TapNation

MASTERCLASS 2

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Game Jam TapNation

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Hyper-Casual Creatives

Creatives Sell Your Game
How to make your game visually appealing?

What do you need to show ?

Conclusion
What's next after the tests and launch?
Renewal of creatives over time.

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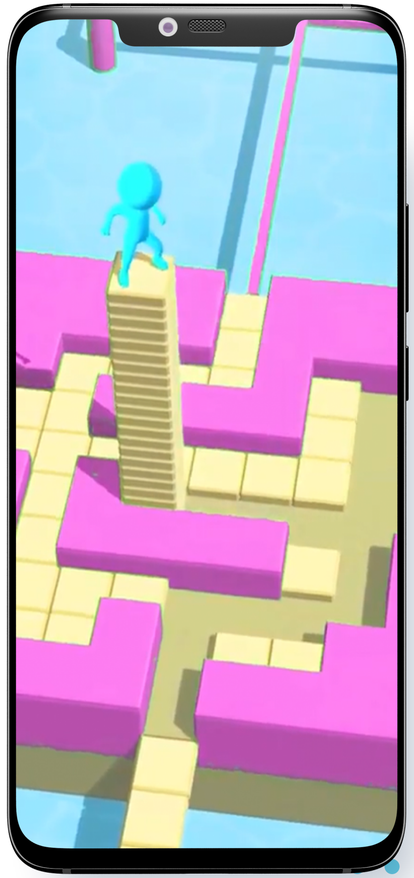
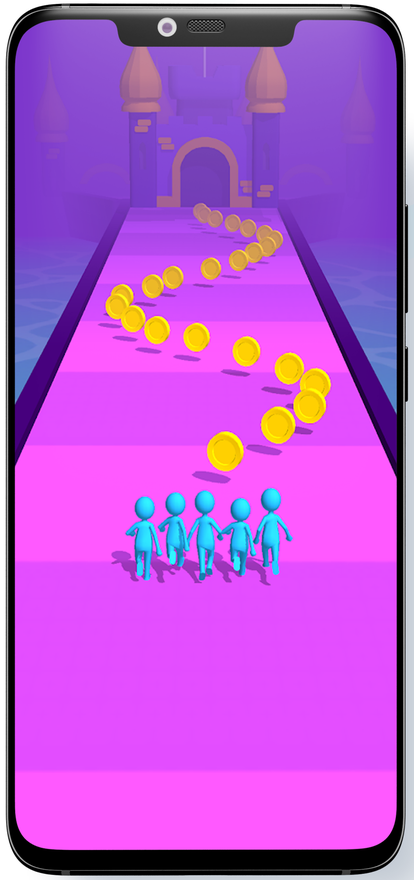
Creatives sell your game

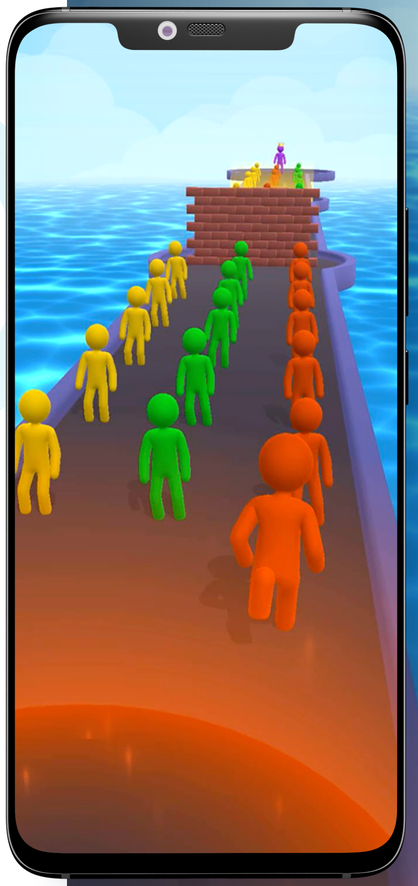
- Whatever the quality of your game, your gameplay or idea, you always need to remember that **your game will be sold through ads.**
- As a consequence, you need to make it **visually appealing**, with pop and flashy colors for example, which is what are doing most of hyper-casual games on the market.
- Each type of game (Puzzle, Simulation, Runner...) have **specific codes**. Regularly check the top charts to analyze their similarities.



