



# HIDDEN OBJECTS APP ADS

**Playrix: Manor Matters Creative Strategy**

The Definitive Guide to  
Their Creative Best Practices



# Table of Contents

• <b>Competitive Analysis</b>	<b>03</b>
• <b>Competitive Trends</b>	<b>04</b>
• <b>What's Working</b>	<b>07</b>
• <b>Iteration Opportunities</b>	<b>08</b>
• <b>Creative Recommendations</b>	<b>09</b>
○ Trend: Gameplay	09
○ Trend: Game Trailer	10
○ Trend: Hidden Object/Picker	11
○ Trend: Hidden Object/Stories	12
○ Trend: Spot the Differences	13
○ Trend: Puzzle Challenge	14
○ Trend: Image Stories	15
○ Trend: Mental Benefits	16
○ Trend: Testimonial	17

# Section 1

## Competitive Analysis

### Competitors:

June's Journey,  
Pearl's Peril,  
Criminal Case: Hidden Objects,  
Hidden City,  
Murder in the Alps,  
Adventure Escape Mysteries,  
Seekers Notes: Hidden Mystery,  
The Hidden Treasures,  
Survivors: The Quest,  
Klondike Adventures,  
Paint by Number,  
Lily's Garden,  
Sweet Escapes,  
Manor Cafe,  
Meow Match,  
Diner Dash,  
My Home: Design Dreams,  
My Cafe,  
Word Villas,  
Vineyard Valley,  
Ravenhill,  
Hidden Relics,  
Time Guardians,  
Mystery Manor,  
Hidden Objects Photo Puzzle,  
Homicide Squad,  
Find Differences: Spot It,  
Sentence,  
Adam Wolfe: Dark Detective Myster Game,  
The Secret Society,  
The Paranormal Society,  
Beauty and the Beast

