

# MATCH 3 APP ADS

## Toon Blast Creative Strategy

The Definitive Guide to  
Their Creative Best Practices



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# Section 1

## Competitive Analysis

### Competitors:

Gardenscapes,  
Homescapes,  
Fishdom,  
Toy Blast,  
Candy Crush Franchise,  
Angry Birds Franchise,  
Vineyard Valley,  
Matchington Mansion,  
Farm Heroes Saga,  
Wild Life: Puzzle Story,  
Pet Rescue Saga,  
Bubble Witch 3 Saga,  
Genies & Gems,  
Sweet Escapes,  
Charm King,  
Manor Cafe,  
Lily's Garden

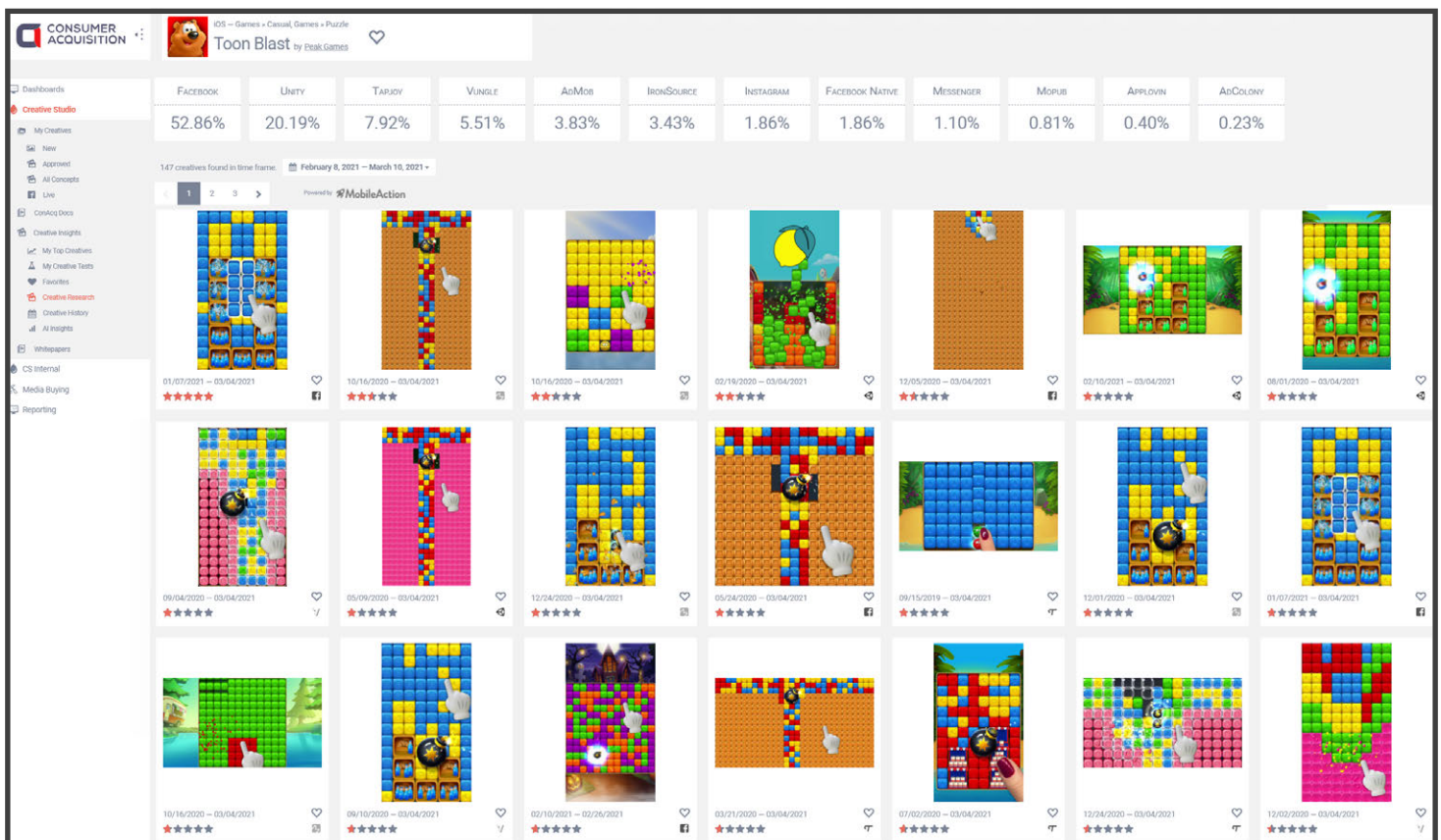


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# Section 2

## Competitive Trends

### Toon Blast: Top Trending Ads & Platform Distribution

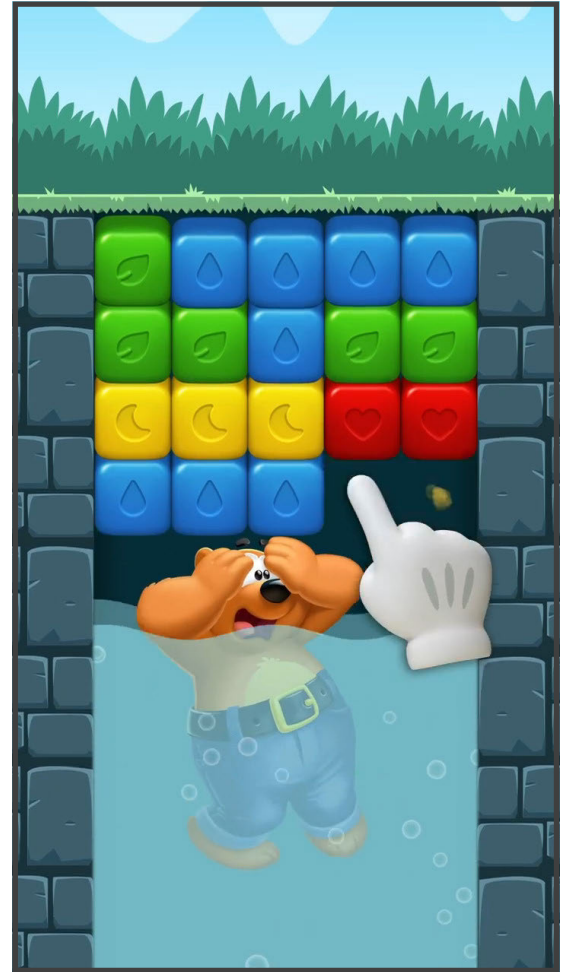


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## Competitive Trends

- **Puzzle with Purpose:** Puzzle where the solution helps a character. (Candy Crush Saga, Vineyard Valley, Charm King, Manor Cafe, Pet Rescue Saga)
- **Gameplay:** Simple game capture. (Candy Crush Saga, Toy Blast, Pet Rescue Saga, Farm Heroes Saga)
- **Locks & Gates Puzzle:** Concepts using pull the pin structure. (Gardenscapes, Homescapes, Fishdom, Charm King)
- **Puzzle Challenge:** Brain teasers and other challenges. (Fishdom, Angry Birds, Sweet Escapes)
- **Progressive Puzzle:** A puzzle requiring completion of multiple levels. (Angry Birds, Hero Wars)
- **Game Trailer:** Thematic overview of the game. (Angry Birds, Genies & Gems)
- **Female Story:** Women overcoming obstacles. (Matchington Mansion, Lily's Garden)
- **Design:** Focused on decoration or design. (Lily's Garden, Vineyard Valley, Wild Life: Puzzle Story)
- **Picker:** Picking items that impact the narrative. (Matchington Mansion, Manor Cafe)
- **Word Puzzle:** Featuring word searches or other word games. (Genies & Gems, Sweet Escapes)
- **Choose What's Next:** Choosing an option to direct the narrative. (Matchington Mansion)
- **Peril Picker:** Picking items to help a game character in a perilous situation. (Manor Cafe)

