

Tips & Requirements

for CPI creatives



What creatives will be needed

*3-4 Core gameplay videos;

*512*640 size;

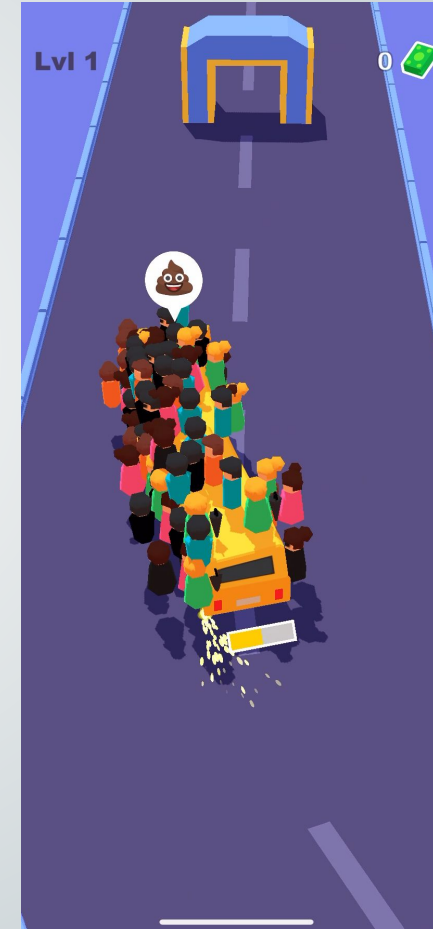
*mp4, mov format;

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.

