



HYPERCASUAL GAMES

VOODOO: Draw Climber Creative Strategy

The Definitive Guide to
Their Creative Best Practices



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Section 1

Competitive Analysis

Competitors:

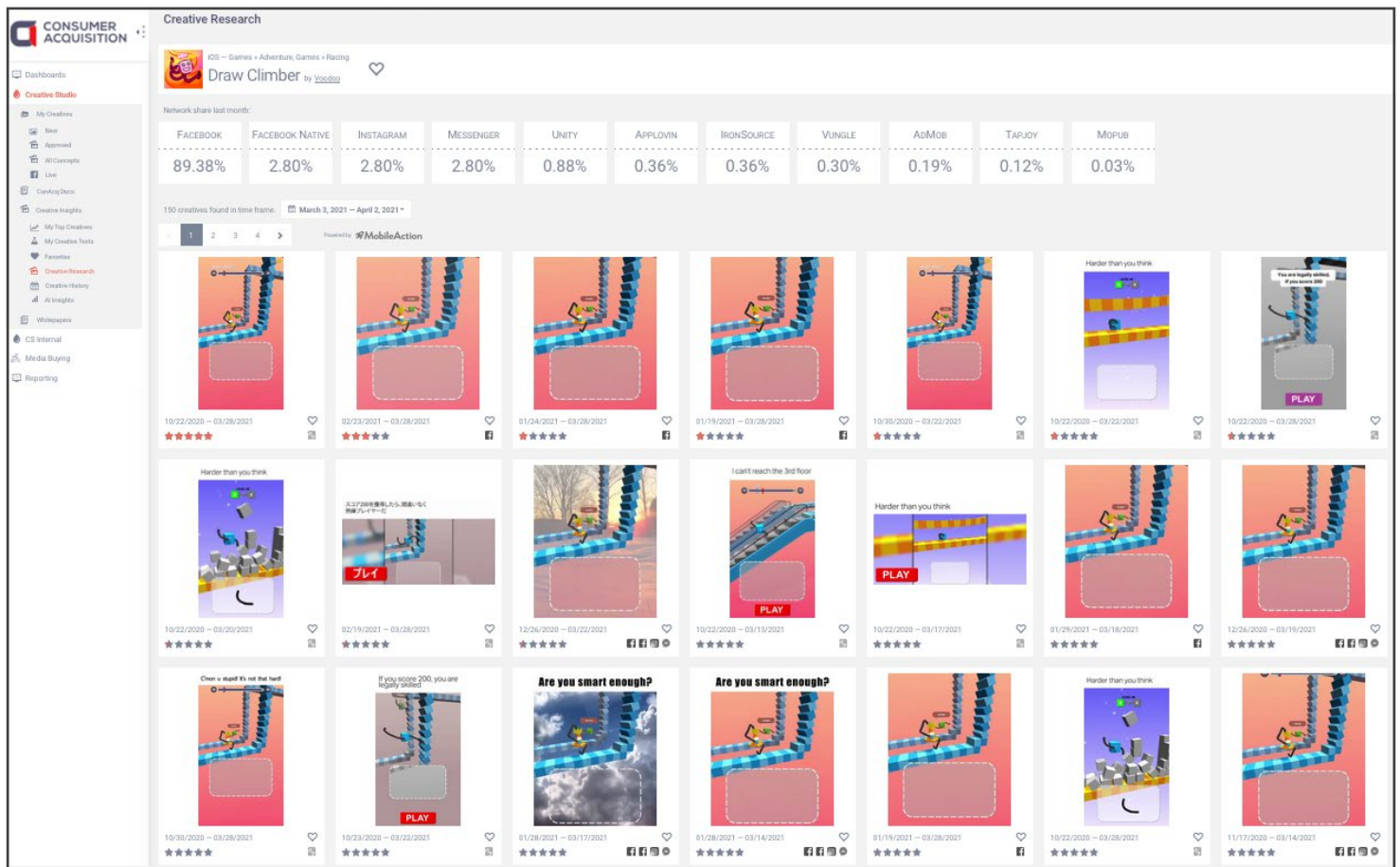
Traffic Run, Pick Me Up!, Drive and Park, Clean Road, Stack Ball 3D, Twist Hit!, Traffic Turn, Traffic Racer, Traffic Rush 2, Pixel Toy Car Run 3D, Car Run Racing Fun, Traffic Jam, Road Race 3D, Smashy Road, Tear the Cloth, Bungeet!, Shape Slicer 3D, Jump Race!, Mr. Slice, Rolly Hill, Flip & Dive 3D, Stair Master!, Color Adventure: Draw the Path, Tricky Line: Draw the Part, Ball Slider 3D, Aquapark.io, Jelly Shift: Obstacle Course Game, Rolly Legs, Recharge Please!, Stack Colors!, Epic Race 3D, Slap Kings