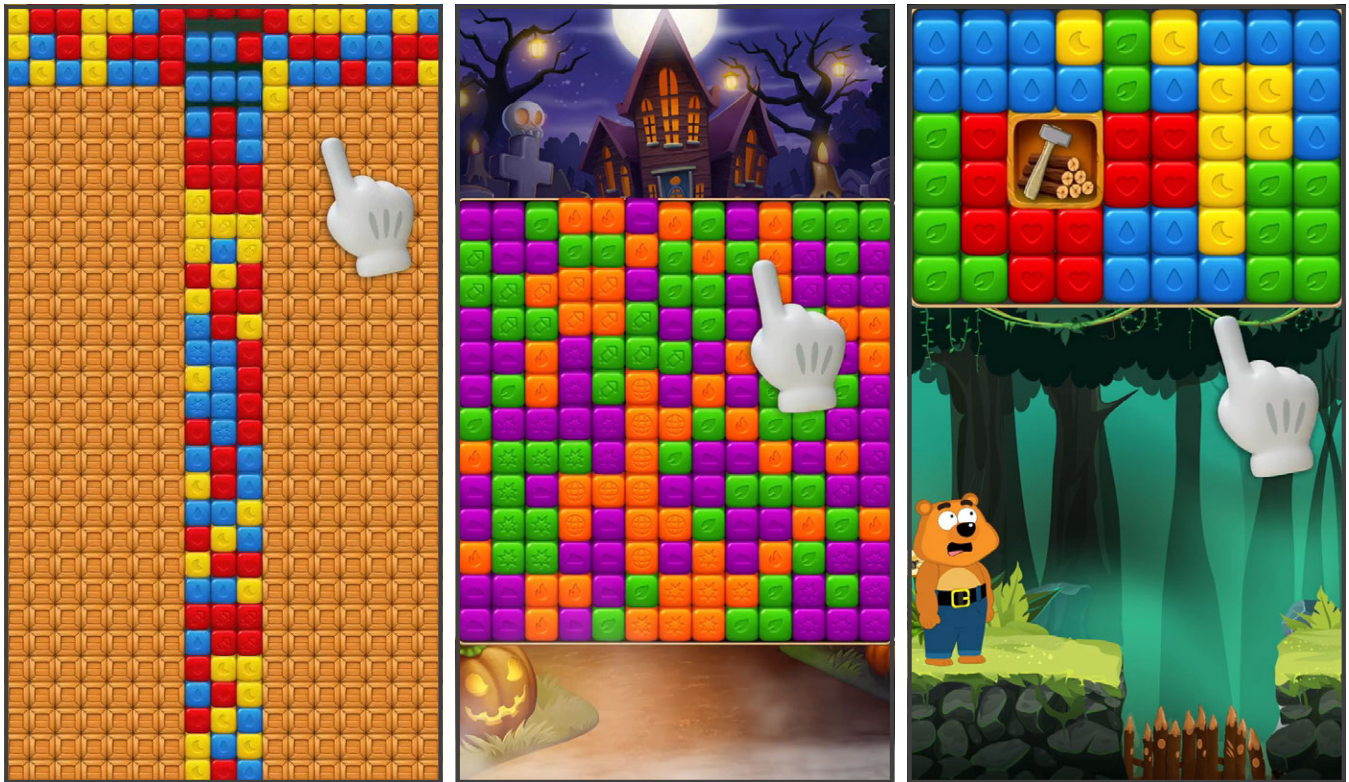


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# Section 3

## What's Working

- Gameplay creatives leverage graphics, SFX and bright colors to engage users
- Puzzle with Purpose concepts combine gameplay with simple character situations
- Seasonal creative concepts engage with users around relevant seasonal and/or holiday messaging

