



A Kaizen Ad & Google Webinar

Build a Creative Concepting Framework for your next Google App Install Campaign

SPEAKERS



KAIZEN Ad

Megan Chin

Customer Success,
Creative Strategist



 **TOPHATTER**

Cindy Yim

Senior Digital
Marketing Manager





Amy Amornpongpisut

Mobile App
Partnerships





Dr. Ulrich Keller

Regional Tech Partners
Lead, Apps



KAIZEN Ad

AGENDA



- 01** Unprecedented Times, Holidays and the Importance of Creatives for Google App Campaigns



- 02** Learn how to **Build a Creative Concepting** Framework for your next Google App Install Campaign



- 03** Learn how special guest, **Cindy Yim**, from Tophatter is winning with App Campaigns

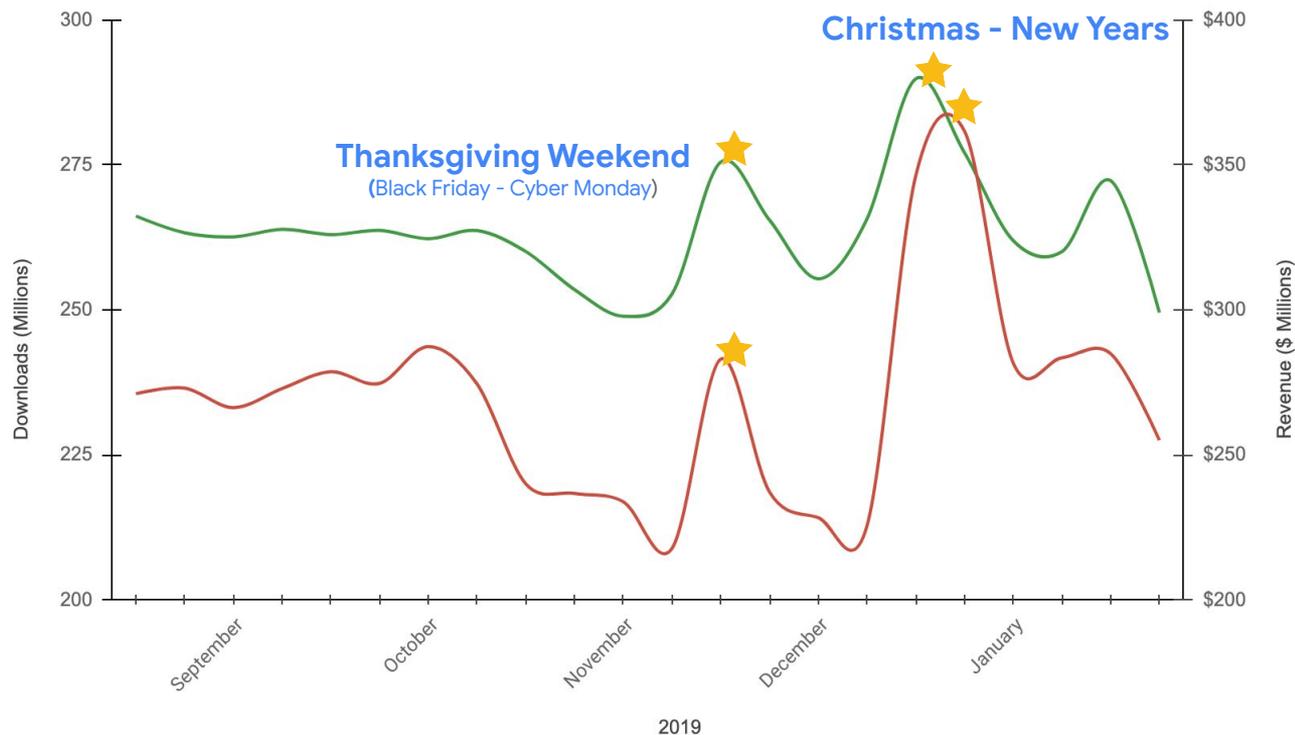
- 04** Live Q&A!



