

# Creative Highlights

---

August 2021

# August Creative Trends: Takeaways

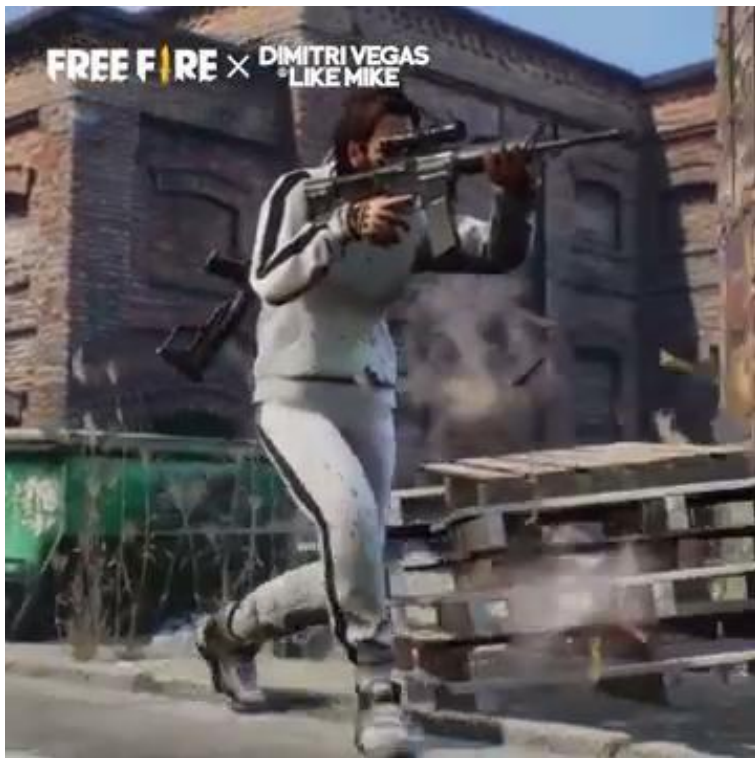
- Many of the top creatives highlight **human-like characters**, either in gameplay or cinematics (*Garena Free Fire, Fidget Trading, Royal Match, Family Island, Call of Duty, Clash of Clans, Mobile Legends ...*)
- **Anniversary celebration** theme of some gaming brands in the ads (*Mobile Legends, Clash of Clans*)
- *Mech Arena: Robot* adopts a **Sports News format**, for their first month of WW release
- *Happy Colours* utilises a **talking animal** impersonating a human-like character, as well as the continued trend of **paws tapping the screen**
- *ArrowFest* creatives have a variation of a real life player footage with **Bitmoji images**
- Introduction to the **Tesla experience** in the *PUBG Mobile* world
- *Bingo Clash* uses the unique **paper trend** from Facebook type of ad creative
- Some top creatives have a CTA button at the end which show a **search bar with the app's name** typed in (*Happy Colours, Trading Legend*)

# August Creative Trends: Continued Success

- Continued trend of **special collaborations with music artists**, such as *Call of Duty* x Ozuna and *Garena Free Fire* x Dimitri Vegas & Like Mike.
- Giving away **promo codes & rewards** in the ads (*Mobile Legends*)
- *Happy Colours* and *PUBG Mobile* continue to use a **screen split format** throughout the ad, including moving videos along static content and captions.
- Use of famous **Pop music** on Hypercasual games (*Magic Finder 3D* and *Strong Pusher*)
- *Family Island* and *Royal Match* both feature characters in **extreme emergencies** (fire and volcano)
- Several top creatives continue the trend of **fail state elements**, such as *Royal Match*, *Evony*, *Trading Legend* and *Township*.
- New game *ZenMatch* bets on the continued trend of **instructions on top of the screen**

# August 2021 Creative Trends

# Garena Free Fire: Real life DJs Featured as Characters



**WHERE:** Ranked #22 on Instagram

## Interesting Components:

- Dimitri Vegas and Like Mike (DJs) highlighted as playable characters in a Garena Free Fire world
- Cinematic of Dimitri Vegas taking down bad guys who are holding Like Mike hostage
- End card of DJs partying with other characters and search bar with “FREE FIRE” query

