Castle Royal- Super Wags 01 Playable Ad Spec

Specs

Resolutions

1. 9:16 (Portrait)
2. 16:9 (Landscape)

Playable Flow

1. The intro video starts off with Sir Wags' face popping in the middle with a quarter circle bar to-be-filled popping right below it. Wags is animated (Wags_idle) and the bar is empty. A copy appears below which reads - "COLLECT 3 ⚡ (Zap Symbol) AND WAGS WILL ZAP THE LEVEL!".

2. Provide a static time of 2s for the watcher read the text, and then slide the text out. Right after that, shrink Sir Wags and the bar by 50% and shift them to the middle top.

3. Settle the level and the talon clutch on the screen. Playable Flow begins. Here, if the player takes more than 2s to make a move, a hand vector should point to the next correct card.

4. Once the Playable Flow completes and the bar fills to the max, show an animation where Wags transforms into Super Wags and blitzes through the screen, making all the cards fly away and clearing the level

5. Once the cards fly out, show a flurry of coins falling on the screen with a text copy at the top that reads "SUPER!".

6. Show the end card. Here, once all the cards fly away and the talon is removed, show confetti flying in the background and a chest popping up in the center of it. Use copy - "SUPER CHEST UNLOCKED!"

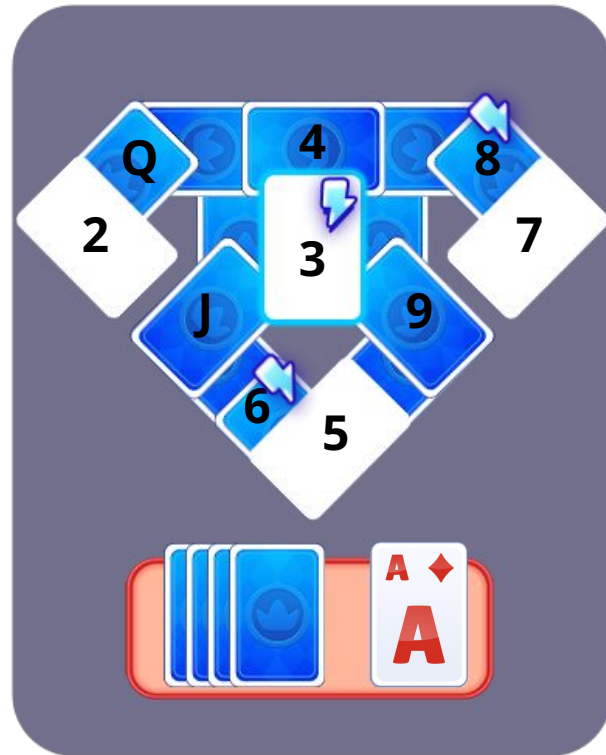7. Tapping anywhere on the screen now will take the player to the game's play store page.

Level Flow

Default Wags Expression: Neutral
Single Current Talon: A

1. Player will tap 2:
   a. Q revealed.

2. Player will tap 3:
   a. 3 is a BOLT card.
   b. BOLT travels to the bolt bar at the top and fills it 1/3rd.
   c. 4, 9 and J revealed.
   d. Wags' Expression changes to Neutral.

3. Player will tap 4.

4. Player will tap 5:
   a. 6 revealed.

5. Player will tap 6:
   a. 6 is a BOLT card.
   b. BOLT travels to the bolt bar at the top and fills it 2/3rd.
   c. Wags' Expression changes to Hopeful.