Why this session could be important
for your next Google App Campaign

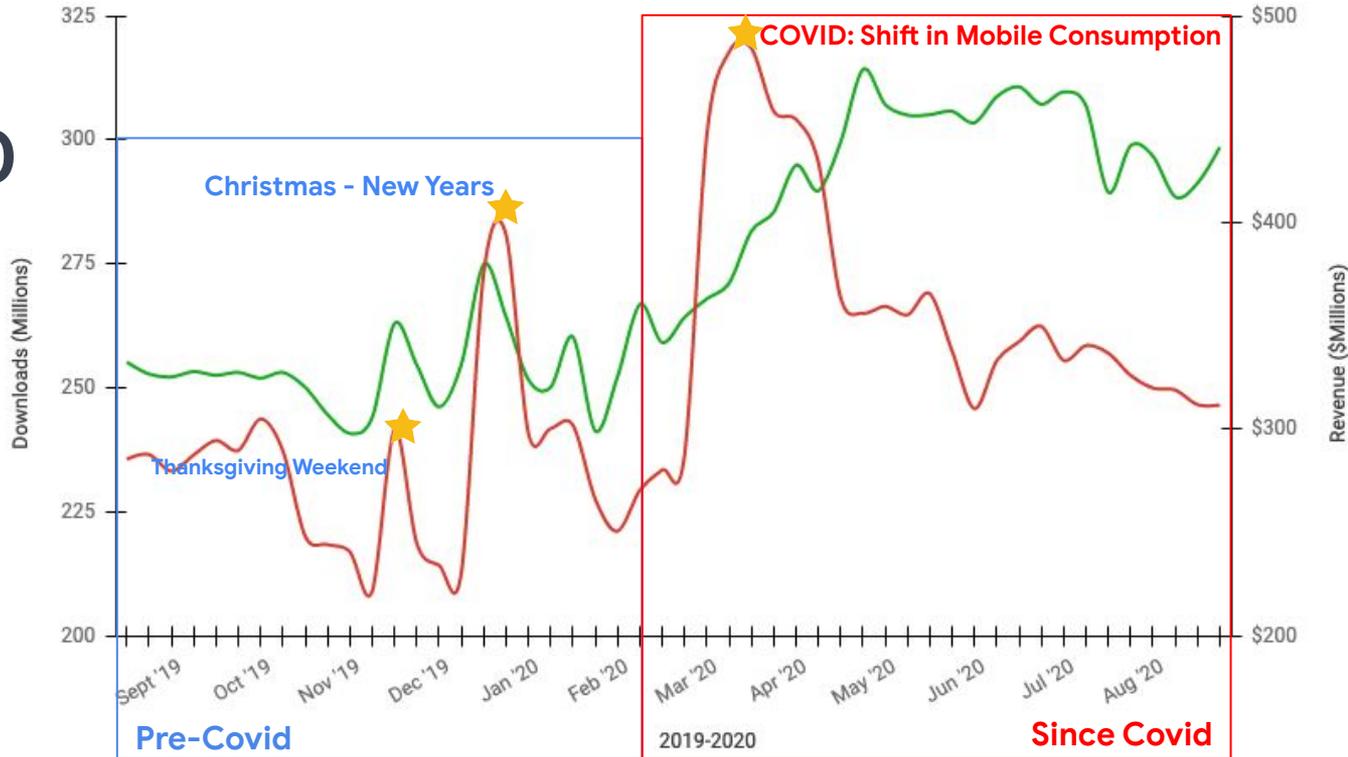
Downloads and App Revenue typically peak during the holidays

E.g.
2019



Downloads and App Revenue of 2020 have already outpaced the 2019 Holiday Season

2020



Given the increase in online behavior, Q4'20 could be the biggest App opportunity to date