# Call of Duty: Real Life Artist Featured as Character



**WHERE: Ranked #5 on YouTube**

**Interesting Components:**

[\(Top\)](#)

- Highlights zombie theme introduced in the latest update
- Storyline focused ad - starting with a startled character with a foreign accent
- Use of a realistic cinematic format, action music increasingly tense in the background and Sci-fi elements (zombies, teleporting, futuristic machines)

[\(Bottom\)](#)

- Ozuna & CoD partnership - new Ozuna video in a CoD world
- Ozuna is a CoD character in the ad, and throws himself out of the plane with a special gun

# Royal Match: Cinematic Focus w/ Match 3 Gameplay



**WHERE: Ranked #38 on ironSource**

## Interesting Components:

- Begins with cinematic of King waking up to emergency which quickly gets out of hand
- Match 3 gameplay is layered under the cinematic, with a more even split between cinematic and gameplay than previous iterations
- Continued trend of fail condition



# Clash of Clans: 9th Anniversary Party Theme



**WHERE: Ranked #23 on YouTube**

## **Interesting Components:**

- Highlights Clash of Clans 9th Anniversary
- Cinematic view & storyline based ad of 3 Wall Breaker skeleton children escaping to the anniversary party
- Elements like gold coins, dancing main characters (barbarians, archer queen, goblins...) are used throughout.
- Party music in the background



# Mobile Legends: Promo Codes & Anniversary Theme

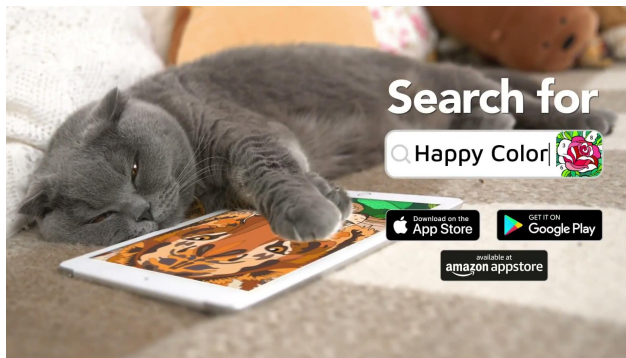


**WHERE:** Ranked #25 on YouTube

## Interesting Components:

- A storyline of a Help Center rep confirms the accuracy & amount of the promo codes and free rewards such as draws and scrolls to a furious player (continuous trend of promo codes)
- Game characters, a game insight in a phone and “Come to the summer party” CTA at the end
- Mobile Legends anniversary theme at the end of the ad

# Happy Colours: Valentine's Day & Talking Cat



## Interesting Components:

([Left](#))

**WHERE: Ranked #14 on Facebook**

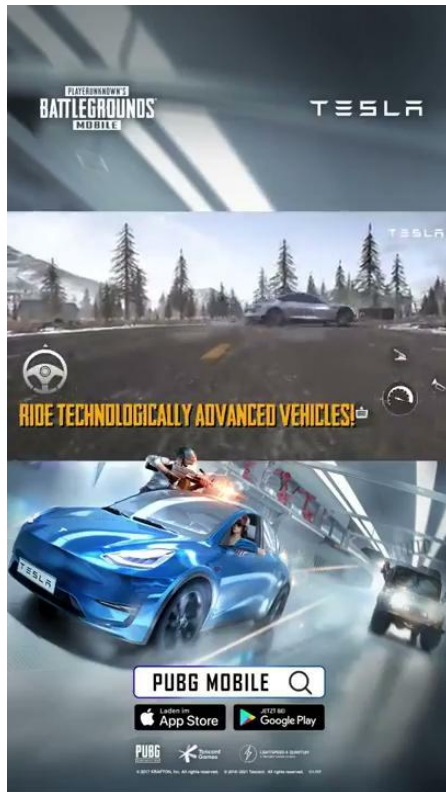
- Ad screen split into two parts, top shows the actual video and the bottom has 3 static images that never change until the end
- “Page flip” effect

([Right](#))

