



**KAIZEN Ad**

# KAIZEN X GOOGLE WEBINAR

Build Better Gaming Creatives! Attract New Players &  
Grow Installs with Motivation-led Video Ad Creatives



# TODAY'S SPEAKERS

*Drive Greater ROAS with Creative at Scale*



**Megan Chin**

Customer Success, Creative  
Strategist at Kaizen Ad



**Jiyeon Park**

UA Manager,  
at Outplay Entertainment



**Sue Ann Goh**

App Growth Manager,  
Gaming at Google



**Dr. Ulrich Keller**

Regional Tech Partners  
Lead, Apps at Google



# TODAY'S WEBINAR AGENDA

 Drive Greater ROAS with Creative at Scale



- 01** Coming out of the pandemic and the **Importance of Creatives Video Assets** for Google App Campaigns



- 02** Learn about the importance of building motivational inspired creative for your next Google App Install Campaign and which creative triggers to pull



- 03** Learn how special guest, **Jiyoan Park**, from Outplay Entertainment is winning with App Campaigns

- 04** Live Q&A!

The background of the slide features a dark blue, starry night sky. In the foreground, there are several large, stylized clouds. These clouds are composed of many small, light blue and white triangles, giving them a low-poly, geometric appearance. The clouds are scattered across the frame, with some appearing more prominent than others.

# Google for Games

## **2021 Global Insights Report**



# Key questions game developers are asking about the world of gaming

01

**What  
are  
gamers  
searching?**

**Marketing and  
optimization**

02




**What's  
keeping  
gamers  
engaged?**

**Player behavior**

03

**What  
are  
gamers  
purchasing?**

**Monetization**



# 01 What are gamers searching?

Marketing and  
optimization



# Search trends: What are gamers searching for?

## Top growing gaming terms on search

gaming chair	↗ 200%	multiplayer games online	↗ 300%
wireless gaming headset	↗ 200%	action adventure games	↗ 1000%
best gaming phone	↗ 200%	simulation games	↗ 300%
best gaming laptop	↗ 100%	educational games for kids	↗ 100%
competitive multiplayer	↗ 70000%	hard puzzle games	↗ 1000%

Key audience takeaways:

Gamers...

1. searched for **hardware & accessories**
2. sought competitive **communities**
3. escaped into **immersive genres**
4. used gaming to **learn new things**



# New games: A growing way to socialize before, during and likely also after Covid-19



45%

global gamers playing new games since lockdown.

For growing game developers, the key to success is understanding what success looks like:

1. Gaming has become a growing way to socialize for existing and new gamers alike.
2. This shift can be seen in an increase of downloads from January to June 2020



# Female gamers: Demographics of gamers are also shifting



Beyond genre, demographics of gamers themselves are also shifting in different markets. For example:

1. The Chinese gaming market continues to expand
2. Female gamers in China are stepping up: As of 2019, China is home to one of the highest populations of female gamers in the world, making up 45% of total Chinese gamers

# Viewership 1/2: Gaming isn't just for gamers; it's also for viewers



100B

Global watch time hours of gaming content in 2020

Communities have become more inter-connected with each other outside the games themselves by creating and consuming related content:

1. On YouTube, gaming content continues to grow YoY
2. Globally, there were over 100 billion watch time hours of gaming content and 40 million active gaming channels on YouTube between October 2019 and September 2020.

# Viewership 2/2: Gaming isn't just for gamers; it's also for viewers

## Top overall games watched of 2020

## Top live games watched in 2020

Minecraft	201B views
Roblox	75B views
Garena Free Fire	72B views
Grand Theft Auto V	70B views
Fortnite	67B views

## Top overall games watched of 2020

## Top live games watched in 2020

Minecraft
Garena Free Fire
Fortnite
Grand Theft Auto V
PUBG Mobile



# Global insights: Top growing genres on search globally

action adventure games	↗ 1000 %	car games	↗ 300%
mmorpg open world	↗ 400 %	moba games	↗ 100%
music games	↗ 400%	Block puzzle game	↗ 400%
simulation games	↗ 300%	Educational games for..	↗ 200 %
word search game	↗ 400%	word puzzle games for adults	↗ 500 %

During the ideation phase, game developers should **keep high-growth genres in mind** to inspire your next creation.