Typical Q4

5x

more downloads
than any other time
of the year

+121%

more time spent
in apps vs. the rest
of the year

7h

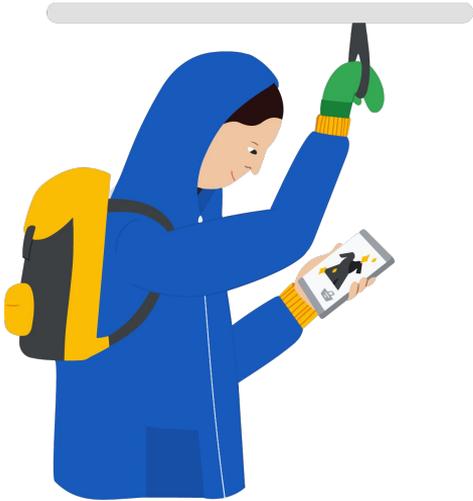
avg. leisure time/day
consumers have during
the holidays

Added increase

+188% increase

in online user behavior
since the start of the COVID-19 pandemic

Increased auction pressure requires differentiation and a focus on performance



Google App Campaigns run on Android and iOS across the entire App Marketing Lifecycle

Uncertain Times, Certain Solutions

We have a bidding type for every business objective. Ensure you are optimizing towards what matters most.

Be top of mind, e.g. throughout the holidays



In-app activity

Install volume

Reach

- Maximize Conversions ^{beta}
- AC Install
- AC Action (Upper funnel event)
- Video mode

Drive Conversions



In-app activity

Install volume

Performance

- AC Action
- AC Value ^{beta}

Re-engage your most valuable customers



In-app activity

Install volume

Loyalty

- AC Engagement ^{beta}

Assets are the new building blocks for creatives

Manual Assets

Advertiser Uploaded Assets

Text Line 1

10 levels of adventure!

23/25

Text Line 2

Same fun new ducks!

19/25

Text Line 3

Swim to Victory!

16/25

Text Line 4

The Duck Saga Continues!

24/25

Image Assets

Max 20



Video Assets

Max 20



HTML5 Assets

Max 20



Auto Assets

Generated from the Play Store/App Store automatically

App Icon



App title

Adventure Duck

Ad Badge



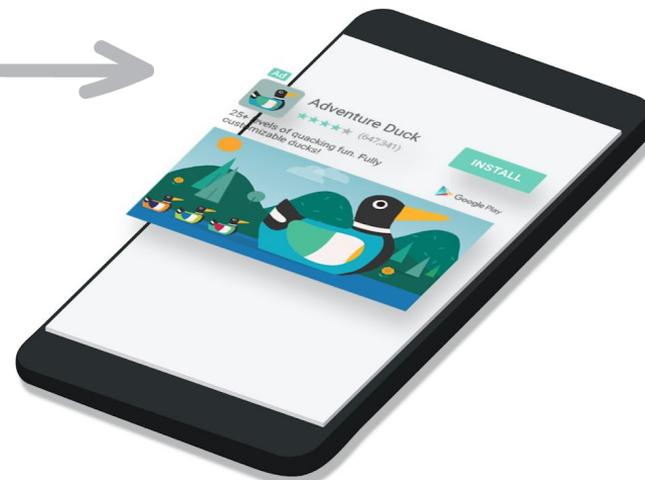
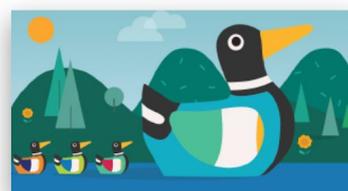
Rating



