

GDC

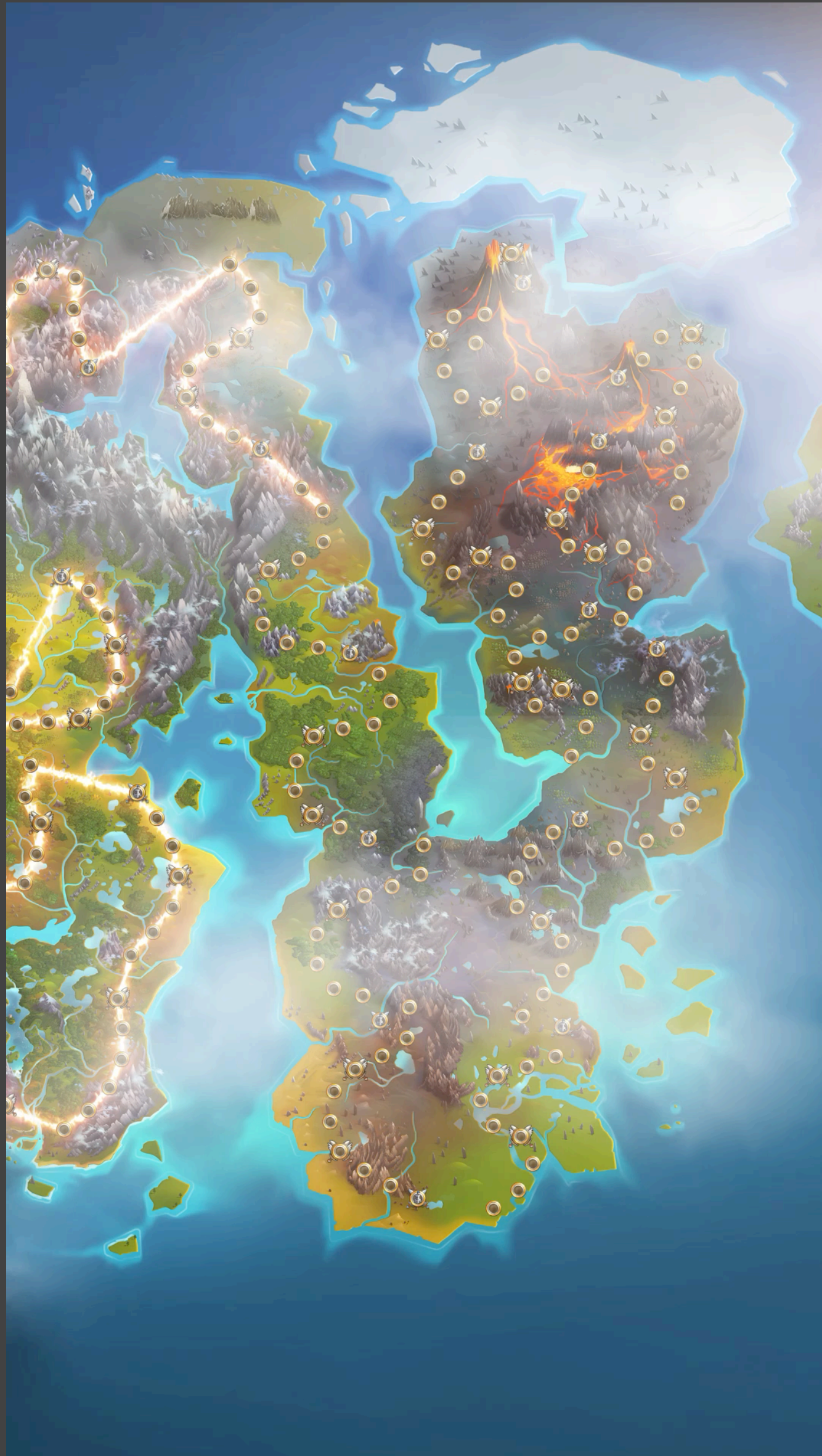
MOBILE AD CREATIVES

BEST WEAPON AGAINST HIGH ACQUISITION COSTS

Peter Fodor

APP / AGENT





WIN

// You never know what will resonate with your target audience. Often, it's contradictory to your 'expert beliefs'.



Artem Petukhov
ex-Growth Director at Wargaming Mobile



**Having an efficient creative production
process in place frees up time
so you can focus on idea-making.**

Hi...

In mobile since 2011



CEO @ AppAgent

I'm Peter!

