



# CASINO GAME APP ADS

## Playtika: Bingo Blitz Creative Strategy

The Definitive Guide to  
Their Creative Best Practices



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# Section 1

## Competitive Analysis

### Competitors:

Bingo: Yatzy Bingo Tournament, Bingo Pop, Bingo Frenzy, Bingo: Lucky Bingo Games, Wizard of Bingo, Bingo Journey, BINGO! World Tour, Bingo Blaze, Bingo Blitz, Bingo Showdown, Bingo Blast, Bingo Clash, GSN Casino, Cash Tornado Slots, Parx Casino, Golden Nugget Online Casino, Club Vegas Slots, Huuuge Casino Slots, Jackpocket, Lucky Lottery Scratchers, Worldwinner, Lucktastic, Lucky Day, HQ Trivia, Coin Dozer, Match to Win: Cash Giveaway, Inbox Dollars, IBotta, Receipt Hog, Shopkick, Swagbucks, Rakuten, Dosh, Solitaire Cash, Solitaire Deluxe 2, Spades Plus, Solitaire Epic Adventure, WSOP



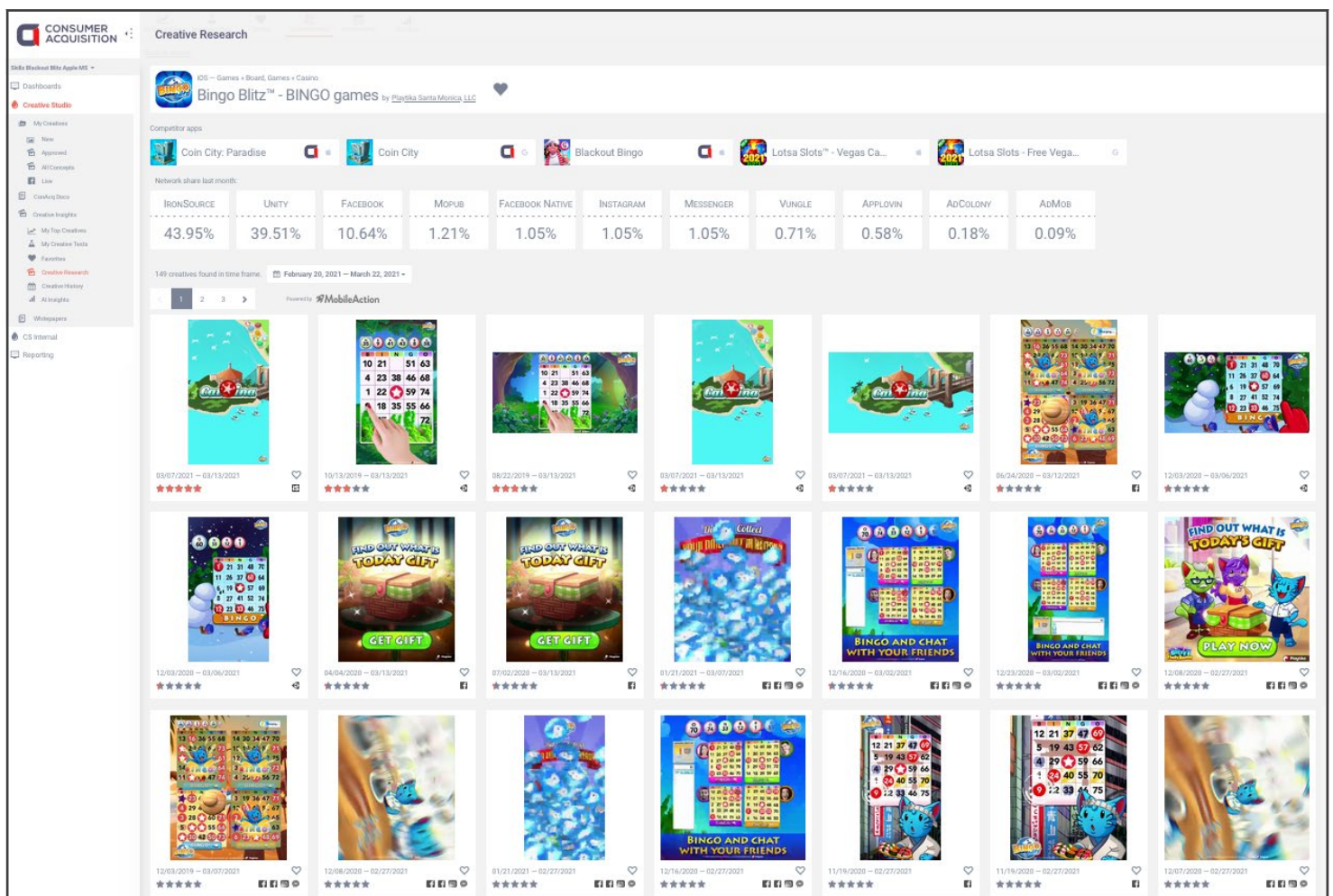
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# Section 2

