Tips & Requirements

for CPI creatives



What creatives will be needed

*3-4 Core gameplay videos;

*512*640 size;

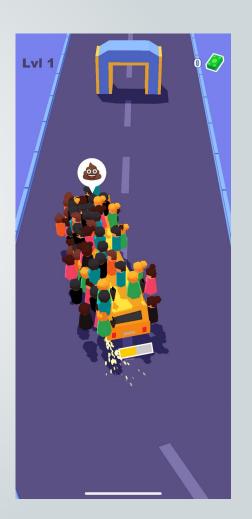
*mp4, mov format;



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.



