

ROMANCE APP ADS

Pocket Gems' Episode: Creative Strategy

The Definitive Guide to
Their Creative Best Practices

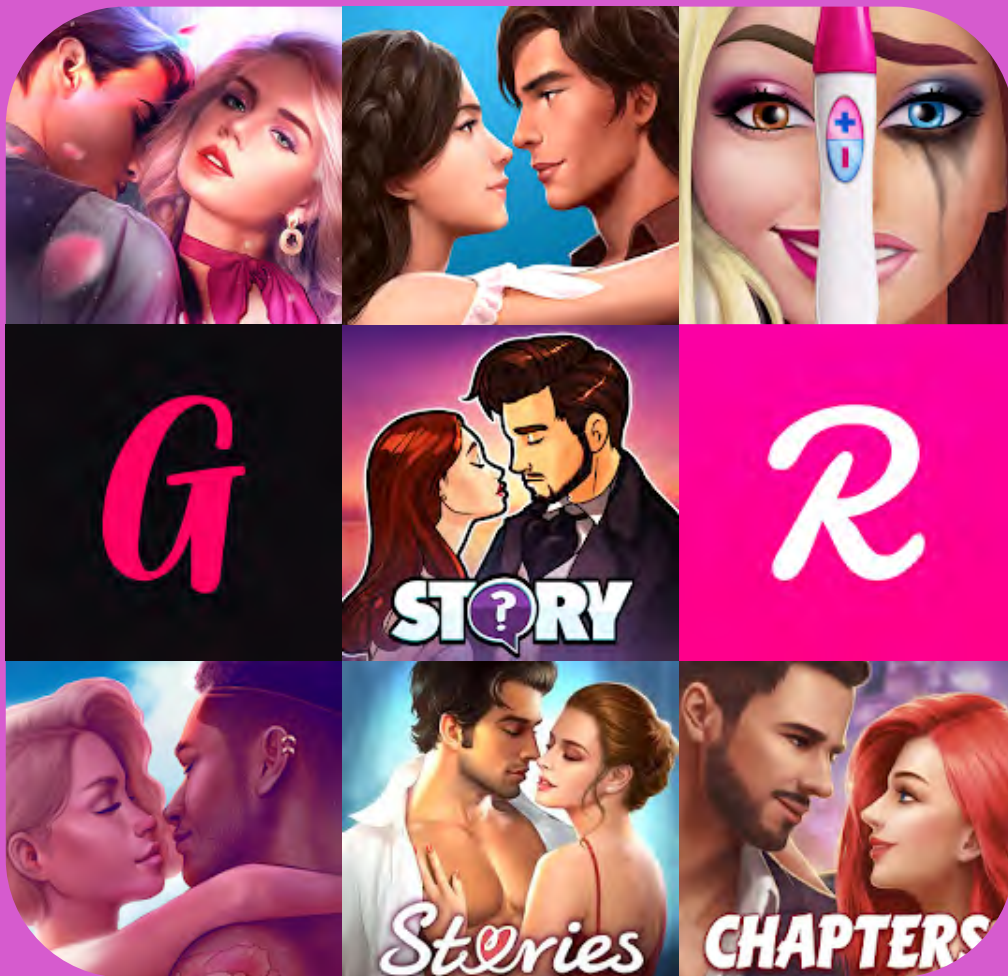


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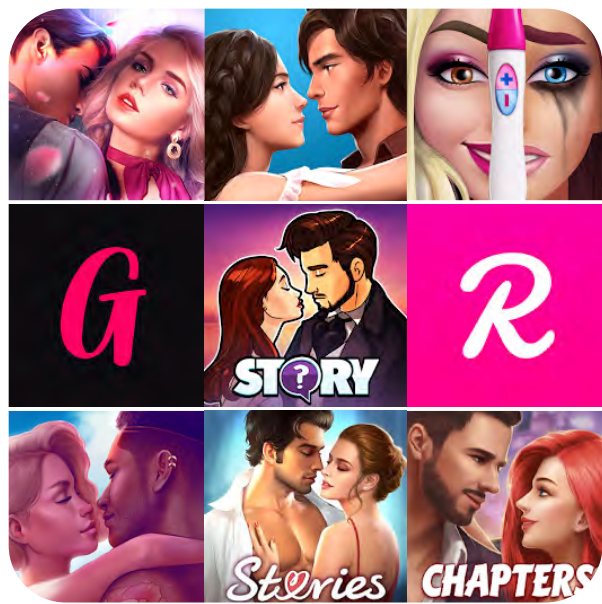
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Section 1

