

Nomination: 20977

Hungry Studio - Block Blast! for Best Mobile Apps/Casual Games

Page: General Information

Name of Organization / Company

Hungry Studio

Logo

Download File (https://asiastevieawards.secure-platform.com/file/33168/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWV1IjozMzE2OCwiYWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSIsImlnbHG%20logo_black.png)

Web Site Address

hungrystudio.com (<http://hungrystudio.com>)

Page: Entry Information

Entry Title

Hungry Studio - Block Blast! for Best Mobile Apps/Casual Games

Category

F55 - F62 - Award for Innovation in Apps > F58. Award for Innovation in Entertainment Apps

Submission Format

An Essay of up to 625 Words

Essay

Block Blast! A Global Mobile Gaming Phenomenon

In the ever-evolving world of mobile gaming, Block Blast! has emerged as one of the most successful and engaging Apps. Developed by Hungry Studio in 2021, the game has captivated a global audience, experiencing massive growth in user engagement. By the end of 2024, Block Blast! reached 40 million daily active users, and by January 2025, it became the most downloaded mobile game, surpassing even Roblox with 31 million downloads in a single month. While maintaining an enjoyable player experience, Block Blast! stands as proof that casual mobile games can achieve both massive engagement and commercial success.

- Balancing Engagement with an Inclusive Player Experience

Beyond engagement, Block Blast! is carefully designed to enhance—not disrupt—the player experience. One of its most notable features is "experience equality", ensuring that the game remains accessible and enjoyable for a diverse player base. Hungry Studio has prioritized inclusivity, designing mechanics that cater to both casual and experienced gamers alike.

For example, A/B tests help customize difficulty levels, allowing players to progress at a pace that suits their skill level. This adaptive approach ensures that both beginners and seasoned players find the game challenging yet rewarding.

Additionally, Hungry Studio is committed to making Block Blast! accessible even in regions with limited access to high-speed internet or high-end devices. The game offers adaptive editions optimized for different network conditions and hardware, ensuring that everyone can enjoy Block Blast! regardless of their circumstances.

- The Power of Simple and Accessible Design

At the heart of Block Blast!'s success lies its simple yet deeply engaging gameplay. The game features intuitive mechanics that make it easy for players of all ages to pick up and enjoy. However, behind this simplicity is a highly optimized player journey, continuously refined through AI-driven iteration and over 3,000 A/B tests. This ensures that gameplay remains fresh, dynamic, and rewarding.

One of Block Blast!'s key innovations is Block AI Robot, a proprietary AI tool developed by Hungry Studio. This technology enhances game balance and progression, analyzing player behavior in real-time to create an adaptive experience. By leveraging AI, Block Blast! ensures that each session remains engaging, challenging, and tailored to individual players' preferences. This smart technology, combined with a carefully designed user interface, has made the game an industry benchmark for casual gaming success.

- Innovative Accessibility Features

Another standout feature of Block Blast! is its commitment to accessibility. Recognizing that players have varied visual, auditory, and cognitive abilities, Hungry Studio has implemented features to ensure an inclusive gaming experience.

For instance, high-contrast color schemes improve visibility for players with color blindness, while customizable sound cues assist those with hearing impairments. These thoughtful design choices demonstrate that casual mobile games can be both commercially successful and socially responsible, making gaming enjoyable for a broader audience.

- Setting a New Standard in Casual Mobile Gaming

With 40 million daily active users and 160 million monthly active users, Block Blast! has set a new benchmark in the mobile gaming industry. The game's blend of intuitive design, AI-driven personalization, and accessibility features has redefined what a casual mobile game can achieve.

Hungry Studio's commitment to long-term user satisfaction over short-term commercial gains has proven to be a winning strategy. By focusing on experience equality, innovation, and engagement, Block Blast! has successfully demonstrated that a simple yet well-designed mobile game can resonate with a global audience while maintaining its commercial viability.

As the mobile gaming industry continues to evolve, Block Blast! stands as a testament to the power of innovation, inclusivity, and strategic game design. It has not only become a dominant force in casual gaming but has also paved the way for the future of mobile entertainment, proving that games can be engaging, inclusive, and universally accessible.

For this category please provide

An essay of up to 625 words describing the app and the innovative aspect of the app since July 1 2022 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

If you provide a written essay, you must also provide a demonstration video about the app of up to three (3) minutes in length. You must attach the demonstration video to your entry through our attachment/link uploading tool. If you provide a video instead of a written essay, the additional video is not required.

Optionally, you may list creative and production credits for your app - a list of the people and organizations that contribute to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

URL 6

[Redacted]

[Redacted]

[Redacted]

URL 9

[Redacted]

URL 10

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Terms and Conditions

I Agree