is peaceful and contemplative.

**TO SOLVE OUR OBJECTIVES,
WE DUG DEEP INTO THE GAME.**

**WHAT MAKES THE EXPERIENCE SO SPECIAL?
HOW COULD WE BUILD UPON THAT IN A WHOLE NEW WAY?**

**GREAT GAMES AREN'T
BUILT ON CODE. THEY'RE
BUILT ON CHARACTERS.**





GREAT GAMES AREN'T BUILT ON CODE. THEY'RE BUILT ON CHARACTERS.

Countless other phone games attempted to cash in on Clash's popularity by borrowing liberally from CoC's design.

Yet Clash prevailed, thanks to one magical element that couldn't be copied: the gameworld.

An analysis of player verbatim found that fans weren't just discussing game strategy; they were deeply engaged with the characters and fantasizing about the gameworld.

"This makes me see the witches as some kind of babysitter cause there's always that one skeleton that never goes where you want it. And his name is Larry." (1)

Clash of Clans' characters had depth and backstory.... from the sound of Hog Rider's voice to the relationship between Giants and Archers. This positive engagement with the characters made players feel more invested in CoC. We could use that bond to reconnect.

A dynamic scene from the game Clash Royale. In the foreground, a Barbarian King with a yellow helmet and a large mustache is charging forward, holding a sword. Behind him, a Wizard with a red hood and a bow is also moving forward. To the right, a Cannon is firing, with wooden planks flying through the air. The background shows a grassy field and a wooden fence.

**IN A WORLD THAT REVOLVED
AROUND DESTRUCTION, THERE
WAS A GAME WITHIN THE GAME.**



IN A WORLD THAT REVOLVED AROUND DESTRUCTION, THERE WAS A GAME WITHIN THE GAME.

From the outside, Clash might've looked like it was all about fighting.

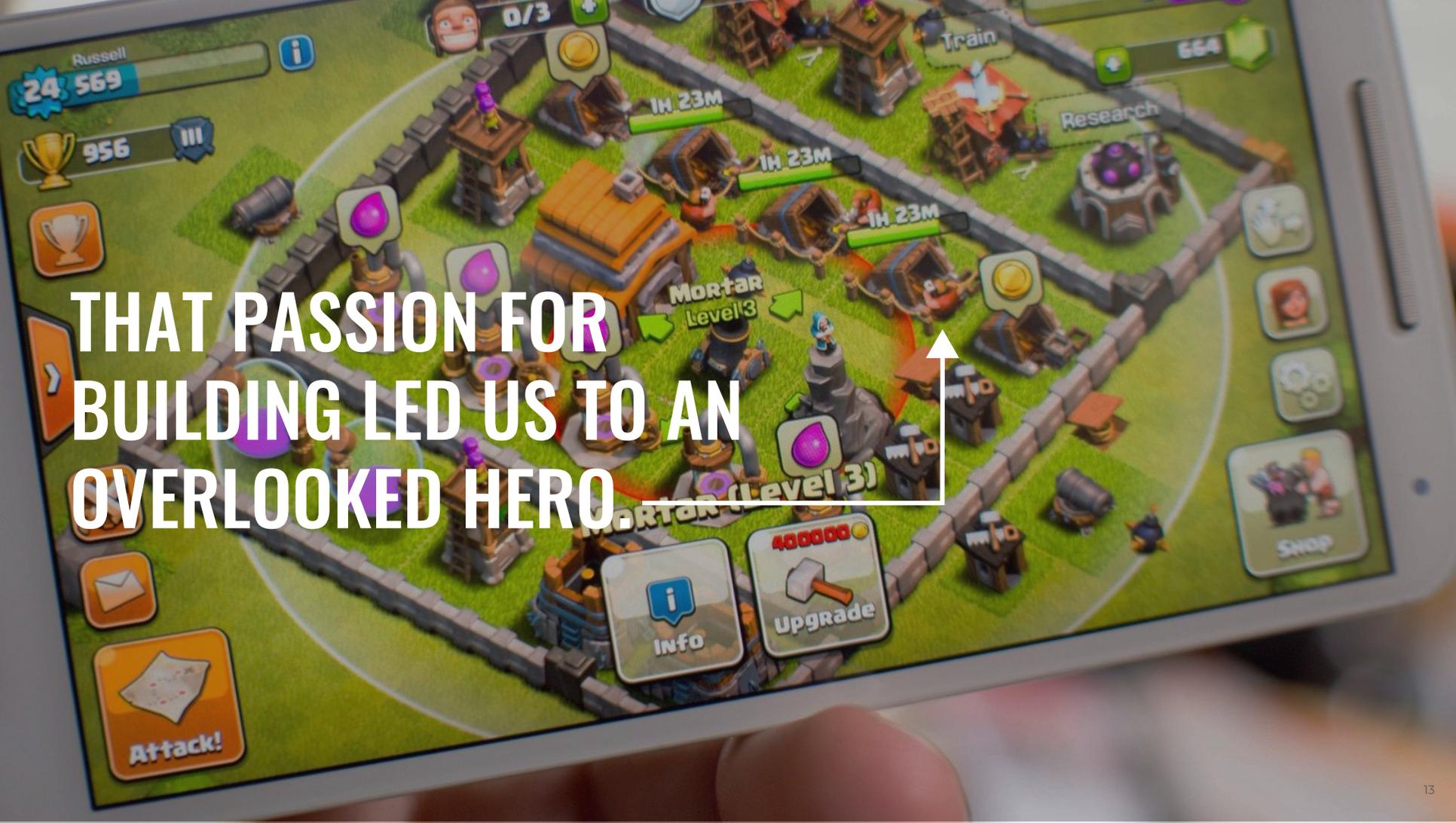
But in global focus groups (1), many players revealed that they weren't as passionate about warring as they were about building and expanding their bases. They meticulously crafted elaborate defenses, spent hours arranging and rearranging their base layouts, and proudly shared their designs. They even collected and purchased base decorations.