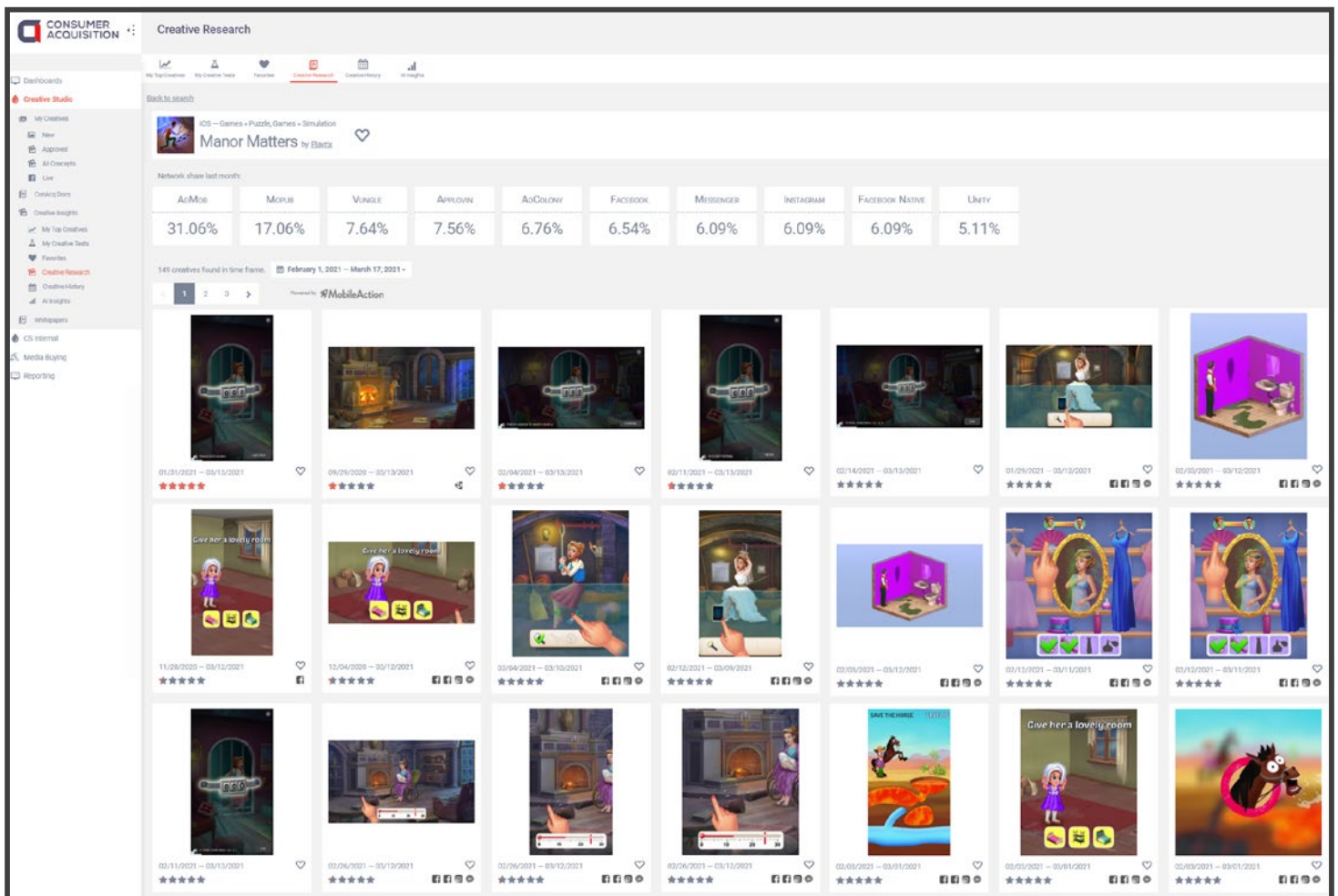


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# Section 2

## Competitive Trends

### Manor Matters: Top Trending Ads & Platform Distribution

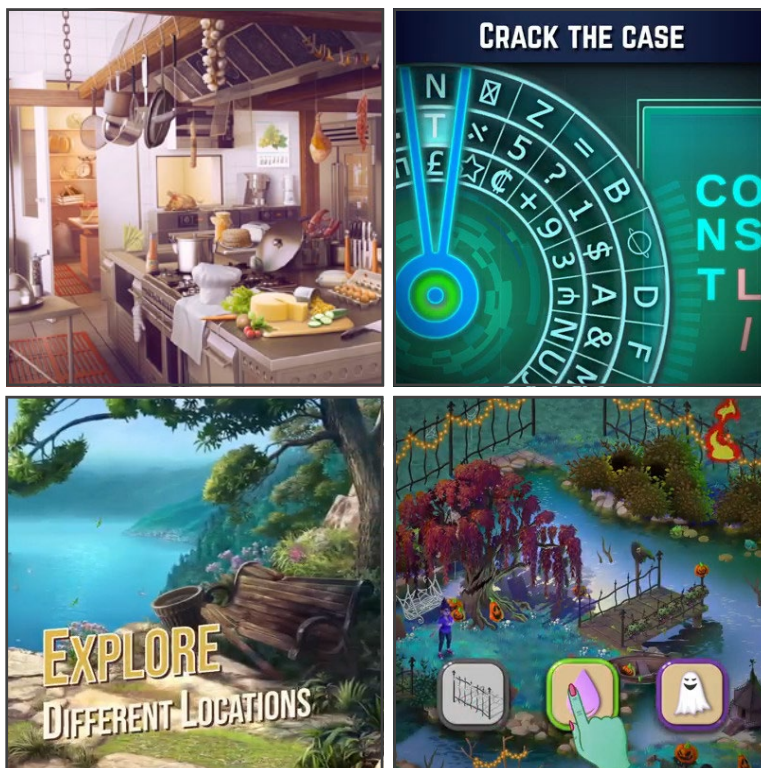


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## Competitive Trends

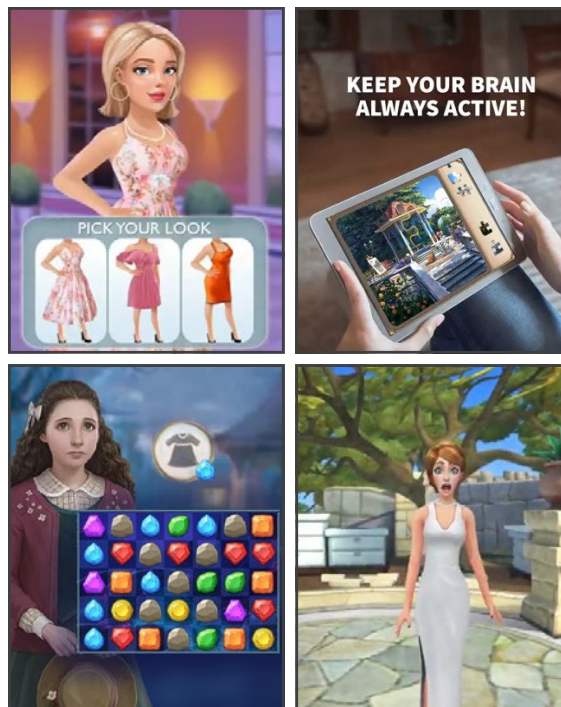
- **Game Trailer:** Overview of the game, showcasing gameplay, graphics and characters.  
(Hidden City, Murder in the Alps, Small Town Murders, Adventure Escape Mysteries, Seekers Notes, many others)
- **Gameplay:** Onscreen or simulated gameplay.  
(Adventure Escape Mysteries, Seekers Notes, June's Journey, The Hidden Treasures, Survivors: The Quest, Ravenhill, many others)
- **Hidden Object:** Hidden items to be found in a still image or video.  
(June's Journey, Mystery Manor, Hidden Objects Photo Puzzle, The Secret Society, many others)
- **Spot the Differences:** Side by side images with subtle differences that have to be found.  
(Seekers Notes, Mystery Manor, Homicide Squad, many others)
- **Renovation:** Rebuilding, redesigning and other architectural or DIY projects, often using a picker.  
(Seekers Notes, Survivors: The Quest, Klondike Adventures, Lily's Garden, many others)



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## Competitive Trends

- **Puzzle with Purpose:** Puzzles where the solution helps a character complete a challenge.  
(Seekers Notes, Meow Match, Ravenhill)
- **Puzzle Challenge:** Brain teasers and other challenges that are often tied to IQ.  
(Hidden Relics, Sentence, Ravenhill)
- **Female Story:** Women overcoming adversity and men behaving badly.  
(Lily's Garden, My Cafe, Word Villas, Vineyard Valley)
- **Design:** Using decoration or design, from home to baking.  
(Hidden City, Find Differences, many more)
- **Fashion:** Focused on style, clothing and appearance.  
(Sweet Escapes, Manor Cafe, My Home: Design Dreams, Covet Fashion)
- **Testimonial:** Centered around player reviews of game.  
(Meow Match, Adventure Escape Mysteries)
- **Mental Benefits:** Touting the mental benefits of the game, such as improving your mind or memory.  
(Ravenhill)