## Competitive Trends

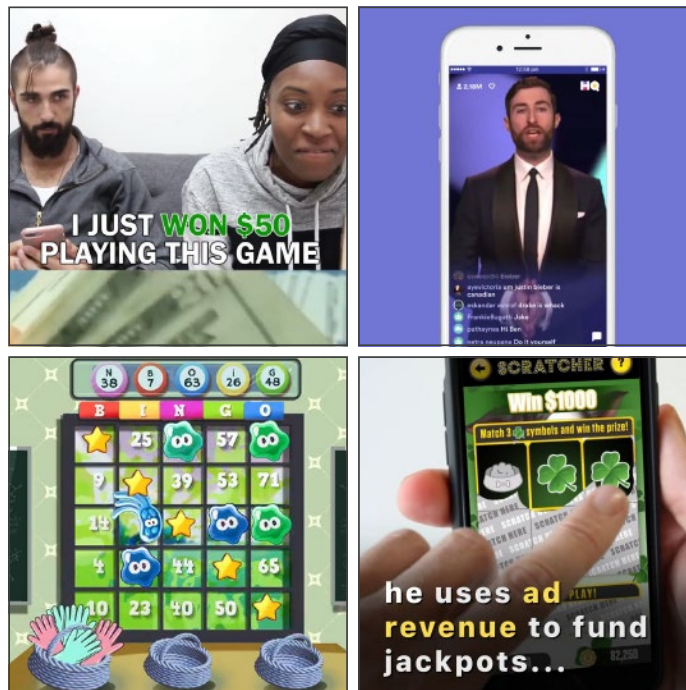
### Bingo Blitz: Top Trending Ads & Platform Distribution



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## Competitive Trends

- **Game Trailer:** Overview of how to play, game graphics and gameplay. (HQ Trivia, Yatzy Bingo Tournament, Bingo Blast, WorldWinner, many others)
- **Gameplay:** Simple game capture. (Coin Dozer, Bingo Pop, Bingo Journey, Cash Tornado Slots, GSN Slots, many others)
- **Player Focused/Real Winners:** Concepts built on player experience, from player versus player to focus on real winners. (Jackpocket, Cash Tornado Slots, Huuuge Casino Slots, WorldWinner, many others)
- **Testimonial:** Player reviews of the game. (Match to Win, Solitaire Epic Adventure, Bingo Clash, Lucky Day)
- **Mental Benefits:** Gameplay with messaging about the mental benefits of playing the game, such as improved memory. (WSOP, Solitaire)
- **Influencers:** Using celebrities or influencers to deliver the primary message. (Parx Casino)
- **Current Events:** Reflecting recent news or issues. (Jackpocket, Bingo Pop)