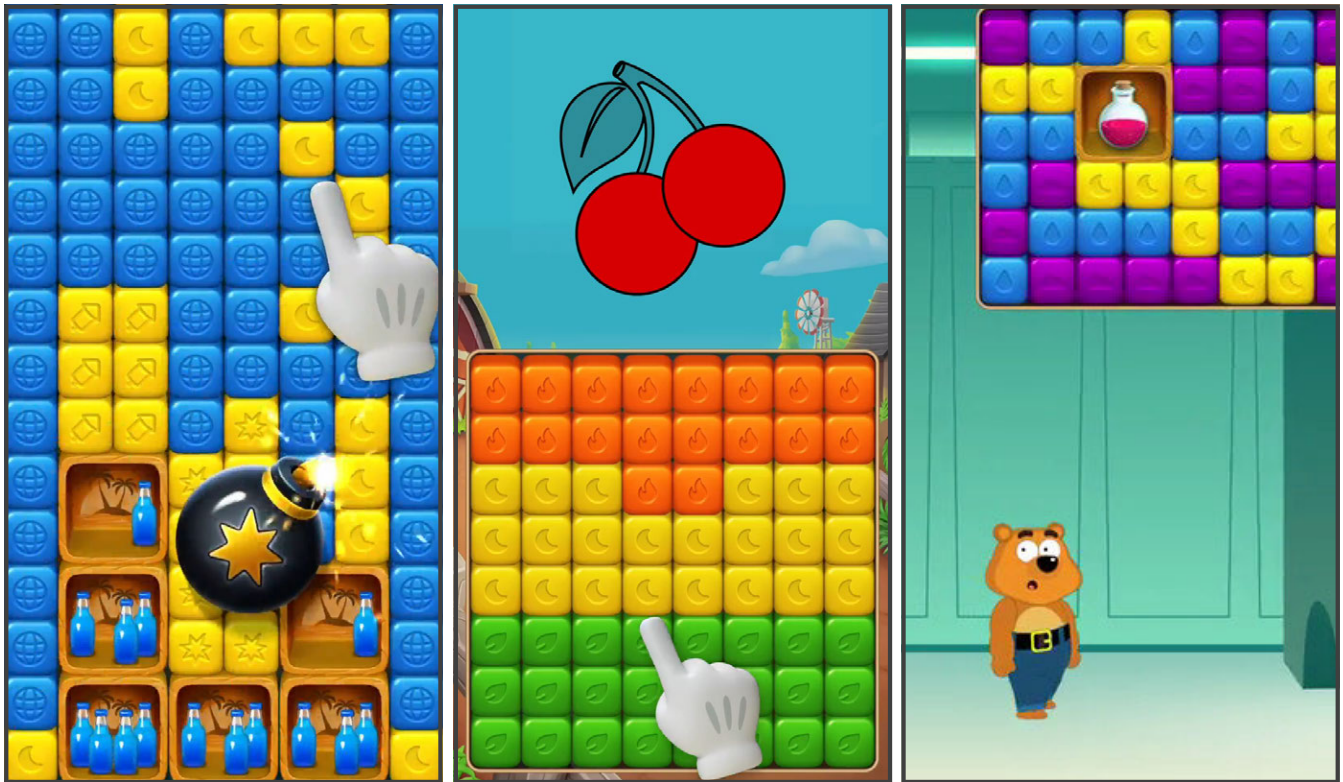


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# Section 4

## Iteration Opportunities

- Gameplay-focused concepts can be combined with inset testimonials, Noob vs. Pro, and influencers to augment creative
- Comedic add-ons are another way to plus up simple gameplay concepts, with talk bubbles or character voice over
- Puzzle with Purpose concepts can use more blasters
- Try shorter gameplay concept that ramp up more quickly to blasters
- Try other seasonal and holiday concepts



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# Section 5

## Creative Recommendations

### Trend: Puzzle with Purpose

Create new concepts where gameplay puzzle solutions result in helping Bruno Bear, Wally Wolf & Cooper Cat advance in fun/adventurous situations:

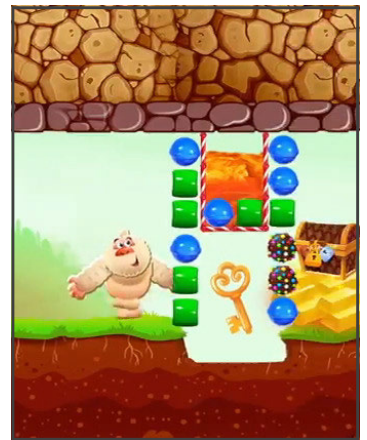
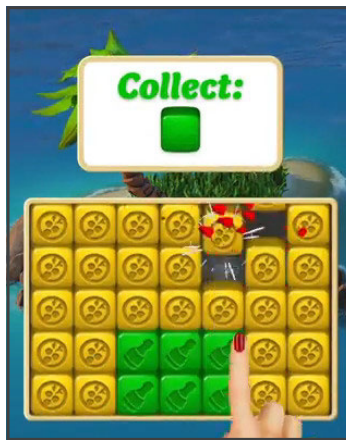
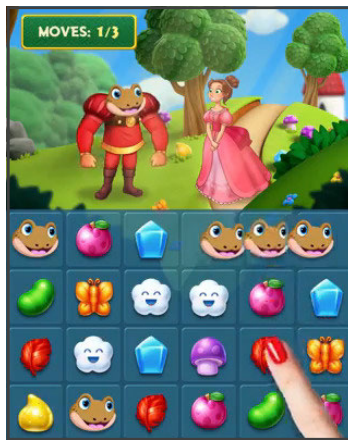
- Integrates gameplay
- Adds narrative element to game
- Try match/picker hybrid
- Use split screen or integrate gameplay into scene
- Incorporate matching and boosters into solutions