Google Play Logo



Feature Graphic



Adding video assets opens up the gate to premium inventory

Google AdMob

900M

Unique devices
reached each month

41M+

Apps in the
AdMob network

 **YouTube**

2B+

Monthly Active Users

1B+

Hours of video watched and billions of
views generated daily

2B+

Daily mobile views

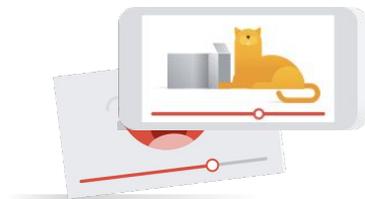
>70%

of global watchtime happens on mobile devices

Great creatives generate better inventory and user reach



Grab attention early



Diversify length & content



Be immersive

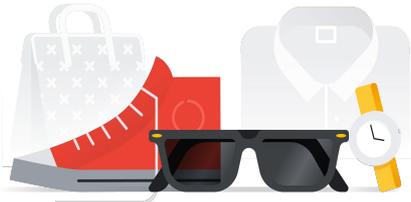


Brand persistently

Google Ad Groups are a great and easy way to test different creative themes



Core Theme A

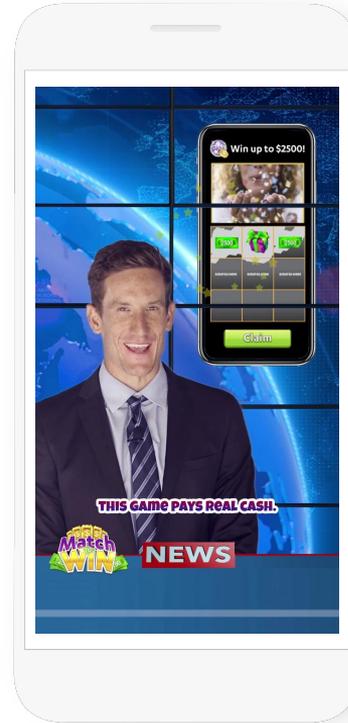
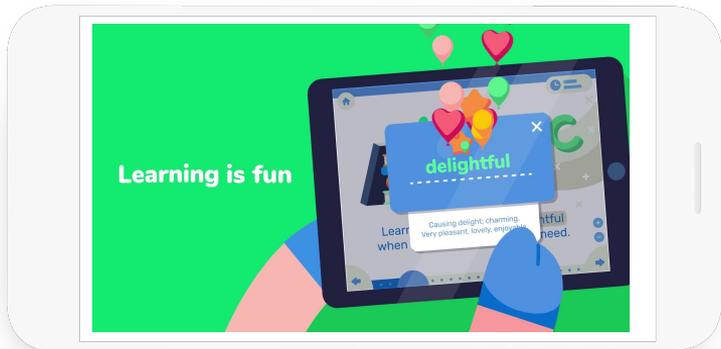