Romance App Competitive Analysis

Competitors:

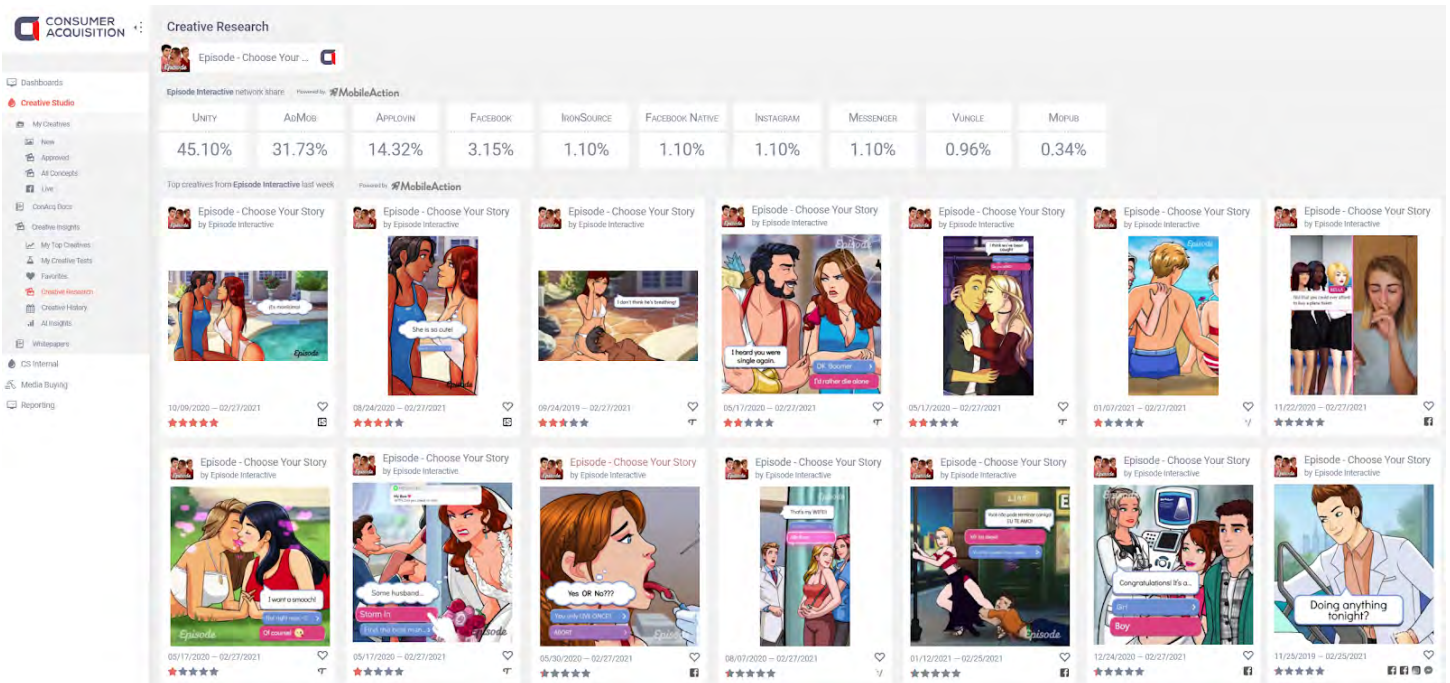
Choices: Stories You Play,
Chapters: Interactive Stories,
Lily's Garden: Design & Relax,
Moments: Choose Your Story,
Linda Brown: Interactive Story,
Journeys: Interactive Series,
My Story: Choose Your Own Path,
What's Your Story?,
Secrets: Game of Choices,
Kim Kardashian: Hollywood,
Tabou Stories: Love Episodes,
Covet Fashion,
Dreame,
Galatea: Immersive Stories,
iReader: Novel,
Readict: Novels and More,
Wattpad: Read & Write Stories,
Kiss: Read & Write Romance,
Hooked: Chat Stories,
Lure: Interactive Chat Stories,
Radish