100+ apps and games

www.appagent.co/blog

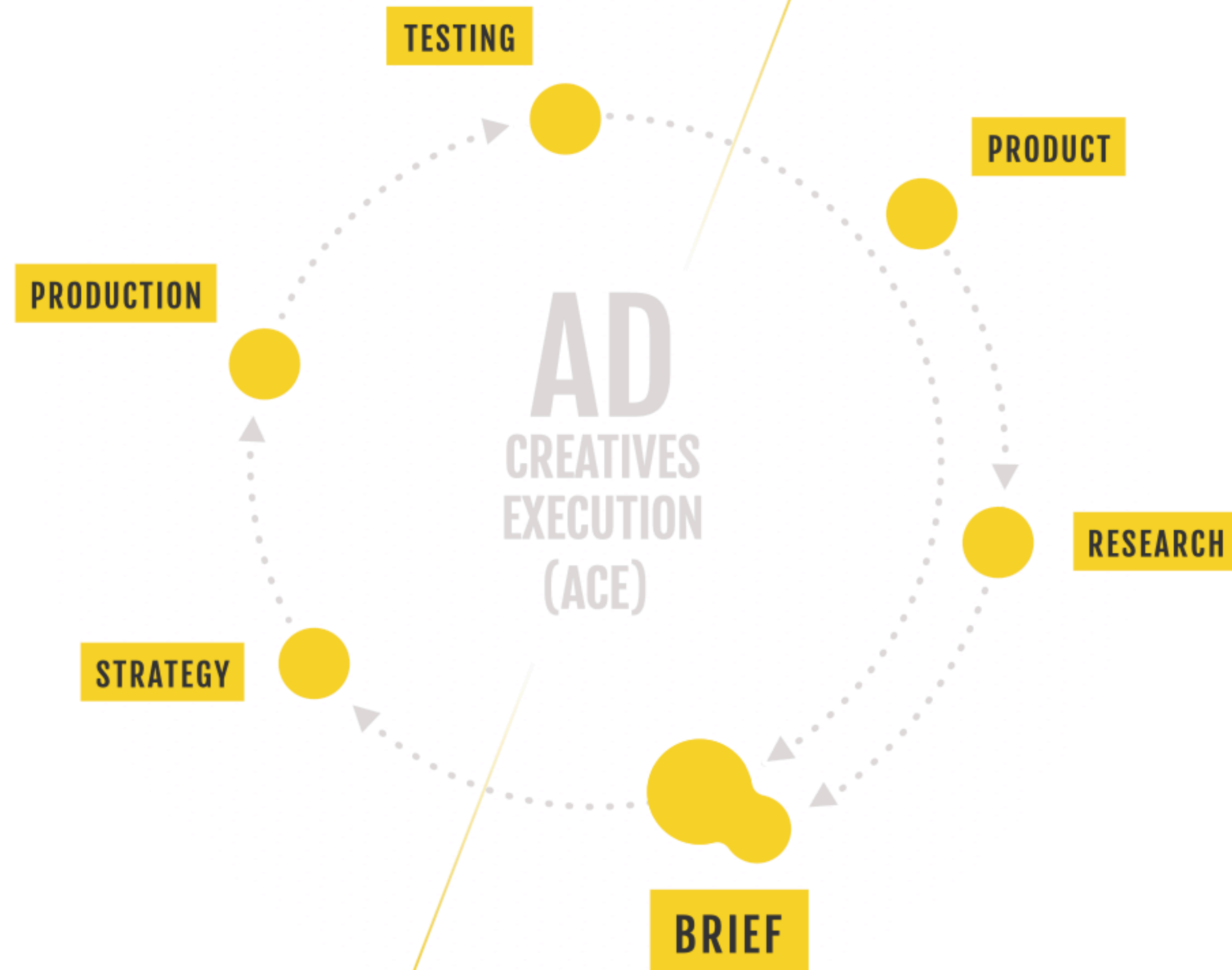






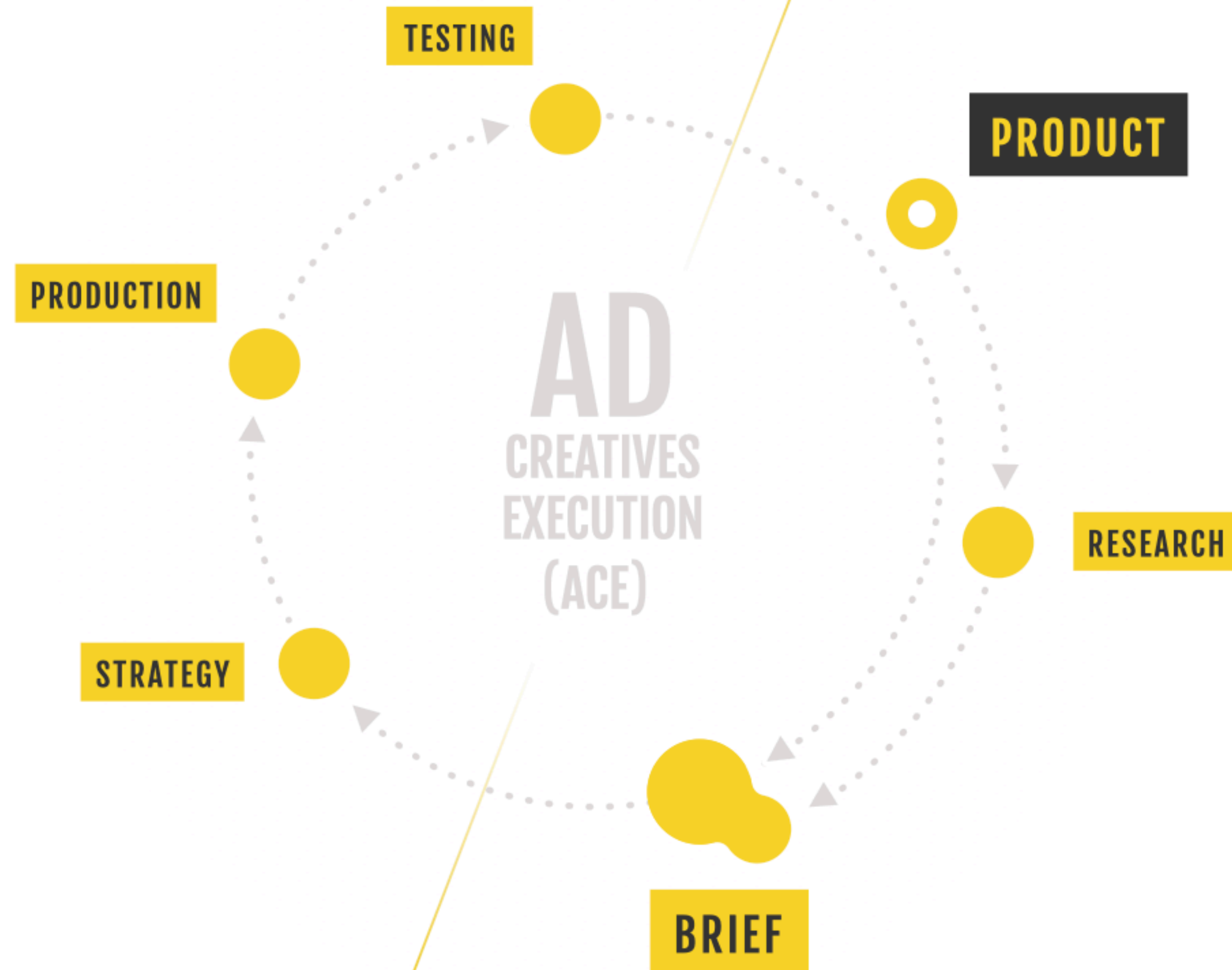
AD CREATIVES PROCESS

PRODUCTION & TESTING



PREPRODUCTION

PRODUCTION & TESTING



PREPRODUCTION

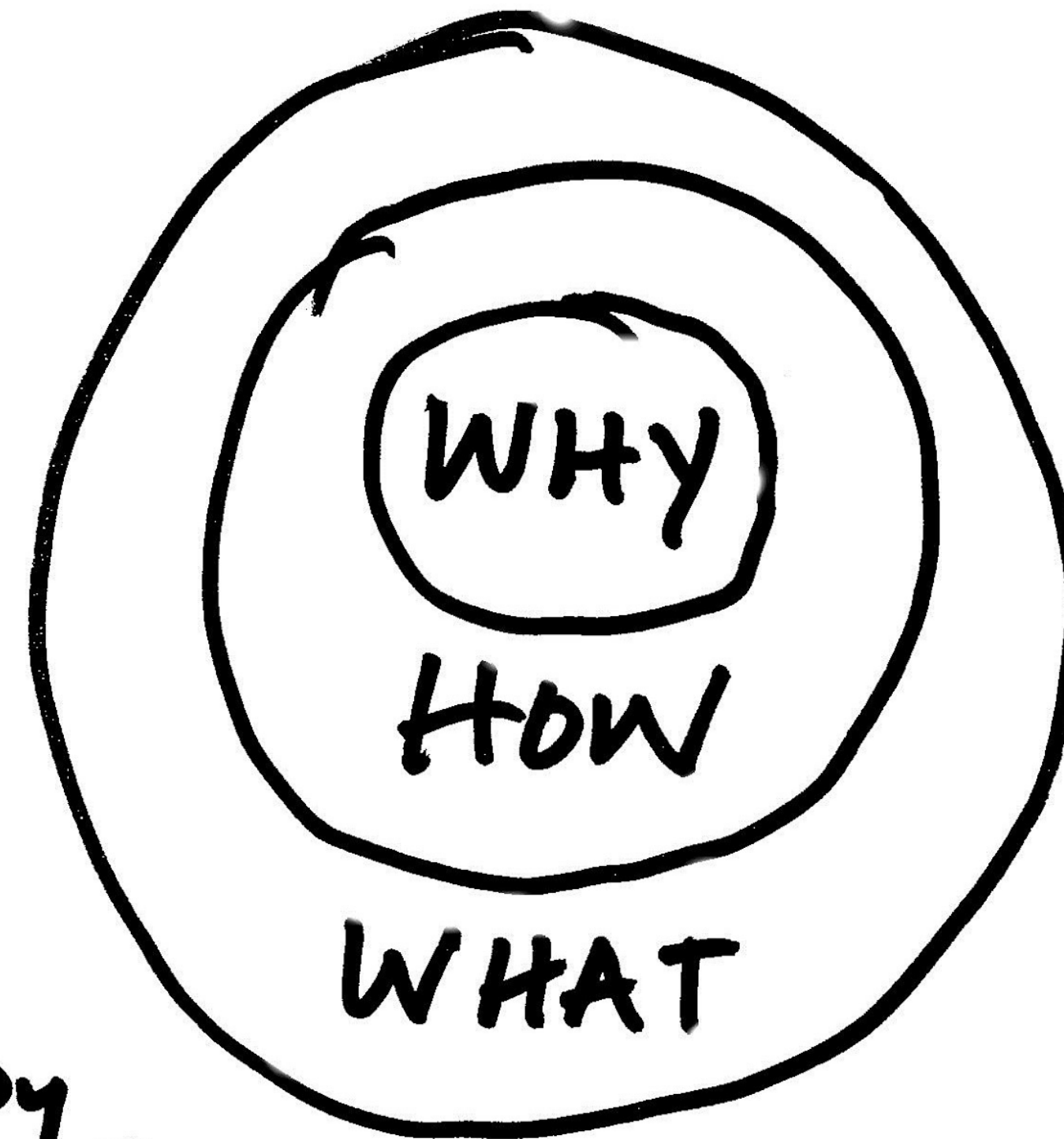


PRODUCT

- / Unique Selling Proposition
- / Brand Personality
- / Tone of Voice
- / Key features
- / Popular content
- / (Power) user profile
- / User reviews
- / User testing
- / Mandatories

PRODUCT

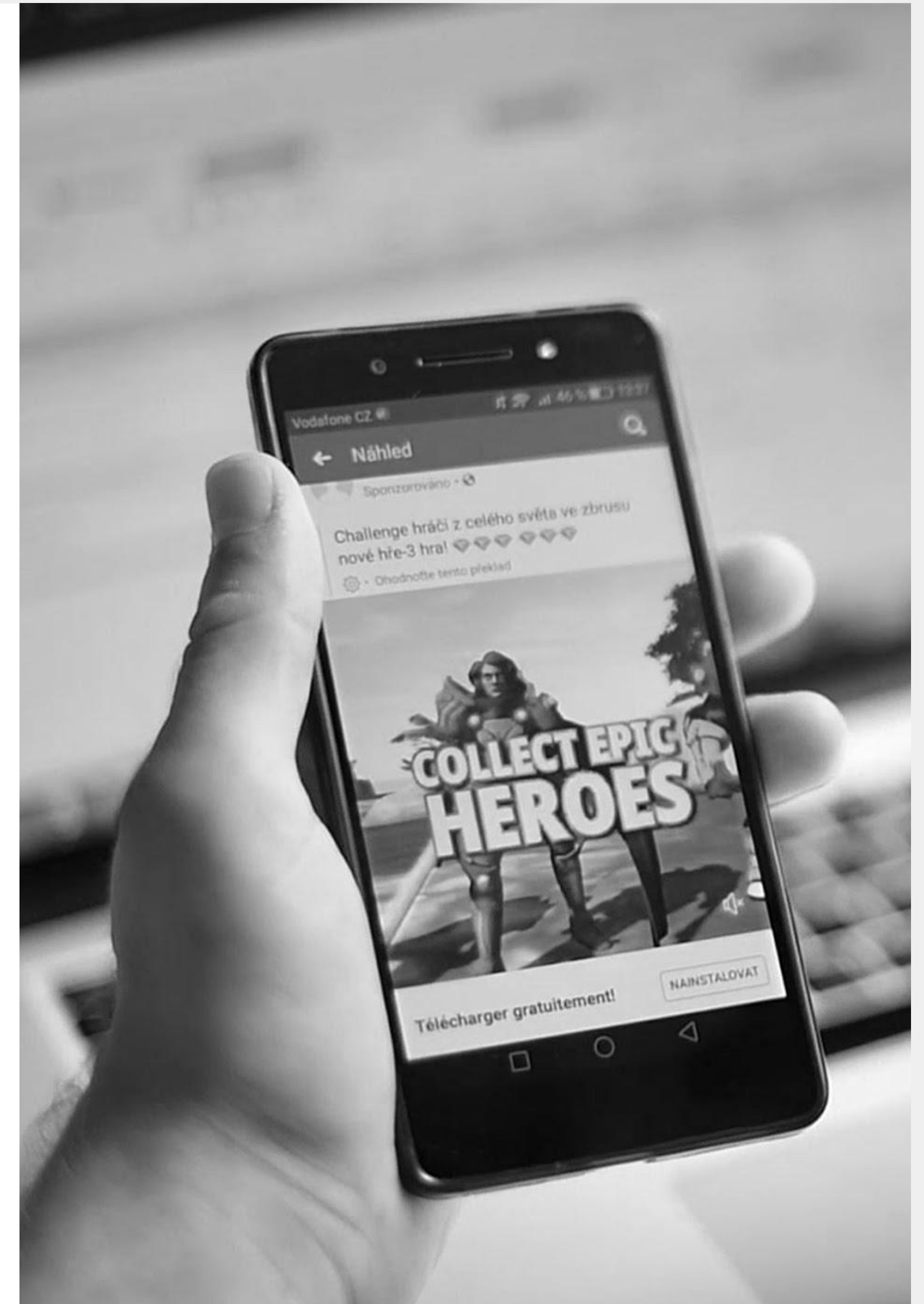
THE GOLDEN CIRCLE



by
SIMON SINEK

PRODUCT

- The Unique Selling Proposition (USP) is the most important thing to get right
- Reviews help to understand your audience
- Speak with the community managers
- Read what journalists write about the product - they are great at defining the USP!



PRODUCT



How does your app solve existing problem?

F&S is about ACTIONABLE INFORMATION about what's happening nearby or whom I can meet around.

In a simple mobile app based on a map view, you discover local events, ask or answer questions of neighbours or share photos of what's relevant for you or people around.