#### Competitors using trend:

- Candy Crush Saga, Vineyard Valley, Charm King, Manor Cafe, Pet Rescue Saga

#### Player Motivations:

- Targets players interested in narrative and challenges



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# Trend: Gameplay

**Augment gameplay with different headers, comedic add-ons and fails:**

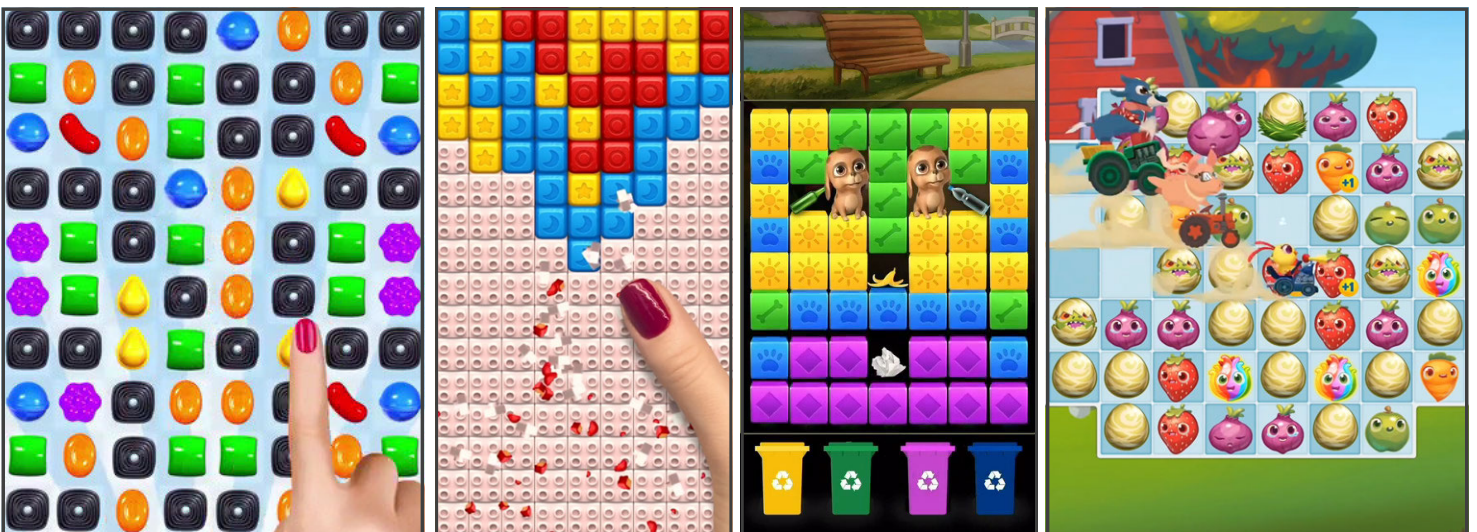
- Create headers that challenge users to complete levels
- Add characters and/or backgrounds to game boards
- Add character talk bubbles to provoke/encourage players
- Add subtitled voice over to mimic player experience
- Show game fails, near misses and near wins

**Competitors utilizing trend:**

- Candy Crush Saga, Toy Blast, Pet Rescue Saga, Farm Heroes Saga

**Player Motivations:**

- Targets players interested in challenges and completion



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## Trend: Locks & Gates Puzzle

Create Locks & Gates challenges that incorporate the game characters:

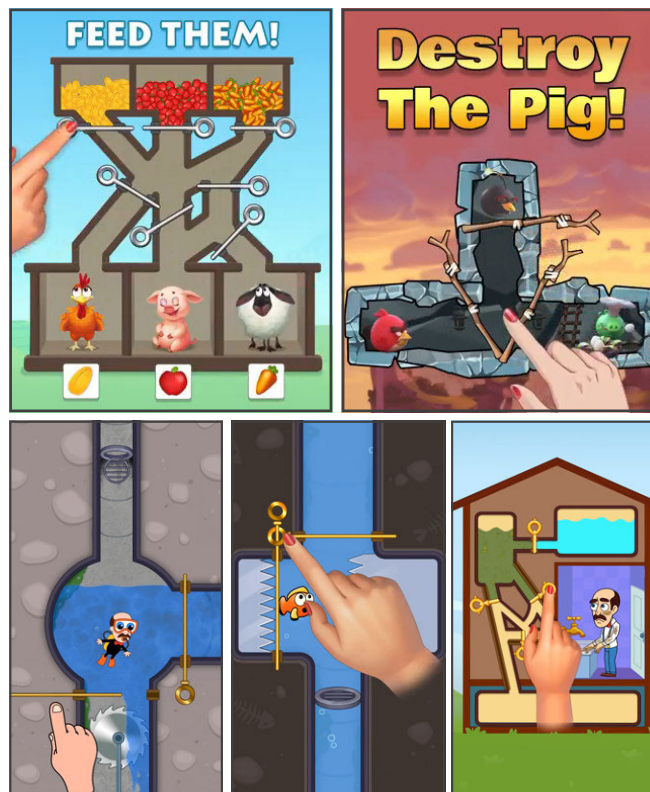
- Free characters from funny/dangerous situations
- Utilize elements of the game (e.g., car, anvil, bombs, disco balls)
- Replace pins with boxing glove/accordion asset