Building was the game within the game.



THAT PASSION FOR
BUILDING LED US TO AN
OVERLOOKED HERO.



MEET THE BUILDER:



The Builder is unlike any other character in Clash—he has no hit points, special weapons or spells. All he did was build and rebuild player's villages.

Yet despite being the personification of what makes the game so satisfying, the humble Builder was totally overlooked.

Players complained about the Builder's speed and made fun of his goofy demeanor. He got none of the glory and all of the blisters.

He was the hero players had never considered before.

**TO RESPARK PLAYER
PASSION FOR CLASH,
STRENGTHEN THEIR
RELATIONSHIP
TO THE BUILDER**

**MAKE THE BUILDER THE
UNSUNG HERO EVERY
PLAYER IS ROOTING FOR**

THE IDEA

We thought about the Builder's life and identified a universal truth connecting him to players: we all know how it feels to be underappreciated. Then, we let our imaginations run wild. What if, after 5 years, the Builder had finally had enough of doing all the hard work with no thanks? What if the Builder left Clash to join our world? Where his creations could be real and appreciated, and he could connect with players in an entirely new way?

To bring players back into the game, we would tell a story about a hero leaving.



THE COMMS STRATEGY

BRING THE REAL WORLD AND THE GAME WORLD INTO ONE GAME STORY

Based on our creative brief, we developed a phased narrative where the Builder would leave the game (yes, really!), taking him on an adventure where he'd build all sorts of awesome things. In his absence the game's other characters would have to build for themselves. Their inexperience would lead to mishaps in the village, eventually leading to the need for the Builder to return and save the day.



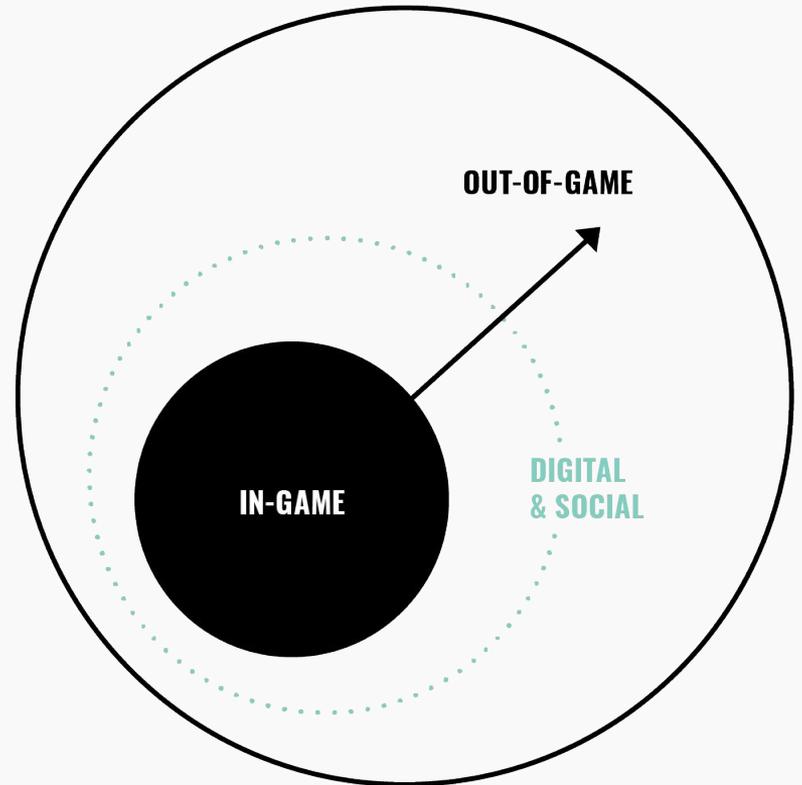
SYNCHRONISE THE GAMEWORLD TO THE REAL WORLD

Bringing the Builder into our world wasn't just a fun exercise; it also served a very important purpose: It was our ticket to getting the game's developers excited. Without major work, they could extend the narrative into the game and draw players in.