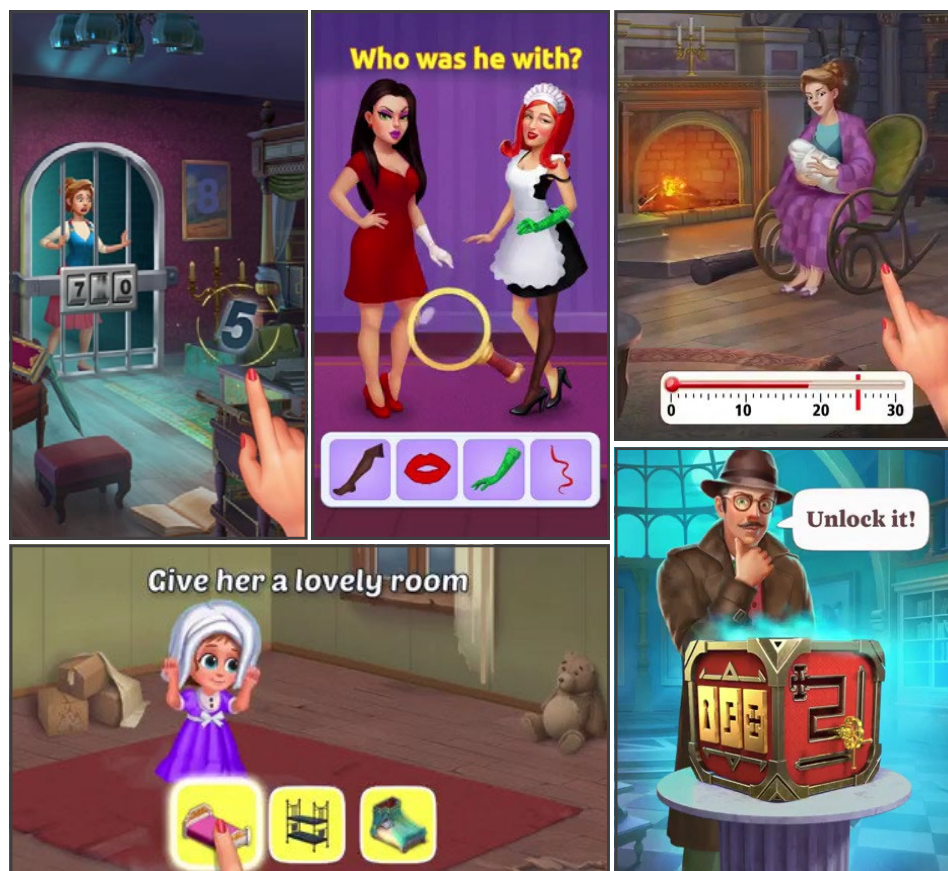


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# Section 3

## What's Working

- Genre crossovers concepts effectively combine puzzle trends to engage potential players
- Hidden Object/Progressive Puzzle/Puzzle with Purpose concepts challenge viewers to find hidden objects to solve puzzles and help characters
- Picker/puzzle concepts combine with stories to solve puzzles, direct narratives or renovate environments



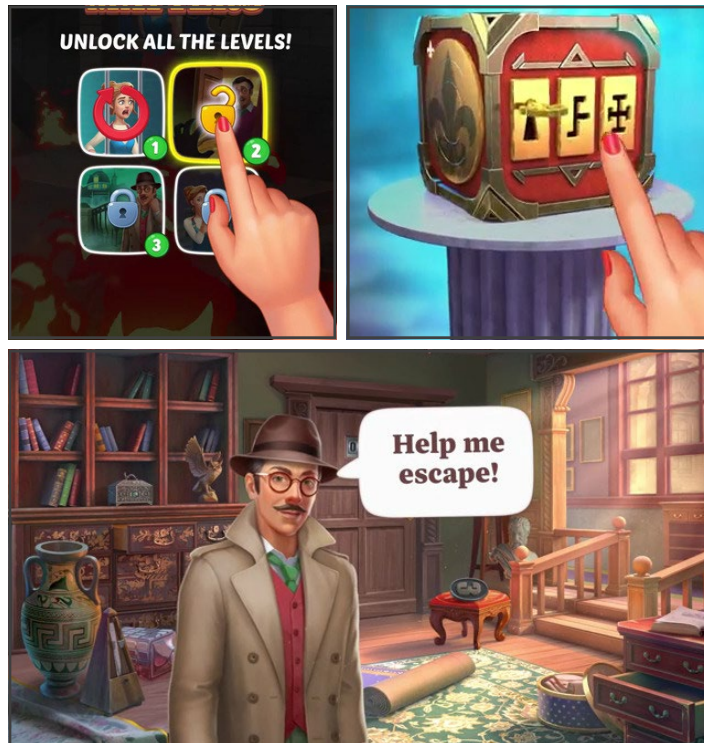
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# Section 4