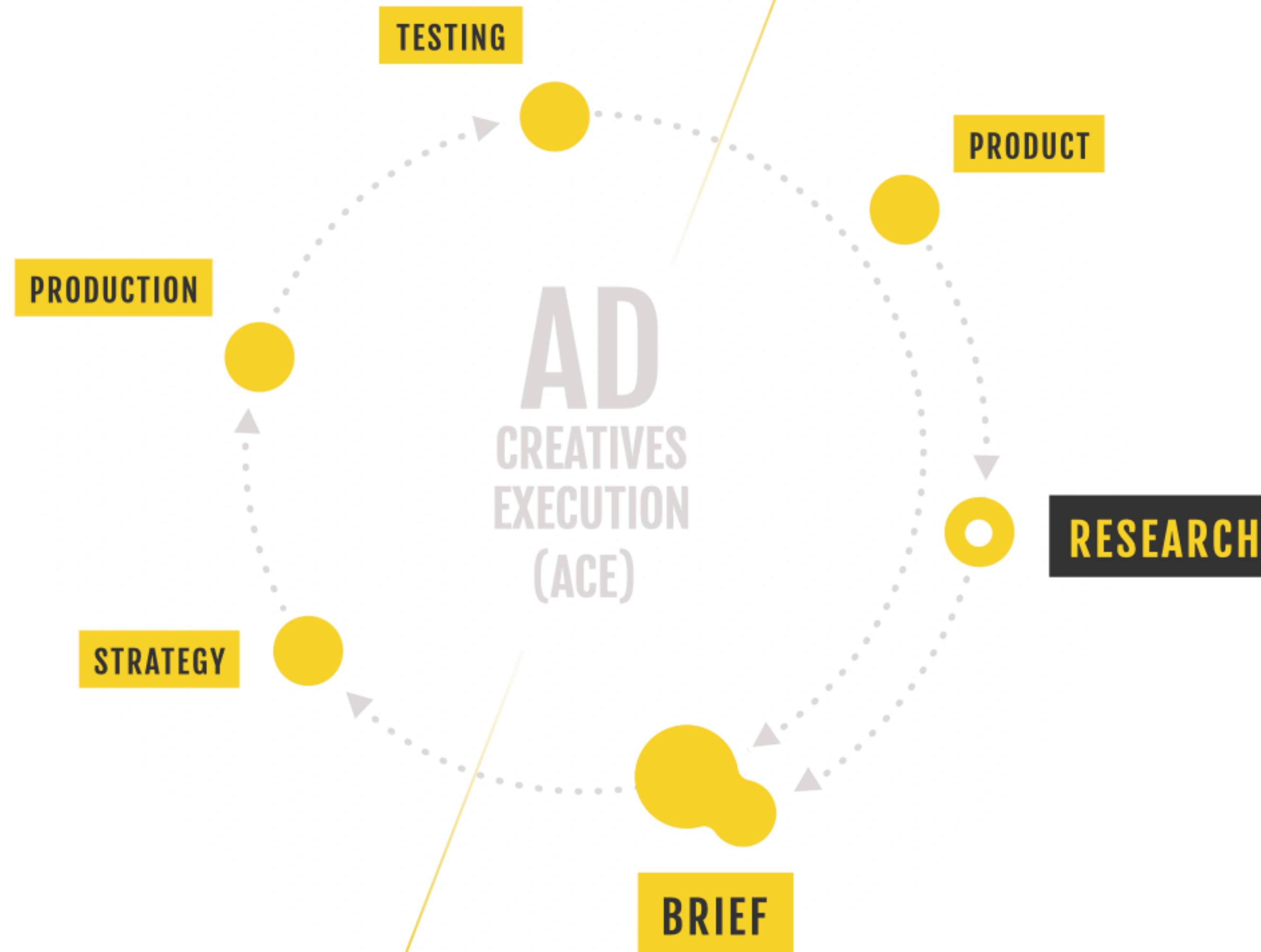
Brand tone of voice

Formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Friendly
Serious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Humorous
Active	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Passive
Simple	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sophisticated
Digital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Real
Individual	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Social

Where do you see your brand?



PRODUCTION & TESTING



PREPRODUCTION

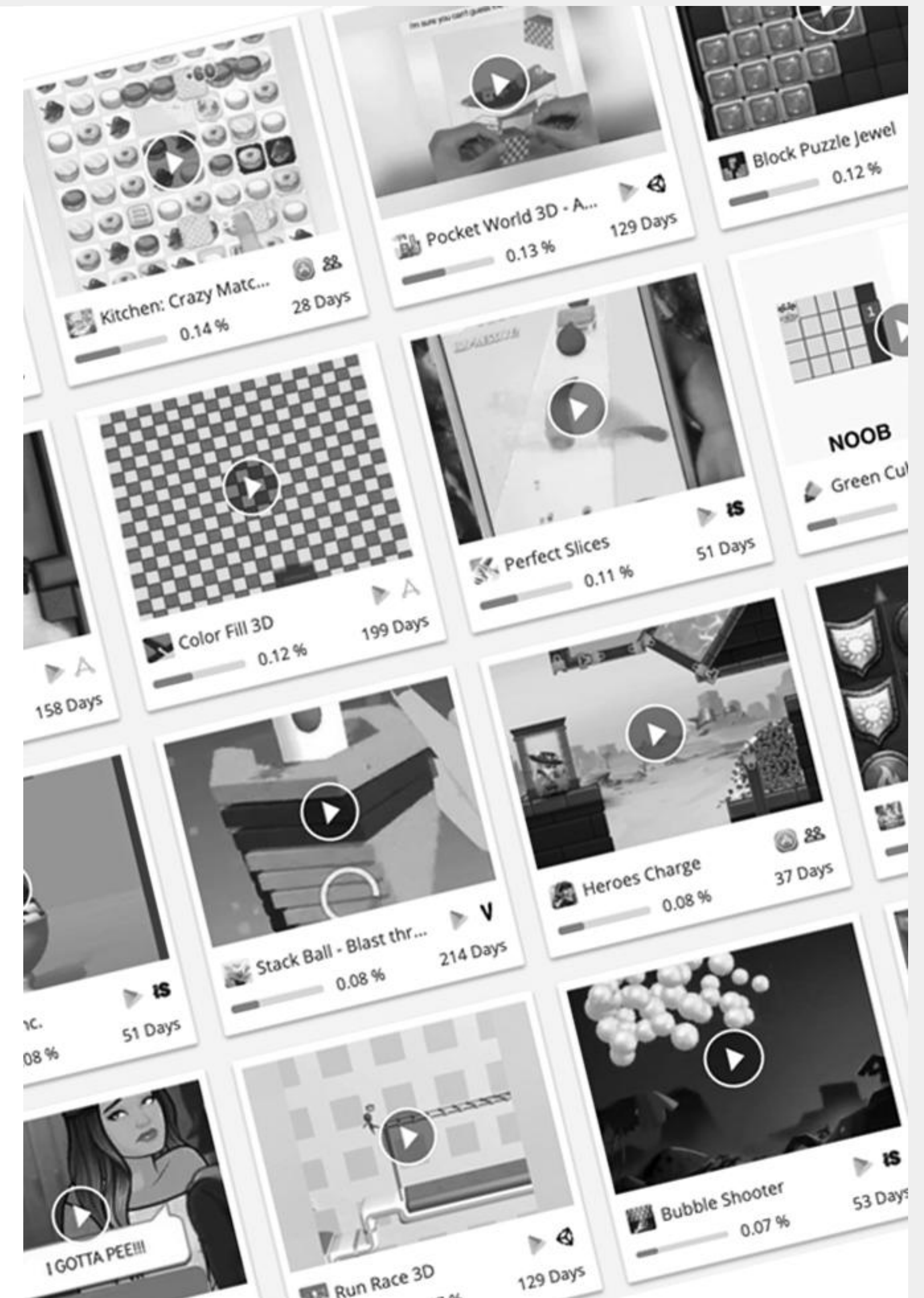


RESEARCH

- / Product affinity
- / Competition context
- / Winning and failing UA creatives
- / Inspiration (best mobile ads, market trends, design trends)

RESEARCH

- Identification of what works
- Trends spotting
- Understanding what competitors do (you can copy or avoid it)
- Helps to define clear & distinct positioning



RESEARCH

The Sims™ FreePlay – Store presence



Platform	iOS	Android
Name (link)	The Sims™ FreePlay	The Sims™ FreePlay
Subtitle/Short Description	Create your Sims story.	What's your story? Create and customize every aspect of your Sims' lives!
Category	#22 in Adventure	Simulation
Downloads	2.21M	100M+
Rating	4.5, 110.4K Ratings	4.2, 965K Ratings
Price, \$	2.99 - 99.99	0.99 - 99.99

Core idea

In The Sims FreePlay, players "build" and design houses and customize and create virtual people called Sims. Players can control their Sims to satisfy their wishes, and let them complete different kinds of actions to gain in-game currencies. The game runs in real-time, and takes real time to complete actions (that is why some actions might take 3 days to complete). In the game, there are "quests" that players are required to complete as well as optional quests ("discovery quests") that they may choose to pursue.

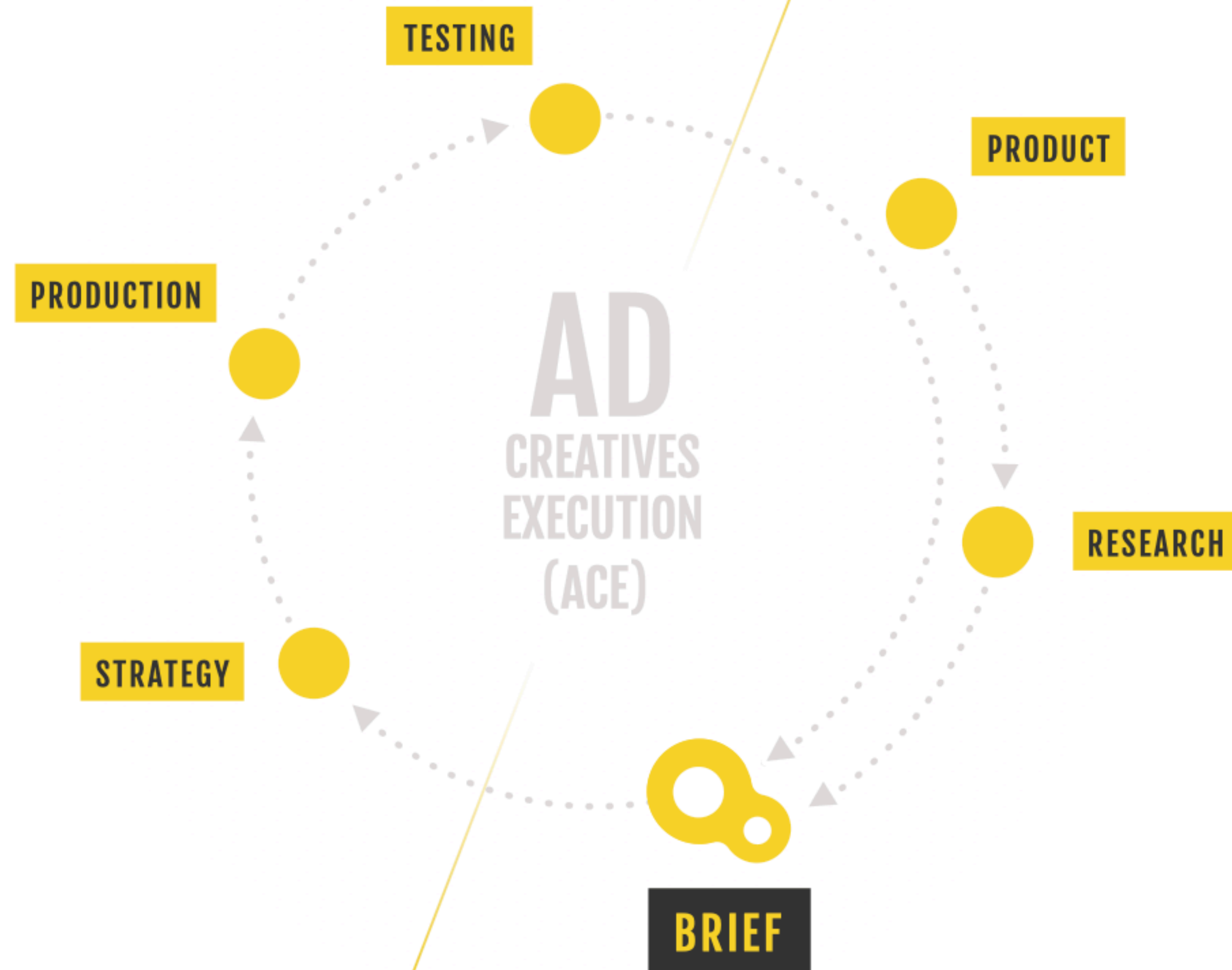
This game has more detail than The Sims 4 or The Sims Mobile, but choices on Sim Customization can be limited (unless bought with real currency) and actions take real time to complete.



RESEARCH

Choose the game	Avakin Life – 3D Virtual World				
	Confidence	Category	Ways	Category	Confidence sum
Episode - Choose Your Story	6	Role Playing	2	Action	8.02
Roblox	3	Action	2	Role Playing	4.06
The Sims™ FreePlay	3	Adventure	2	Adventure	4.04
Covet Fashion	1	Role Playing	2	Simulation	1.98
Choices: Stories You Play	1	Role Playing	2	Family	1.09

PRODUCTION & TESTING



PREPRODUCTION



BRIEF

/ Launch brief / Asset request

// If there is no brief, there is no job!