Stacky Dash



Join Clash 3D



Giant Rush

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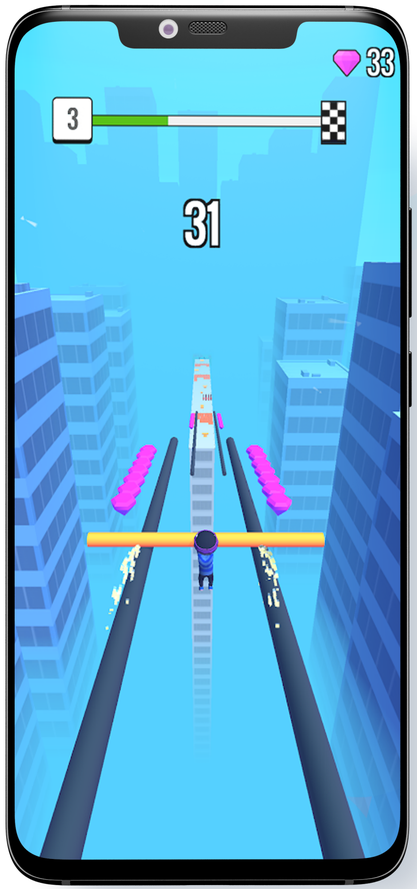
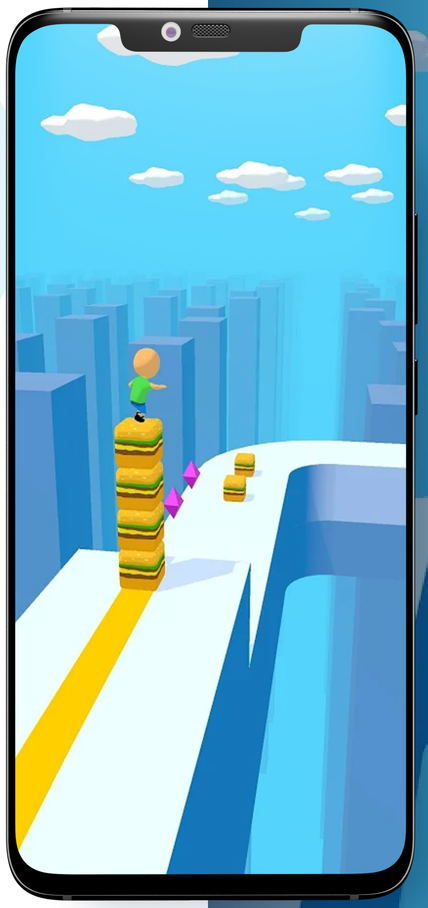
• Think **simple and legible**, with a dominant color and a clear path.

Example : Here we have a blue main color which seems to be a good palette according to the top charts, of course with a clear path.
That way, the viewer will instantly understand what does he need to watch and what is the gameplay.

> **According to stats, you need to catch the attention of the viewer in the 3-4 first seconds.**
> **This shows the importance of having something legible and quickly understandable.**



Roof Rails



Cube Surfer

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What do you need to show?

- **Attractive & Impactful gameplay**
- **Highlight a simple action during the first seconds**
- **Sound is not mandatory**
  But according to the game genre it can make the difference. Such as satisfying games like Soap Cutting, or ASMR games overall.

What works best?

- **Show failure to create frustration.**
  This is not a demo of your skills. The viewer will install your game to make it right and see what happens next.
- **Having custom builds** especially made for your creatives. That way you can do what you want on it and focus on a specific part of the gameplay.
- **Satisfying when possible**, according to the game genre.
- **First top creation** will often remain the **best one**.

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Advised formats for creatives:

- Make sure to have 3 or 4 videos, maximum 30 sec.
- The best formats are:

4:5 800X1000	2:3 1000X1500
1:1 1080X1080	9:16 1080X1920

- It is also advised to put a **small black or white insert** at the top of your video with a catchphrase.
Example: "Harder than you think."

- You can also **challenge the viewer**.
"If you reach 200 score you are legally skilled".

- You can also use the "I" to make it feel **more personal**.
"I can't go through this boss..."

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What's next?

By analyzing your first tests, you will know if your game has potential or not.

What happens once your game is published?

- It enters a **scale phase**.
- Spread creatives on **multiple networks**.
- Make **iterations** based on best performing creatives.
- If a creative is working, **maximize its potential** and spread it.