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Competitive Trends

Draw Climber: Top Trending Ads & Platform Distribution



Competitive Trends

- **Achievement:** Primary focus on mastery of a game
- **Timed Challenge:** A difficult task a player has to complete to win
- **Comedic Add-Ons:** Voice over or talk/thought bubbles added to gameplay to create humor
- **Connect the Dots:** Connect the dot puzzles that show an image when completed
- **G-Rated Humor:** Humor that's safe for the kiddos
- **Header:** Headline on a concept that underscores its theme (e.g., achievement or relaxation)
- **Noob vs. Pro:** Amateur gameplay contrasted with experienced gameplay
- **Puzzle Challenge:** Brain teasers and other challenges, often tied to IQ
- **Spot the Difference:** Finding the differences between two versions of the same image
- **Locks & Gates Puzzle:** Puzzles where you pull the pin to free a character

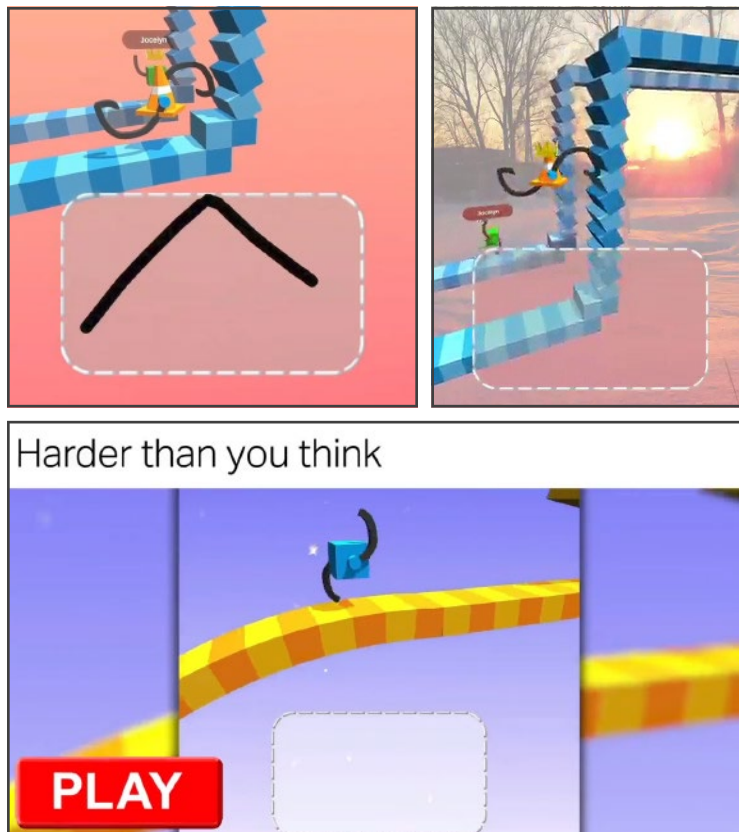


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Section 3

What's Working

- **Gameplay:** Gameplay ads are simple, engaging, and make the game look like a fun challenge. Different backgrounds can be used to augment gameplay and keep the ads from looking too similar.
- **Headers:** Headers challenge players with a variety of achievement, IQ-related or provocative messaging.

