



KAIZEN Ad

KAIZEN X GOOGLE WEBINAR

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



Google Ads



Google Partner

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!

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
%

mmorpg open
world ↗ 400
%

music games ↗ 400%

simulation games ↗ 300%

word search game ↗ 400%

car games ↗ 300%

moba games ↗ 100%

Block puzzle game ↗ 400%

Educational games
for.. ↗ 200
%

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



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

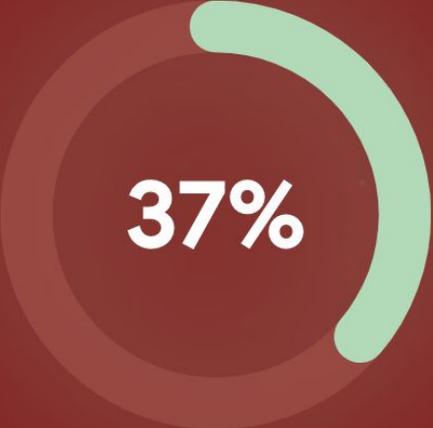
Since the start of the pandemic, gamers have been **investing in enhancing their in-game experiences while also exploring** new games.



1 in 4

Gamers who have bought a new game

Paid content: As opportunities for in-personal 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**



... 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

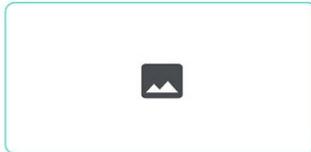
Text Line 1
10 levels of adventure
23/25

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



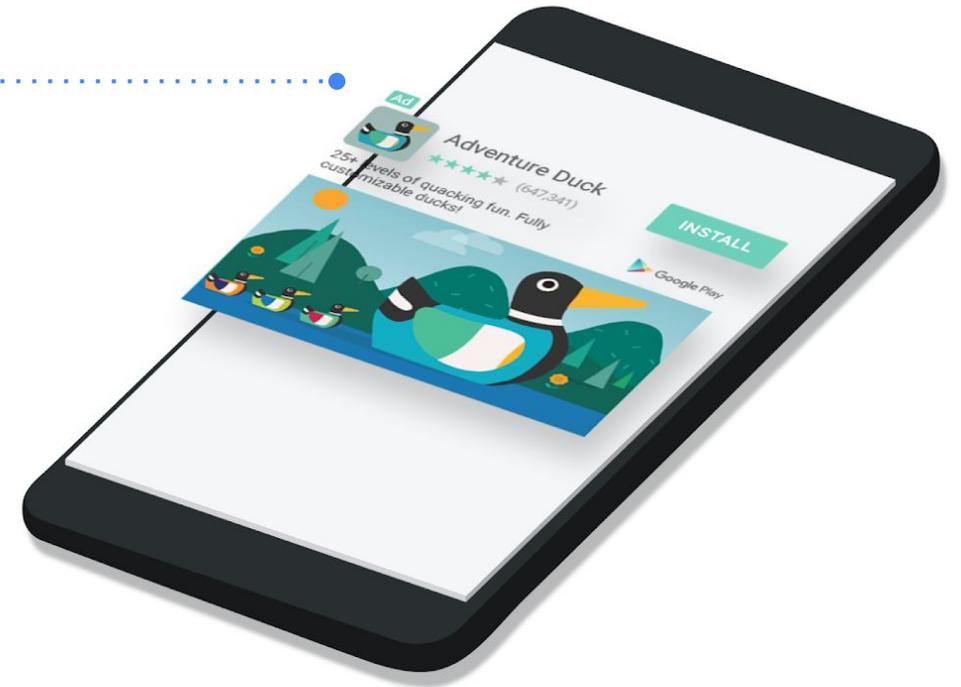
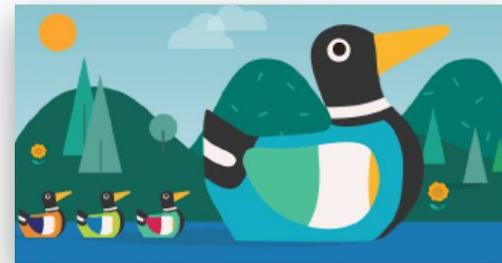
Rating