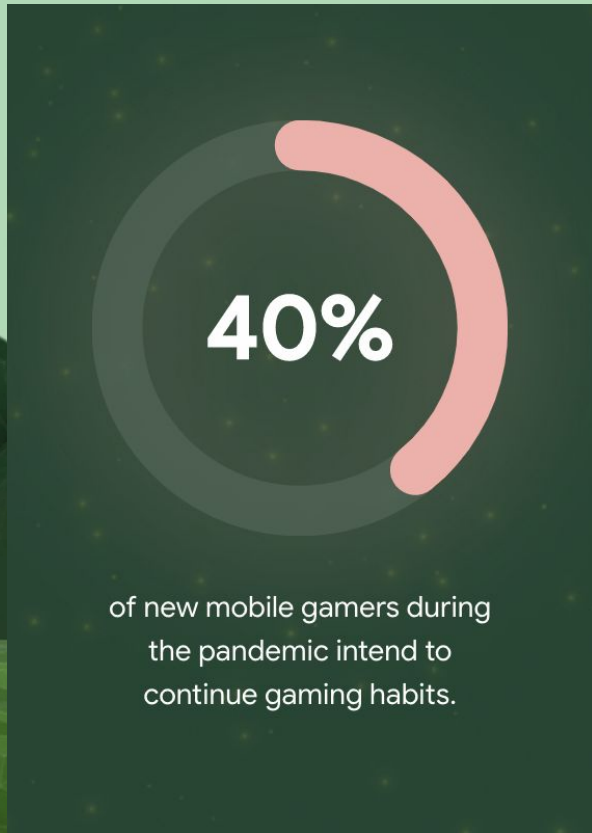
When searching for their next experience, global gamers pay attention to **high growth areas** (see table).



# 02 What's keeping gamers engaged?

Player behavior

# Retention: Keeping gamer attention is just as important as getting them there in the first place



Retention is a matter of keeping them engaged and delighted.

Top games have a **45% higher day 7 retention rate** than industry average: They retain their community by understanding their differing preferences.

We'll now highlight key shifts in game engagement globally:



# Gaming spectatorship: A thriving engagement cycle includes in-game tactics and communities

Your community itself may be the main draw for some — with content and experiential novelty at its core. Gamers show up to watch their favorite tournaments every season:

Live events and premieres (extract)	Esports events (extract)
Fortnite and Travis Scott Present: Astronomical	Call of Duty League 2020 Championship Day 1
Best Event Ever (Travis Scott) by Lazarbeam	Overwatch League 2020 Season   Playoffs Week 1
Brawl Stars: Brawl Talk - Summer of Monsters!	League of Legends Worlds Finals 2020
PS5 - The Future of Gaming Show	Mobile Legends Bang Bang Indonesia Grand Finals
Xbox Games Showcase	Garena Free Fire Continental Series Grand Finals
Ubisoft Forward	Arena of Valor group Stage Day 3
K/DA - MORE ft. Madison Beer, (G)	...
Lost & Crowned: A Clash Short Film	
...	

03

# What are gamers purchasing?

Monetization



# Player-first strategies: The best game developers deeply understand players and give them amazing experiences

A circular graphic with multiple concentric gold-colored rings. In the center, the text "1 in 4" is displayed in a bold, white, sans-serif font.

1 in 4

Number of casual gamers who  
spent more money on games  
during COVID-19

Top game developers with above industry average  
**retention rates.**

Monetization work best when you offer users something of value in return that is **aligned with user preferences.**

These preferences and behaviors continue to evolve.



# Paid content: The willingness to pay for valuable content has increased over time



1 in 3

Gamers who have made in-game purchases

Since the start of the pandemic, gamers have been **investing in enhancing their in-game experiences while also exploring** new games.



1 in 4

Gamers who have bought a new game

# Paid content: As opportunities for in-person socialization declined, gamers invested more in their hobbies than usual




37%

of all gamers spent more money than they typically would have before the pandemic

Gamers were unsurprisingly very willing to pay for gaming content as they sheltered in place. This **spend increases** in areas that **deepen connections** within the game, such as:

1. Purchasing currency for **in-game transactions**
2. Buying a special bundle with useful **in-game items**
3. Unlocking special / collectible / rare items **for characters**
4. Customizing a **character's appearance**



The background of the slide features a dark blue, starry night sky. In the foreground and middle ground, there are several large, stylized clouds rendered in a low-poly, geometric style. The clouds are composed of many small, light blue and white triangular facets, giving them a crystalline or wireframe appearance. They are scattered across the frame, with some appearing more prominent and closer than others.

... and because gaming audiences and  
gamer habits continue to change,  
*Creatives* and running on *Best*  
*Practices* are vital.



# Google for Games

Made by Google, released in 2021  
[Games.withGoogle.com/  
insightsreport/](https://Games.withGoogle.com/insightsreport/)

See also Google-external report  
[AppAnnie's  
The State of Mobile 2021](#)



# **The Importance of Creatives**

## for your Google App Campaigns, Gaming-Edition

5-  
35%

of ROI is from Targeting

vs

50-  
80%

of ROI is from **Creative**



# Creative drives campaign performance



Impact  
on Sales:

**50%** Creative

**35%** Price promotion,  
distribution, etc.

**13%**  
Media



% Sales  
Contribution:

**49%** Creative

**36%** Media

**15%**  
Brand



Increase  
in ROI:

**2X** increase in ROI for effective creative






Growth in  
attention:

