

IN WOOD X MJX CREATIVES

Case Study

A photograph of a smiling man with a beard, wearing a dark suit jacket over a white shirt, sitting at a wooden desk. He is holding a white coffee cup in his left hand and has his right hand on his lap. A laptop is open on the desk in front of him. In the background, there is a wooden shelf with some plants and a potted plant on the right.

Your brand's glow-up era starts here!

A detailed case study on how MUX collaborations make them effective and successful.

[Start Presentation](#)



COMPANY OVERVIEW



A New Standard for Focus and Productivity



MJX Creatives is a dynamic influencer marketing and creative solutions agency dedicated to bridging the gap between brands and audiences through authentic, high-impact campaigns. We specialize in crafting tailored collaborations that align brand vision with creator influence, ensuring every campaign drives meaningful engagement and measurable results.



Our services include influencer partnerships, content strategy, campaign management, brand promotion, and creative storytelling across platforms such as Instagram, YouTube. Over time, we have partnered with a diverse range of creators and brands, delivering successful campaigns that combine creativity, precision, and data-driven insights.



At MJX Creatives, our mission is to empower creators and brands to connect in ways that feel natural, impactful, and lasting. We pride ourselves on offering a seamless, transparent process, from ideation and scripting to execution and analytics, ensuring every campaign maximizes ROI and audience impact.

PREVIOUS CAMPAIGNS

MJX CREATIVES has collaborated with leading brands



Delivering impactful and meaningful results for every campaign.

Proven Results. Trusted by Brands.

Despite working within limited budgets and tight timelines, MJX consistently achieves success through meticulous content management, strategic campaign planning, and precise execution.

From calendar design to creator management, including scripting and scheduling, MJX has demonstrated exceptional expertise.



Calendar Design



Creator Management



Scripting & Content Creation



Scheduling & Execution



Performance Tracking



This proven track record is why brands continue to place their trust in MJX Creatives



Currently, we are engaged in several upcoming campaigns with these brands.