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Section 2

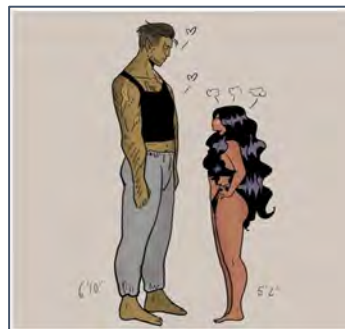
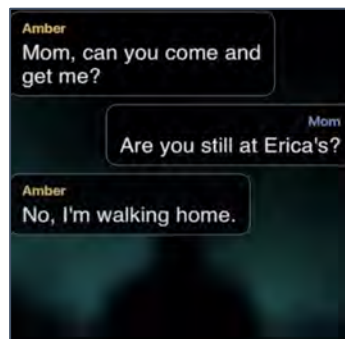
Romance Apps Top Trending Ads & Platform Distribution



Section 3

Romance App Competitive Trends

- **Female Story:** Women overcoming obstacles and misbehaving men (Hooked, Choices, Chapters, Readict, Dreame, Kim Kardashian)
- **Female Story/Pregnancy:** Pregnancy and the challenges of motherhood featured prominently. (Choices, Chapters, Dreame, Readict)
- **Choices:** Choosing an option that directs the narrative. (Choices, Chapters)
- **Testimonial:** Focused on a player's review and/or experience of the game. (Hooked, Wattpad)
- **R-Rated Humor:** Risque, bawdy, sexually suggestive and other adult humor. (Choices, Chapters, Dreame, Readict)
- **Pop Culture:** Concepts that leverage pop culture and trends. (Hooked)
- **Relaxation:** Concepts that tout relaxation as a primary benefit. (Dreame)



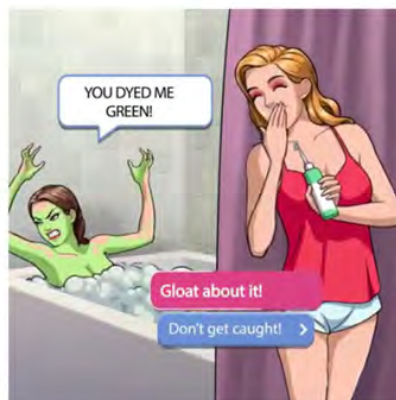
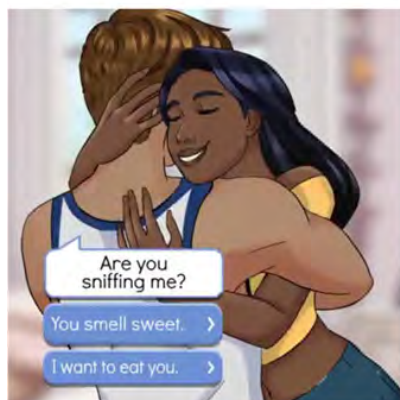
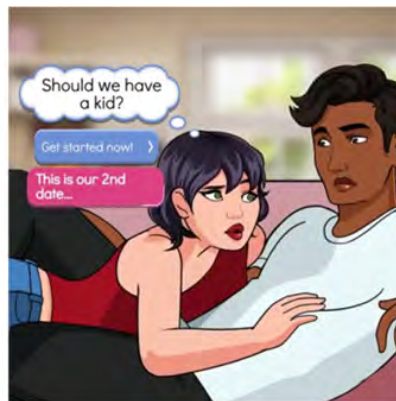
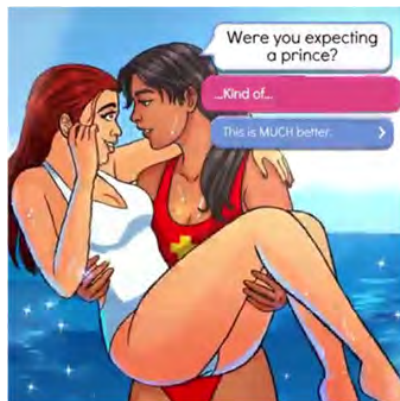
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Section 4