## Iteration Opportunities

### Trend: Puzzle with Purpose

- Iterations of progressive puzzles can feature one puzzle for shorter concepts
- Add achievement headers to progressive puzzles
- Continue cross-genre concepts, combining hidden object with progressive puzzle, puzzle with purpose and pickers
- Try other other iterations of magnifying glass concepts, utilizing more game art and crime themes
- Try seasonal and holiday versions of best-performing concepts



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# Section 5

## Creative Recommendations

### Trend: Gameplay

**Leverage game art in simple hidden object videos:**

- Find items or words
- Combine with headers and/or timed challenges
- Can be simple puzzle or narrative-driven

**Competitors utilizing trend:**

- Adventure Escape Mysteries, Seekers Notes, June's Journey, The Hidden Treasures, Survivors: The Quest, Ravenhill, many others

**Player Motivations:**

- Targets players interested in challenge and mastery



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## Trend: Game Trailer

**Create game trailer concepts that highlight the overall experience of the game:**

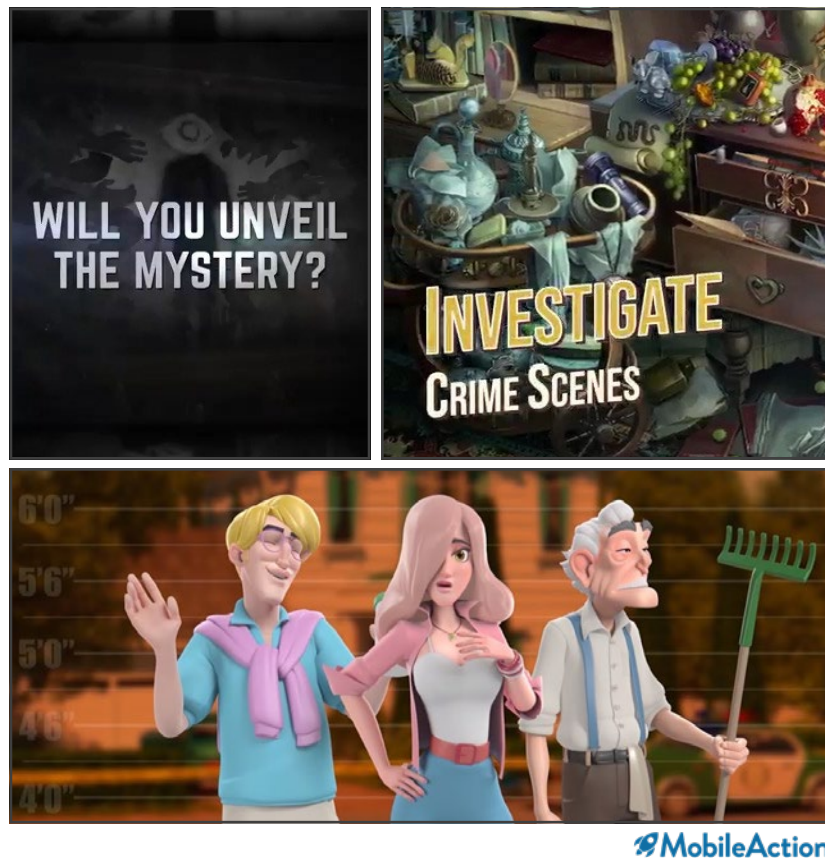
- Can focus on other aspects of gameplay: renovation, unlocking rooms, and game narrative
- Highlights cinematic game art and stories

**Competitors utilizing trend:**

- Hidden City, Murder in the Alps, Small Town Murders, Adventure Escape Mysteries, Seekers Notes, many others

**Player Motivations:**

- Targets players interested in challenge, mastery, design and narrative



## Trend: Hidden Object/Picker

Create hybrid hidden object videos by adding a picker element that allows you to search inside and under objects.