Working side-by-side with the game team, we sequenced our storytelling between two key channels:

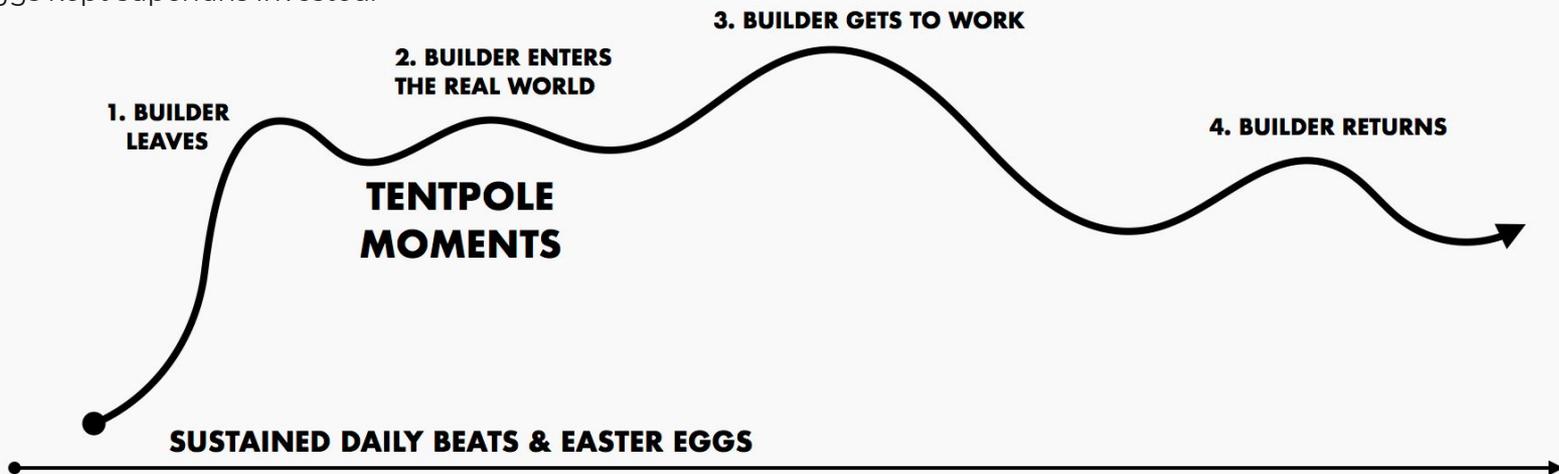
- Activities unfolding live **in-game**,
- and interactive **out-of-game** extensions

To minimize our need for paid media, we would send fans in-game to content out-of-game and vice versa.



PLOT OUT THE BIG AND SMALL MOMENTS

We designed a month-long story around tentpole moments for mass awareness and sustained daily beats for hyper-involved fans. Big moments meant no one got lost, while easter eggs kept superfans invested.



PLAN FOR PARTICIPATION

Finally, we knew our story wouldn't be told in a vacuum. Players would be active participants. So we identified 3 key storytelling spaces—with the understanding that we were only in control of 2.

“VOICE OF THE BUILDER”

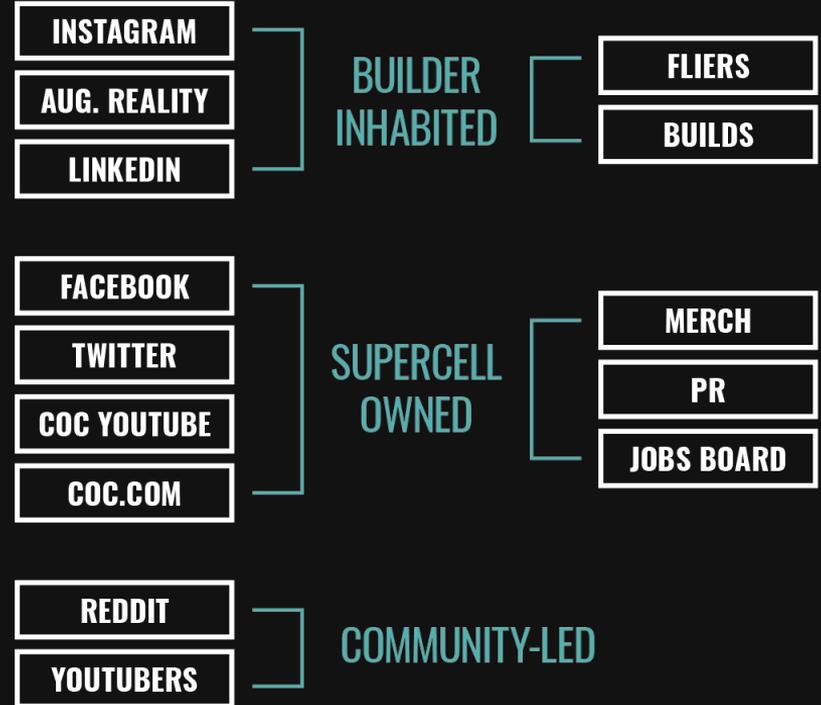
Channels that led the story from the Builder's point of view