**3X** more attention than average ads

# Assets are the new building blocks for Creatives




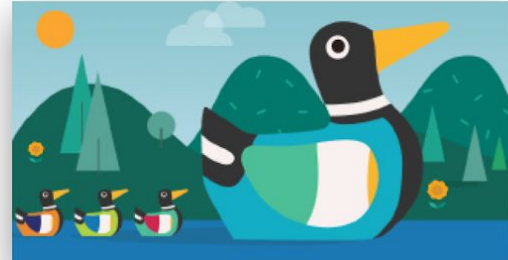
## Manual Assets

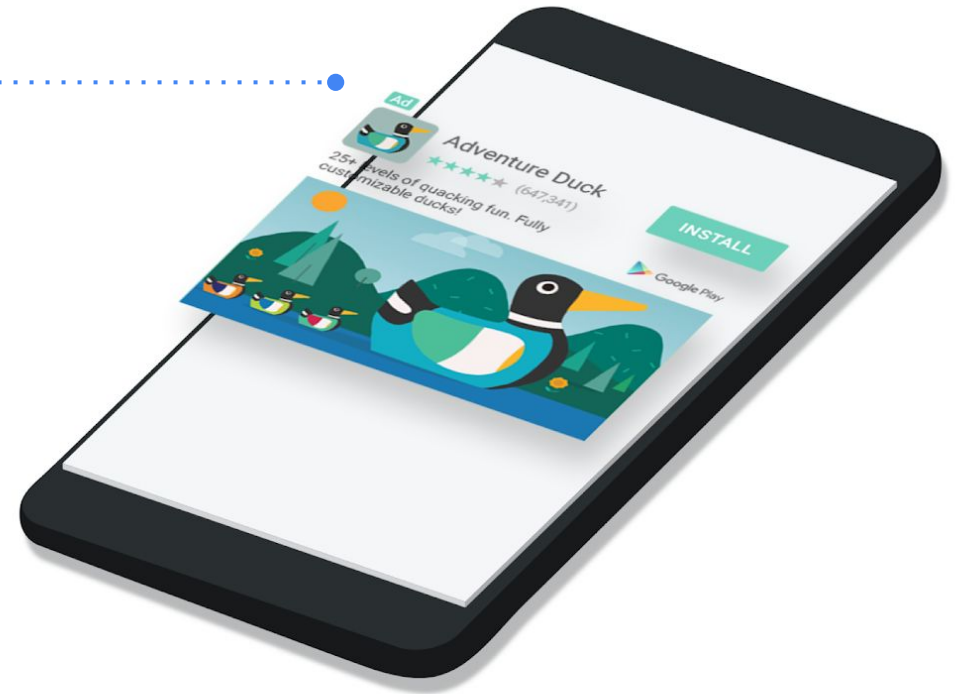
Advertiser Uploaded Assets

Text Line 1	Image Assets	Max 20
10 levels of adventure		
23/25		
Text Line 2		
Same fun new ducks		
19/25		
Text Line 3	Video Assets	Max 20
Swim to Victory!		
16/25		
Text Line 4	HTML5 Assets	Max 20
The Duck Saga Continues		
24/25		