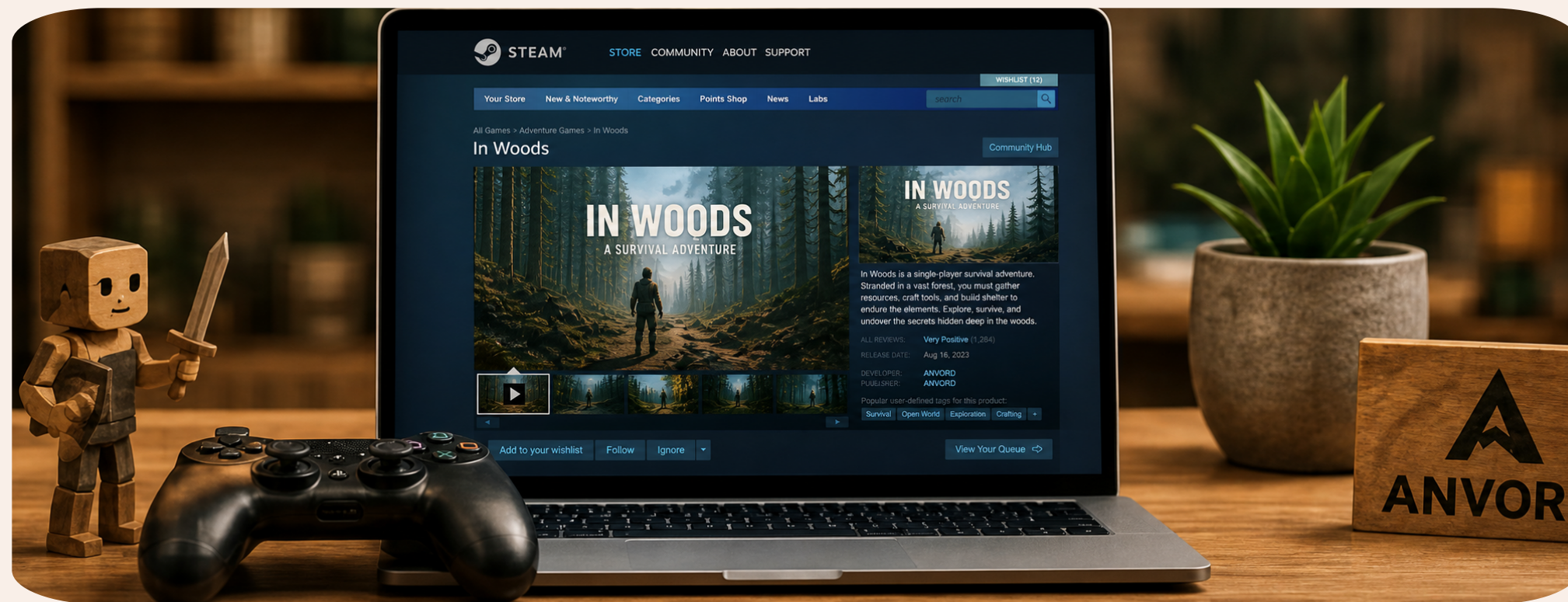


CLIENT

Anvord is an emerging indie game studio focused on creating immersive and engaging gameplay experiences.

As a growing studio, Anvord faced the challenge of standing out in a competitive industry dominated by established titles and heavily funded marketing campaigns.

With limited marketing resources, the objective was not just visibility, but meaningful exposure that could introduce the game to the right audience in an authentic and engaging way. This required more than promotion, it required a carefully designed content experience.



Indie Game Studio

Focused on immersive and engaging gameplay experiences.



Market Challenge

Competing with established titles and heavily funded marketing campaigns.



Limited Resources

Limited marketing resources, making visibility and exposure a key challenge.



Core Objective

Meaningful exposure to the right audience through authentic engagement.



Our campaign focused on driving:



**High Demand
Low Cost**

Smart product strategy for better reach.



**Targeted Audience
Focus**

Reaching gamers who care about experience and story.



**Engaging Content
Execution**

Creator led content built to entertain and connect.



**Sustainable Growth
at Scale**

Building long term visibility with efficient results.

THE CHALLENGE

Operating within a limited budget meant that traditional high-spend influencer campaigns were not an option. The campaign needed to stand out in a saturated gaming market, where audiences are highly selective and quick to disengage from content that feels forced or overly promotional.



01



Strong Affordability Association

The brand is strongly associated with affordability, requiring careful positioning to maintain perceived value while highlighting utility.

02



Building Trust & Credibility

Need to build trust and credibility among audiences who are often skeptical of low cost products.

03



Limited Creator Lineup

Limited creator lineup, requiring each piece of content to deliver measurable impact.

04



Balancing Volume with Storytelling

Balancing high volume product positioning with focused storytelling in content.



The real challenge was not just getting views, but generating genuine **interaction and interest** while **preserving the creator's natural style** and audience trust.



OUR APPROACH

MJX Creatives approached this campaign with **precision** rather than scale. Instead of spreading resources thin, the focus was placed on selecting the **right creators** and structuring content for **maximum impact**.



Precision
Driven



Creator
Focused



Impact
Oriented

01



Positioning Products as Value for Money Discoveries

Positioning products as value for money discoveries rather than just low cost items.

02



Leveraging Creators Who Naturally Showcase Budget Friendly Products

Leveraging creators who naturally showcase budget friendly tech and utility products.

03



Combining Long Form and Short Form Content

Combining long form and short form content to balance trust building and reach.

04



Highlighting Practical use Cases instead of Just Features

Structuring content to highlight practical use cases instead of just features



Creator Selection

Choosing the right creators with strong audience trust.



Content Strategy

Designing a dual content strategy to maximize depth and reach.



Audience Engagement

Driving genuine interaction through authentic and relatable content.



Measurable Impact

Generating real results while maintaining efficiency and authenticity.

EXECUTION

— Creating an Engaging Content Ecosystem

We built a dual-content strategy combining long form live engagement with high-impact short-form highlights to maximize reach, engagement, and authenticity.

OUR CREATORS



MythicX

Live streamer known for immersive gameplay and high audience interaction.