Core Theme B

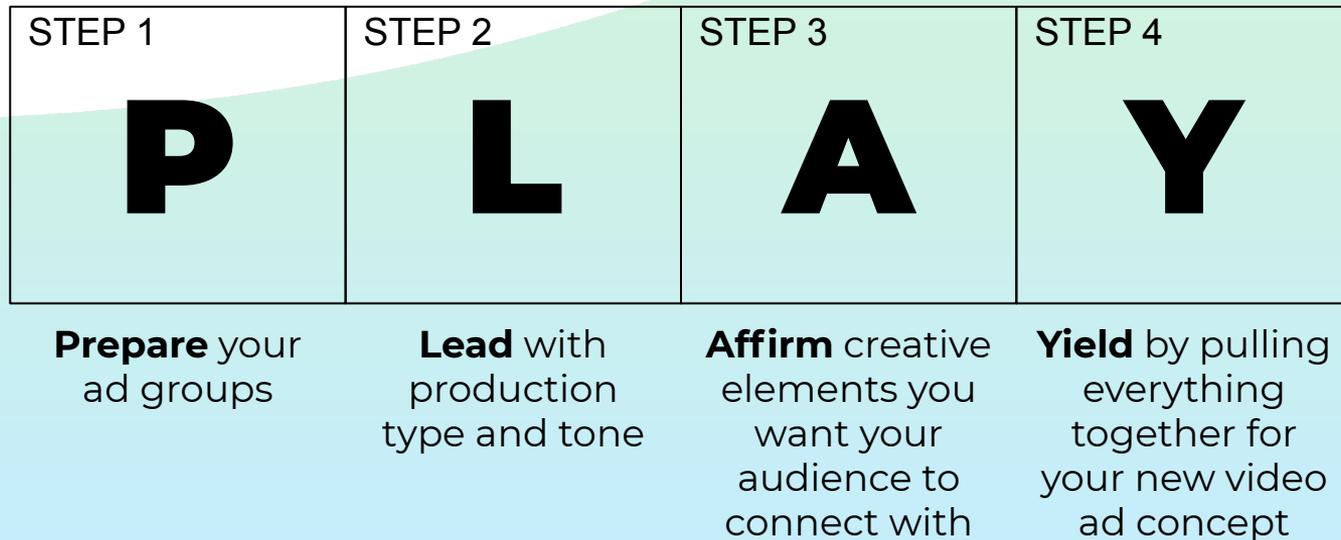


Holiday Promotion Theme

Build a Creative Concepting Framework



Creative Concepting Framework for App Installs



Step 1: Prepare

P
L
A
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GAMING APP

AD GROUPS

CHARACTERS	PLAYER TYPES	IN-GAME EVENTS	GAMEPLAY	POPULAR AD TYPE	REWARDS
Cinderella	Classic	Mining	Easy Merge challenge	Fail Ad	Collecting coins
Paul Bunyan ✓	Challenger	Treasure Hunts	Medium Merge challenge	Reviews & Gameplay Ad	Collecting Stars
Sleeping Beauty	Casual player	Quest Challenge	Noob vs. Pro	SIM Style Ad	Extra lives
All in-game characters	Competitor	Bonus levels	Unlocking Characters	Reference Current Events / Pop Culture	Daily Bonuses



Step 2: Lead

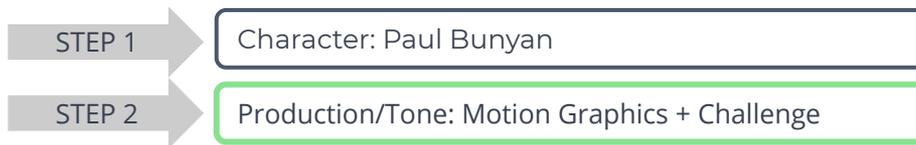


EMOTIONAL TONE

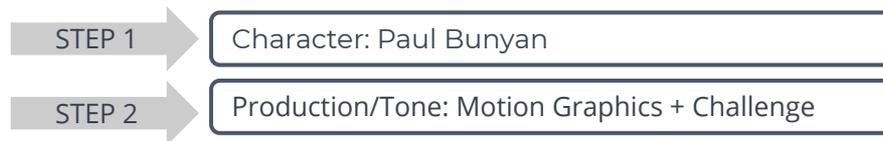
	EXCITEMENT	STATUS/ACHIEVE	RELAXATION / STRESS RELIEF	CHALLENGE
MOTION GRAPHICS				✓
STATIC TO MOTION				
EDITING COMPOSITION				
CGI / 3D				
NO PREFERENCE				

PRODUCTION TYPE

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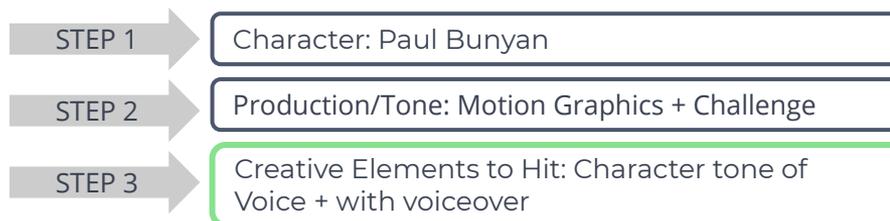