“VOICE OF SUPERCELL”

Channels that maintain the story from the brand's point of view

“VOICE OF THE COMMUNITY”

Key forums where fans actively lead the narrative



A 3D rendered landscape featuring a character in the foreground. The character is a young man with a wide, toothy grin, wearing a brown tunic and a matching belt with a large yellow buckle. He has a brown hood or headband. His right hand is raised in a waving gesture. The background is a lush green field with several tall, dark green coniferous trees. In the distance, there are large, blocky stone structures and a prominent, tall, rectangular rock formation. The sky is a pale blue with soft, white clouds. The overall scene is bright and cheerful.

AND SO THE ADVENTURE BEGAN...

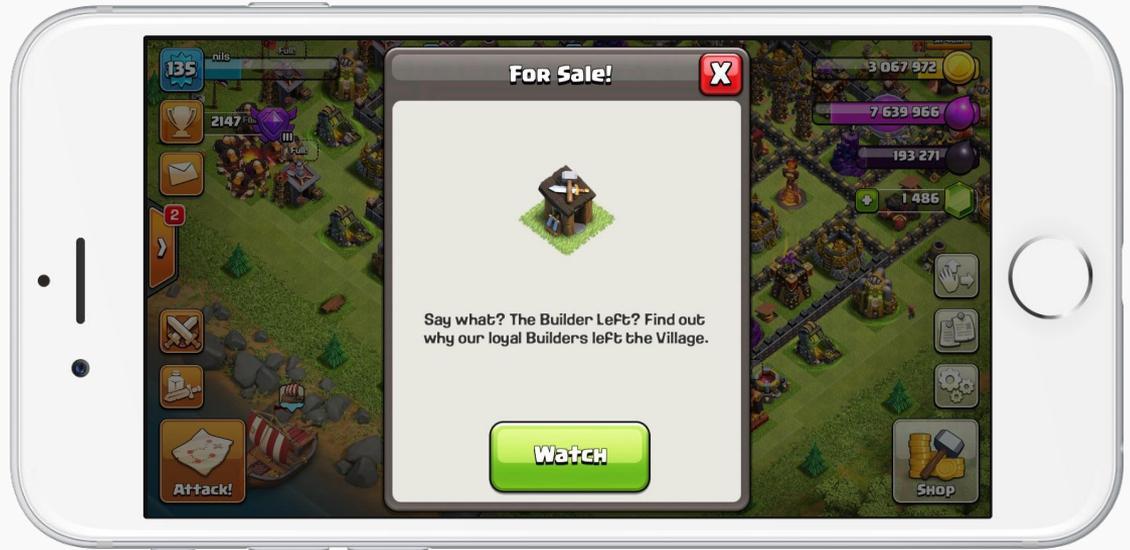
THE NARRATIVE ROLLOUT

CHAPTER 1:

THE BUILDER LEAVES

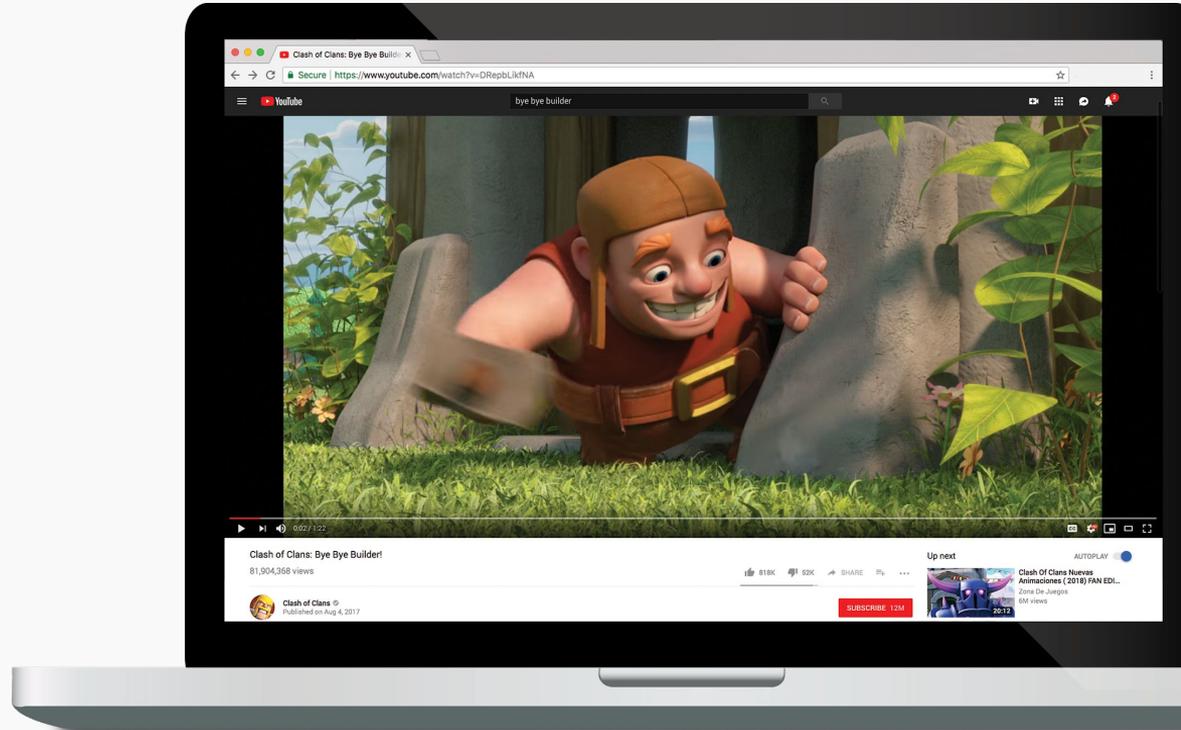
THE BUILDER'S LEFT!

