

# 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.

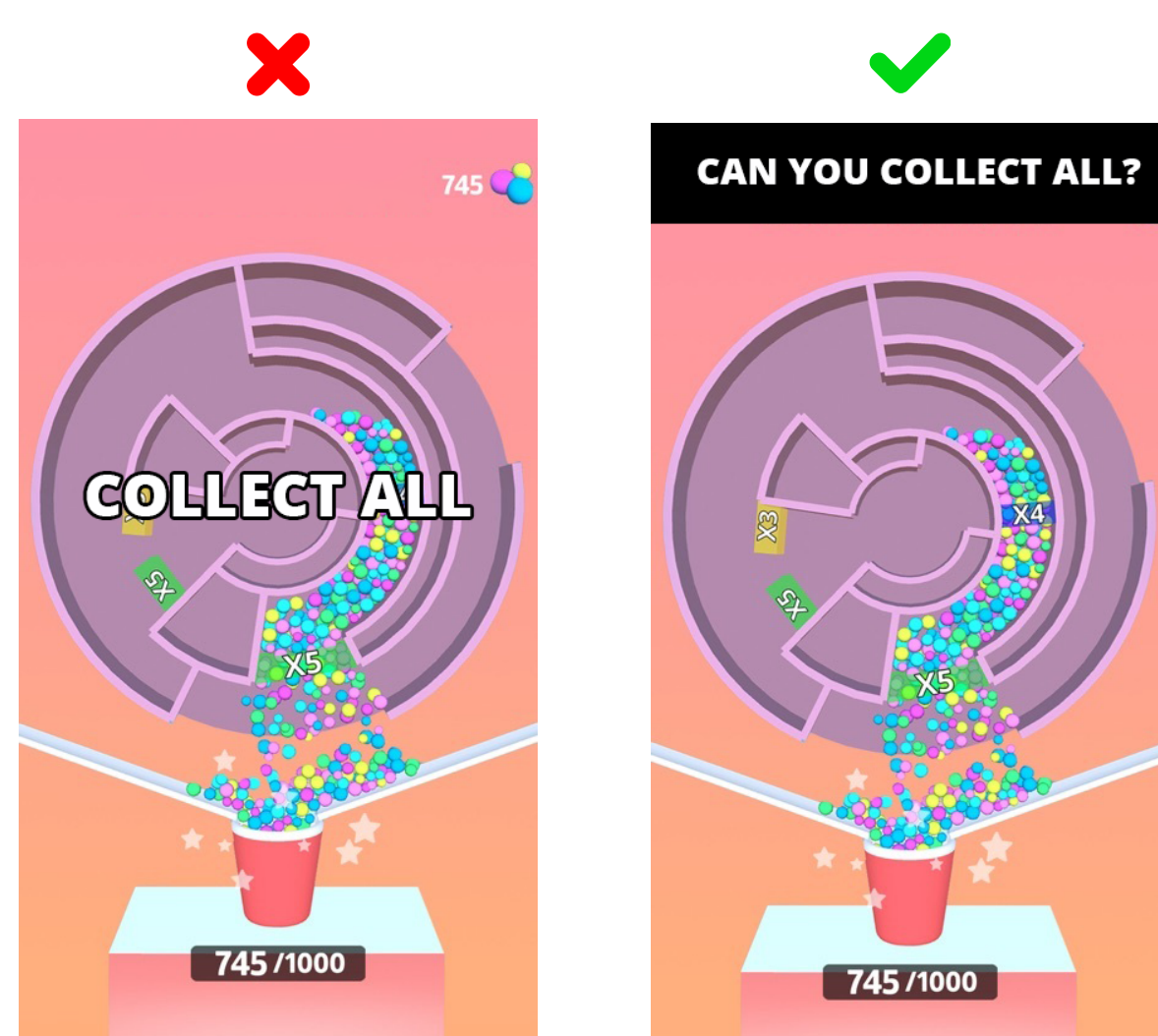
☒ 12. The right ratio is 2/3 of the screen is gameplay and 1/3 is the background.

☒ 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