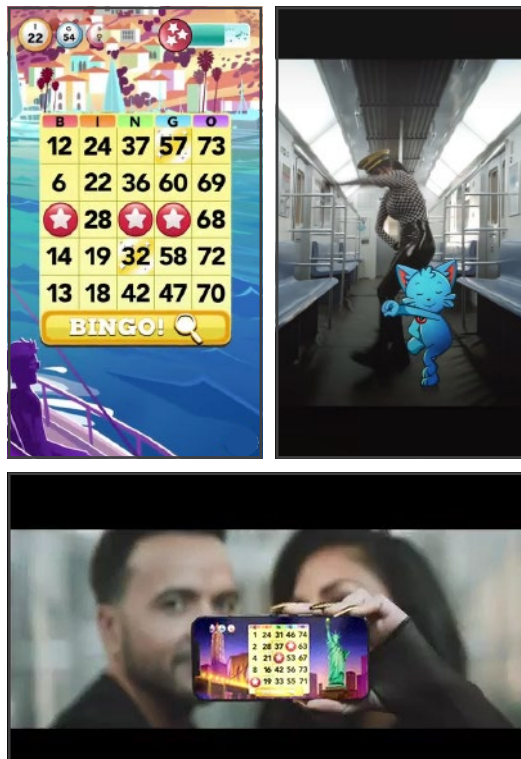


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# Section 3

## What's Working

- **Influencers:** Videos of Luis Fonsi and Nicol Scherzinger have garnered lots of attention on TikTok, Facebook and other platforms. As spokespeople, they've been leveraged in multiple concepts, (even featuring a song by Fonsi). Other influencers include Ellen Degeneres. All influencers integrate with gameplay, design and Blitzzy the Cat.
- **Gameplay:** Gameplay concepts feature Blitzzy the Cat and leverage the vibrant game design and graphics, to communicate that this is a more modern version of bingo.
- **Promo/Offer:** Simple concepts promote free gift giveaways to entice players to download or revisit.
- **Social connection:** Player-based concepts promote the social and community aspects of the game.
- **Seasonal:** Concepts centered on holiday themes.

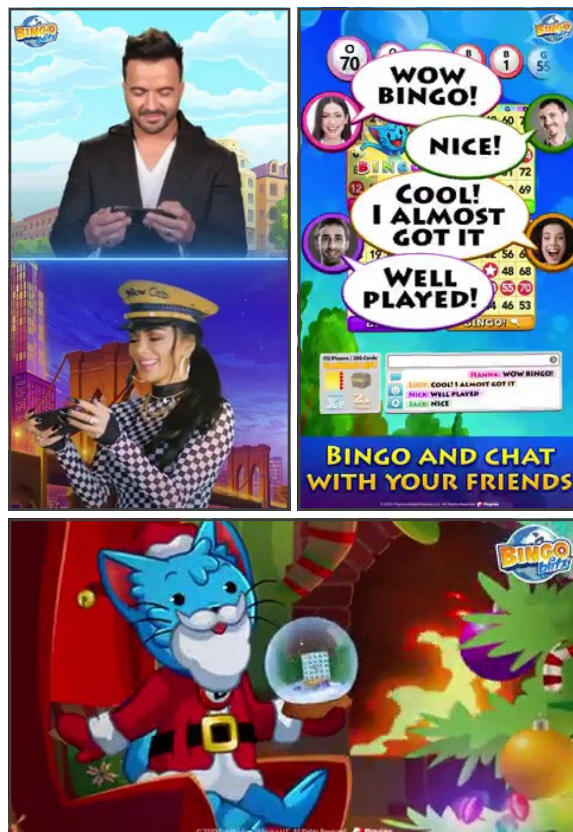


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# Section 4

## Iteration Opportunities

- Continue leveraging influencer content in video and image concepts, across multiple platforms.
- Try shorter, bite-sized versions of influencer content
- Explore other ways to integrate influencers with Blitzzy
- Try influencer testimonials and more footage of influencers playing the game
- Try augmented gameplay with voice-over (could feature influencers)
- Try integrating the social connection aspect with influencers (having players interact with influencers in game, or in scenarios like Coin Master has done with celebs)
- Try more seasonal concepts focused on different holidays and times of the year



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# Section 5

## Creative Recommendations

### Trend: Gameplay

Add winning elements to gameplay capture:

- Integrate casino-like payout to gameplay
- Try short user review headers highlighting fun aspects of game and things to win
- Overcomes obstacles to downloading and play