What happens after a few weeks?

- Keep looking for ways of attracting new players. Develop **new ideas** through a custom build. Make **new levels** that are not in the game. Simply look for another way of presenting your gameplay.

- After a few weeks, you will have enough data to know what creatives are working on the different networks.
So make iterations to **renew the content** to attract more and more people and drop your CPI.

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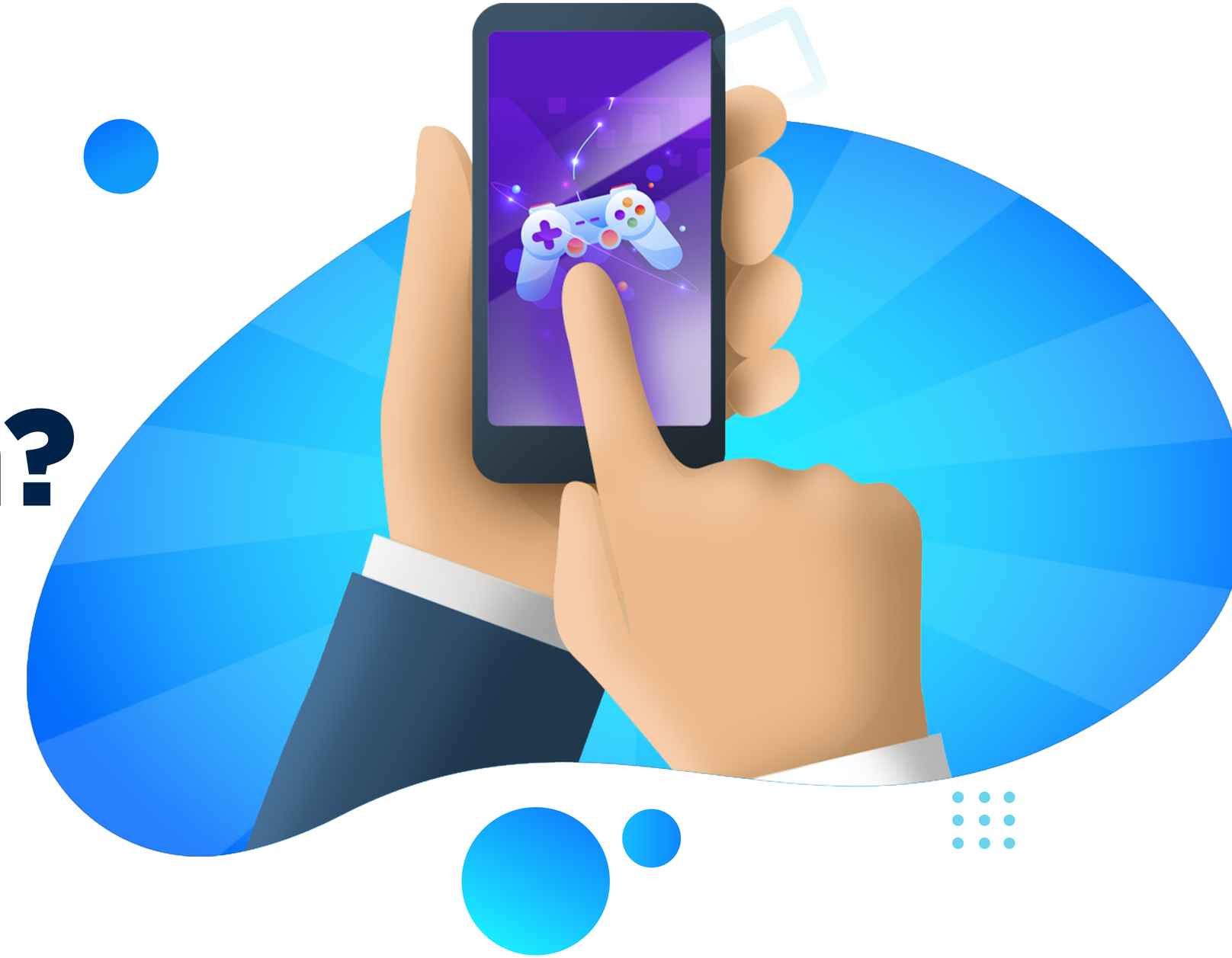
Any question?