Step 3: Affirm



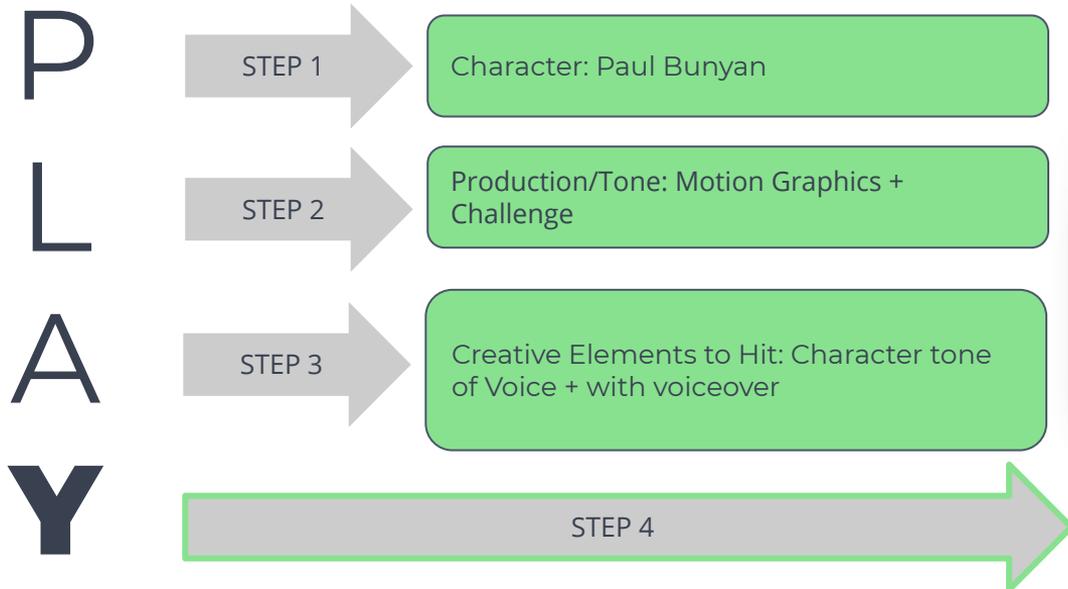
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CREATIVE MUST HAVES	EXPERIMENT	MESSAGING & COPY	END CARD	SOUND/FX
Use real gender neutral finger/hand	Use text animation	Character tone of Voice ✓	End card button Styling	Source new background music
Show real people/person playing game	Keep app store badges on screen throughout	<i>Come Play the New Hit Game!</i>	Use animated backgrounds	With voiceover ✓
Use female hand with red nail polish	Stickers and Emojis	<i>Over 20 Million Downloads!</i>	Show game in mobile device	No voiceover, just text



Step 4: Yield

Pull Everything Together For Your New Video Ad Concept

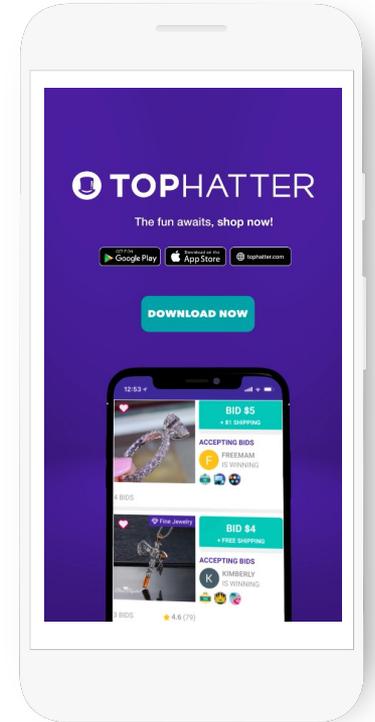


Key Takeaways

- The **PLAY framework is completely customizable** based on your app category and its own uniqueness - definitely get experimental when mapping out your PLAY!
- Don't be afraid to **cross-pollinate** by selecting multiple subgroups in each step to unlock many more creative combinations that will lead you to new concepts!
- **Machine Learning requires a healthy mix of assets** to run across the Google's family of networks - a video concept may work best for YouTube, while other concept is best fit for Google Search
- **Take back control** - manage your budget, better control your creative development, and better instruct the creative designers when you submit your next creative brief!