One morning, unsuspecting players opened Clash of Clans to find the Builder had gone missing.



THE COMMUNITY LEARNS WHY

In the game, tapping the Builder's abandoned hut opened a film on YouTube recounting how the Builder had left the game because he was feeling underappreciated.



THE WORLD TAKES NOTICE

Forbes

Your Ultimate Guide

'Bye Bye Builder:' Is 'Clash Of Clans' Teasing Something With This New Video?



Clash of Clans Story - Builder Found in Clash Royale Arena! | Why Did he Leave? Where did he go? CoC

World of Clash - Clash of Clans & Clash Royale 6.4M views · 12 months ago

Where did the Builder really go?! I heard a rumour he may be in the Clash Royale arena! Lets find out! Enter our giveaway here ...

CC

TWINFINITE

The Builder From Clash of Clans Is 100% Fed Up in This Adorable New Short



Hanady Laguindab - Garoy 2 months ago

I feel bad for the builder with out builder there's no building

9 REPLY



Fernanda Gamer 7 months ago

Ilove you builder

388 REPLY



REVIEWS

NEWS

VIDEO

HOW TO

SMART HOME

CARS

DEALS

DOWNLOAD

New Clash of Clans Builder drama will destroy you

Commentary: The popular game releases a teaser ad that expresses so much of the pain that we all feel every day.

50



[MISC] An Apology Letter To My Builders self.ClashOfClans

submitted 6 hours ago * by Chief Mario0808

Dear Builders

I am very sorry about what has happened, I am deeply sorry you have decided to run away. I have been so careless about my village ever since I met you 3 years ago. I have not understood the pain you have suffered every time the shield runs out on our village which leads to our base gets trashed every day and all the amount of time and effort you spend rebuilding our base every time, until now. The number of years you have spent building my village is amazing, I am amazed at how you have been so committed to rebuilding our base for our next defence.

Not to mention the number of buildings you have upgraded for me throughout my time with you, the amount of effort put into getting these buildings up to quality standards is extraordinary. Something I can not repay you down the line.

I hope you come back to the village eventually, the villagers are all devastated and in shock you have dissappeared. I can not change the past but I can change the future for us both and our village. I hope you come back to us so we can continue developing our base to become stronger everyday. There's no other person that can replace you as my builders, the barbarians are wearing your hats you left behind and started bloody hammering stuff with their swords?!?!?!?

We hope you come back to celebrate the fifth anniversary of Clash with us and the many players around the world, we have cake! But eating cake is no fun when you guys are missing out. We love the work you do and may even consider getting a shield forever to our village isn't going to be fully destroyed. #bringbacktownhallsniping #builderscomehome #wemissyou #qualityshitpost

-Chief

TL;DR: I'M SORRY BUILDERS AND TO EVERYONE ELSE'S BUILDERS!!!! COME BACK

Upvote and spread the message xD

8 comments share save hide give gold report

PLAYERS EXPERIENCE A BUILDERLESS WORLD

The developers made it appear that other popular Clash characters had stepped into the Builder's role. In-the-game and in social feeds, the role reversal produced a steady stream of amusing game content.



News August 4, 2017

UM, HAS ANYONE SEEN THE BUILDER?



News August 11, 2017

Week 2: It's Giant's Turn! →



News August 17, 2017

Week 3: Season Of The Witch →



News August 24, 2017

Week 4: A More Explosive Approach →

CHAPTER 2:

THE BUILDER ENTERS THE REAL WORLD

THE BUILDER SEES THE WORLD

Meanwhile, a game inbox message notified players that the Builder had taken over the @ClashofClans Instagram. Reddit went to work hunting for clues and uncovered more sightings on LinkedIn, Craigslist... and strangely enough, some fliers posted in New York City.