Romance App Creative

Episode: What's Working

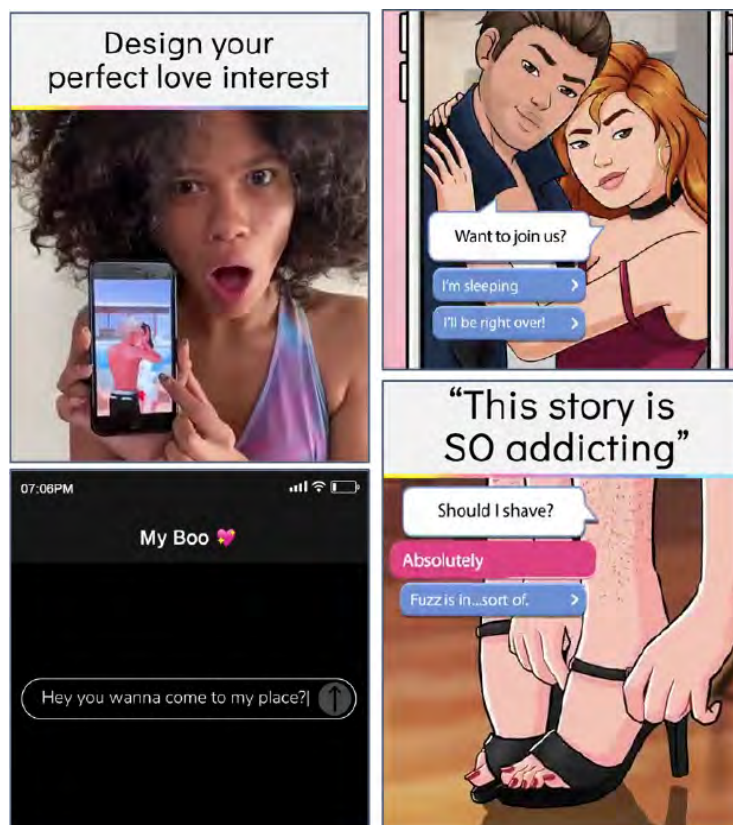
- Quick vignettes are perfect for short-attention spans and are culturally relevant
- Characters are quirky, aspirational and realistic
- Graphic look is recognizable and polished
- Creative pushes boundaries but does not devolve into poor taste or misogynist fare
- Stories feature a diverse and inclusive cast of characters



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Romance App Iteration Opportunities

- Continue short vignettes featuring multiple characters
- UGC testimonials are a good way to break up animation
- Character design concepts will engage users interested in decoration/design
- Social connection is another way to tell a story with less animation
- Try more concepts that engage user as if they're a character
- Try more concepts with humor around real-life situations (e.g., whether to shave your legs)



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Section 5

Romance App Creative Recommendations

Trend: Female Story

Create videos with female-centered narratives:

- Overcoming badly behaving men
- Jealousy scenarios with men & women
- Female empowerment
- Narrative techniques can include:
 - Choose the option to affect narrative
 - Pickers (picking clothes, hair, etc for a makeover)
 - Social media (text chats between characters)

Competitors utilizing trend:

- Hooked, Choices, Chapters, Readict, Dreame, Kim Kardashian

Player Motivations:

- Immersion, romance, quality stories



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Trend: Female Story - Pregnancy

Create videos that have pregnancy as the central topic:

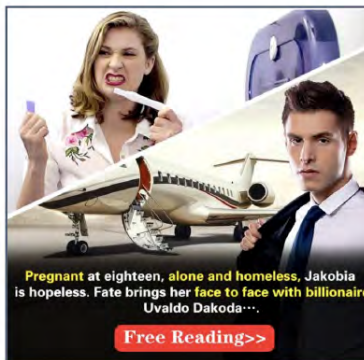
- Renovation pickers to create perfect environment for baby
- Who's the father/jealousy scenarios
- Single mothers overcoming obstacles to raise their child

Competitors utilizing trend:

- Choices, Dreame, Chapters

Reader Motivations:

- Escapism, Immersion, Romance



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Trend: Choose What's Next

Create videos that simulate choose your own adventure stories:

- Usually female-centered stories
- Wide range of scenarios involving dating, cheating, jealousy, or choosing between action and apathy
- Dual choices keep it simple

Competitors utilizing trend:

- Choices, Chapters

Reader Motivations:

- Immersion, Fantasy, Being someone else



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Trend: Testimonials

Create testimonial videos and images featuring user reviews:

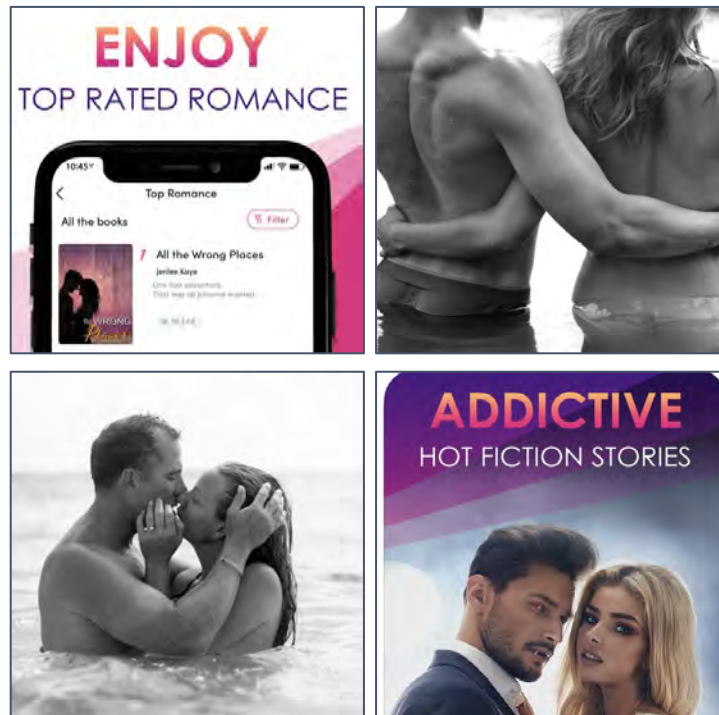
- Reviews from Google Play & App Store
- Supered or voice over quotes
- Filmed UGC
- Try different categories/genres to target users

Competitors utilizing trend:

- Hooked, Readict

Reader Motivations:

- Quality stories



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Trend: R-Rated Humor

Utilize double entendres and other suggestive language to attract users interested in more adult stories:

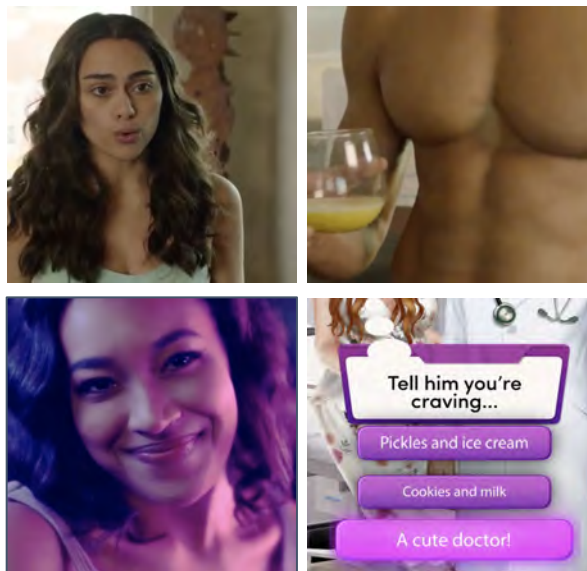
- Dating and relationship issues
- Jealousy scenarios with men & women
- Control/power scenarios
- Narrative techniques can include:
 - Choose the option to affect narrative
 - Social media (text chats between characters)

Competitors utilizing trend:

- Hooked, Chapters, Choices, Dreame

Reader Motivations:

- Quality stories



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Trend: Pop Culture - Memes

Create videos/images that leverage current events and/or pop culture:

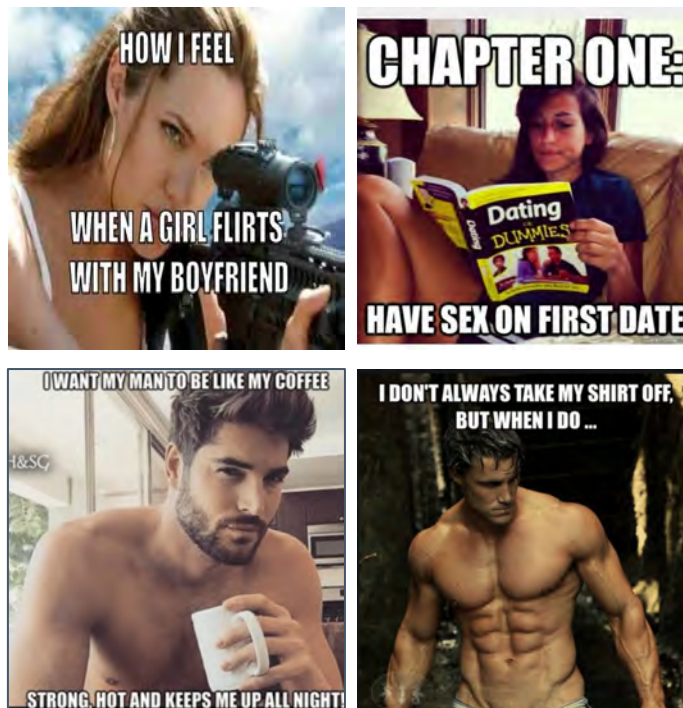
- Meme format
- Pair with app imagery
- Pair with stock photos
- Humorous takes on romance genre and relationships

Competitors utilizing trend:

- Hooked, Chapters

Reader Motivations:

- Fun, romance



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Trend: Diverse Stories

Explore stories that are inclusive of all types of relationships:

- Same sex couples
- Interracial couples
- Unique situations utilizing a broader definition of family

Competitors utilizing trend:

- Hooked, Dreame, Chapters, Choices, Readict

Reader Motivations:

- Immersion, fantasy, relatable narrative



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Trend: User/Character Interaction

Create concepts which simulate a user interacting with a character in the story:

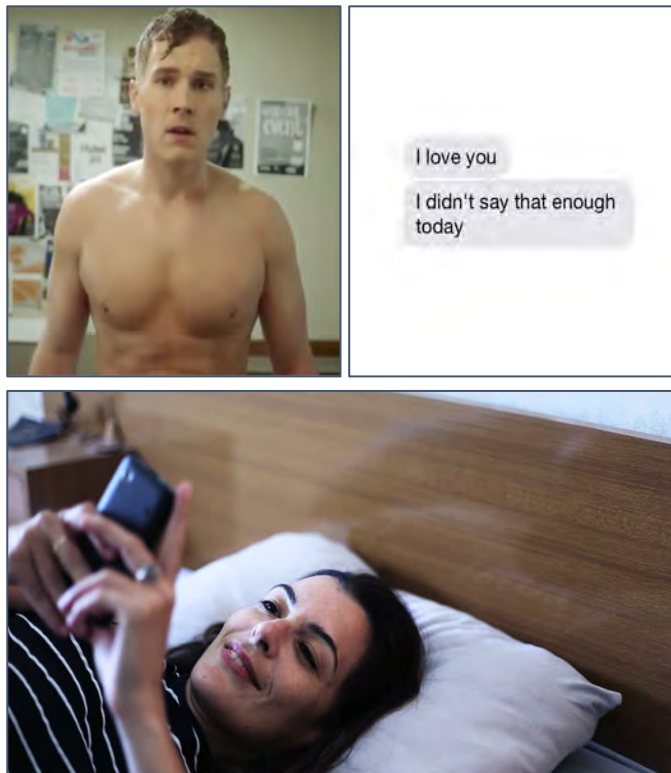
- Character texting user
- User reacting to various characters
- Character talking to user

Competitors utilizing trend:

- Hooked, Dreame, Readict

Player Motivations:

- Fantasy, immersion, romance



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