**WHERE: Ranked #16 on Youtube**

- A real cat talks and expresses its need to unwind and plays on the app. There is also a continued trend of a paw tapping the screen
- “It’s so smooth and calming” callouts
- CTA at the end shows a search bar with the app’s name typed in

# PUBG MOBILE 1.5: Tesla Vehicle (New Update)



**WHERE: Ranked #5 on Snapchat**

## Interesting Components:

- Ad composed of various parts:
  - 1) Tesla branded vehicles available to purchase as part of the latest 1.5 update. See more info on updates on App Update Timeline
  - 2) Two split screen: top one showing a gameplay scenario and the bottom one a static image with CTA buttons.
- Rock music and expressive sound effects
- Ad only ran for 1 day and it achieved a position #9 on SC

# Mech Arena: Sports News Format

(WW Launched in 2/8/21)



## Interesting Components:

([Left](#))

**WHERE: Ranked #18 on Facebook**

- Personalisation of characters and robot suits, with informal and comical instructions in the background

([Top Right](#))

**WHERE: Ranked on #9 on Instagram**

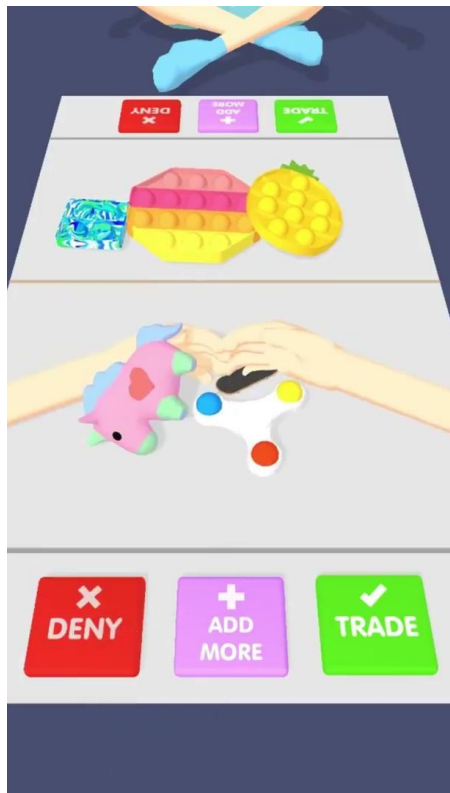
- Shows 2 friends deciding to play via text, then 2 others joining via in-game invites (eventually displaying 4 player split-screen)

([Bottom Right](#))

**WHERE: Ranked on #7 on Snapchat**

- Sports News commentator highlights theme of the game
- “Live” and “Replay” icons and a News Ticker which shows news related to the different Mechs

# Fidget Trading: Impatient 1v1

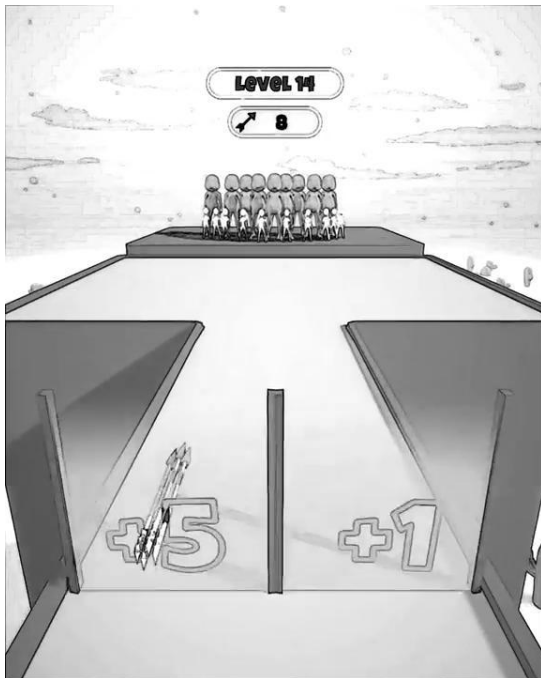
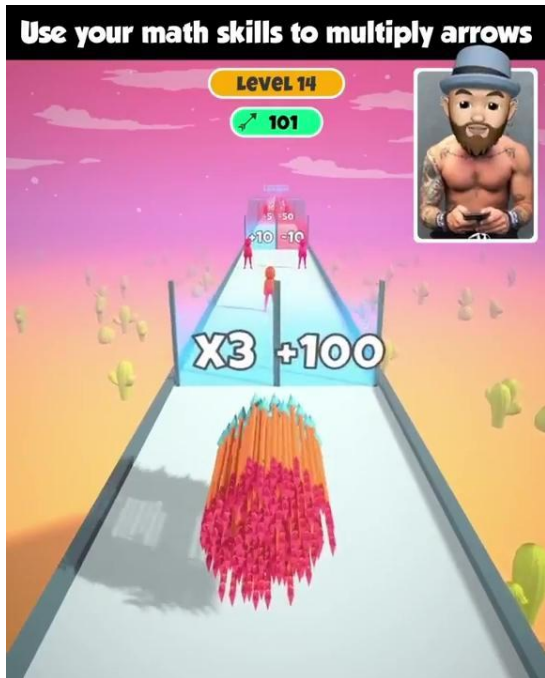