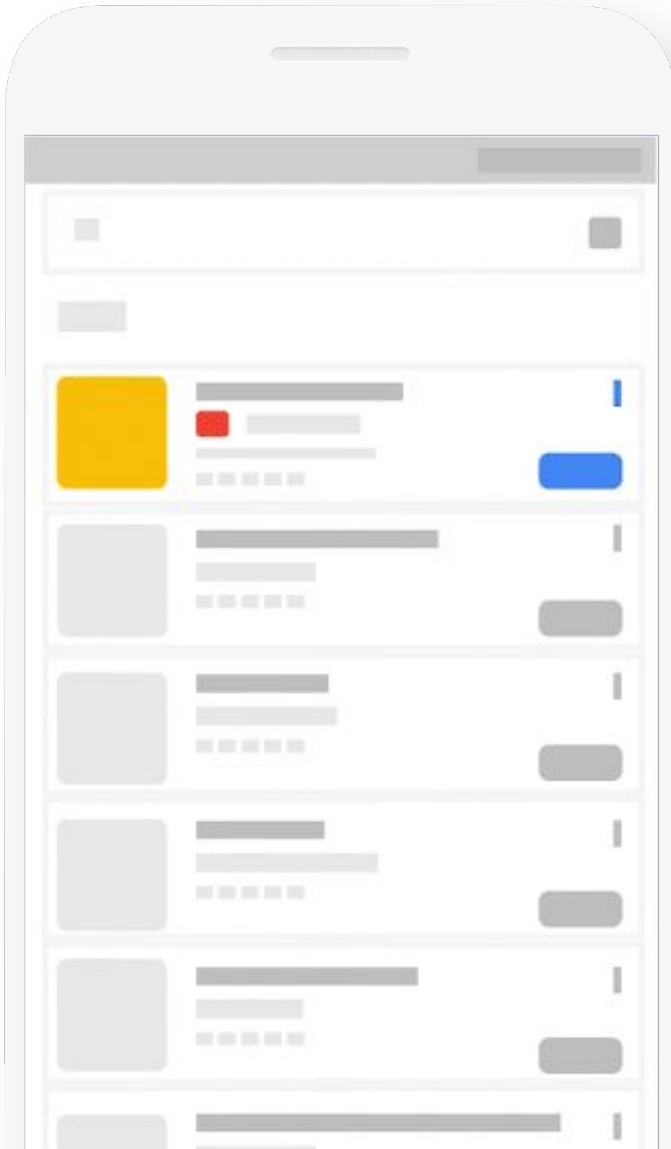
## Auto Assets

Generated from the Play Store/App Store automatically

App Icon	App title
	<b>Adventure Duck</b>
Ad Badge	Rating
	★★★★★
	Google Play Logo
	 Google Play
Feature Graphic	
	

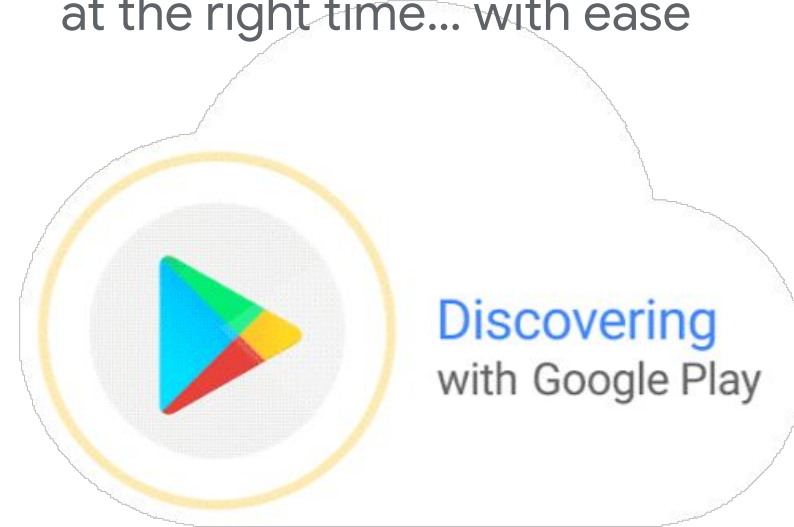


... to serve across our six 1B+ user properties



## Google App Campaigns

Connect with the right user,  
at the right time... with ease





# Creatives play an **integral part** in succeeding with UAC



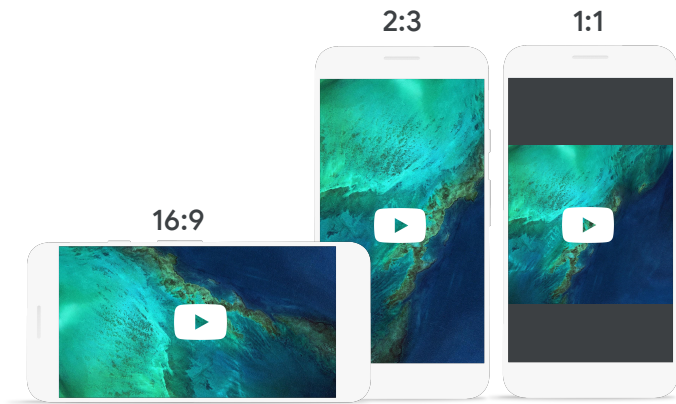
With **less** levers to pull, creative asset strategy is even **more** important to succeed with UAC

# Ad CVR is critical to drive campaign quality

CPI Bid		pCVR		CPC Bid
$\frac{\text{Cost}}{\text{Install}}$	X	$\frac{\text{Installs}}{\text{Clicks}}$	=	$\frac{\text{Cost}}{\text{Click}}$
\$10	X	10%	=	\$1
\$10	X	<b>20% ↑</b>	=	<b>\$2 ↑</b>

Improving CVR means higher quality auctions at same CPI bid

# Creative Excellence



Video Coverage

New file size limit:  
**5MB**

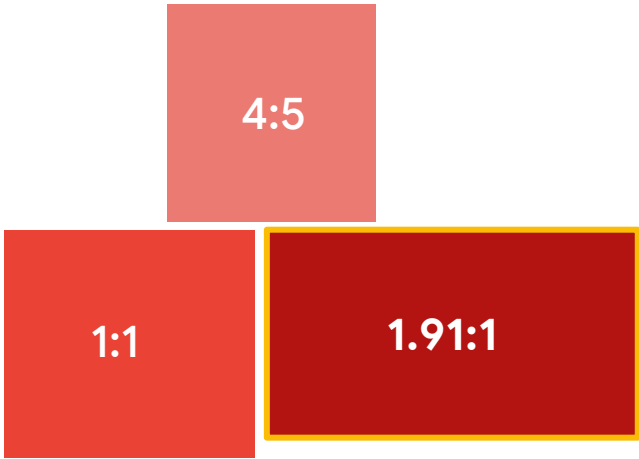


Image Coverage



Full Text Coverage



We analysed 7,000+ videos to see which features correlate with better performance

# 75 features:

Some tagged by human, some by AI



# Key game elements to include in creative

## Across all genres...

### Game Story

Game main story and substories matter a lot to gamers.