BRIEF

DISTILLATION

INSPIRATION

EVOLUTION

BRIEF

- The marketing team is often disconnected from the product team - make sure you align!
- A written brief forces you to be clear on what you want and reduces friction in the process
- Add references to align on production quality, visual style and pacing



BRIEF

APP/AGENT

CREATIVE BRIEF FOR LA DI DAH

Task

Concept development and production of 4 video ads plus 2 simple iterations of each for the by for Facebook.

Output

Summary: 4 master video ads, 8 simple iterations

Format and size: Square (1080x1080)

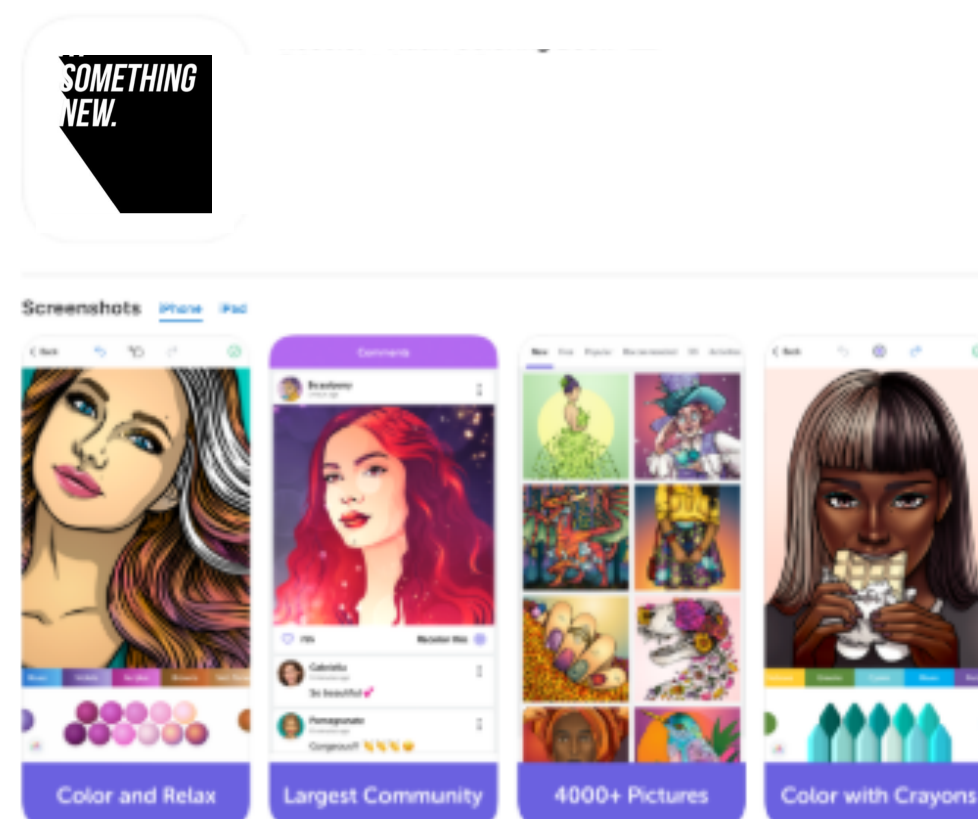
Output format: mp4

Length: 15-20 seconds

FPS: 30

Language: English

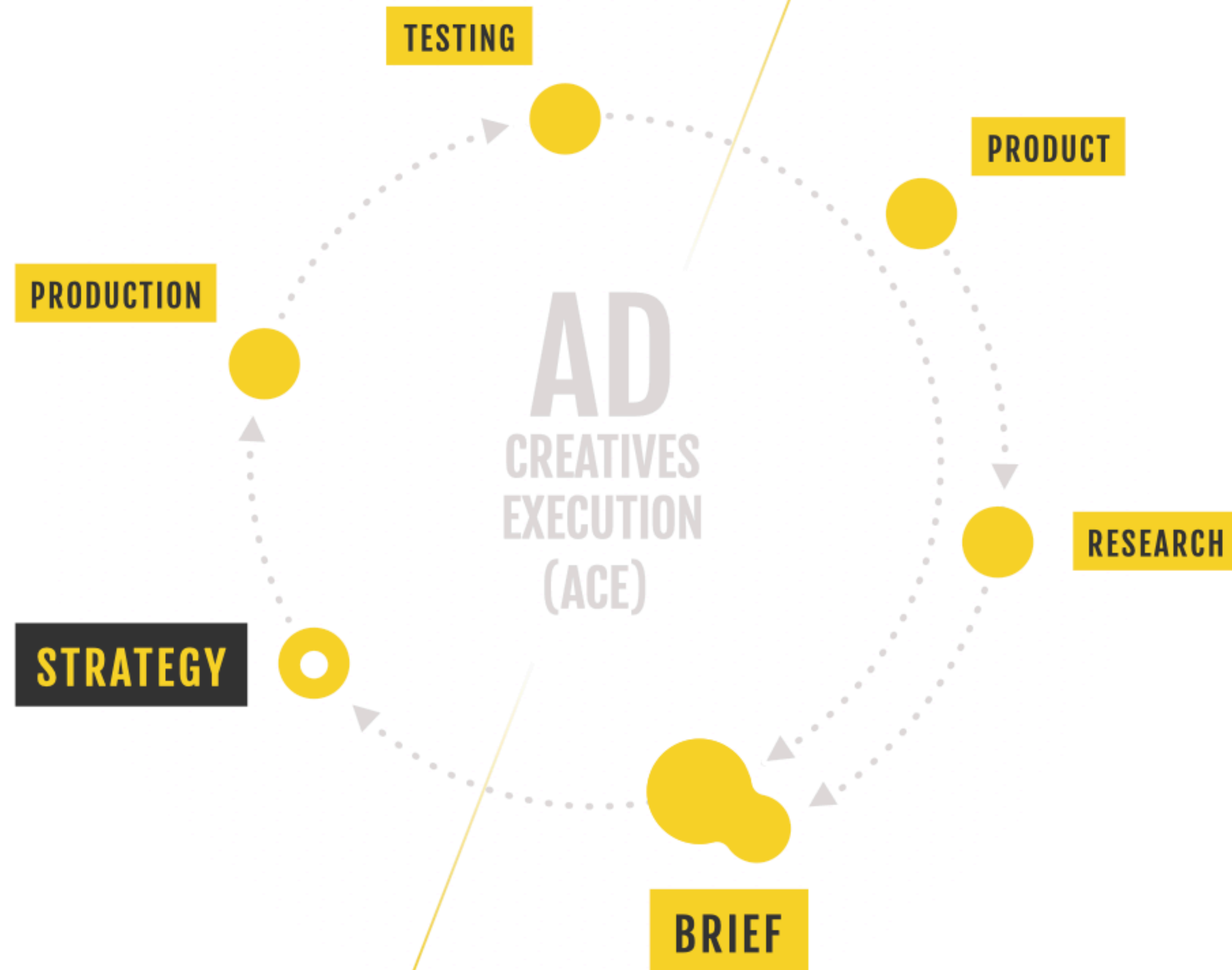
About the App



- an adult coloring book that is "both relaxing and energizing – a form of creative expression that gives a zen-like zone-out" – Apple
- Free full trial for 7 days, then paid subscription (though "free" category remains open even if you don't pay)
- 50 M Installs on iOS and Android (35-40 K organic installs a week on iOS, 15-20 K organic installs a week on Android)
 - Android is a bigger opportunity!

Task
Output
About the App
About the Brand
Competitors + Top Ads
Target Group
Unique Selling Proposition
Key Messaging
Mandatories
Production timeline
Presentation form

PRODUCTION & TESTING



PREPRODUCTION

CREATIVES EXECUTION (ACE)

STRATEGY

/ Positioning / Umbrella idea / Visual & Style
/ Language



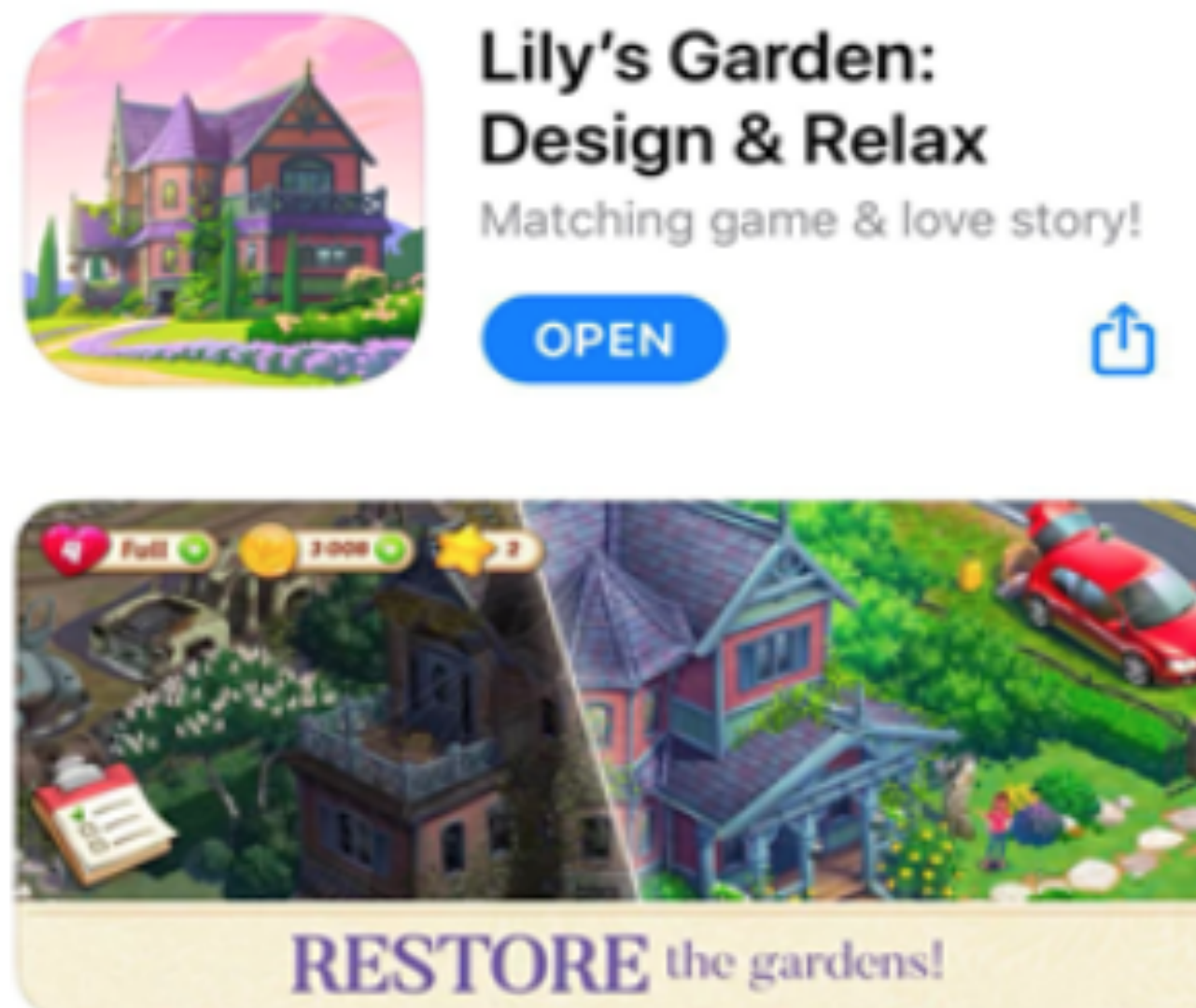
STRATEGY

Strategy leads to a consistent user journey

<https://bit.ly/lilisgardenads>



VIDEO AD



STORE CREATIVES




ONBOARDING

STRATEGY

- The Creative Strategy helps you set the umbrella idea and plan for concepting and testing
- 1 out of 10-20 new creatives outperform the control creative (test a lot!)
- Check out Quantic Foundry or GameRefinery to discover the motivators