Liked by quinnmorrisset, sunchia and 205,219 others

clashofclans (833)284-5374

View all 5,254 comments

AUGUST 9, 2017

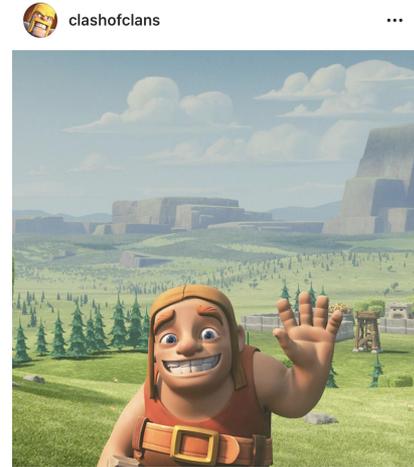
 bauti___7 Go to Argentina plis builder
49w 2 likes Reply

 ibimsvongs Go to Mannheim
49w 1 like Reply

 kwok.chun.lai Go to canada
49w 1 like Reply

 kwok.chun.lai Alberta
49w 1 like Reply

 punush_440 Ishatci hani ? :D
49w 1 like Reply



Liked by quinnmorrisset, sunchia and 215,116 others

clashofclans Peace out, Village! 🙌 Btw, I'm taking the Instagram password with me!

View all 3,812 comments

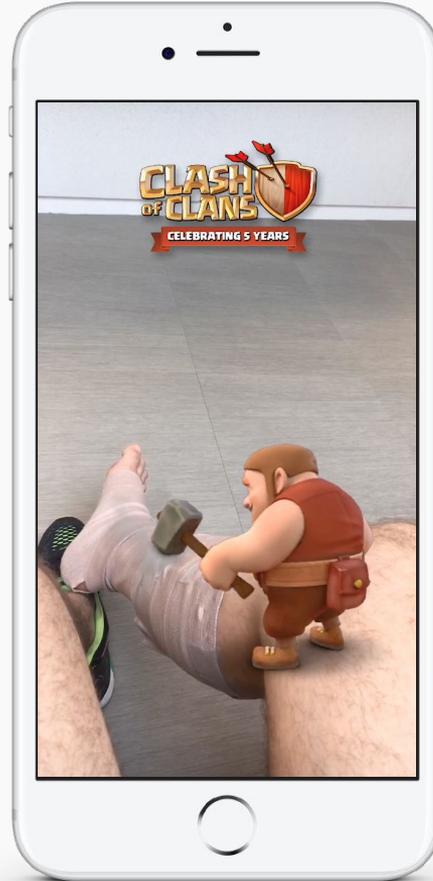
 undangsuryana31 Come back please,please!!!!
49w Reply

 reifalgaysukacowo1130 I Love Builder
49w Reply

 ademqelenderli Sana iytiyacimiz var
49w Reply

THE BUILDER STARTS TO BUILD

An image pack and AR filter of the Builder was released so players could create and post their own sightings.



CHAPTER 3:

THE BUILDER GOES TO WORK

THE BUILDER BUILDS IN BROOKLYN

Then, without warning, a massive 14-foot structure appeared on the Brooklyn waterfront.



AND ALL OVER THE WORLD

New surprise structures
popped up in Shanghai, Seoul,
Venice Beach and London.



THE BUILDER TRIES TO HELP



Each structure blended gameworld elements with thoughtful real-world purpose. Tesla Tower charged phones, Airsweepers cooled off city streets and water cannons refreshed beachgoers.



THE BUILDER REACHES FAR

We'd love to have planted real Builder creations in every city in the world, but we couldn't do so within visiting distance of every fan. Digital would need to make him real for everyone.

Daily travel posts collected hundreds of thousands of likes and thousands of comments with suggestions and well-wishes.



THE GAME SEEKS A REPLACEMENT

The Supercell corporate jobs board created a posting for a replacement Builder, and received hundreds of applications (even a video application from the writers room of The Simpsons.)



CHRISTOPHER WHITELY
Marketing Student, aspiring builder.

(888) 338-8822 | whitely1212@gmail.com
Hamilton, Ontario - relocation available

EXPERIENCE

Volcano Administrative Intern
Parque del Volcans
At least on August 24, 79 A.D., Mount Vesuvius exploded, propelling a 10-mile high column of ash and pumice into the stratosphere.
• Ensured eruption was performed in a timely and organized manner.
• Touched molten lava with bare hands.

Museum Tour Guide
Les Invalides Museum
L'Hotel national des invalides is a massive complex of buildings in the 7th arrondissement of Paris, all dedicated to French military history.
• Acquire expert in historical military events and practices.
• Consistently maintain top performance in touring guests.
• Solder enough artifacts to build multiple P.E.K.K.A.s.

Disciple of 'The Mountain' from Game of Thrones
House Caelange Fighting Gym
Trained alongside Eddard Caelange.
• Can efficiently scuffle with Barbarians, Goblins, etc.
• Friends with 'The Mountain', potential for Clash of Clans' Sederstrom brand collaboration.