- Game main story
- Game substories

### Game Play

Having an original, playful satisfying gameplay is a must.

- Easy to onboard
- Easy to progress
- Playful control
- Non repetitive

### Motion Graphics

Visually stunning cinematic, gameplay and interface.

- Beautiful cinematic
- Beautiful gameplay
- Light UI design
- Smooth and fast

### Characters & Weapons







Character personality, story, skills, weapons.

### Online

Collaboration & challenge vs. friends

- RPG & FPS

# Motivations element

Motivations					
					
Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
<b>Destruction</b> Guns. Explosives. Chaos. Mayhem.	<b>Competition</b> Duels. Matches. High on Ranking.	<b>Challenge</b> Practice. High Difficulty. Challenges.	<b>Completion</b> Get All Collectibles. Complete All Missions.	<b>Fantasy</b> Being someone else, somewhere else.	<b>Design</b> Expression. Customization.
<b>Excitement</b> Fast-Paced. Action. Surprises. Thrills.	<b>Community</b> Being on Team. Chatting. Interacting.	<b>Strategy</b> Thinking Ahead. Making Decisions.	<b>Power</b> Powerful Character. Powerful Equipment.	<b>Story</b> Elaborate plots. Interesting characters.	<b>Discovery</b> Explore. Tinker. Experiment.



# Creative elements by game genre

## Elements players like about a game

RPG	FPS/3PS	Simulation	Sport	Fighting	Arcade	Puzzle
1 - Story	1 - Story	1 - Motion graph	1 - Motion graph	1 - Motion graph	1 - Game play	1 - Game play
2 - Game play	2 - Characters	1 - Realism	1 - Realism	2 - Game play	2 - Motion graph	2 - Motion graph
3 - Motion graph	2- Weapons	2 - Story	2 - Story	3 - Characters	3 - Nostalgia	3 - Quick to play
4 - Online mode	3 - Game play	3 - Cars/ Vessels	2 - Game play	4 - Story		
5 - Characters	4 - Online mode	4 - Game play	3 - Characters	5 - Online Mode		
5 - Weapons	5 - Motion graph					
6 - Worlds	6 - Realism					
6 - DLC	7 - World					
	8 - DLC					

# **Build Better Gaming Creatives!**

Get more Players with Motivation-led Creative Triggers

# Why Is Motivational Creative Important?

New  
**PLAYER**  
groups

New 1st  
**TIME**  
spenders

**IDFA**



Fatigued **CREATIVE**



Different **GROUPS**

Many  
**CREATIVE**  
**TYPES**  
needed



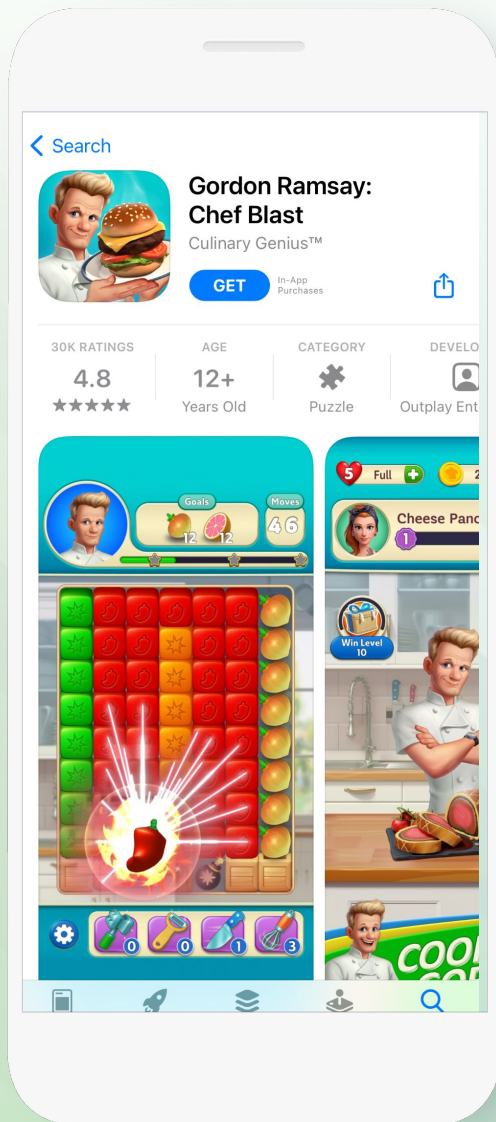
# Motivation - led **CREATIVES**



# Overview of Top Player Motivations



# Step 1: Conduct a User Analysis of Your Game



- ✓ App Store Reviews and Social Comments/Discussions
- ✓ Hear directly from real players themselves through surveys and focus groups
- ✓ Talk to your internal game team

**Select your top 4 motivations**



# Step2 : Create your Motivation-led Video Ad

BUILD A FOUNDATION FOR YOUR VIDEO CREATIVE

8

RELAXATION



1.