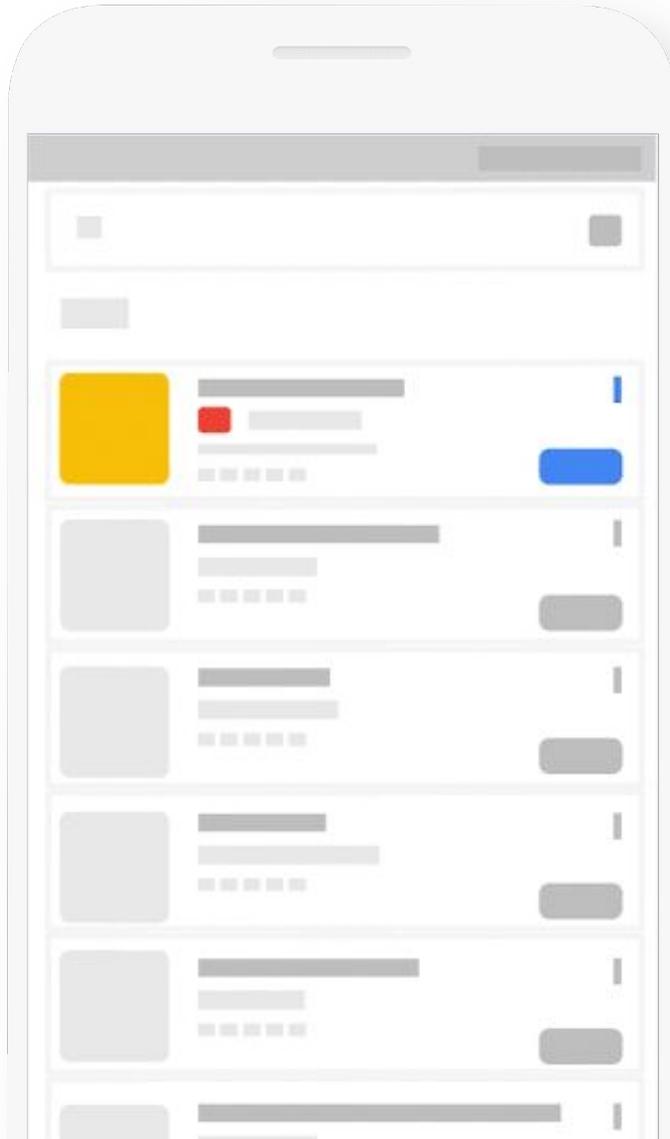
Google Play Logo



Feature Graphic

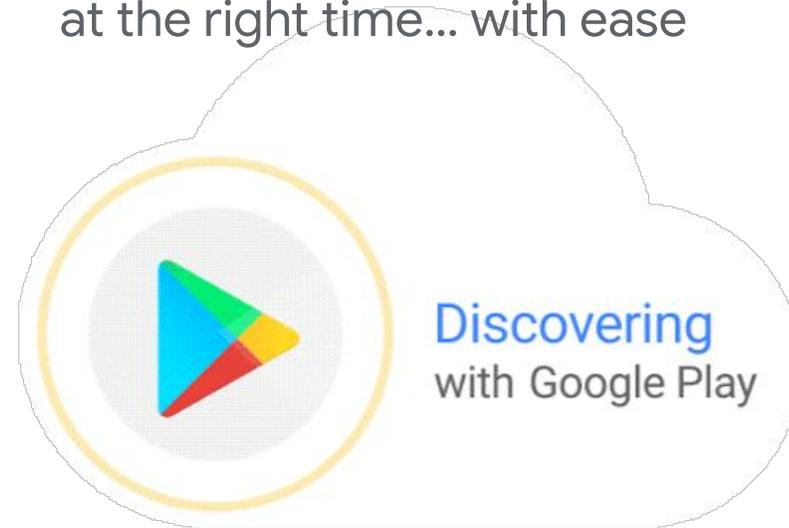


... to serve across our six 1B+ user properties

