



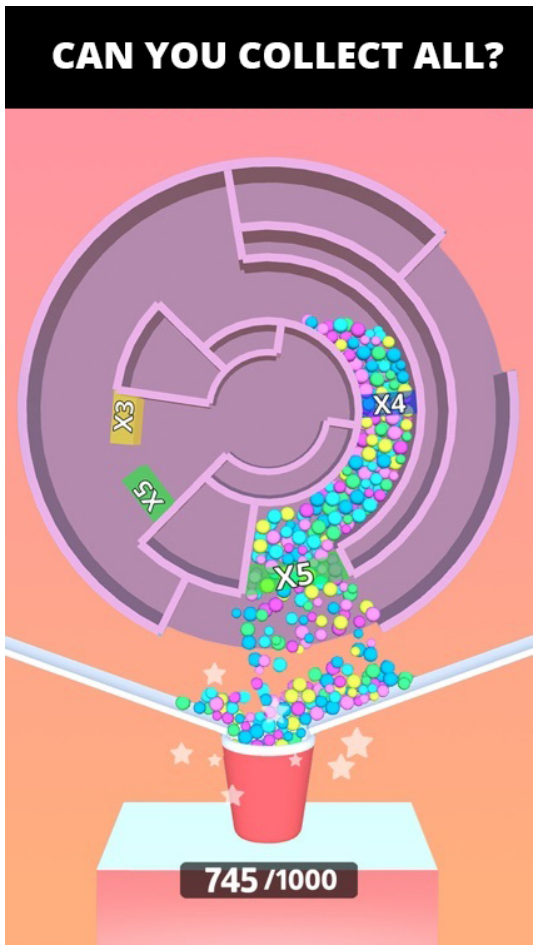
The Ultimate Check-List for a Hyper-Casual Video Ad

20 Tips For a Successful Hyper-Casual Video Game Ad



- ☐ **1.** Focus on gameplay and mechanic clarity - gameplay should consist of simple straightforward playing and the most interesting moments of the game
- ☐ **2.** The WOW moment of the game should arrive in the first 3-7 seconds of the ad.
- ☐ **3.** Minimum (or no) editing - show pure uncut gameplay.
- ☐ **4.** In the first 5-7 sec we need to understand gameplay, the mechanic and the theme of the game.
- ☐ **5.** Don't use fast forward/slow motion (unless it's actually happening in the game and part of the gameplay).
- ☐ **6.** Always add a virtual hand to explain the gameplay (or a "Joystick" animation etc.). 
- ☐ **7.** Don't create a single video per game - create a few per the following priority list:
 - a. A video with a different camera angle.
 - b. A video with a different mechanic (tap & hold vs. swipe, for example).
 - c. A video for a more challenging level (win vs. fail, easy vs. hard).
 - d. A video with a different color palette than the one in the game.
 - e. A video with a different background / theme (City, Ocean etc..)
 *but don't let it take the players' attention off the gameplay.
- ☐ **8.** When making a fail video, start with FAIL and then show a WIN.
- ☐ **9.** Make sure there's good contrast between characters, powerups, obstacles and the background.
- ☐ **10.** Use bright and happy colors.
- ☐ **11.** The character should be located in the lower third of the screen.
- ☐ **12.** The right ratio is 2/3 of the screen is gameplay and 1/3 is the background.
- ☐ **13.** Start directly with pure gameplay, no menus, no texts.
- ☐ **14.** Never add texts inside the gameplay ("Swipe to Run", for example).
- ☐ **15.** Add a static "Call to Action" (AKA CTA Title) on the top of the screenshot, use white basic font on a solid black background. *Don't change it during the video, no effects, as basic as possible.
- ☐ **16.** Use the CTA text to explain the gameplay ("can you tap and kill?").




- ☐ **17.** Never end your video with a logo and "download now".
- ☐ **18.** Avoid Space and Zombie themes, these rarely bring good results in hyper-casual.
- ☐ **19.** The preferred resolution for the video is 1024x1280 and 720x1280 for Tik Tok.
- ☐ **20.** Use Unity Recorder and not an external screen recorder
* Avoid Mouse Pointer in the footage

Run Your Games to the #1 Spot