## INTRODUCTION

Start with ad copy that is tried the motivation by asking question or make a statement -

2.

## CREATIVE HOOK

Hook your transition to answering the statement.  
Create the a scenario for the ad that is tried to the motivation.

3.

## GAMEPLAY TIED TO MOTIVATION

Choose relevant gameplay tied to the motivation

4.

## FINAL COPY PUSH

Ending scene should be tired to the motivation with ad copy for the call-to-action

# How we Implement Motivation in a Video Asset

8

RELAXATION

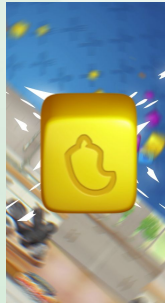
Start with ad copy that is tied to the motivation

Gameplay that is tied to the motivation

1

3

NEED A BREAK?  
COME COOK  
WITH ME!



2

4

RELAX, BLAST  
& BECOME A CHEF!



Gordon Ramsay's  
**Chef Blast**  
a Culinary Genius™ game!

The “creative” part of the video is seeing this black and white dish being colored as the hand/finger pointer demonstrates the game

The final “push” copy is related to the motivation and directs the audience to Install

# Creative Triggers Based on Motivators

## TRIGGERS

### MOTIVATORS

Self Expression

Progression

Discovery

Escapism

Social Connection

Expertise

Power

Relaxation

#### Gameplay

Choice, customization, personalization

Showing moving up levels, building, managing, and improving

Shows maps, multiple worlds, hidden objects

Role-playing, fantasy, and alternate worlds

Teaming up with other players

Challenging levels and progression

Leveling up  
Passing levels

Easy levels

#### Ad Copy

Making the game their own experience (self)

Calling out moving up levels and improvement

Asking a question

Use words like: take off, escape, discover

Call to actions to join a community or friends online

Challenging the viewer/ provoking statements

Bold statements and awarding achievements

Question or statements

#### Creative Element

Choice buttons, personalization, creative options

Beginner to expert levels

New pieces, characters, creatures, quests, to instill the thrill of discovery

Different locations or adventures

Teams connecting or images of real people

In-game avatar or hand/finger

Characters or avatars, powers, special effects

Peaceful scenes, or stock footage

#### Sound/FX

Voiceover or playful music, individual character sounds

Exciting gameplay sound effects

Inspirational

Gameplay noises and music that matches visuals

Voice over or playful music

Fast paced music or gameplay music

Exciting/strong music

No voice over with background music

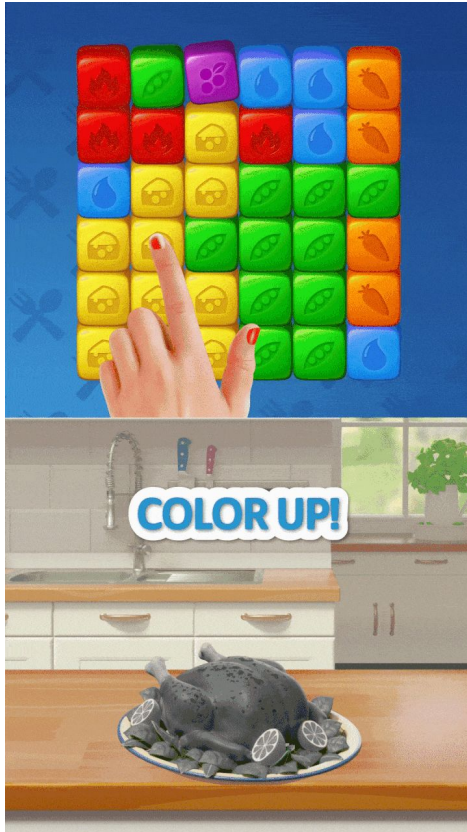


# Best Performing Creative Assets

Blueprints assets for success



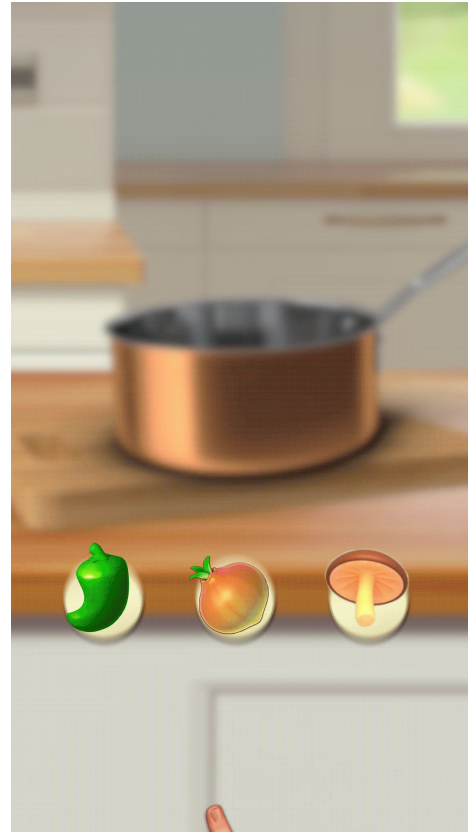
Hand/Finger Pointer



[click to view](#)