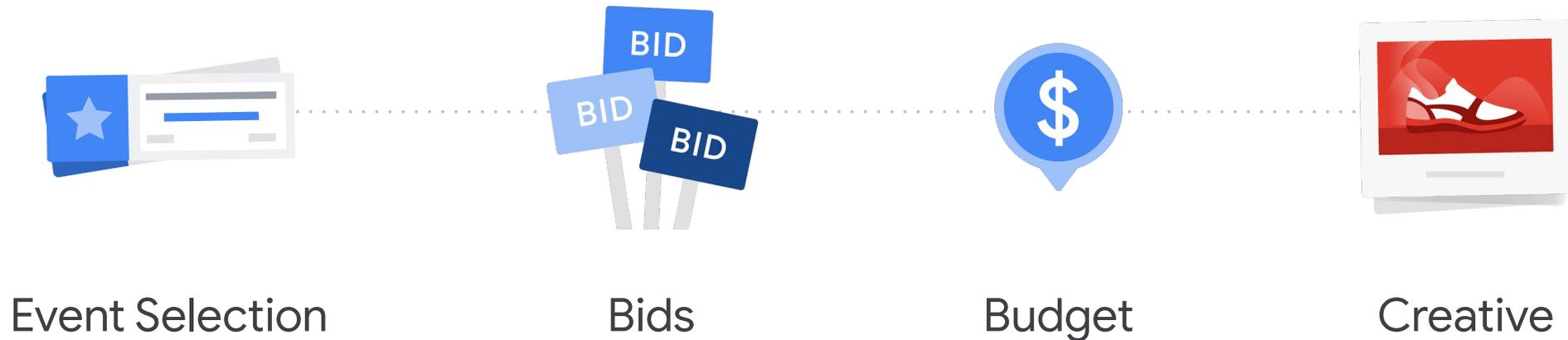


Google App Campaigns

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

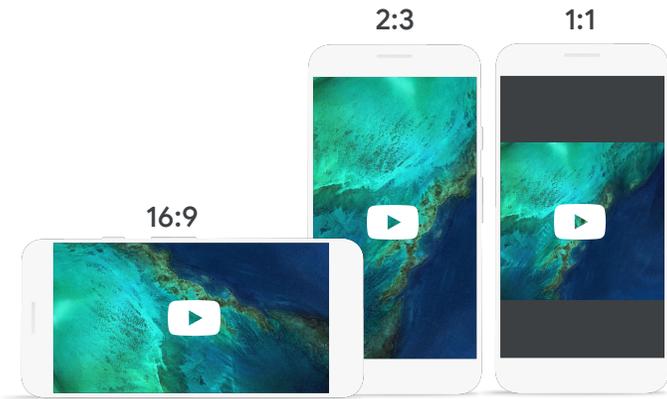
Ad CVR is critical to drive campaign quality