STRATEGY

WHY			HOW			WHAT	
/Motivator 1			/Visual 1				
/Motivator 2			/Visual 2				
/Motivator 3			/Visual 3				
			/Visual 4				
/Key message 1	/Key message 2	/Key message 3	/Key message 4	/Key message 4	/Key message 5	/Key message 6	Key visual

STRATEGY

WHY

HOW

WHAT

/Motivator 1

/Visual 1

/Motivator 2

/Visual 2

/Visual 3

/Motivator 3

/Key message 3



/Key message 1

/Key message 2

/Key message 3

/Key message 5

/Key message 6

Key visual

STRATEGY

EXAMPLE // Creative Strategy

APP/AGENT

Key Strategy Message

Do Yourself ❤️

The main emotional experience is that there's a million ways to be you, to express yourself freely with no judgments
You as the main character have your BFFs, your social circle, you belong somewhere and you live the teenage dream
You also have a pet you love most in the world, it's always there for you and loves you no matter what
Situated in idyllic location like Beverly Hills or Malibu with beautiful ocean, beach and fun stuff to do
You deal with everyday struggles as a teenager, no responsibilities just figuring out how to be you
Fashion is your obsession, you have great sense for style and you'd love to design clothes or homes for living when you become adult
Growing up to being a strong female like your idols: Kylie Jenner, Arianna Grande, Daenerys Targaryen (GoT), Rachel Green (Friends)

Icon & Key Visual Reference

Visual that captures you (strongly resembling one of the female idols above) w/ friends (males and females and one of them with you in the icon), idyllic location, the dog should be somewhere there too:



Emotional Elements

1) Self Expression

2) Your Choices

3) Belonging Somewhere

Definition

Ensure a clear message that you are 100% free to express yourself without judgments because you know best what you want and how you want to do it.
There are million ways to go with, but those are your choices and no adult telling you what style you should have or what you should do.
You have your friends and your loving pet animal and they're always there for you, they love you and you belong somewhere.

Visual Elements

1) Avatars

2) Loved Ones

3) Fashion & Style

4) Travel

5) Mood

Definition

Various avatars that remind strong female characters the core audience looks up to.
Fun experiences w/ your loved ones (friends, pet) that include your favourite hobbies.
Rich and famous lifestyle you can achieve and live in stylish beachfront property.
You can travel with friends and visit locations you've been dreaming to see.
Keep visual style and colour scheme based on actual game.

Visual Reference



UA Angle Ideas

1) Choices w/ Falls

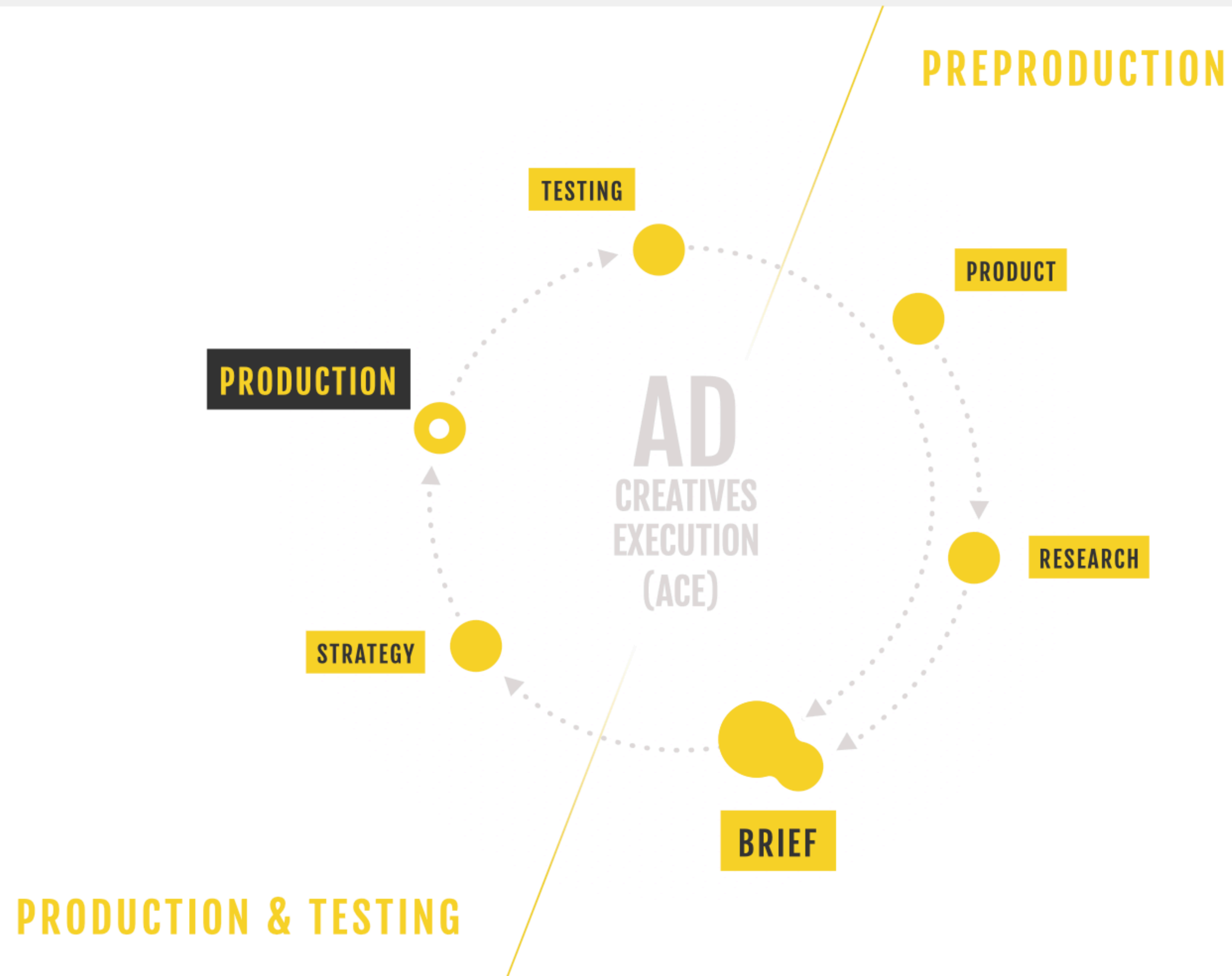
2) Anxiety → Positivity

3) Before vs. After

Brainstorming Sessions for More New Angles...

Definition

Situation where you have to choose Clothes, Homes, Locations, Style, etc. using Fall emotion because the target user can do better
You just moved in, you're lonely you get a pet and life's good. Or meet your future BFFs, go exploring surrounding nature or to a party.
You moved into new apartment but looks shitty, you make it nice with furniture and decorations of your choice.
Add more UA Angle definitions here...