**WHERE:** Ranked #10 on Instagram and #23 on Snapchat

## Interesting Components:

- First person gameplay with colorful fidgets being thrown onto the board
- Player continuously taps the “Deny” button while opponent repeatedly taps “Trade” implying that there is disagreement
- Player removes game pieces from the board and continues to spam “Deny” button

# Arrow Fest: Bitmoji and Black & White



## Interesting Components:

(Left)

**WHERE:** Ranked #2 on Facebook and #2 on Instagram

- Starts with real life arrow being pulled out of Ballistics gel
- Using footage of a real life player on the top right corner, with a Bitmoji in front of the face

(Right)

**WHERE:** Ranked #13 on Facebook for Games Top Creatives in August 2021

- Hypercasual gameplay based ad in black and white and in mute



# Texas Hold 'Em: High-realistic Animation



© 2021 Sensor Tower Inc. - All Rights Reserved

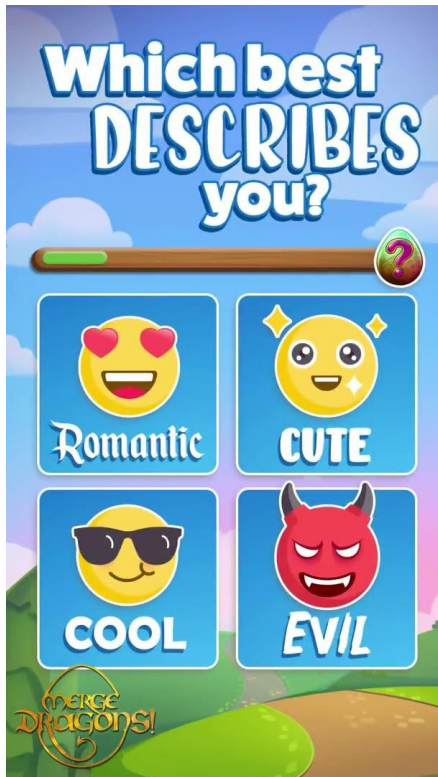
**WHERE:** Ranked #14 on Chartboost

## **Interesting Components:**

- Hyper-realistic animation and slow motion
- Creates an environment of “high stakes” and class
- Music in creative similar to those present in early 2000s action trailers
- Woman bets her wedding ring in an effort to win, perhaps pushing players to spend more/win more in game



# Merge Dragon: Buzzfeed-Style Quiz



**WHERE:** Ranked #32 on Adwords/Admob

## Interesting Components:

Takes a page from the fun-ness of BuzzFeed quizzes into the game and their advertising

- Keeps potential users intrigued and piques interest on what dragon you may be matched to
- After quiz, gameplay is showcased with merge mechanics
- Light upbeat background music

# Other Trending

# Family Island: Emergency Volcano > Happy Base



**WHERE:** Ranked #15 on Mopub

## Interesting Components:

- Happy family vibe immediately shifts to intense emergency as a volcano erupts behind them
- After a quick storm-filled journey, Family is happy to arrive at an island
- Base Building mechanics featured with “Try it Yourself” CTA

