



Aviv Dagan's Home Assignment

Creative Marketing Art Director



#1: Marketing Strategy Creative Brief

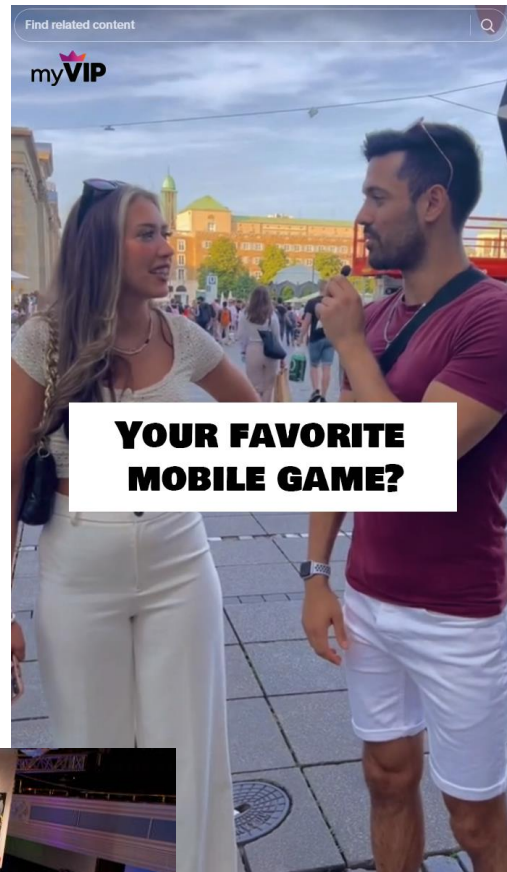
**A. Conceptional ad campaign
for social media (1080x1920)**

Tagline:
REACH THE
REAL-LIFE
RICHES!



B. Concept for Real World Activation

1. Organize a Gaming Festival - Host an event that invites influential gamers and other guests, sponsored by MyVIP, and broadcast it live on social media platforms. The festival will feature various attractions, including gaming booths showcasing Playstudios games. The focus will be on visually captivating displays, set design, and merchandise highlighting the new VIP feature to capture the attention of attendees.
2. Conduct Street Surveys in cities where a significant number of users play the company's games. Ask participants if they are gamers, and then inquire if they are familiar with MyVIP and how they can earn fantastic real-life rewards through it.
3. Host Social Events such as exclusive cruises for high rollers and influential gamers, centered around the MyVIP feature.





#2: Creative Marketing Insights

PRESENTATION



UGC

Similar to Interactive content, UGC takes out the passive position of your audience and challenges them with fun and engaging activities.

Character Variety can be more accurate to the player's desires, using UGC.

Examples:

Posts that asks general question from the users, related to the game they play, such as what is your favorite slot, what is the most exciting moment on the gameplay.

Share a screenshot of your game (in-game product feature) or a video of yourself doing your 'winning dance' pose while gameplaying

Leave a review or testimonial of your game experiences (app store, social, in-app feature).

Posts and stories' comments.

Marketing Video

Motion graphics has made an enormous enhancement in conversion rates rather than static ones.

Still, static assets can give better performance results in many cases, but the innovation and advances related to videos can be called as a game changer.

In video unit you can focus on more than one message if doing it right. You can stimulate the user for several senses such as sound effects, vibrations, vocal messages, allow the audience to capture their own stuff and so on.

Examples:

In-app interactive video promotions.

TikTok video posts – one of my favorites, vast of different content and effectivity.

Podcasts – Another one that I adore. Great way of conveying hidden marketing messages with relatively low price of investments. YouTube is definitely the place for it.

Infographics – great format to use with video and squeeze in significant marketing materials.

Personalization

Efficient marketing strategy relates to different audiences in a unique and tailor-made approach. It can be delivered in many ways – the most important ones are segmentation, dynamic content for different markets, “use their own language” – learn what is highly appealing for them (content localization), do and don’t cultural wise, adjusted acquisition campaign, promotions and social media, customized ASO for different sectors and areas, highlight local events, holidays and special days. It also applies to a single person as well, mostly by contact the player with its personal preferences via newsletters, promos, churned players campaign etc.

Examples:

Use of Graphics and elements that are eye catching culturally and more common.

Personal engaging with the player’s game highlights of the week utilizing various tools.

Costume perks and sales.

Gamification and chained promos for increasing retention.

Peer Testimonials

Shorts are well common on many social platforms. It allows to convey a message in a succinctly way and target on a specific issue though it's not always fully effective but will make the user engage the game. For instant, “That feature on POP! SLOTS in absolutely INSANE”, or – “how to get the jackpot”. It can be focused in the reaction of a gamer, or share a real-life award , and so on.

Examples:

TikTok of breaking a personal record during a gameplay .

YouTube short with a player Interview of why is he so hooked to that game.

Teasers and trailers of new slots/ feature/ promo.

Use influencers to play and talk about the game.

Sponsored Articles

Sponsored articles are designed to resemble regular editorial content in style and format and great for engaging quality users. Starting with a title that fosters an added value, recommendation, solutions or testimonies. paid article can indeed be served in a way that follows the narrative structure of the **Protagonist's Journey**.

The first section will expend with details of the title's subject, While information about the sponsoring entity, such as its products, services, or key messages will appear later, providing valuable or relevant content to the target audience. Last part is 'call to action' - purchase, signing up for a trial, engaging app store etc.