PRODUCTION

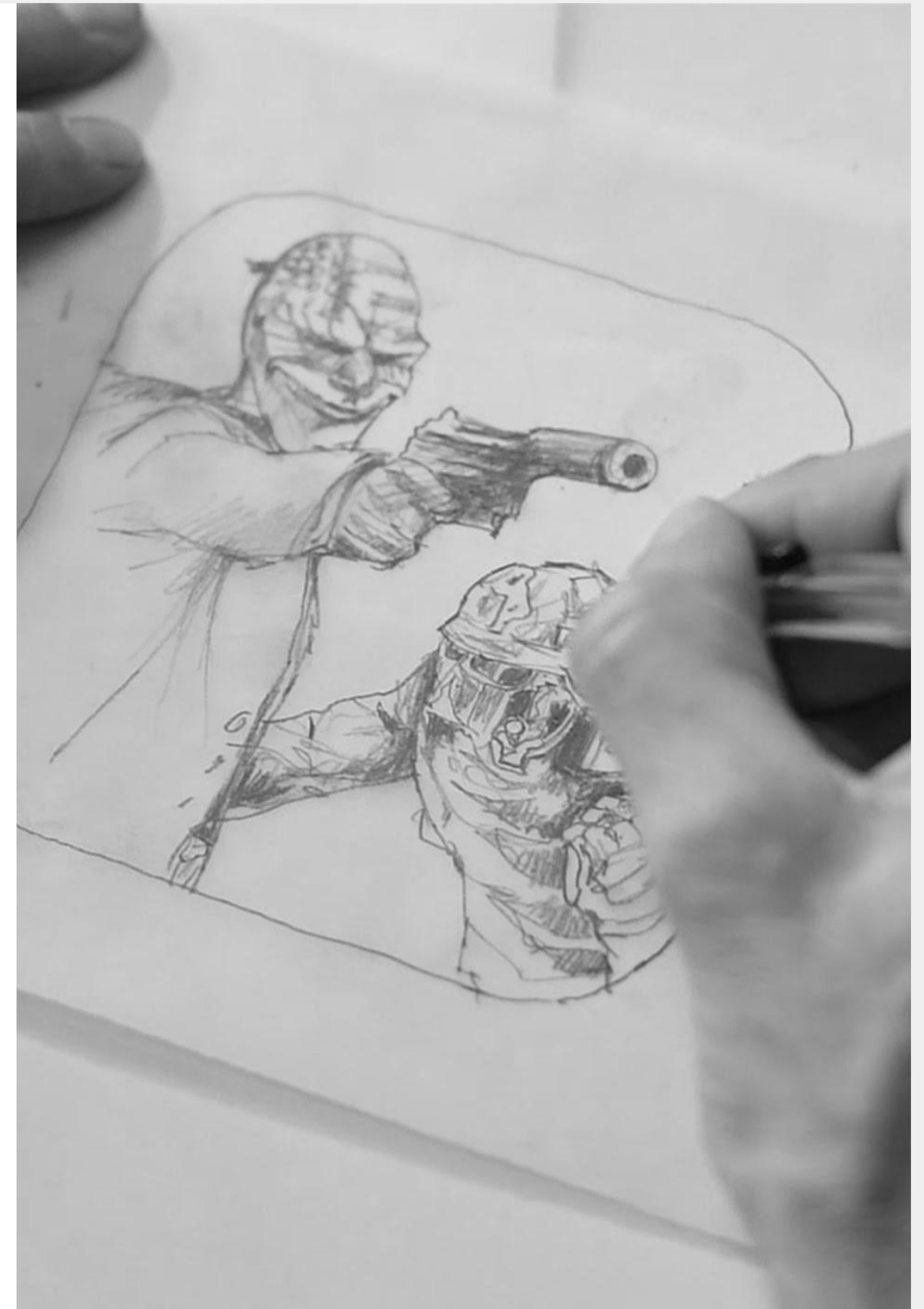
/ Concepts / Drafts / Finals / Exports



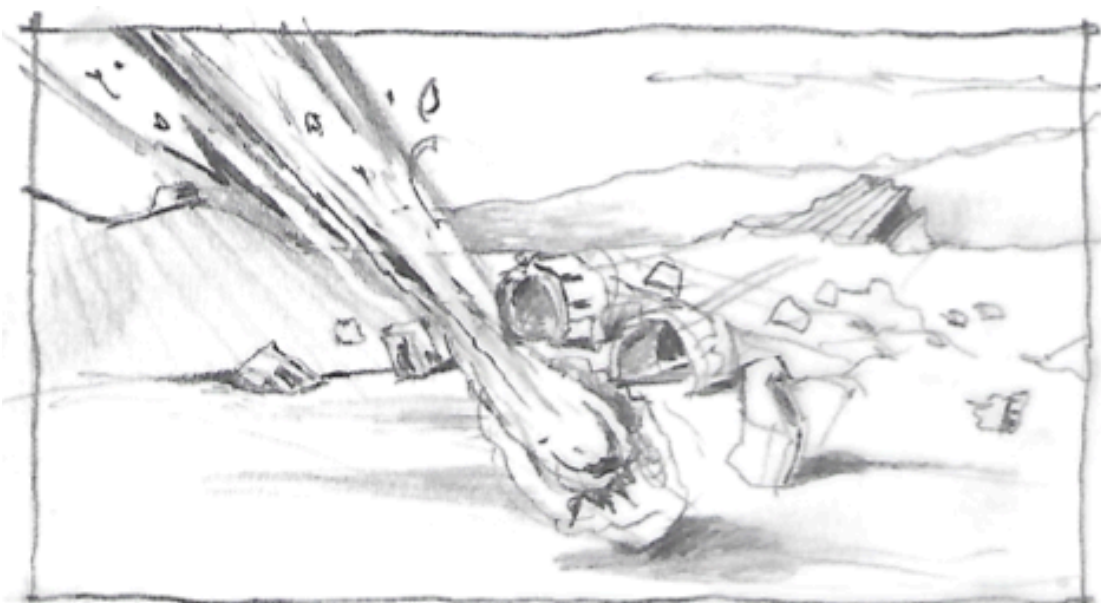
AD
CREATIVE
EXECUTION
(ACE)

PRODUCTION

- Take the storyboard seriously!
- Make sure it's descriptive enough (especially for remote designers)
- One ad creative = one message
- First 3 seconds are decisive, iterate on openers!
- Don't polish until you know it's a best performer



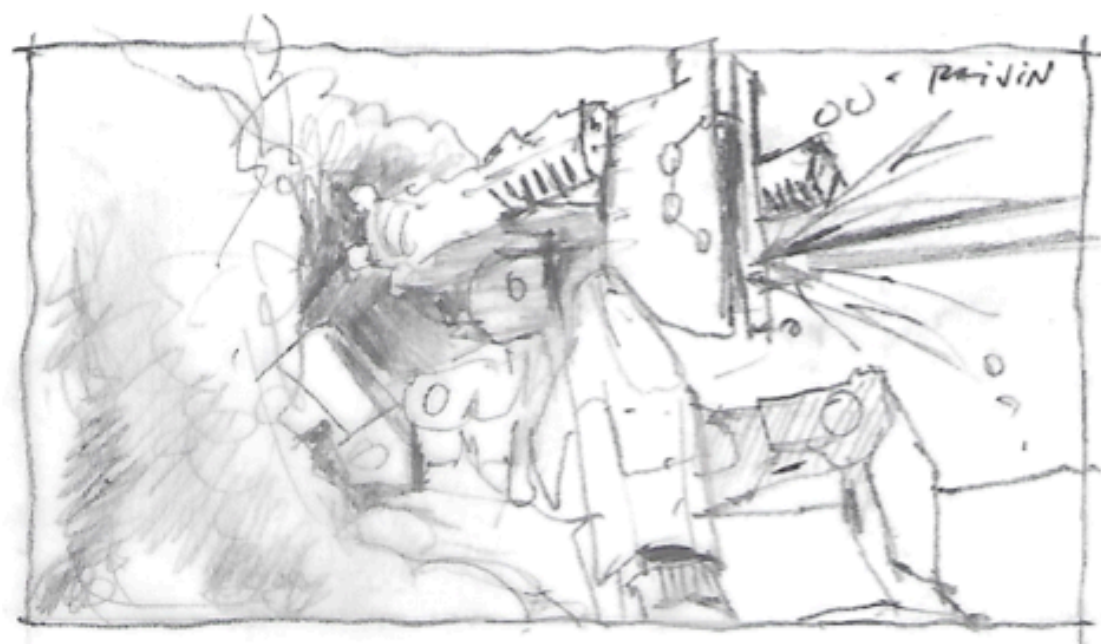
PRODUCTION



0:00

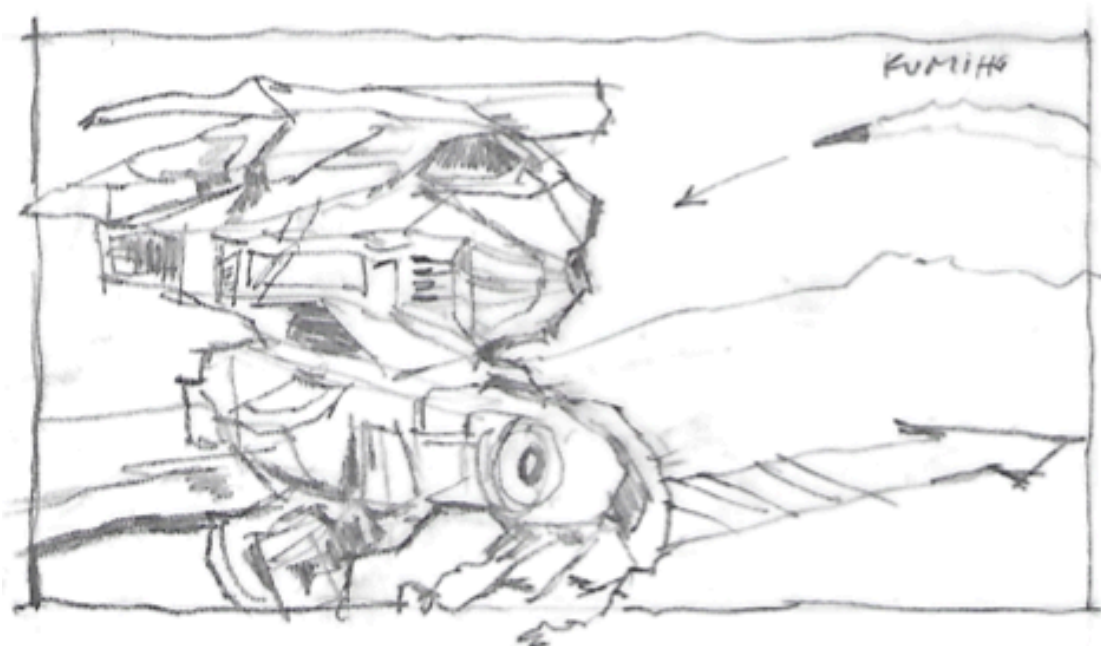
ACTION:
Dreadnought: Unidentified object hits the ground.

SOUND:
Track begins



0:03

ACTION:
Raijin steps out from a cloud of dust. Camera starts spinning and we follow an evolution of walking bots.



0:06

ACTION:
Raijin transforms to Kumiho and escapes the approaching missile using the dash ability.



PRODUCTION

The screenshot displays a Trello board named "Creatives" with a yellow background. The board is organized into seven vertical lanes, each representing a stage in a creative production workflow. The lanes are: "To Do", "Concepting", "Production", "Tuning, localization, format", "Done", "Onhold", and "Templates". Each lane contains several cards with titles, due dates, and member avatars. The "To Do" lane includes cards for project templates and social media content. The "Concepting" lane shows video ad concepts and internal employee story videos. The "Production" lane lists video ad updates, banner updates, and live shooting videos. The "Tuning, localization, format" lane includes 4x ads, new FB banners, video ad updates, and banners for Google Ads. The "Done" lane shows completed ad concepts, Google ads, ad concepts #2, new icons, and a header image. The "Onhold" lane contains creative ASO, graphics for a blog post, video ads, and various ad levels. The "Templates" lane provides templates for video ads and ASO. The board interface includes a top navigation bar with "Boards", a search bar, and a bottom bar with a "Butler" button and a "Show Menu" button.

Board: Creatives

Lanes:

- To Do**
 - GAME/APP/CLIENT - Project [YOUR NAME] (Template, 0/10)
 - Templates for social media [Iva] (2 comments)
 - Images for TikTok blog post [Iva] (2 comments)
 - Static ads (Due: Jul 17)
 - + Add another card
- Concepting**
 - 1 video ad for Google & FB [Lucia] (Due: Jul 23, 0/10)
 - video #3;batch 3 [Martin B] (1 notification, 1 comment)
 - Video Ads x 5 [Lucia] (1 comment, 2/10, Due: Aug 28)
 - Internal - Employee Story Videos [Grace] (7 comments, 1 like)
 - + Add another card
- Production**
 - App Preview video - Trustpilot [David] (3 comments, Due: Jun 30)
 - Video ads update [David] (Due: Jul 2)
 - The old banner update [David] (1 comment, Due: Jun 30)
 - Live shooting video ad 3 aka Unexpected Adventure [Martin B] (1 notification, 1 like, Due: Jul 10)
 - Live shooting Video ad 2 aka upgrade [Martin B.] (2 notifications, 1 like, Due: Jun 30)
 - Video Ads x 4 [Tina] (1 comment, 2/10, Due: Jun 18)
 - + Add another card
- Tuning, localization, format**
 - 4x ads and 1 video preview [Lucia] (1 notification, Due: Jun 26, 3 comments)
 - New FB banner [David] (Due: Jun 23, 1 like, Due: Jun 16)
 - Video ads update [David] (2 comments, Due: Jul 2)
 - Banners for Google Ads [David] (7 comments, 1 like, Due: Jun 30)
 - + Add another card
- Done**
 - FITIFY - Ad concepts #1 [Lucia] (Due: Jul 24, 0/10)
 - Google Play and App Store screenshots update [David] (1 notification, 3 comments, Due: Jun 30)
 - Google ads for AppAgent [Petr] (4 comments, Due: May 15)
 - Ad concepts #2 [Lucia] (Due: Jun 24, 1 comment, 4/4)
 - New Icons [David] (Due: Jun 24, Due: Jun 16)
 - header image [Iva] (5 comments)
 - + Add another card
- Onhold**
 - Creative ASO [Tina] (Due: Aug 31, 1 comment, 0/10)
 - Graphics for blog post Intelligence Tools [Iva] - UPCOMING (2 comments)
 - Video Ads x 2 [David]
 - Ad 7 - Level Up
 - Ad 6 - User Reviews
 - testing [Martin B] (Due: Apr 24, 1 comment)
 - Mobile Case Study [Iva] (8 comments)
 - Icon [David] (Due: Nov 8, 2019)
 - Screenshots [David]
 - + Add another card
- Templates**
 - Template video ads [Name, READY] (Due: Sep 21, 2018, 2 comments, 1 like)
 - Template ASO [Name, UPCOMING] (Due: Aug 24, 2018, 1 comment, 1 like)
 - + Add another card

PRODUCTION

The screenshot displays a Trello board with a background image of a city skyline. The board is organized into columns: 'Concepting', 'Production', and 'Onhold'. The 'Production' column is the active view, showing a card titled 'LaDeeDah- Video Ads x 4 [Tina]'. The card is in the 'Production' list and is owned by Tina. It has 5 members and 1 label. The card's description includes a task to produce 4 Facebook video ads, output specifications (Square 1080x1080, mp4, 15-20 seconds, 30 FPS, English-only), a hypothesis to increase UA, a key message about the app's features, and a list of custom fields for 'EXPECTED START', 'CLIENT', 'CONTACT NAME A...', 'DUE DATE', and 'DUE DATE'. The card is also tagged with 'Video Ads x 4' and 'Tina'. The 'Onhold' column shows other cards like 'Creative ASO [Tina]', 'Graphics for blog post Intelligence Tools [Iva] - UPCOMING', 'Video Ads x 2 [David]', 'Level Up', 'User Reviews', 'Case Study [Iva]', 'Icon [David]', and 'Screenshots [David]'. The 'Concepting' column shows cards like '1 video ad for Google & FB [Lucia]', 'video #3;batch 3 [Martin B]', 'Video Ads x 5 [Lucia]', and 'Internal - Employee Story Videos [Grace]'. The 'Production' column also shows a card for 'LaDeeDah- Video Ads x 4 [Tina]' with a description that includes a task to produce 4 Facebook video ads, output specifications, a hypothesis, a key message, and a list of custom fields.

