Angry Imran is a political satire game and is the company's first hit. It is a re-make of Angry Birds set in Pakistani political scenario. With zero investment on marketing and publicity, the app stormed into the top 10 apps on Google Play store in Pakistan and eventually became the number 1 application on the store. It even had a Twitter trend of its own #AngryImran. It was widely covered by international and local media as well as online blogs. This article intends to look at the factors leading to the huge success.

If you look at the game in isolation, it's not impressive at all. The graphics are coarse and by no means compete with Angry Birds. The game play is very limited and has only 6 levels (The 6th level was added in second release as a bonus level). Even the idea is not very new. Angry Anna and other likes already existed in the market and were major flops. So one does wonder as to why this game got so much hype?

Let us break it down for you. Any product or service has 3 parts of its value proposition. These are: 'WHAT?', 'WHEN?' and 'HOW?'. 'WHAT?' defines the actual product? It encompasses the things that are being provided in the package. In case of Angry Imran, these would be the game play, graphics, number of levels etc. 'WHEN?' is related to the launch date/time of the product. This encompasses all the socio-economic factors that are prevalent at the time of launch. 'HOW?' is related to the overall packaging and delivery of the product. In case of Angry Imran, this includes the launch on Play Store, keeping it free and available to Android 2.2 above.

For most of the companies the prime focus of any product or service is on 'WHAT?' and it is true most of the times. However, there are often cases where a great idea gets rejected only because it was 'ahead of its time'. This is why 'WHEN?' is equally crucial. Also, it is essentially

important to have a consume-focus instead of product-focus. This is catered for under 'HOW?', because at the end of the day, what good is your product or service if no one uses it.

At Creatrixe office, while the idea was being conceived, a lot of deliberation went into all three of these areas. We realized that with the limited resources that we had, 'WHAT?' was not an area where we can stand out. So we shifted our focus on 'HOW?' and 'WHEN?'. Looking at the dynamics of Pakistani smartphone user society, it was very clear to us that the app had to be free and available on low end smartphones. So we skipped the implementation for iOS and focused entirely on Android 2.2 above. Lastly but definitely not the least was the decision of launch date. The political scenario was hot in Pakistan then. But it was shifting sides and hype phases came and went for all political parties. For this part, we had to closely monitor the social media trends and needed to figure out the most receptive time for launch. One thing was evident from the trends, every time near Imran Khan's jalsa, hype picked up but the crucial decision was to launch it before the jalsa, on the jalsa day or after the jalsa? There was no room for error. The choice just had to be made right. Digging deeper in the trends we found that debates before the jalsa was more political policy oriented, while on the jalsa day the majority tweeks and social updates focused on the happenings at the jalsa. The day(s) after the jalsa were a bit lighter and supporters wanted to prove political supremacy by hook or crook. Thus, the big decision was made to launch the game after jalsa.

The creativity and the thought process summed up nicely and the result is evident; a self-propelling game launch that made its mark in the comity of applications and became the center of attention for media, competing organizations and business veterans alike.