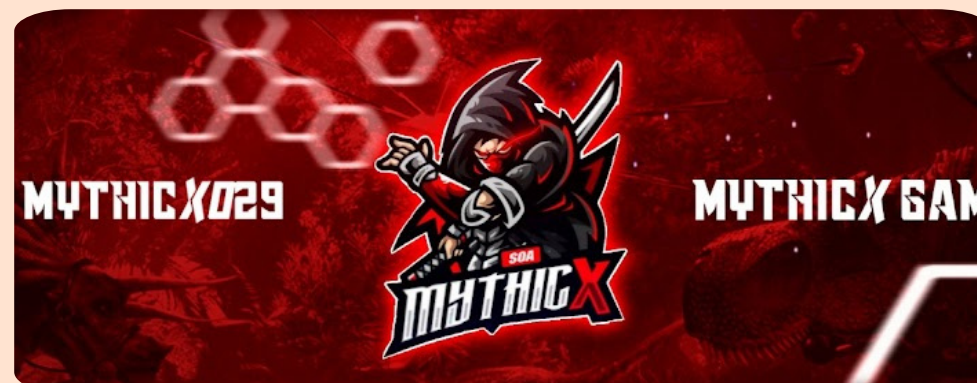
Kiwi Shio

Content creator specializing in high anecy adits and engaging highlights.

LONG-FORM ENGAGEMENT

MythicX Live Stream

Full-length live stream with friends, adding humor, interaction, and relatability to create an authentic social experience.

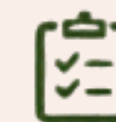


 **6.8K**
Views

 **415**
Likes

Strong engagement and retention through authentic, unfiltered gameplay.

02



Practical & Aligned Solutions

These solutions should be preslical, realistic, and aligned with the company's goals.

SHORT-FORM IMPACT

Kiwi Shio Highlight Video

Fast-paced, visually compelling highlight video capturing the most exciting moments of the game for broader reach.



 **23.8K**
Views

 **1.4K**
Likes

High reach and discoverability through short, engaging, and shareable content.



Together, the dual-content approach created a balanced content ecosystem—driving **deep engagement** through live interaction and then **wide reach** highlight content.

THE OBJECTIVE

Purposeful Content. Real Impact.



The campaign was built around a clear goal: to maximize reach and engagement while maintaining authenticity, all within a constrained budget.



The emphasis was not on pushing the game aggressively, but on creating content that audiences would naturally **enjoy and engage** with.



This meant the strategy had to balance **efficiency** with creativity, ensuring that every piece of content delivered **measurable value**.



Constrained Budget

Smart allocation and prioritization to maximize impact.



Efficiency First

Focused execution to achieve high reach and engagement with minimal resources.



Creativity Driven

Engaging, entertaining content that audiences love and share.



Measurable Impact

Every piece of content tracked, optimized, and delivering real results.

THE ROLE OF MJX CREATIVES



What set this campaign apart just execution, but the thinking behind it. MUX Creatives played a critical role in identifying the right creators, designing the content structure, and ensuring that every decision aligned with the campaign's **objectives**.



Rather than relying on budget-heavy solutions, MUX focused on **strategic efficiency**. The team understood the audience, the platform dynamics, and the strengths of each creator, and used that understanding to craft a campaign that felt natural yet delivered **measurable** results.



This approach turned a limited budget campaign into a **high-impact initiative**, proving that thoughtful strategy can outperform sheer spending.



STRATEGY OVER SPEND

MJX Creatives proved that with the **right strategy**, deep audience understanding, and creative execution, even a limited budget can deliver **outstanding results**.

CONCLUSION

The In Woods Games campaign stands as a strong example of how smart creator marketing can deliver meaningful outcomes without large-scale investment.



By combining authenticity, strategic planning, and complementary content formats, MIX Creatives was able to transform constraints into an advantage.

CAMPAIGN IMPACT



36.6K+

Total Views

Strong overall reach across long form and short foort content.



1.8K+

Total Likes

High audience approval and positive engagement.



2

Top Creators

Carefully selected cectors with strong audience trust.



High Impact

Within Budget

Maximized results through smart planning and efficient execution.



This campaign proves that with the right strategy, the right creators, and the right content — impact is not about how much you spend.

Now it's your time to work with us!

A photograph of a young man with dark hair, wearing a dark suit, white shirt, and a green and white striped tie. He is holding a white document and looking upwards and to the right with a slight smile.

Thank
you!

“

We're not just an agency, we move as your team,
With MJX beside you, we scale what you dream.

”