Level Flow

1. Player will tap 7:
   a. 8 revealed.

2. Player will tap 8:
   a. 8 is a BOLT card.
   b. BOLT travels to the bolt bar at the top and fills it 3/3rd - Fully.
   c. Wags' Expression changes to Happy.
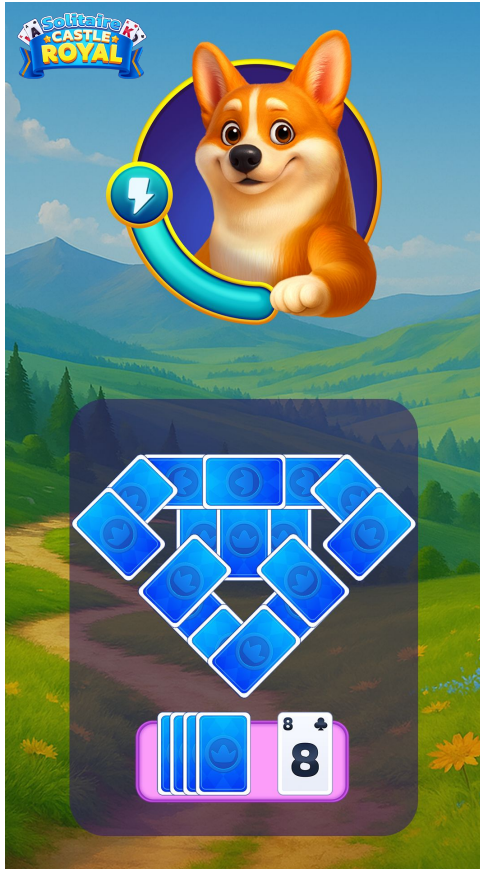
Level Flow Reference

Scene 1

1. Solitaire Castle Royal logo at top left.

2. Wags portrait in the middle with an empty semi circle bar.

3. Text copy that reads - "COLLECT BOLTS TO FILL THE BAR AND SUPER WAGS WILL BLITZ THROUGH YOUR LEVEL!"

Scene 2

1. Clear the text.

2. Settle level and talon.

3. Shrink Wags and bar and bring them to the mid top.

4. Follow Playable Flow.

5. If at any point, the player takes more than 2s to make a move, use an animated hand pointer vector to point towards the next correct card.
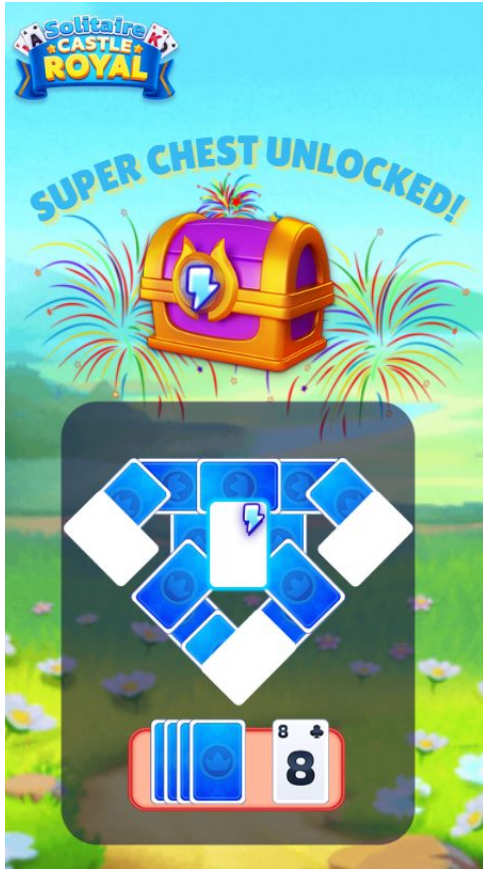
Scene 3

1. Once Playable Flow is followed completely, show the bar filling to the max.

2. As soon as this happens, animate the bar powering up Wags who turns into Super Wags.

3. Super wags moves to the center where he blitzes through the level with lightning strikes in the BG.

4. The cards all fly away and the talon clutch is removed.

Scene 4

1. Transition out.

2. Show the end card. Here, once all the cards fly away and the talon is removed, show confetti flying in the background and a chest popping up in the center of it.

3. At the top, show copy - "SUPER CHEST UNLOCKED!".

4. If the player takes more than 2s to tap anywhere, show a hand vector pointing towards the chest.