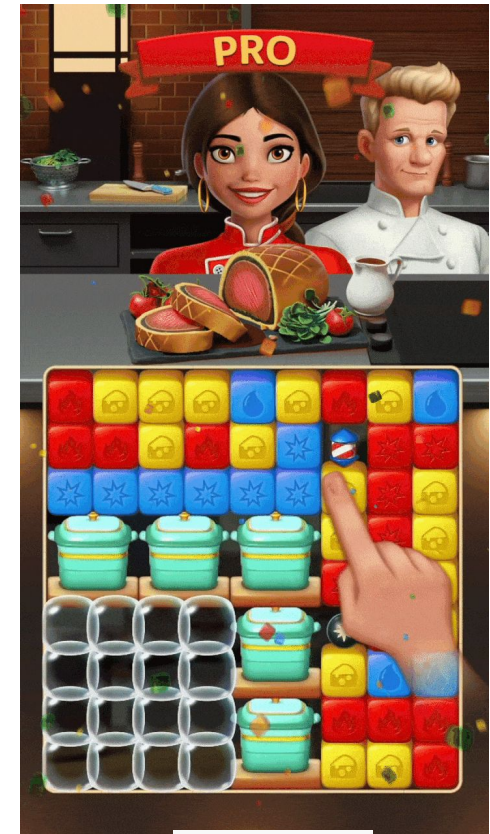
Helpful Indicators



[click to view](#)



Intriguing gameplay



[click to view](#)



KAIZEN Ad

# Key Takeaways from Motivational Led Video Ads



New  
**USER**  
acquisition



Audience  
**EXPANSION**



Creative  
**LEARNINGS**



# **App Campaign Learnings for Chef Blast**

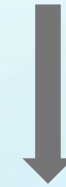
; organizing ad groups based on player motivations



# Improving performance of app campaigns



How can we restructure?