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	20% ↑	=	\$2 ↑

Improving CVR means higher quality auctions at same CPI bid

Creative Excellence

New file size limit:
5MB



Video Coverage

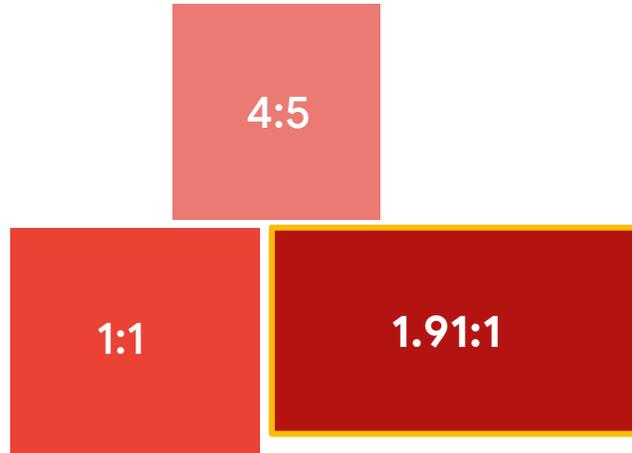


Image Coverage

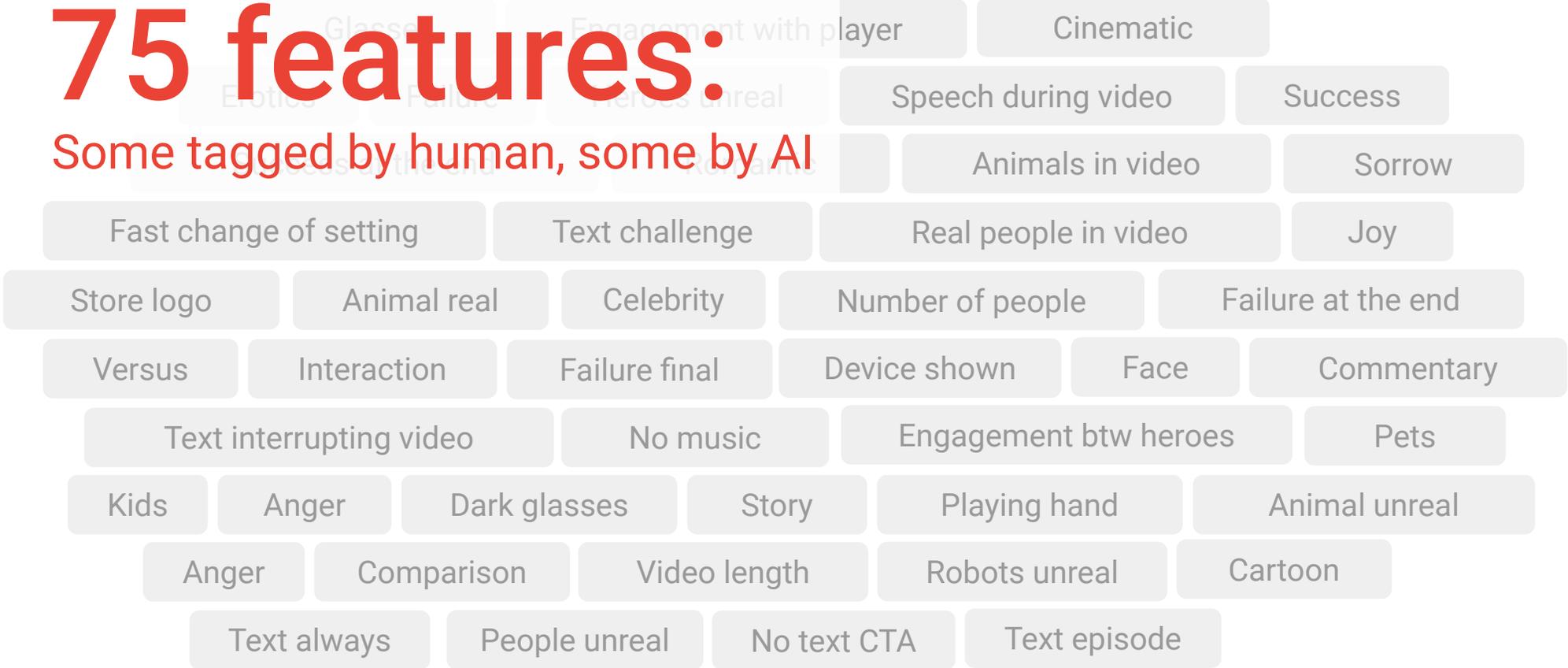


Full Text Coverage

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?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery 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