- Combine search for hidden objects with picker to choose items to search in or under.
- Combine with headers and/or timed challenges
- Image version would have hidden item barely visible in one of the picker furniture items.

### Competitors utilizing trend:

- Lily's Garden

### Player Motivations:

- Targets players interested in challenge and mastery



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## Trend: Hidden Object/Stories

Create hidden object concepts that are more narrative focused:

- Situations not necessarily game related
  - Finding clues to solve mysteries
  - Timed challenges
  - Catching a cheater

Competitors utilizing trend:

- Homicide Squad, Adventure Escape, Hidden Object Photo Puzzle

Player Motivations:

- Targets players interested in challenge and narrative





## Trend: Spot the Differences

Create simple concepts that challenge viewers to spot the differences between images:

- Use situations organic to the game
- Showcase game characters and settings
- Leverages game graphics

### Competitors utilizing trend:

- Seekers Notes, Mystery Manor, Homicide Squad, many others

### Player Motivations:

- Targets players interested in challenge and mastery



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## Trend: Puzzle Challenge

Create concepts that use simple puzzles to introduce game characters and gameplay:

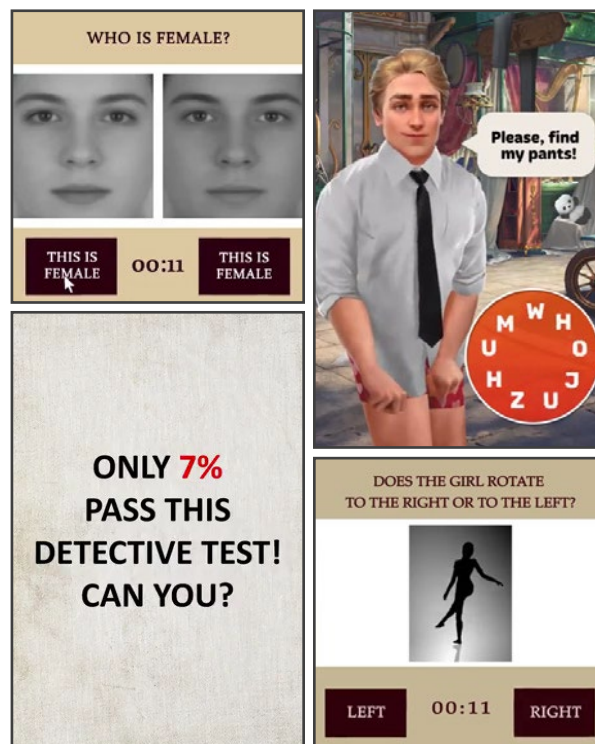
- Word puzzles (misspelled words, word searches)
- Brain teasers (untangling or sorting items)
- Use challenging or IQ-based headers
- Timed challenges

### Competitors utilizing trend:

- Hidden Relics, Sentence, Ravenhill

### Player Motivations:

- Targets players interested in challenge and completion



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## Trend: Image Stories

Create image concepts that contain a story or mystery:

