

# Tips & Requirements

*for CPI creatives*



# What creatives will be needed

\*3-4 Core gameplay videos;

\*512\*640 size;

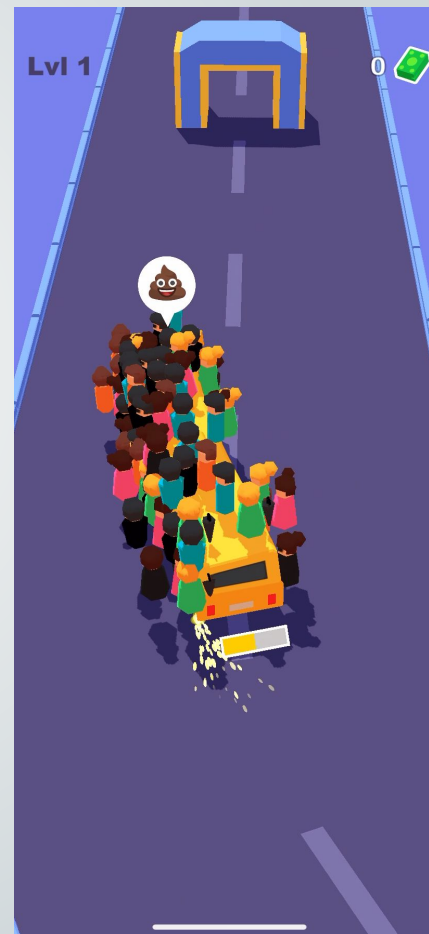
\*mp4, mov format;

# Some tips to do good gameplay creatives

1. Key Principle is to make core gameplay understandable for anyone

- What's the main character?
- What's the purpose?
- What's the control?

(Better to make user understand the above questions after watching your video in 5s)



**2. Avoid having any black edge in the video;**

**3. At starting point or first 1-2s in the video, should directly show player's continuous control;**

**4. Different color, different stages, and different camera angle, win/lose situation are preferred to have;**

# Optional to have...

1. Sound effect or background music in the video;
2. Layers and wordings to guide viewers;  
-Commonly used as “Harder than you think”, “tried xx times still not pass”, “I bet you cant...” wordings to lead and trigger viewers’ emotion
3. Avoid using mostly white/blue color, as these color shall collide with the fb feed background color.