Sponsored articles can be straight forward as well, especially in launching a new brand, game, feature or an existing game to improve performance of a campaign.

Interactive Content

Interactive content has higher conversion rates than non-interactive ones. It captivates users by making them react and be part of the occurrence, instead of sustain in a passive consuming mode.

Examples:

using enticing titles followed by captivating image or video to encourage users to engage or collaborate.

comments on social platforms

Interactive acquisition ads (“Scratch Here & Discover Exclusive Benefits!”),

Unique offers for reactivation campaign to achieve high engagement (“this party can’t be started without you, get 100% cashback...”)

3D AI AR

Though there are differences utilizations, I see 3D Augmented reality and Artificial intelligence as the core tools and technologies for high-level marketing creatives.

3D images and captures are eye candy and attention catchers, better performed and engagement. Art wise, 3D video ads look more exciting and innovative, create impressive dimension of appearance. slot machine for instant, are based on casino floor machines from real-life experiences. 3D will make it look more “real” and authentic. Same with hosts, characters, games heroes etc.

AI – Well enough said and done 😊

A breakthrough technology that within its first 2 years around creative industry made a big bang effect in everything from sketches to design, text copy, marketing assets, creatives and many more. Using that tool wisely can upscale significantly creative process, performance and visual graphical assets

AR - AR feature within marketing assets gives a glince to a virtual casino environment from the comfort of their own crib. Players could use their smartphone or tablet cameras to scan a flat surface (like a table or countertop) where the AR casino would then appear along with engaging messages.

#3: Creative Feedback

First, I will point out that the format is wrong.

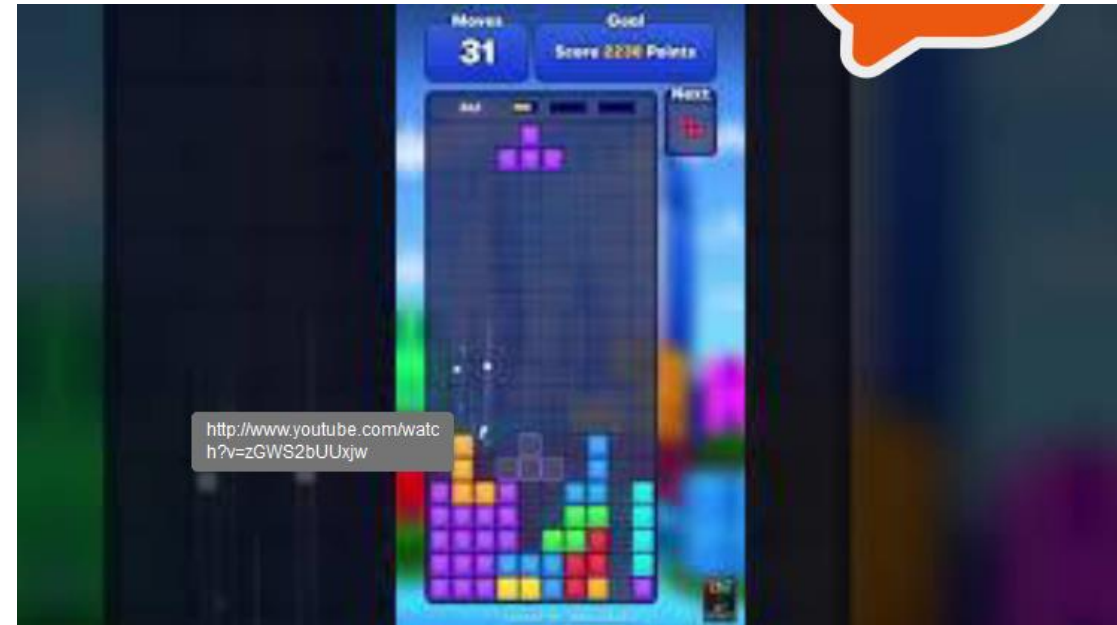
If you chose horizontal view, the art should fit to that ratio and fill out the ad space wisely.

What's going on with the first scene, seems that it doesn't contribute much, it's confusing and takes precious first seconds off.

The sound is familiar with the brand, but there should be sound effects following scenes of hitting big or "great move!" to break the static boredom flow that goes around the whole video.

Split screen showing a person play and react to good moves he's doing while playing gives a better sense of excitement and adrenaline getting from the game.

The elements need a 3D polish and can come in much more interesting ways down to the game board, maybe adding some vibration sensation to push up the fun experience of the whole thing.



CTA is fine (PLAY NOW) and mark the game as the original Tetris game which is great, but I think it's not enough. I would add some engaging message such as perks or benefits for new installers, number of downloads by now is great ("50M downloads! get yours now and for free").

Length - Legit but I think it can be reduced to 15-20 seconds. Too much seconds are spent for repeatedly showing the game particles hitting the line. That time should be spent to leverage the curiosity of the user with the tips I've mentioned.

Recap

1. Optimal utilization and orientation – portrait should be powerful just as landscape by the right adjustments.
2. Spice it up with 3D – it looks more professional, up to date and appealing.
3. increase users' sensations – sound effects, vibrations, split screen adding live action will rise viewers attempt to engage.
4. Improved end card with call to action text and visuals.
5. Take off intro scene (jelly elements)