LaDeeDah- Video Ads x 4 [Tina]
in list [Production](#)

MEMBERS
[5 members]

LABELS
[1 label]

Description [Edit](#)

Task: Produce 4 highly converting Facebook video ads based on the app

Output/Specs:
Square (1080x1080)
mp4
15-20 seconds
30 FPS
English-only

Hypothesis: To increase UA for the app by creating high-performing video ads.

Key Message: App is fun, visually-appealing, relaxing and user-friendly
Coloring app with the highest user rating!
Showing the app and the colouring process in the app has worked best in creatives
Carousell has worked well
"Create your masterpiece"
Big library - new unique images added daily!
The high quality of the images: Our images are not stock images, or automatically generated. They are created by a professional team of illustrators
The editor: It is easy to use and it runs smoothly compared to other coloring apps
The number and variety of images, filters and effects available

[Show full description.](#)

Custom Fields

EXPECTED START	CLIENT	CONTACT NAME A...
May 18 at 12:00 PM		

DUE DATE
Jun 18 at 12:00 PM

ADD TO CARD

- Members
- Labels
- Checklist
- Due Date
- Attachment
- Cover

POWER-UPS

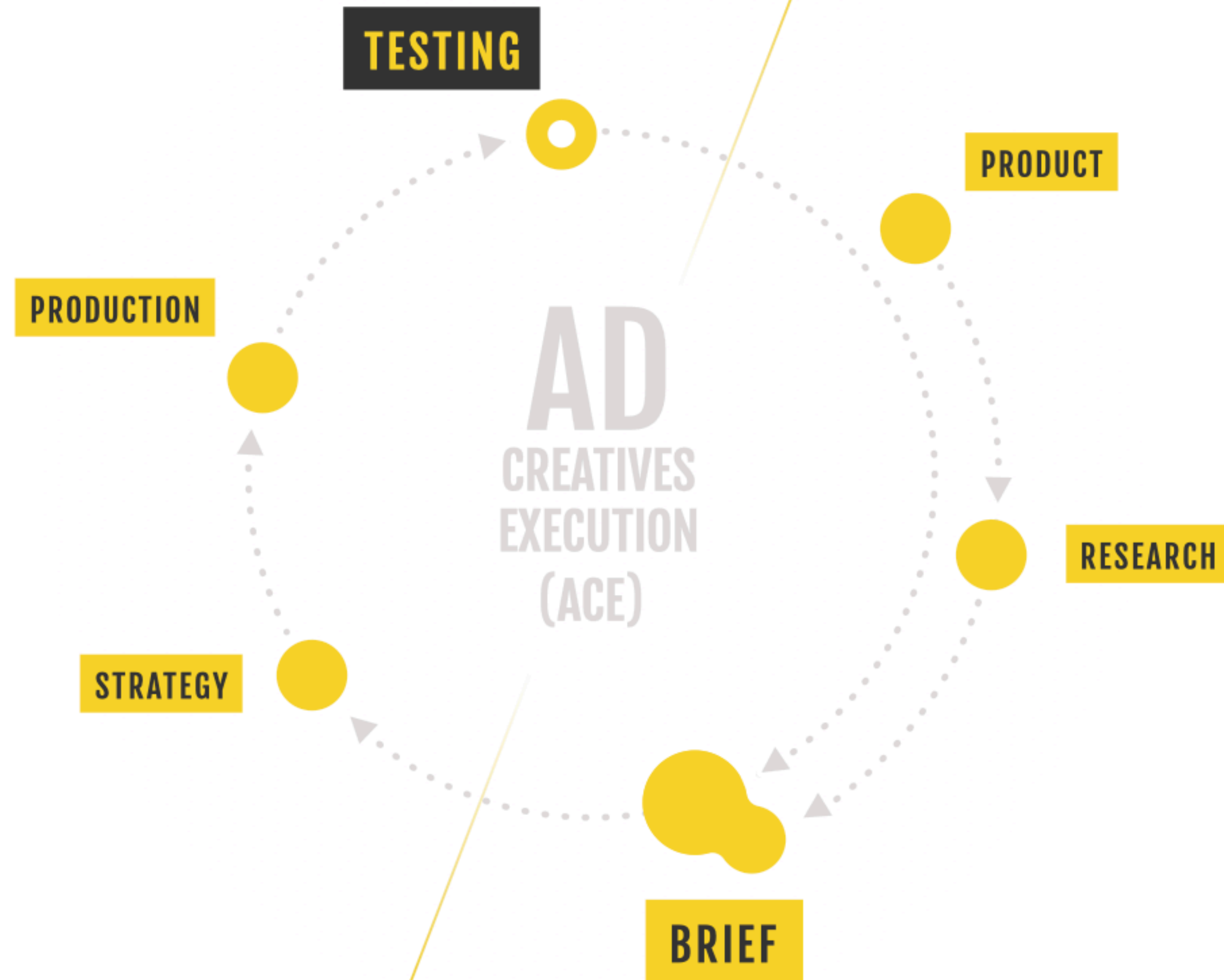
- Custom Fields
- Dropbox
- Get More Power-Ups

Get unlimited Power-Ups, plus much more.
[Upgrade Team](#)