STRENGTHS

Building
Aspiring builder who has created multiple level 12 town halls. Recently laid off in an attempt to create builders union.

Re-building
I have single handedly reconstructed many fallen towers due to the wars of our nations. Excellent at managing stress.

Powered by 



CLASH-A-RAMA: Who will be the next Builder?
50,197 views | 1.4K likes | 86 shares | SHARE | ...

 Clasharama
Published on Sep 5, 2017

The Builder left the Village. Sure, that's a problem, but it's also an opportunity to hire a new one.

SUBSCRIBE 237K



Fancy being Clash of Clans' next Builder? Supercell wants to hear from you

I build and I know things

Over the weekend, as our sister-site [PG.biz](#) reported, Supercell launched a job opportunity on their site calling out for potential Builders to join *Clash of Clans* full-time. So, if you're absolutely obsessed with knocking things around with your hammer - probably not you, Gendry - then read on.

Those hopeful few must live, breathe, and dream of building whatever the weather or time or place, and be up for moving to the World of Clash. Here's a quick example of what they *Clash* folks are looking for:

Responsibilities

- *Must build and maintain a wide-range of buildings, statues, and war machines.*
- *Must be on call 24 hours a day, 7 days a week, 365 days a year*
- *Must have up-to-date Level 9 Tesla Tower maintenance certification*
- *Must have proficiency with building materials both common (wood, stone, etc.) and uncommon (lightning, lava, etc.)*

Requirements

- *Must provide own leather helmet*
- *Must possess a passion for building*
- *Must be comfortable working hands-on with molten lava.*
- *Must adhere to strict dress code (orange sleeveless shirt, brown canvas pants, and boots).*
- *Must speak fluent Barbarian*

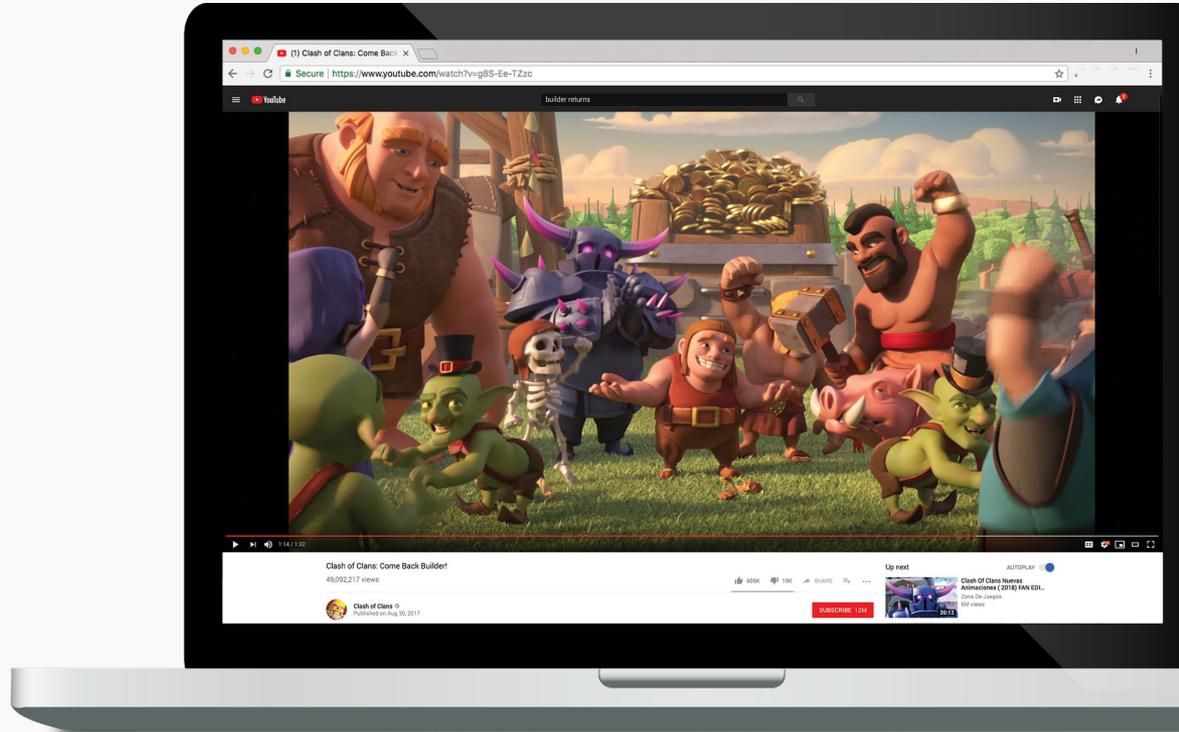
Think you've got what it takes? Check out the job [listing here](#), or send your qualifications via email to bethebuilder@supercell.com. You can also send them off via baby dragon, whatever works for you.