1 SELF EXPRESSION

Players who enjoy opportunity
To express creativity and
identity

2 SOCIAL CONNECTION

Players who want to connect
and bond with old/or new
friends

3 PROGRESSION

Players who take pride in
building, managing and
improving things

4 EXPERTISE

Players who want to develop
an ability to do something
exceptionally well

5 DISCOVERY

Players who love to learn and
discover new things

6 POWER

Players who want the power
that they don't have in real life

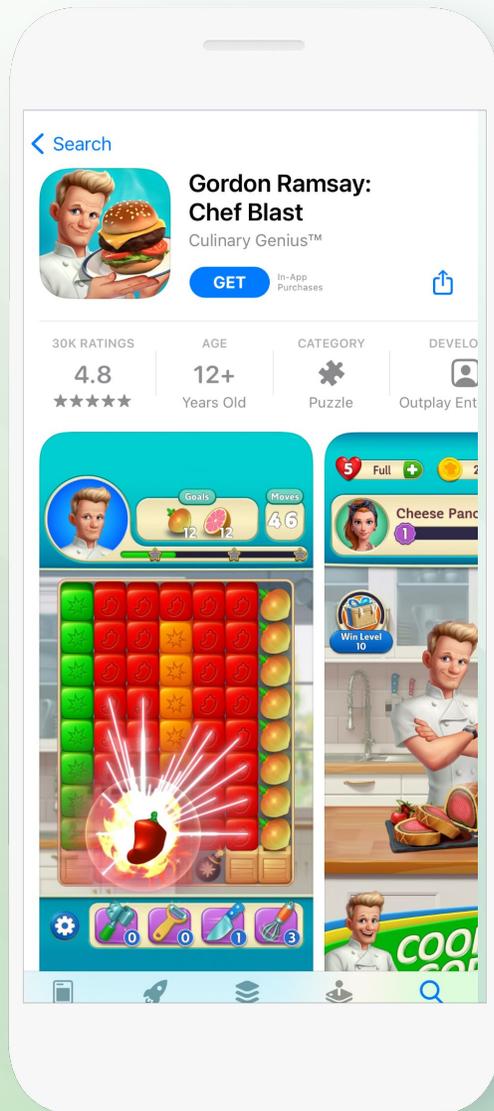
7 ESCAPISM

Players who seek distraction
and relief from unpleasant
realities

8 RELAXATION

Players who want to kill time,
be entertained, relax or calm
down

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



2

4



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

MOTIVATORS

Self Expression

Progression

Discovery

Escapism

Social Connection

Expertise

Power

Relaxation

TRIGGERS

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
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
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
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

Ad Copy

Creative Element

Sound/FX

Best Performing Creative Assets

Blueprints assets for success

✓ Hand/Finger Pointer



[click to view](#)

✓ Helpful Indicators



[click to view](#)

✓ Intriguing gameplay



[click to view](#)

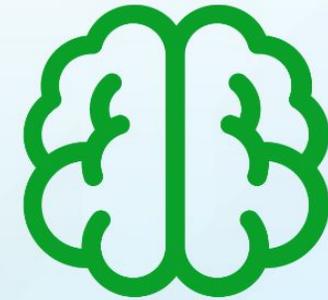
Key Takeaways from Motivational Led Video Ads