# Evony: C-suite CTA



**WHERE: Ranked #25 on Adcolony**

## **Interesting Components:**

- Man in suit playing the game - perhaps to advertise to “whales” who would spend more money on IAPs and create an aura of prestige
- No background music, rather, narrated as if spoken by the man in the suit
- Fail scenarios, callout to solve puzzles

# Trading Legend: Showcasing Ghost Market



**WHERE: Ranked #1 on Facebook and #1 on Instagram**

## Interesting Components:

- Showcases the Ghost Market
- Voiceover narration showing progression (with subtitles throughout)
- Square video with portrait orientation (outer screen is zoomed and blurred)
- Fail video format with the first two options but finishing on the last option with a “Win”
- CTA at the end shows a search bar with the app’s name typed in

# Match to Win: “Christmas in July”



## Interesting Components:

([Left](#))

**WHERE: Ranked #23 on Adcolony**

- Testimonial-based advertisement
- No music
- “instant cash”

([Right](#))

**WHERE: Ranked #6 on Adcolony**

- “Christmas in July” themed - implying you can make lots of money mid-year
- Upbeat party music

# Bingo Clash: Snuffing the Competition



**WHERE:** Ranked #25 on Applovin and #15 on ironSource

## Interesting Components:

- Unique paper trend from Facebook videos - typically used for surprises or to casually communicate something - instead takes jabs at competitors and is a much more “guerilla marketing” approach
- Really packs a punch calling all other bingo games lies and a waste of time
- Callout to paypal and instant money cashouts



# Township: Farm Business as Usual



**WHERE:** Ranked #18 on Adcolony

## Interesting Components:

- Fail scenario alongside light farm music
- Eventual win scenario with straightforward game play
- People cheering when the township is becoming successful

# Widget Dragon: Old School Tamagotchi



**WHERE:** Ranked #9 on Snapchat

## Interesting Components:

- It shows the old school toy Tamagotchi to remind users of it, with a message displayed as “Do you remember it” and “NOW, it’s on your phone”
- Gameplay based throughout the rest of the ad
- Ad only ran for 1 day and it achieved a position rank #5 on SC

# Magic Finder 3D: Famous Pop Music as Soundtrack



**WHERE: Ranked #5 on Snapchat**

## Interesting Components:

- Gameplay based ad
- Instrumental version of the song “Desperado” by Rihanna used as the music soundtrack - targeted for a Snapchat user base
- Celebration music effects for winning a game
- Different cartoon hand icons used for the different gameplay scenarios, for example, one with a Spider-Man suit
- Ad only ran for 1 day and it achieved a position rank #5 on SC

# Strong Pusher: Expressive Callouts & Pop Music



**WHERE:** Ranked #18 on Snapchat

## Interesting Components:

- Ad based on simple Hypercasual gameplay
- Expressive callouts directed to ad watchers, informing the user the game is very fun to reinforce desired mentality
- Famous Pop music used to attract Snapchat user base (ily by Surf Mesa)
- Positive messages displayed for achievements such as “wow” and “love u babe”

# Zen Match - Relaxing Puzzle: New Game Released in July 2021



**WHERE: Ranked #5 on Vungle**

## **Interesting Components:**

- New Ad Campaign to promote Zen Match, which released in 21st July
- Match 3 gameplay based ad
- Continued trend: instructions to the user displayed on top of the screen

# MPL: Leveraging Trendy Attestants



**WHERE:** Ranked #13 on Adcolony & #9 on Chartboost

## Interesting Components:

- Testimonial-type creative
- Young, hip, guy wearing airpods - leads potential users to believe the app is an in-fashion place to be
- Guy in ad calls app “so cool” a couple times to reinforce desired mentality
- Mentions wide variety of games on app rather than just one

# MHA: The Strongest Hero: Anime TV Show like Introduction



**WHERE:** Ranked #2 on Snapchat

## Interesting Components:

- Presentation of series of action images of the main character at the beginning of the ad, as an Anime TV show intro style
- Followed by an introduction of the main character Deku
- Fighting scene shown is not fully correspondent to the gameplay