Competitors utilizing trend:

- Coin Dozer, Bingo Pop, Bingo Blaze, Bingo Showdown, Cash Tornado Slots, many others

Player Motivations:

- Targets players unfamiliar with the game and the aspect of playing for cash



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## Trend: Game Trailer

Create videos that explain the game in more detail:

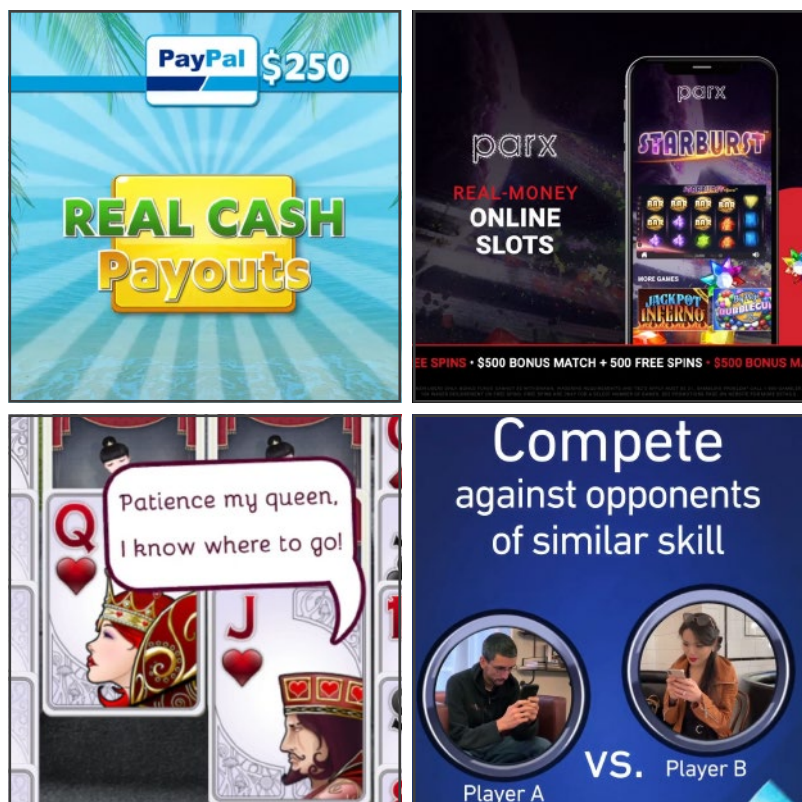
- Shows there's more to the game than just bingo (prizes, boosts, multiple cardplay and more)

Competitors utilizing trend:

- HQ Trivia, Yatzy Bingo Tournament, Bingo Blast, Parx Casino, WorldWinner, many others

Player Motivations:

- Targets players unfamiliar with the game and playing for cash



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## Trend: Player Focused

Create concepts that focus on players when they win prizes, credits, free coins and other extras:

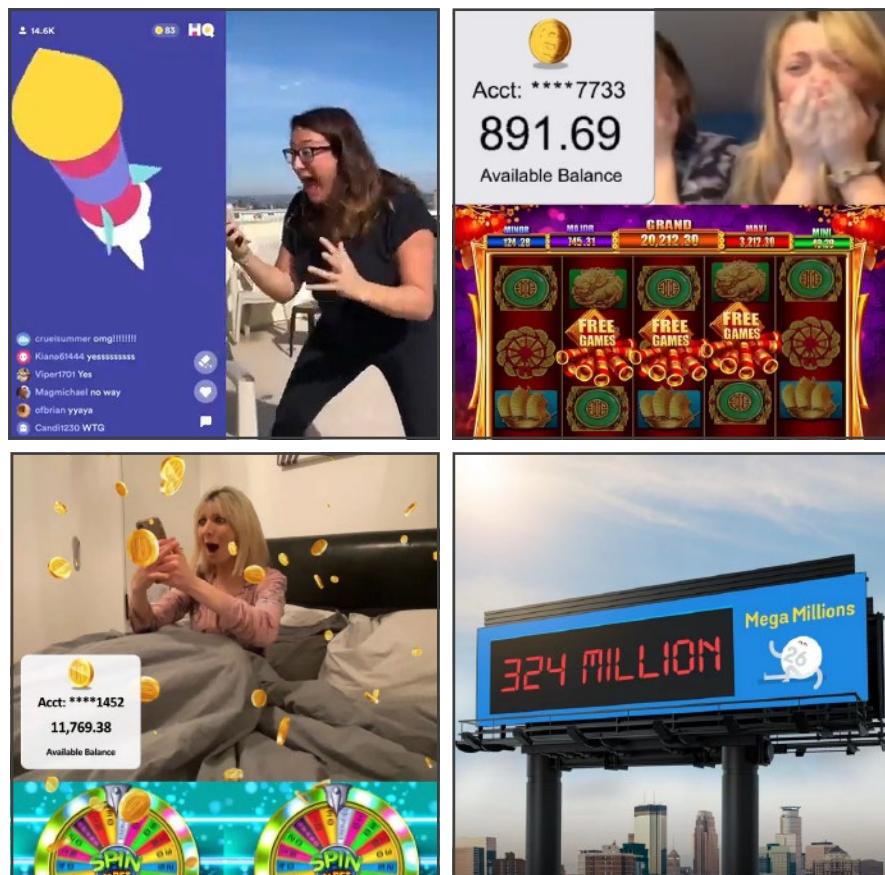
- “Real Winners” ideas saturate the category but leveraging the community aspect can differentiate
- Focus on the emotional benefit of winning and connecting with other players

### Competitors utilizing trend:

- HQ Trivia, Yatzy Bingo Tournament, Jackpocket, Cash Tornado, Slots, WorldWinner, Lucktastic

### Player Motivations:

- Targets players interested in social connection and community



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## Trend: Testimonial

Create concepts integrating real reviews of the game:

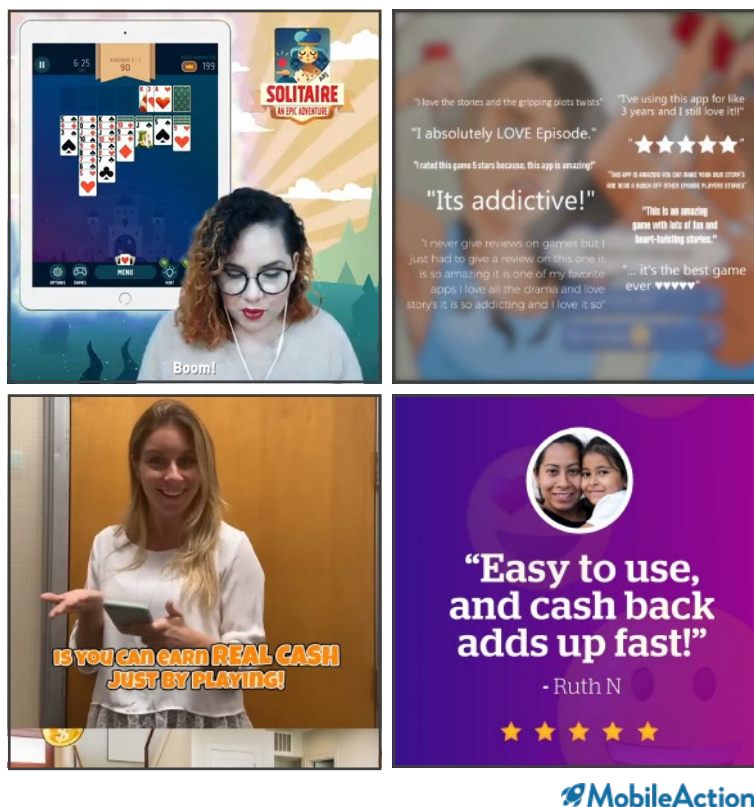
- Attracts players while legitimizing the game
- Could be combination of gameplay and copy or gameplay and video
- Category saturated with “real winner” video testimonials