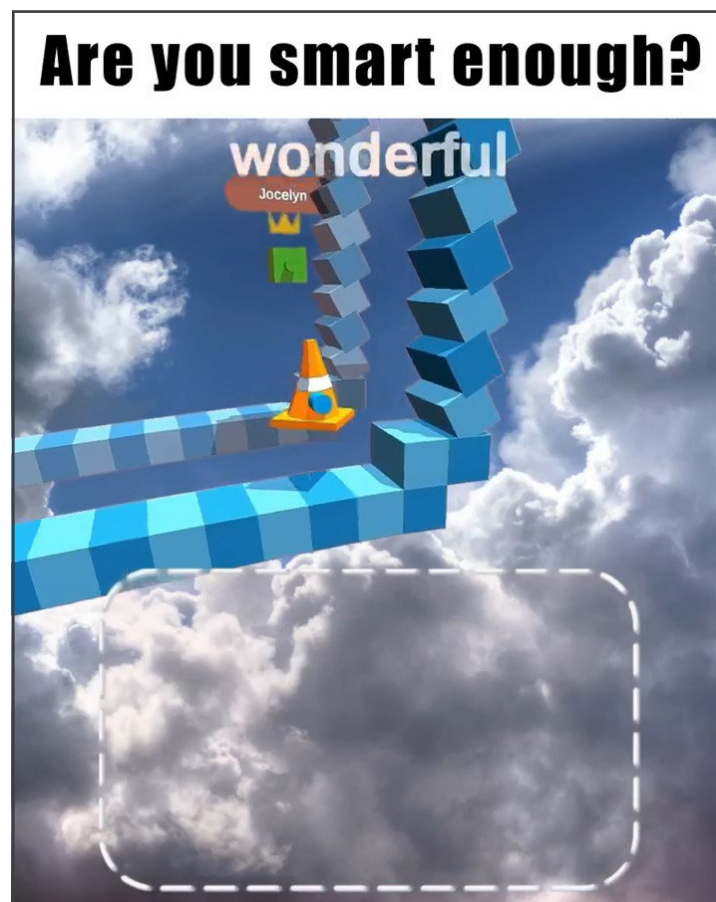


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Section 4

Iteration Opportunities

- Continue gameplay but augment with comedic voice over or talk bubbles
- Try influencer or player inset reviews with gameplay
- Continue backgrounds but experiment with seasonal or holiday backgrounds
- Continue headers but try even more provocative language



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Section 5

Creative Recommendations

Trend: Achievement

Create concepts that focus on achievement and unlocking levels within gameplay:

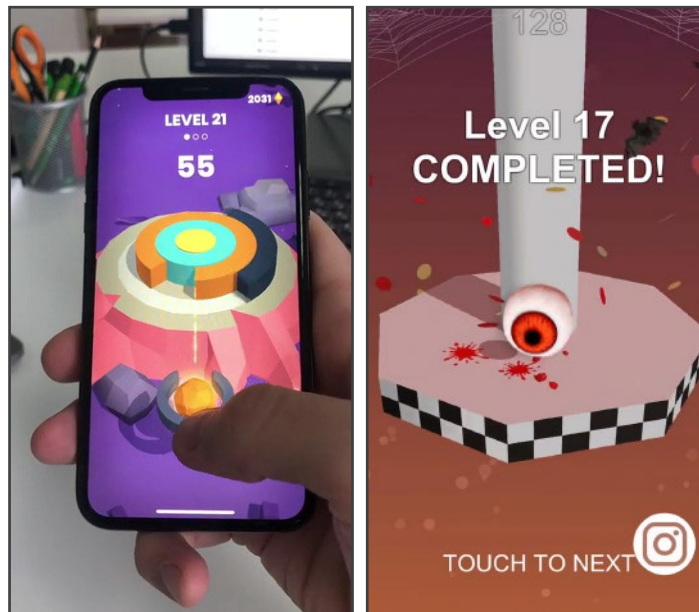
- Higher levels create expectation and offer motivation for players
- Headers can be achievement focused
- Overcomes obstacles to downloading and play

Competitors utilizing trend:

- Stack Ball 3D, Snack.io, many others

Player Motivations:

- Targets players interested in achievement



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Trend: Timed Challenge

Create concepts that add a timed element to the game:

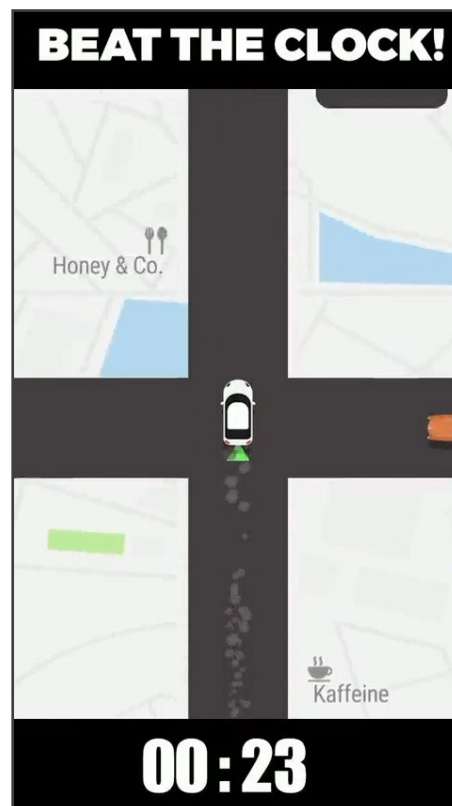
- Add time limits and time-related headers to the climbing task
- Finger draws and redraws legs, either winning in time or resulting in fail

Non-Competitors utilizing trend:

- Pick Me Up, Traffic Run, many others

Player Motivations:

- Targets players interested in achievement



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Trend: Comedic Add-On

Create gameplay concepts that utilize voice over or talk/thought bubbles to mimic player experience:

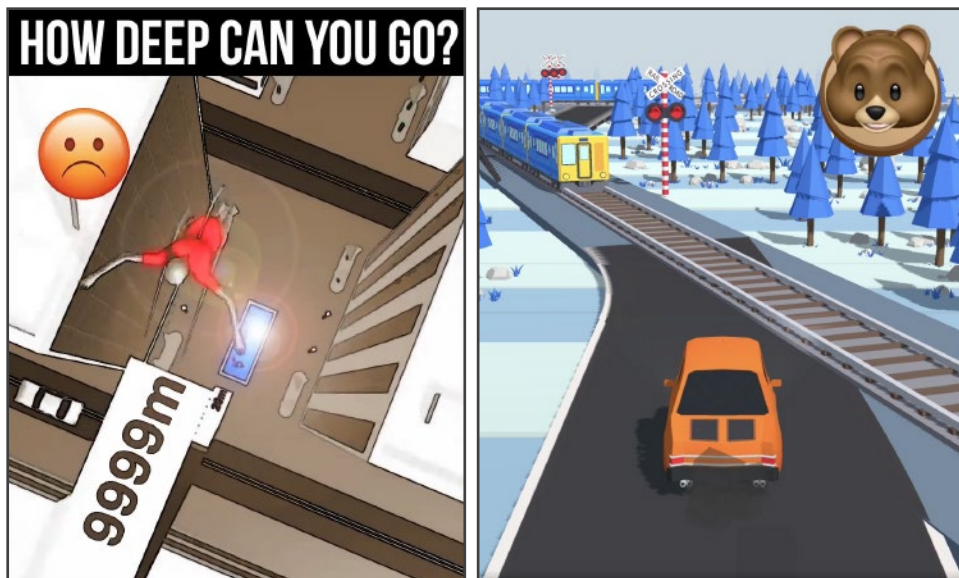
- Adds humor to gameplay
- Different way to utilize gameplay
- Can impart player tips and tricks

Competitors using trend:

- Flip & Dive 3D, Drive & Park, many others

Player Motivations:

- Targets players interested in humor and achievement



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Trend: Player Focused

Create concepts that focus on players when they unlock levels, win or fail miserably:

- Legitimizes the game
- Communicates different game benefits (relaxation, IQ, achievement, etc)

Competitors utilizing trend:

- Slap Kings

Player Motivations:

- Targets players interested in achievement and social connection



Non-Competitor Trend: Testimonial

Create concepts integrating real reviews of the game:

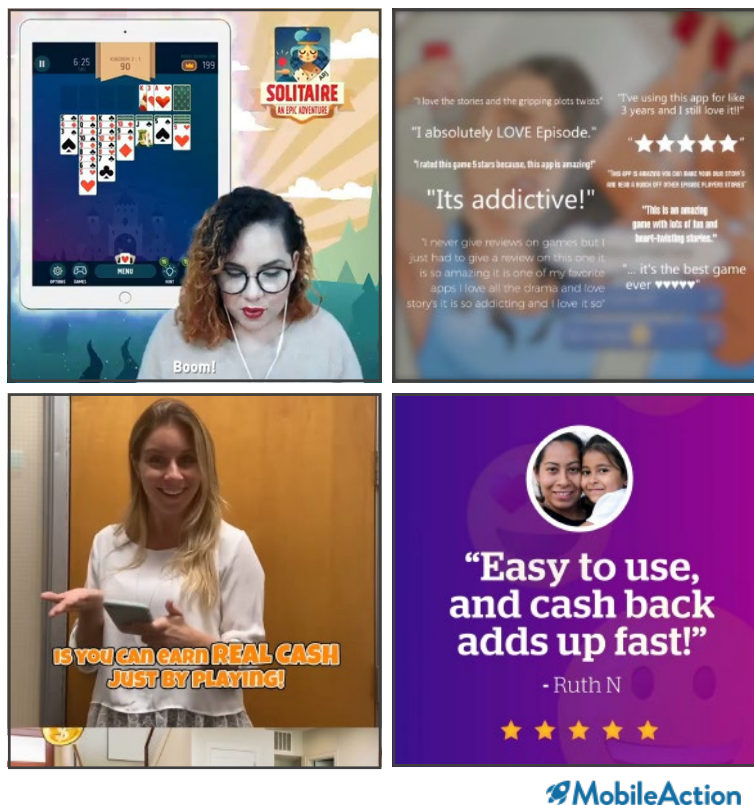
- Attracts players while legitimizing the game
- Could be combination of gameplay and copy or gameplay and video

Non-Competitors utilizing trend:

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

Player Motivations:

- Targets players unfamiliar with the game



Non-Competitor Trend: Mental Benefits

Create concepts that leverage mental benefits of playing Draw Climber:

- 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



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Non-Competitor Trend: Picker

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

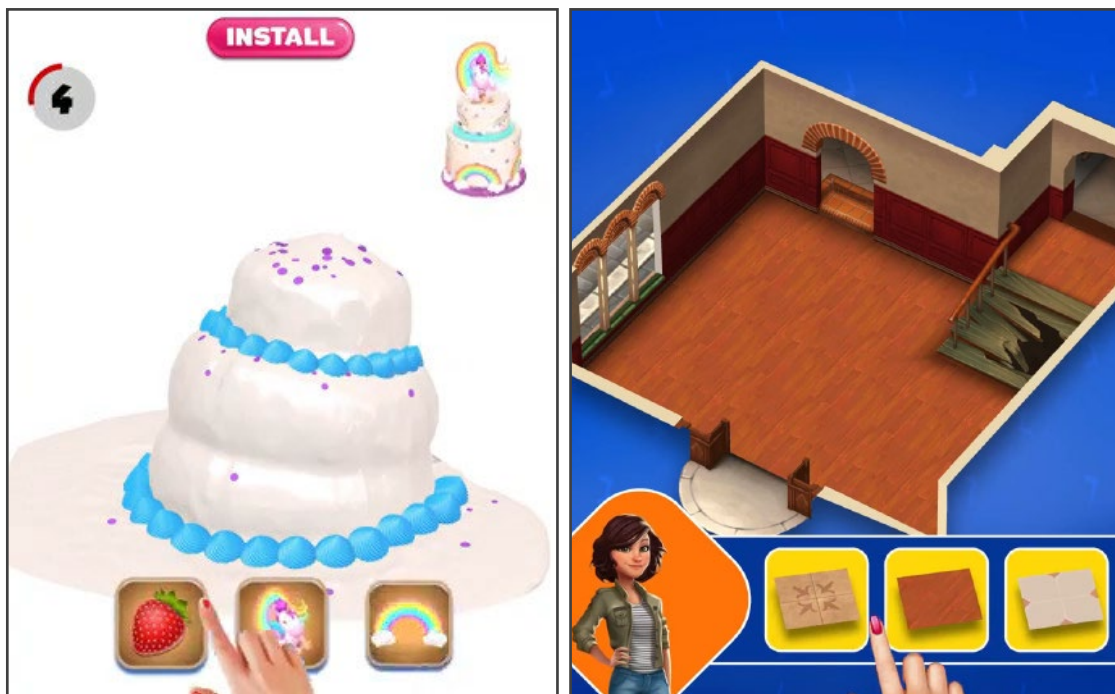
- Choose which legs will help you go forward and climb from multiple options
- Picking correct option results in win or incorrect legs results in fail

Non-Competitors utilizing trend:

- Tuscany Villa, Sweet Escapes, many others

Player Motivations:

- Targets players interested in achievement and how to play the game



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