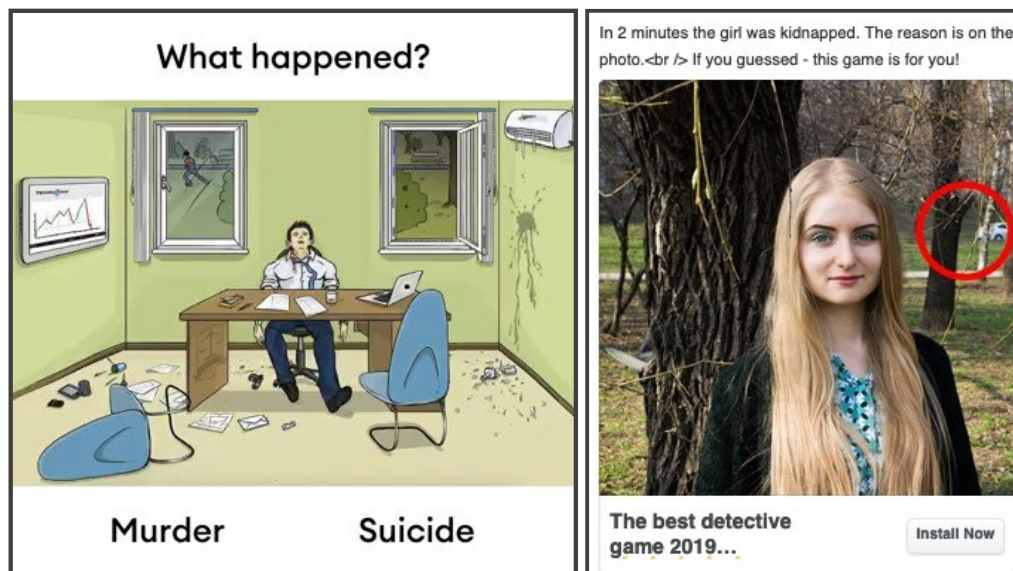
- Different way to engage hidden object players
- Engages with narrative/mystery aspect
- Capitalizes on strength of image concepts for this title

Competitors utilizing trend:

- Sentence

Player Motivations:

- Targets players interested in mystery and narrative



## Trend: Mental Benefits

Create concepts centered on relaxation and mental benefits of playing hidden object puzzles:

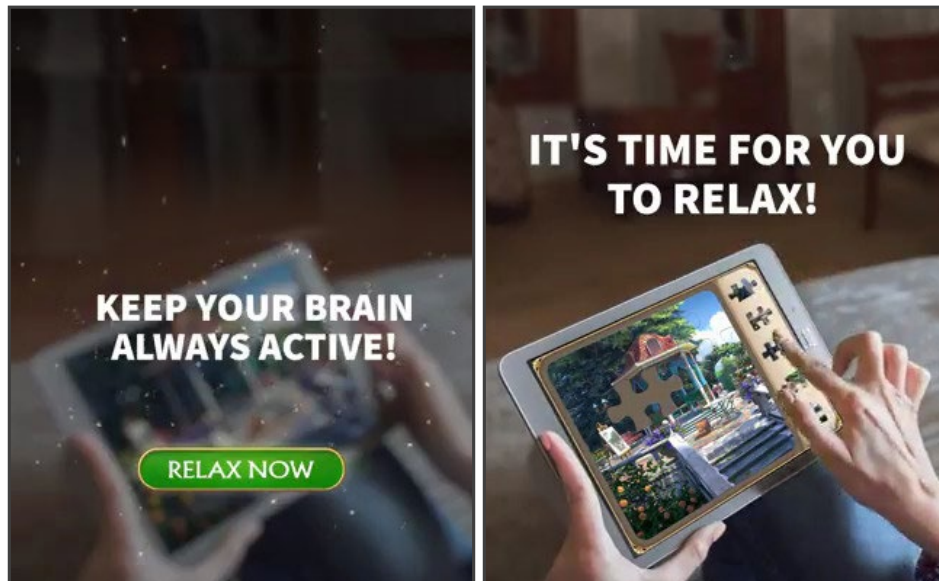
- Combination of gameplay, headers, and/or testimonials
- Opportunity for live action characters to break up animation

**Competitors utilizing trend:**

- Ravenhill

**Player Motivations:**

- Targets players interested in self-improvement





## Trend: Testimonial

### Create concepts featuring player testimonials:

- Written testimonials from Facebook, Google Play store
- Voice over testimonials with gameplay
- Filmed testimonials split screen with gameplay
- Legitimizes game

### Non-competitors utilizing trend:

- Adventure Escape Mysteries

### Player Motivations:

- Targets players unfamiliar with the game



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