Competitors utilizing trend:

- Match to Win, Solitaire Epic Adventure, Bingo Clash, Lucky Day

Player Motivations:

- Targets players unfamiliar with the game and the aspect of playing for cash



## Trend: Mental Benefits

### Create concepts that leverage mental benefits of bingo:

- Scientific evidence shows playing bingo increases social engagement and improves cognitive function / memory
- Targets an older demographic (50+)
- Test new headers like: “Elevate your IQ,” “Stay on the ball,” and others
- Test IQ concepts where fails lower IQ and wins increase it

### Competitors utilizing trend:

- Solitaire, WSOP

### Player Motivations:

- Targets players interested in self-improvement & self-preservation



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## Non-Competitor Trend: Puzzle Challenge

Create split-screen concepts where Bingo puzzle solutions result in helping Blitzy advance in perilous or adventurous situations:

- Engages new players from other game genres
- Integrates bingo and Blitzy in new way
- Add narrative element to game

### Non-competitors using trend:

- Charm King, Genies & Gems, many others

### Player Motivations:

- Targets players interested in a narrative element in their games



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## Non-Competitor Trend: Picker

Create concepts that add a picker and FAIL element to the game:

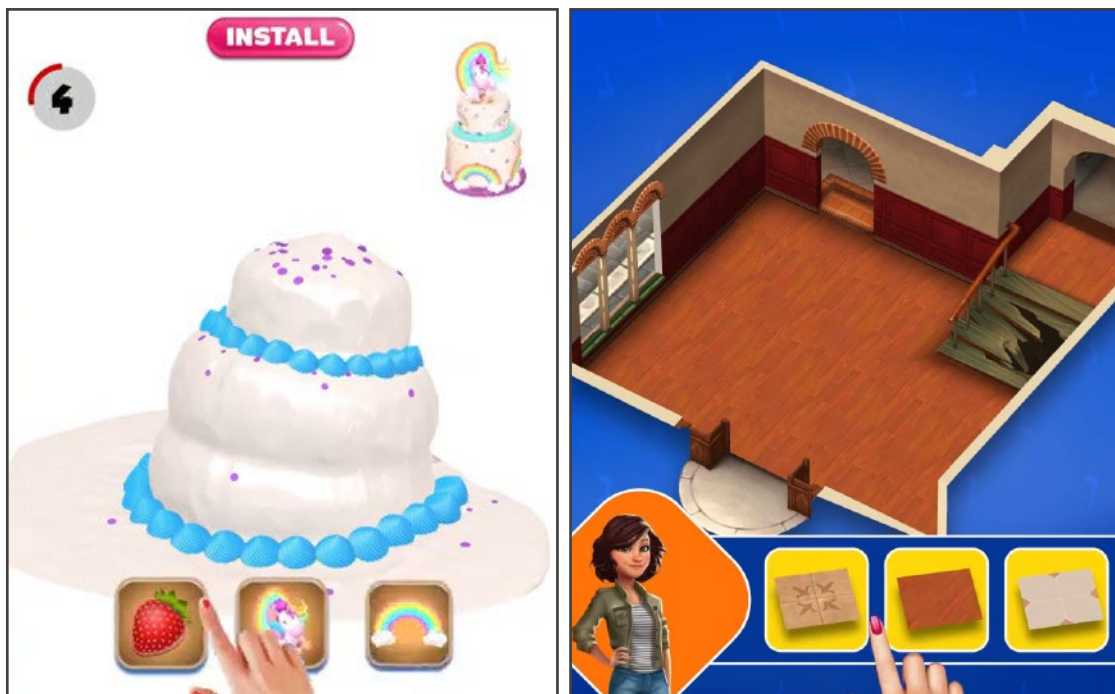
- Give players a timed option to pick the right letter/number combo to achieve Bingo
- Finger hovers but can't complete tasks in the allotted time, resulting in FAIL

Non-Competitors utilizing trend:

- Tuscany Villa, Sweet Escapes, many others

Player Motivations:

- Targets players interested in achievement



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