Investing in Video on Google



Investing In Video on Google

Scaled Google spend by 5x in a short period of time

- Performance Goals: D7 ROAS
- How To Scale: Getting it right on video in mobile campaigns
- Focus Effort: Build more video concepts for successful ad groups (Android)
- Results: Google users have among the highest LTV across all our channels
- Invest: Produce new videos (sizes 16:9, 9:16, 1:1) every 2 weeks

Develop messaging strategy based on data

*Which products are people searching for on Google?
What are they buying in our app?*

EXTERNAL MARKET FACTORS: COVID Trending Terms

- Home Ad Group: Disposable Gloves, Household Disinfectants, Jigsaw puzzles

IN-APP CONVERSIONS: Popular Subcategories

- Most Sold Products: Video Game Consoles, Smartwatches, Eyeliner
- Highest Converting Products: Decals & Stickers, Pendant Necklaces, Ring Sets

CUSTOMER INSIGHTS RESEARCH: Buyer Personas

- Gift Buyer: Buying gifts for friends/family
- Bargain Hunter: Looking for generic deals, Tophatter exclusive deals

Impact: Drive more conversions for app campaigns and scale Google spend

Double-down: High Performing Ad Groups

Branded

In-app close-up

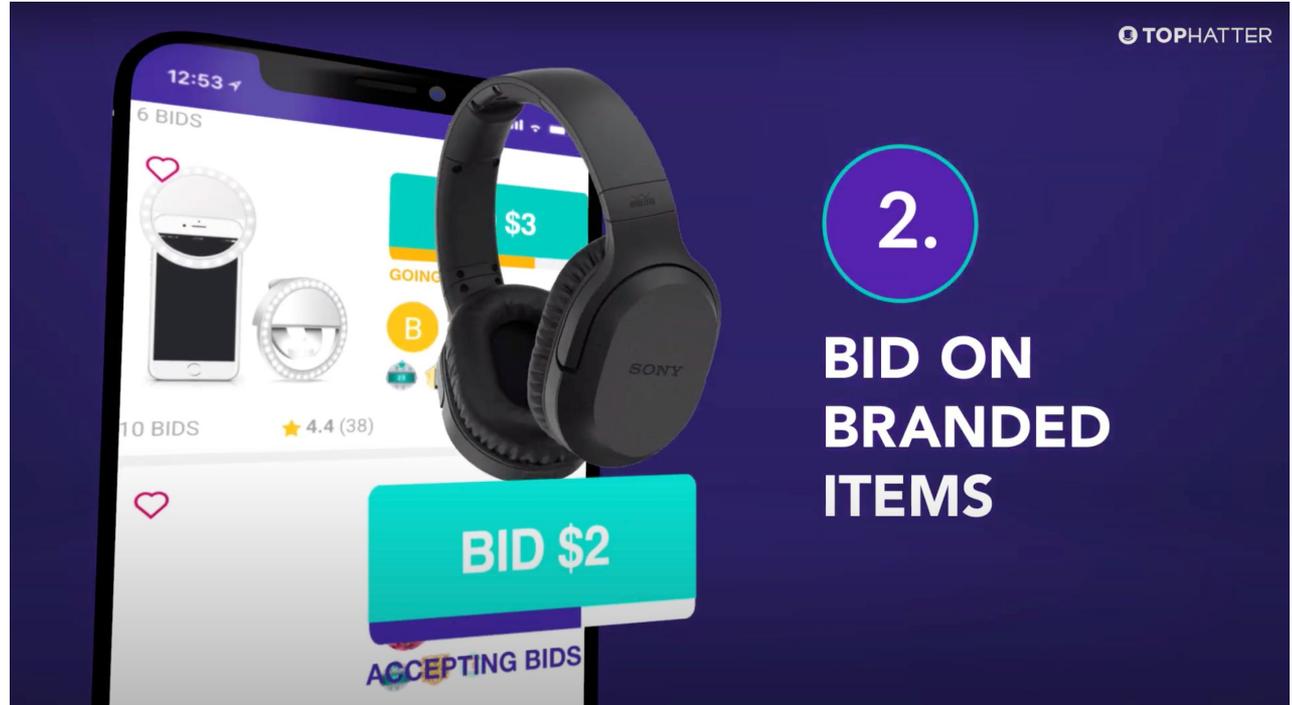
Item pop out

How to use app

Bid emphasis

Low prices (\$2)

Logo throughout



12:53

6 BIDS

GOING

\$3

B

10 BIDS

★ 4.4 (38)