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

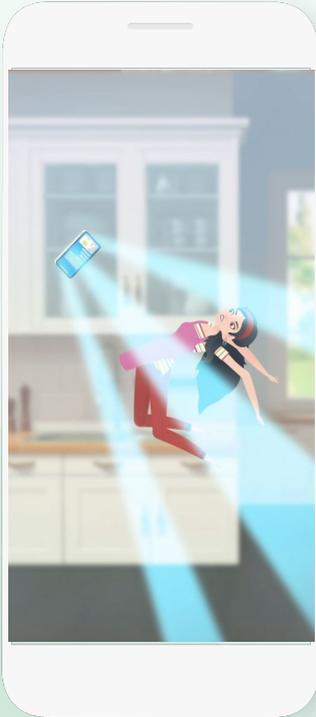
Produce motivation-led creatives

Top 4 motivations

New



New



Expertise **Escapism**

Curiosity **Relaxation**

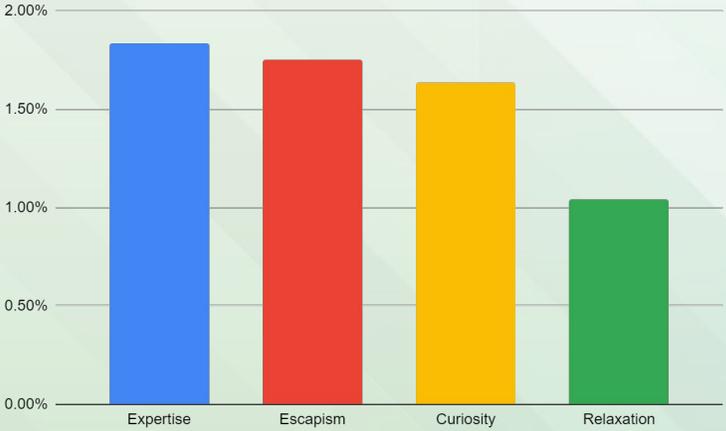
Competitor research

Previous performance

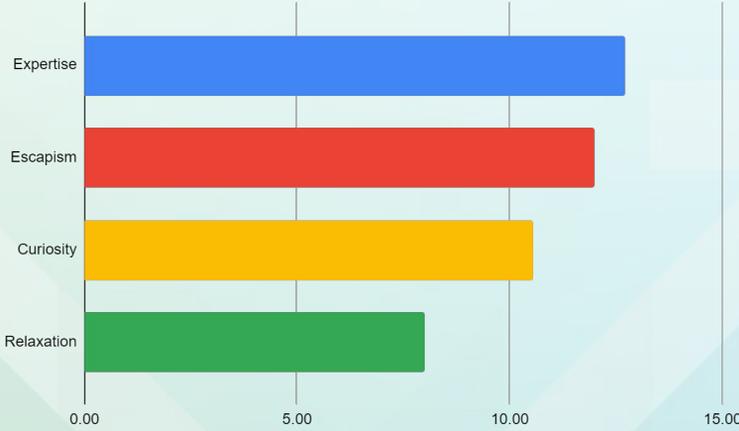
Test results: CTR, IPM & Spend



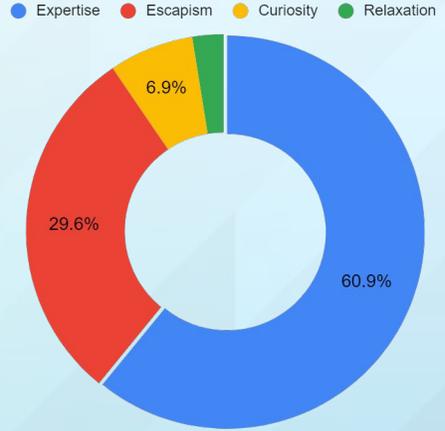
KPI Comparison



CTR



IPM



Spend

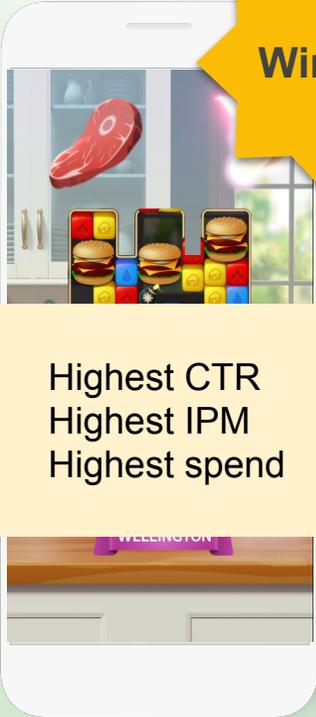
Top 4 motivations: winner

New

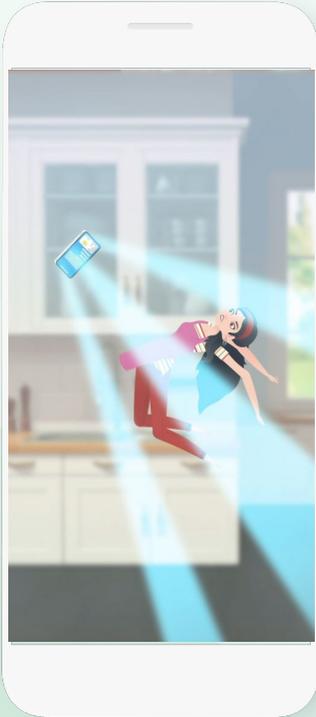
New

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

creative@kaizenplatform.com