ACTIONS

- Move
- Copy
- Make Template
- Watch ☒
- Archive

PRODUCTION & TESTING



PREPRODUCTION

TESTING

/ Running a test

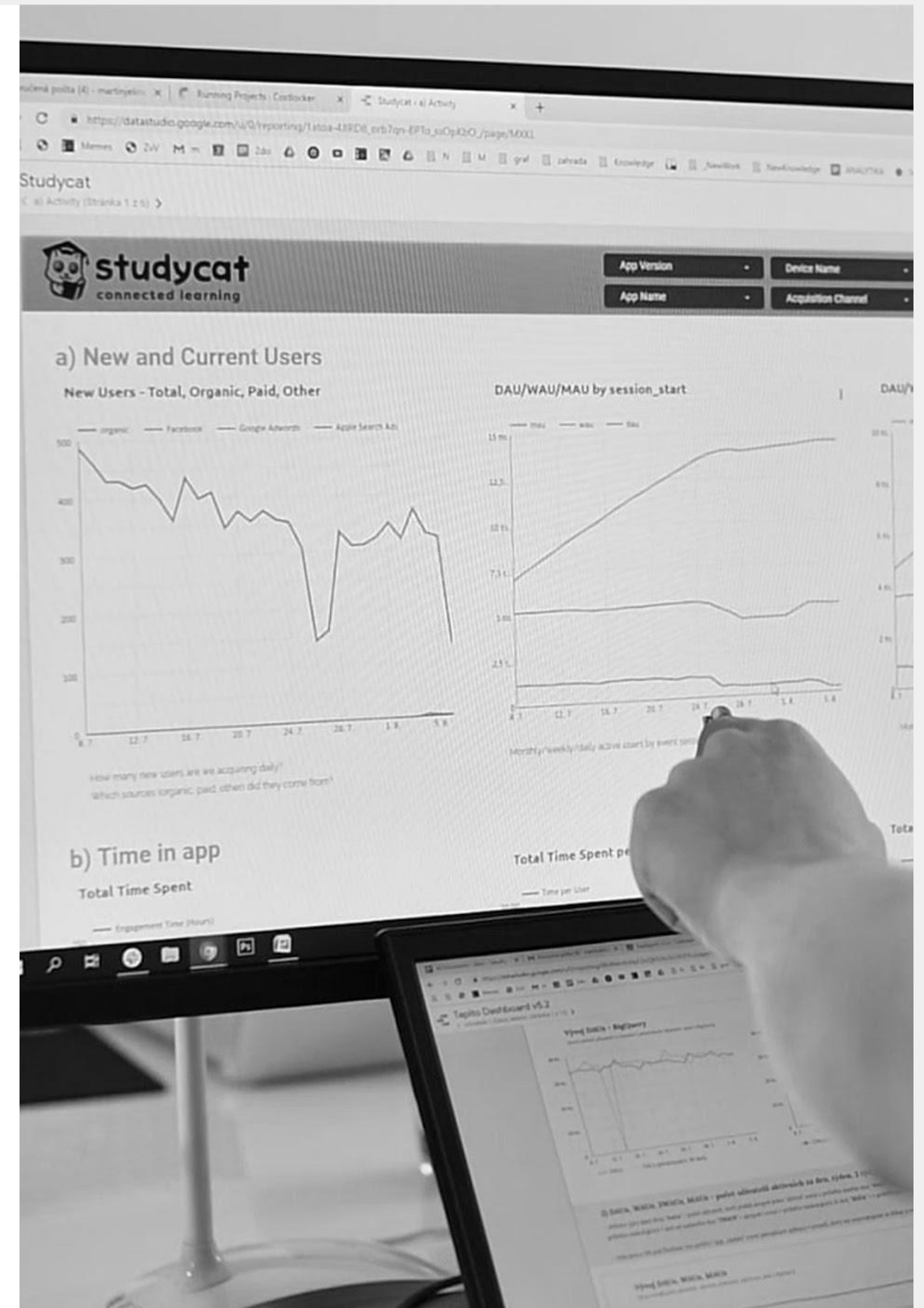
/ Collecting insights

/ Summarizing take-aways for new asset request

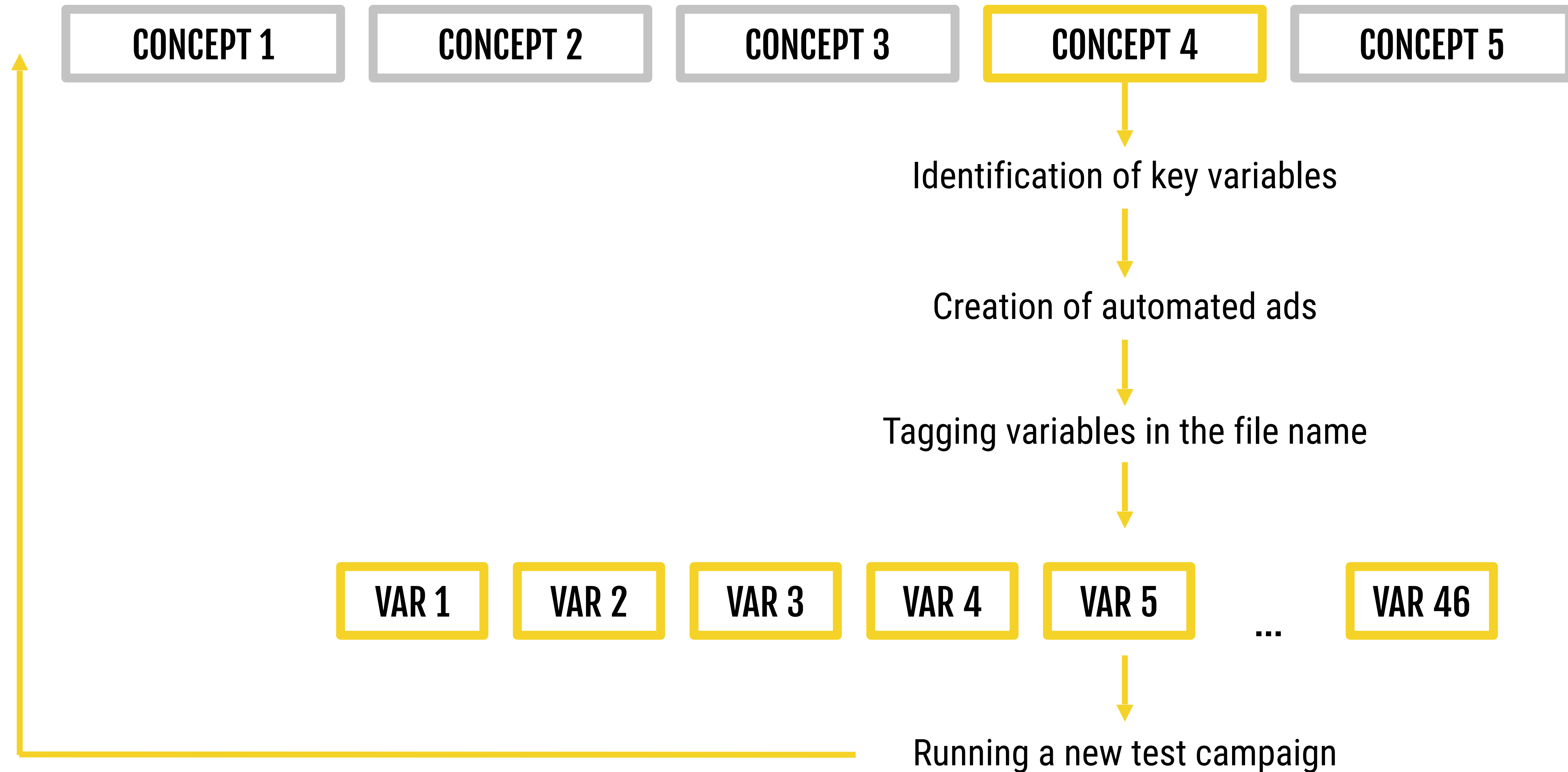


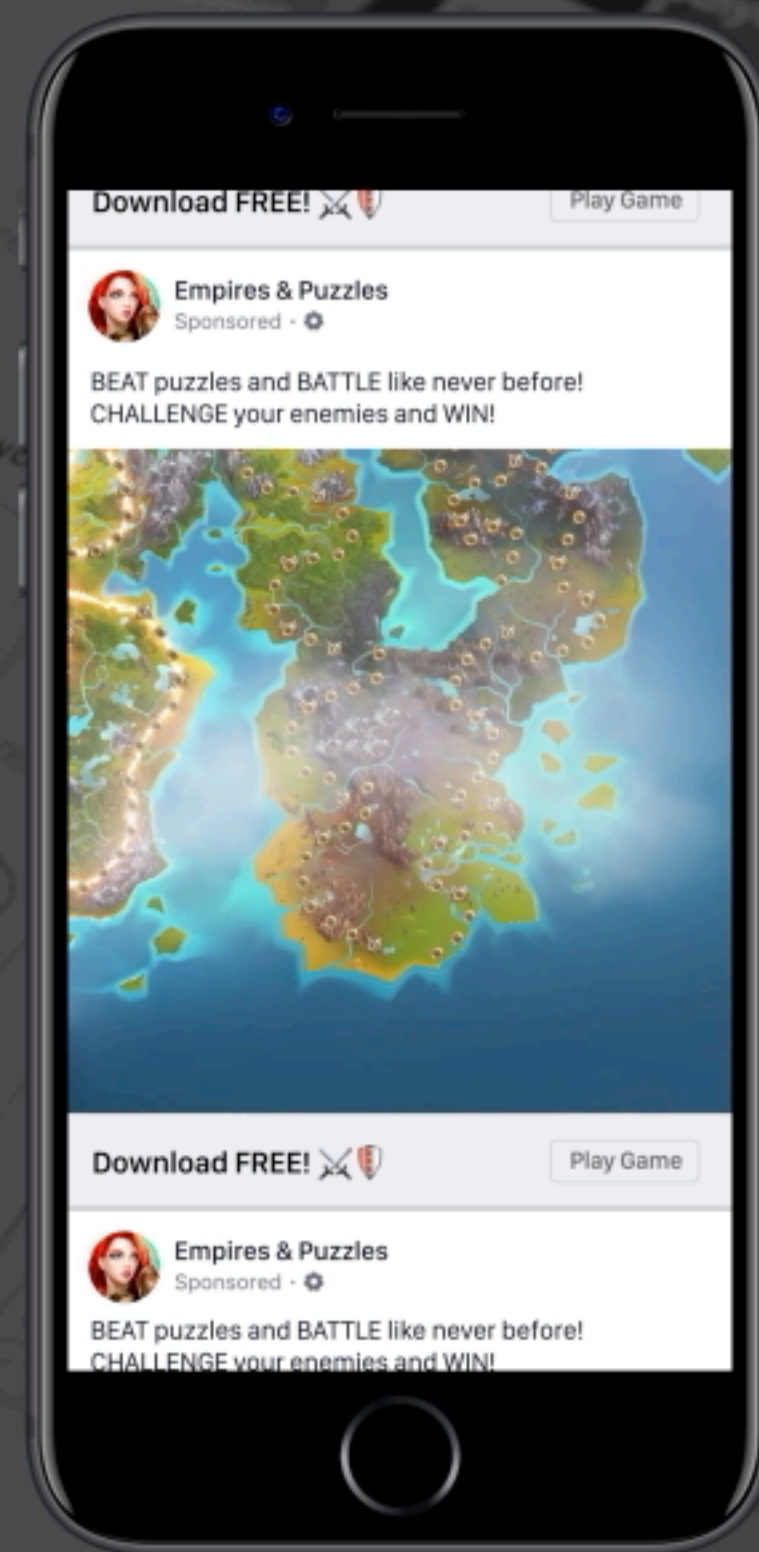
TESTING

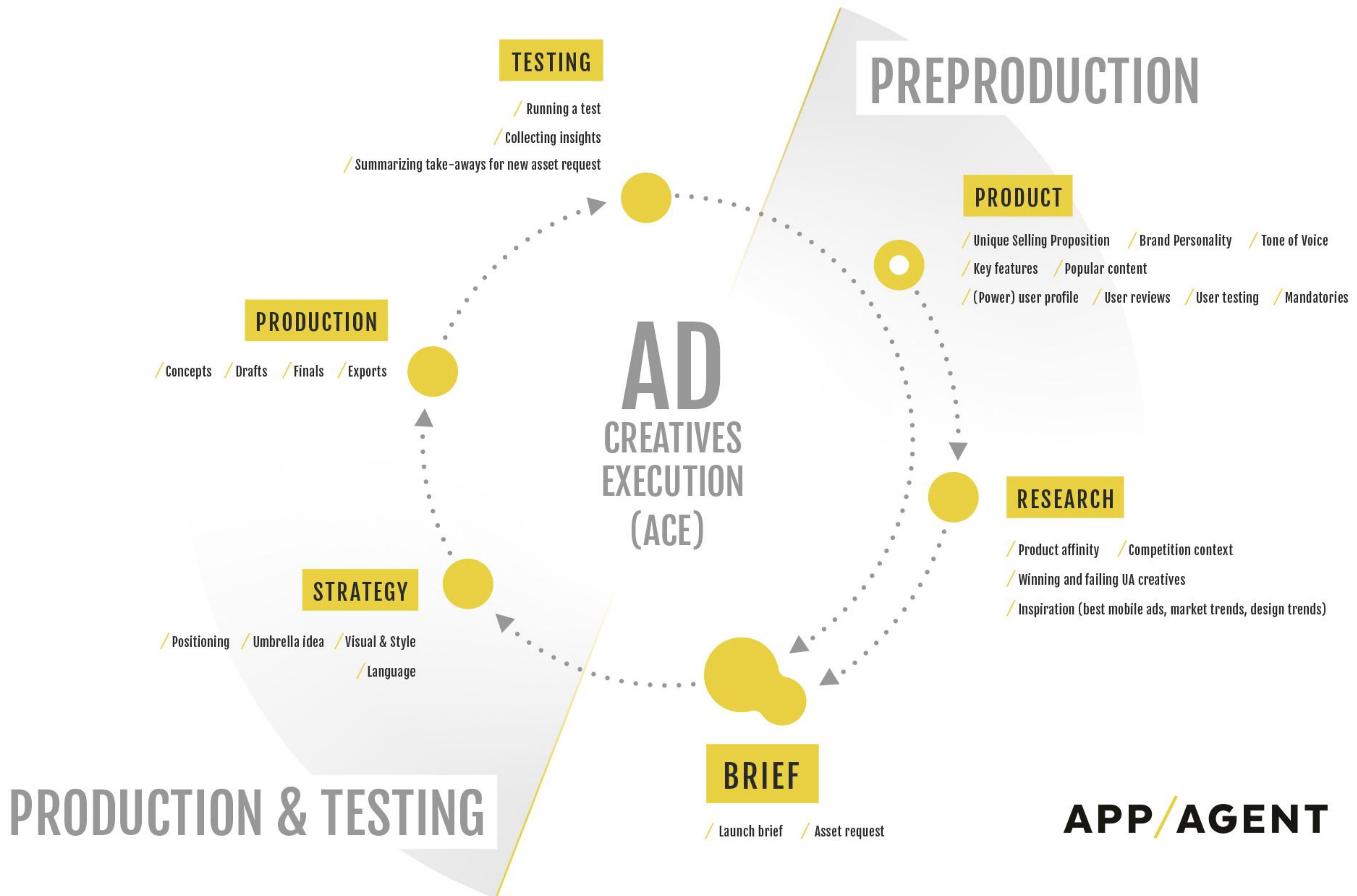
- Volume of ads per month/week depends on spend, channel, size of the audience and genre
- $\frac{2}{3}$ of efforts should go to iterations of the best performers and $\frac{1}{3}$ to new ads
- Avoid ad fatigue, always have new ads ready to go!



ITERATION CYCLE







APP/AGENT



KEY INSIGHTS

5 KEY INSIGHTS

- 1 Understand WHY you created the product and what motivates your users
- 2 Do your research! Know your product and your competitors including their ad creatives
- 3 Write a clear and detailed brief, invest your time into an inspirational USP
- 4 Develop a creative strategy first to help you see the big picture and define your playing field
- 5 Don't spend extra time polishing your videos until you see they perform well

ASK ME ANYTHING

peter@appagent.co

tina@appagent.co

JOIN US

HEAD OF MARKETING
NEW BUSINESS MANAGER
CREATIVE STRATEGIST
MARKETING MANAGER
ASO MANAGER

careers.appagent.co

tina@appagent.co