CHAPTER 4:

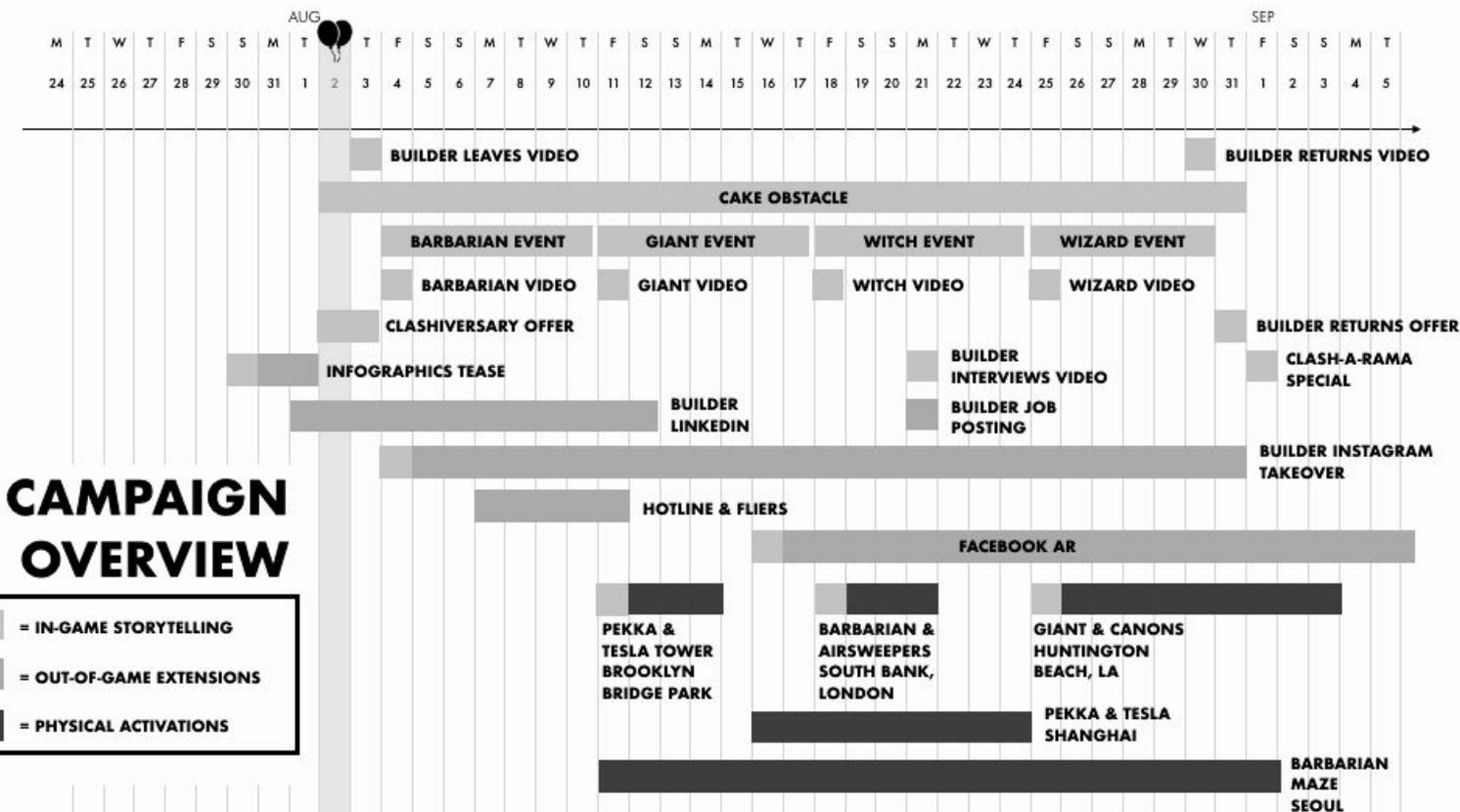
THE BUILDER RETURNS

THE BUILDER HEADS HOME

As the month came to an end, it was clear to the Builder where he was needed most. He returned to his home as a hero. Several hundred thousand players even paid for a Builder statue to decorate their villages.



CAMPAIGN ROLLOUT OVERVIEW



STORYTELLING IS THE MOST ESSENTIAL MAGIC OF A GREAT GAME. THE BUILDER'S JOURNEY USED THAT MAGIC TO INCREDIBLE ENDS:

MILLIONS OF FANS LOGGED-IN TO PLAY AND PARTICIPATE IN BUILDER'S THE STORY.

- 2 animations, **187 million organic YouTube views**
- Positive sentiment led to a **23% uptick in “joy”** on Crimson Hexagon
- Experiential sites in six cities attracted **500,000+ visitors**
- The @ClashofClans Instagram **grew by 600k followers (+15%)** and drew **6 million likes**
- **Nearly 30,000 called** the Builder's hotline or friended him on LinkedIn.
- In Facebook's AR beta, we blew-out the benchmarks with **4.1 million AR videos and photos**
- 40 media mentions garnered **72 million impressions**

THANK YOU