Competitors utilizing trend:

- Gardenscapes, Homescapes, Fishdom, Charm King, Township

Player Motivations:

- Targets players interested in challenge and completion



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## Trend: Game Trailer

Create videos that explain the game in more detail:

- Game overview that differentiates the game from other Match 3 games
- Explainer video utilizing graphic elements (e.g., scrapbook)
- Movie trailer-type creative that capitalizes on game graphics and characters

Competitors utilizing trend:

- Angry Birds 2, Genies & Gems

Player Motivations:

- Targets players unfamiliar with the game



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## Trend: Progressive Puzzle

Create concepts that feature characters in multi-level puzzles:

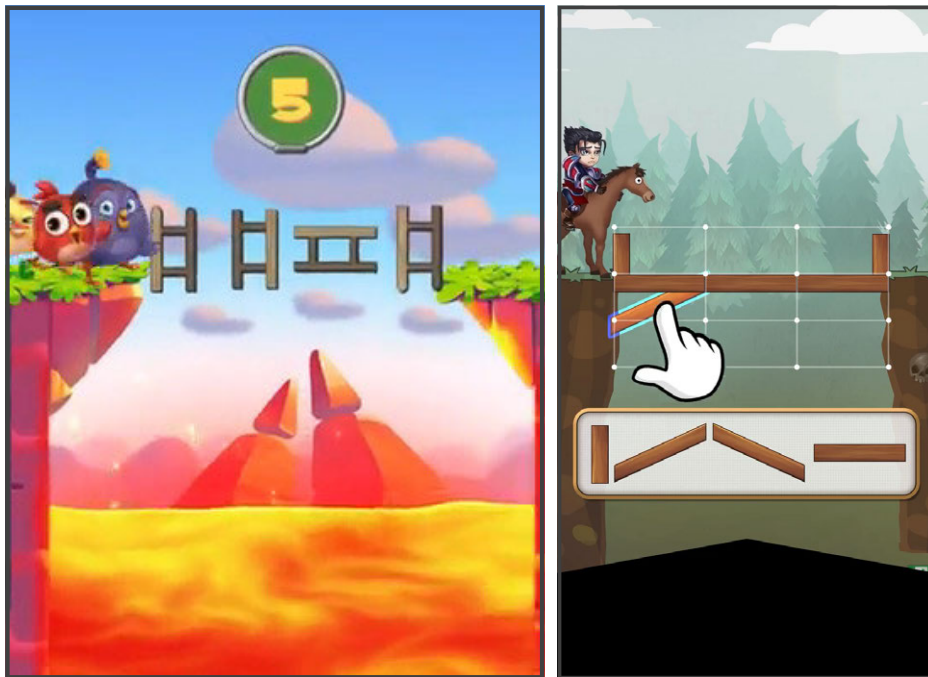
- Use situations organic to the game
- Showcase game characters
- Engages viewers with possible outcomes
- Attracts players from other genres

Competitors utilizing trend:

- Angry Birds Dream Blast, Hero Wars

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:

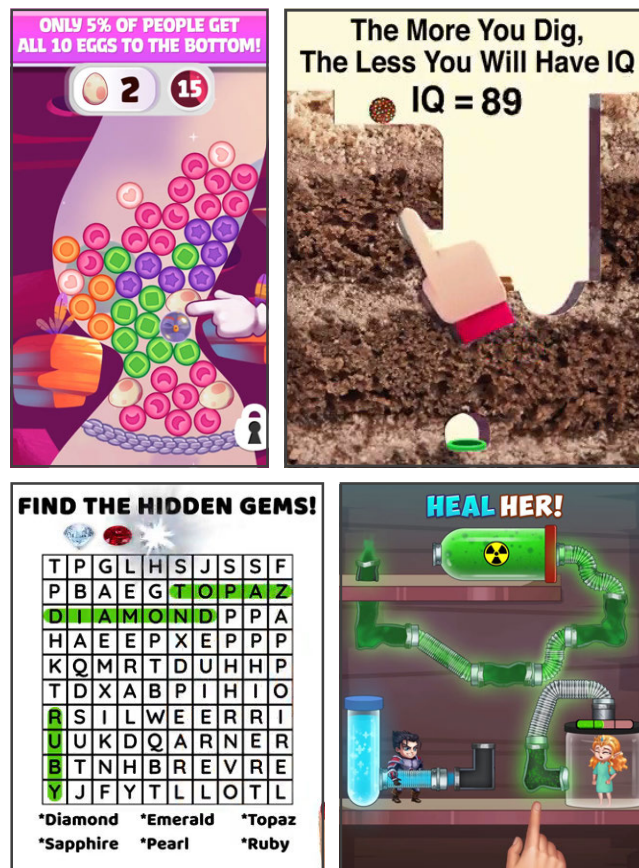
- Word puzzles (misspelled words, word searches)
- Brain teasers (untangling or sorting items)
- Use challenging or IQ-based headers

### Competitors utilizing trend:

- Fishdom, Angry Birds Dream Blast, Sweet Escapes, Genies & Gems

### Player Motivations:

- Targets players interested in challenge and completion



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## Trend: Design & Renovation

Create concepts that leverage design and self-expression:

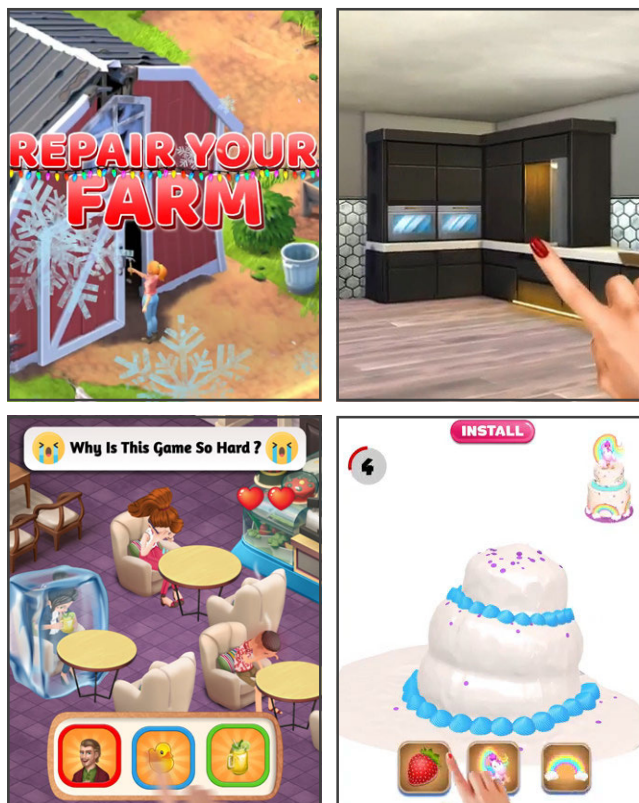
- Build/renovate Toon settings
- Renovate Toon assets such as the car
- Makeovers for Bruno, Wally & Cooper
- Can utilize pickers to design & renovate

Competitors utilizing trend:

- Lily's Garden, Vineyard Valley, Wild Life: Puzzle Story, Matchington Mansion, Sweet Escapes

Player Motivations:

- Targets players interested in expression and customization



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## Trend: Peril Picker

Create concepts that leverage Toon-style animation in perilous situations:

- Feature Toon characters (Bruno, Wally & Cooper)
- Feature Toon-style assets (anvil, mallet, boxing glove)
- Use pickers to choose items to help character

Competitors utilizing trend:

- Manor Cafe

Player Motivations:

- Targets players interested in expression and customization



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## Non-Competitor Trend: Celebrity Influencer

Create concepts that leverage a celebrity spokesperson:

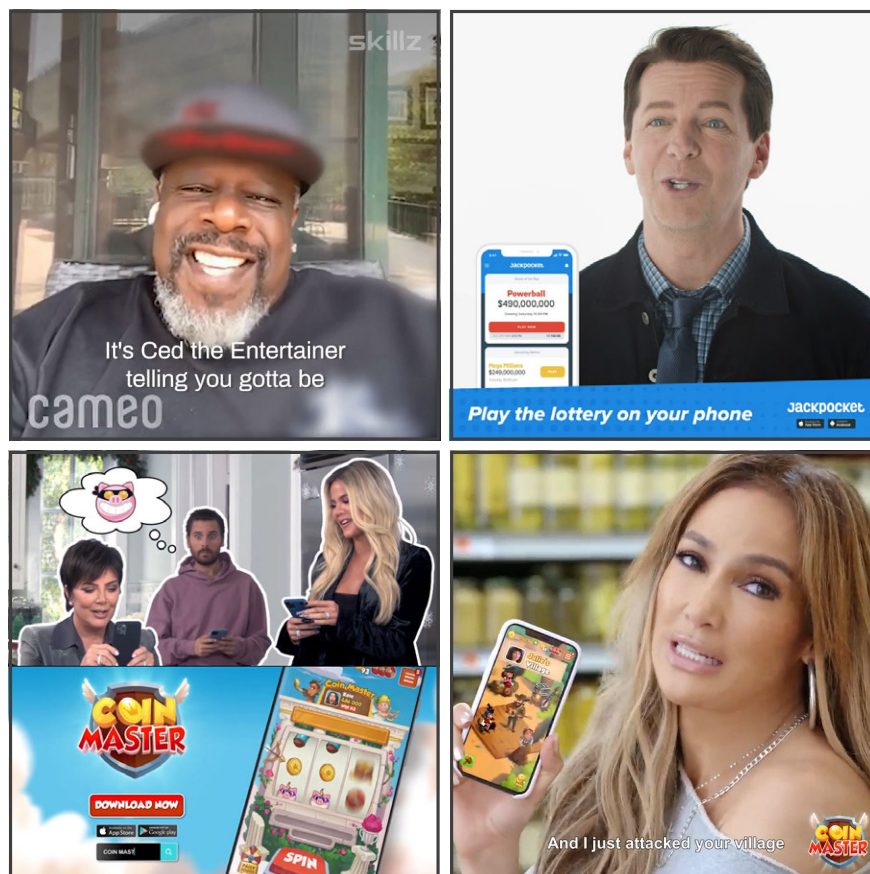
- Feature celebrities or influencers playing and/or reviewing the game
- Utilize Cameo if no current celeb/influencer relationships in place

Non-competitors utilizing trend:

- Skillz, Jackpocket, Coin Master

Player Motivations:

- Targets players unfamiliar with the game



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# Non-Competitor 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

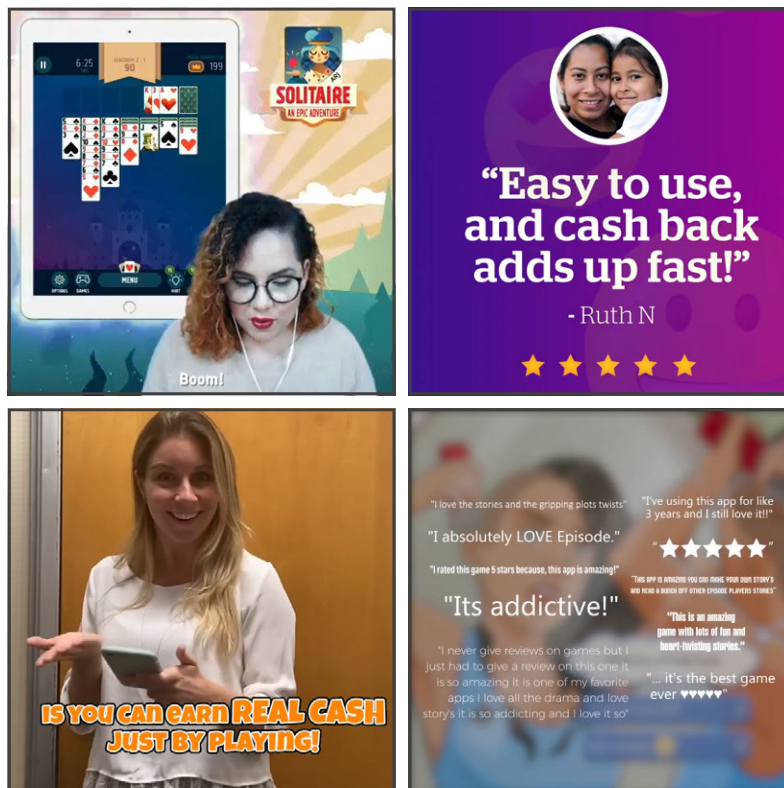
Legitimizes game

- **Non-competitors utilizing trend:**

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

- **Player Motivations:**

Targets players unfamiliar with the game



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