BID \$2

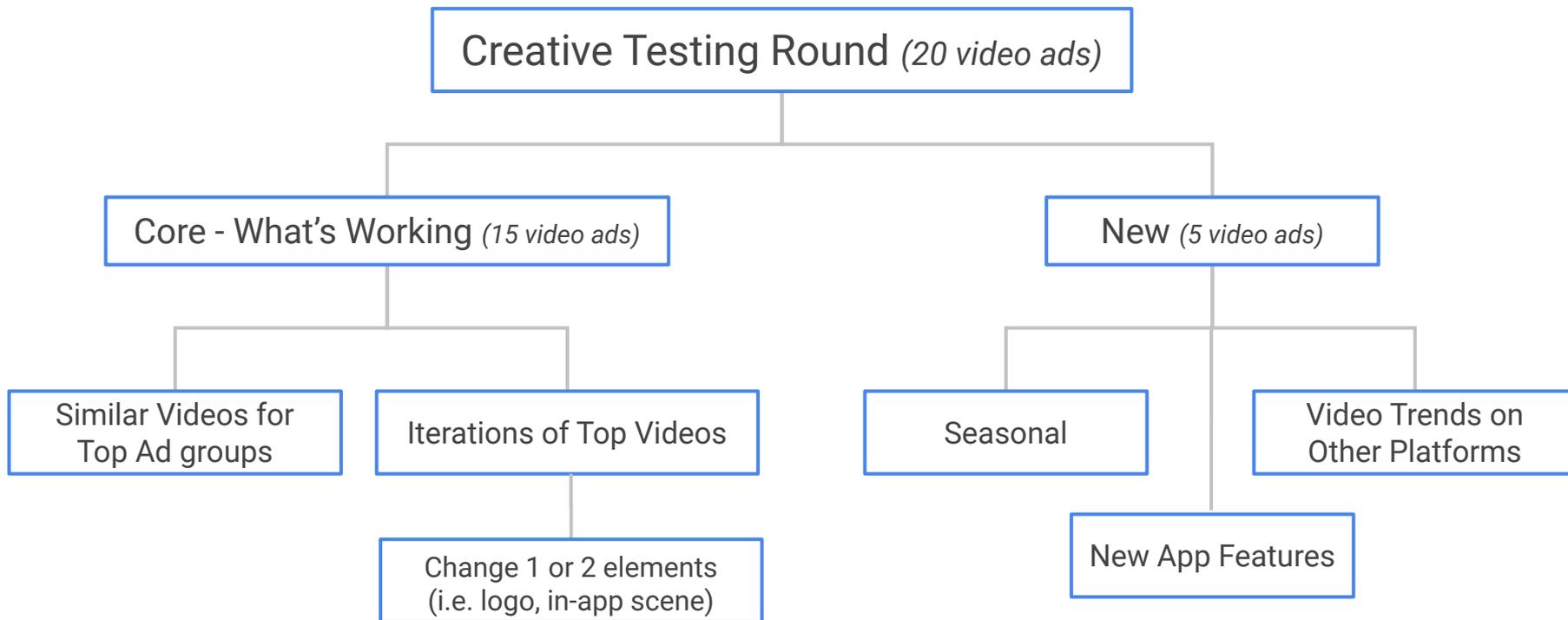
ACCEPTING BIDS

TOPHATTER

2.

**BID ON
BRANDED
ITEMS**

Core Video Concepts + New Themes/Trends



SUMMARY

- 01 Importance of Creatives for Google App Campaigns**
 - Assets are the building blocks of Google App Campaigns
 - The importance of good creatives continues to grow
 - Use Google Ad Groups and maximize testing
- 02 Learn how to Build a Creative Concepting Framework for your next Google App Install Campaign**
 - **Kaizen's PLAY** framework is a tested, proven and effective tool for building powerful concepts
- 03 Learn how special guest, Cindy Yim, from Tophatter is winning with App Campaigns**
 - Investing in video assets on Google is a powerful
 - Scale creatives with core videos and new themes



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Join us for Live Q&A now!

Maximize your Google App
Campaign with High Quality
Video Assets

Contact Us to Get Started

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