**KAIZEN Ad**

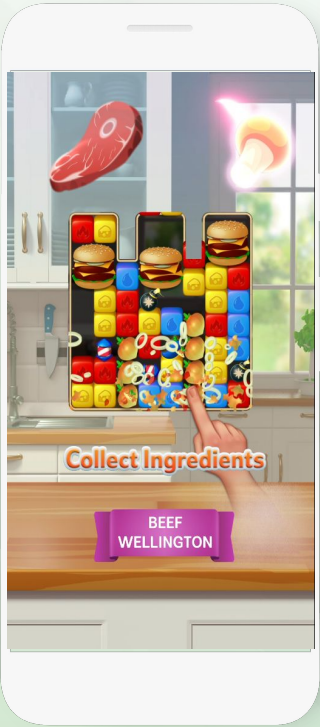
## Motivation-led creatives

Define & select motivations

Produce motivation-led creatives

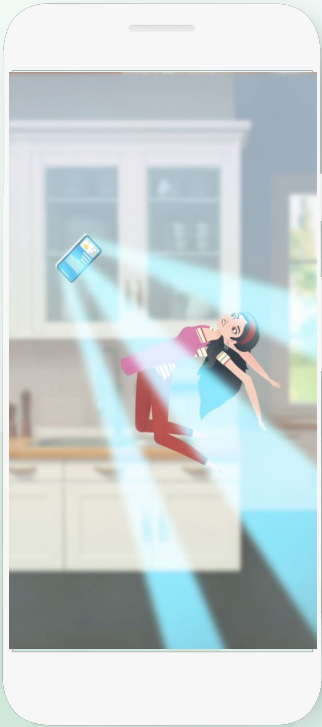
# Top 4 motivations

New

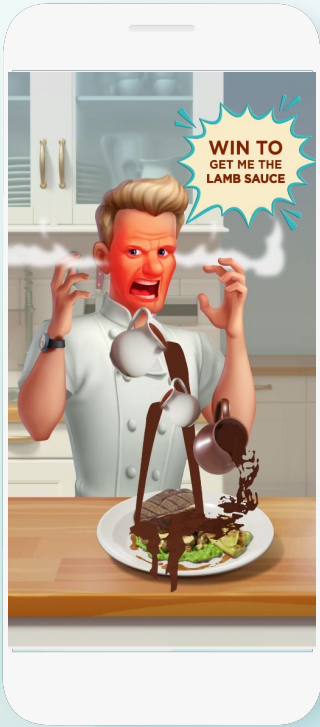


Expertise

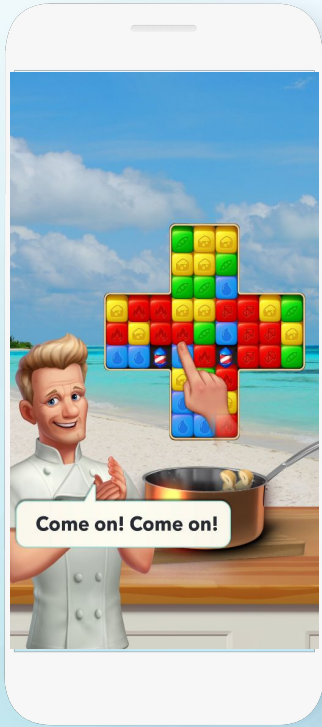
New



Escapism



Curiosity



Relaxation

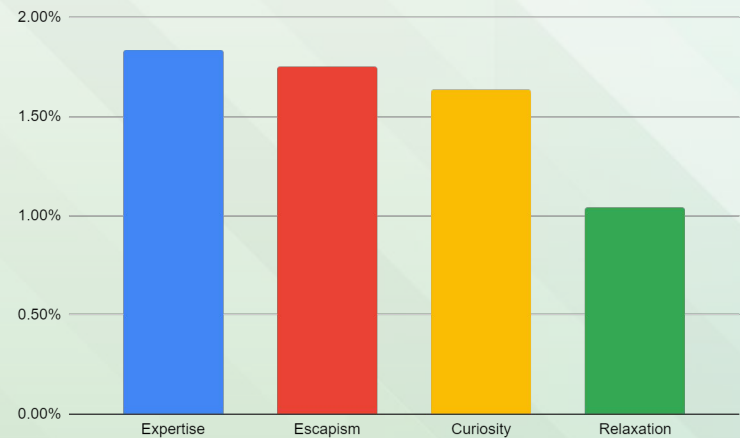
Competitor research

Previous performance

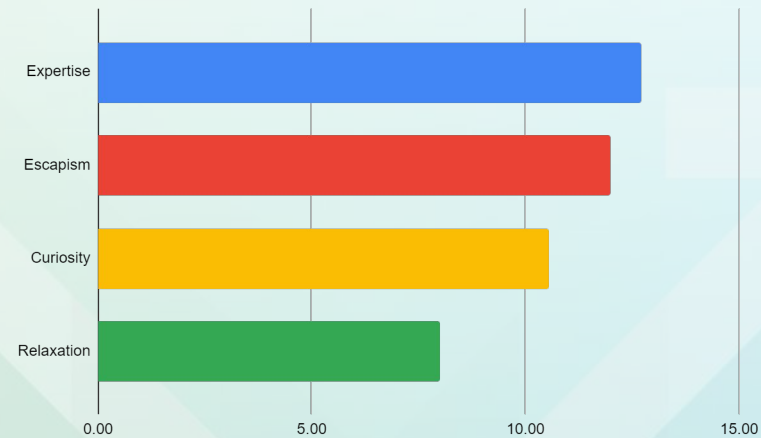
# Test results: CTR, IPM & Spend



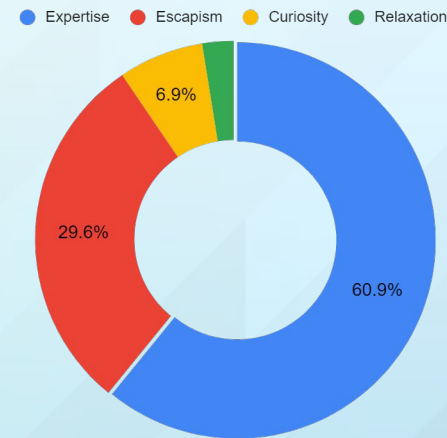
KPI Comparison



CTR



IPM



Spend



# Top 4 motivations: winner

New

New

Winner

- Highest CTR
- Highest IPM
- Highest spend

Expertise

Escapism

Curiosity

Relaxation

# Next steps

---

**A**

## Apply

- Add Expertise ad group and creatives to the actual campaigns
- Monitor and measure the performance

**B**

## Produce

- Keep producing Expertise creatives to avoid ad fatigue
- Produce new motivation-led creatives

**C**

## Test

- Run more tests with new ad groups and motivation-led creatives





A Kaizen Ad & Google Webinar

## Join us for Live Q&A now!

Maximize your Google App  
Campaign with High Quality  
Video Assets

**Contact Us to Get Started**

[www.kaizen-ad.com/get-more-creative](http://www.kaizen-ad.com/get-more-creative)

[creative@kaizenplatform.com](mailto:creative@kaizenplatform.com)