

CARD GAMES APPS

Mattel 163 Limited: UNO!

The Definitive Guide to
Their Creative Best Practices



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Section 1

Top Trending Ads & Distribution

CONSUMER ACQUISITION

Dashboards

Creative Studio

My Creatives

New

Approved

All Concepts

Live

ConAcq Docs

Creative Insights

My Top Creatives

My Creative Tests

Favorites

Creative Research

Creative History

All Insights

Whitepapers

CS Internal

Media Buying

Reporting

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Android - Card

UNO!™ by Mattel163 Limited

Network share last month:

FACEBOOK	FACEBOOK NATIVE	INSTAGRAM	MESSENGER	APPROVIN	UNITY	AdMob	MoPub	Vungle
26.81%	24.86%	24.53%	20.56%	1.01%	0.86%	0.77%	0.52%	0.09%

56 creatives found in time frame: January 1, 2021 - May 10, 2021

12

Favorite: MobileAction

YOUR TURN

03/23/2021 - 04/20/2021

★★★★★

m

02/03/2021 - 04/08/2021

★★★★★

03/04/2021 - 04/15/2021

★★★★★

HOW MANY REDDIT LOGINS CAN YOU LOG?

04/14/2021 - 04/19/2021

★★★★★

YOUR TURN TO PLAY!

02/09/2021 - 03/21/2021

★★★★★

03/07/2021 - 04/09/2021

★★★★★

m

02/09/2021 - 03/14/2021

★★★★★

UNO!

01/08/2021 - 03/06/2021

★★★★★

TRY YOUR LUCK WITH OUR FORTUNE TELLER!

02/07/2021 - 02/07/2021

★★★★★

01/21/2021 - 03/07/2021

★★★★★

m

Serves you right!

01/21/2021 - 03/02/2021

★★★★★

UNO! PLAY NOW

03/10/2021 - 04/13/2021

★★★★★

02/20/2021 - 02/24/2021

★★★★★

02/26/2021 - 03/24/2021

★★★★★

ROCK-TO JOUER CETTE CARTE

02/26/2021 - 02/24/2021

★★★★★

UNO! NEW STICKERS AND PORTRAITS

02/07/2021 - 02/07/2021

★★★★★

GAGNERAS-TU AVEC CETTE LIAISON?

02/26/2021 - 02/24/2021

★★★★★

02/20/2021 - 02/24/2021

★★★★★

01/21/2021 - 03/02/2021

★★★★★

02/27/2021 - 03/02/2021

★★★★★

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Sales@ConsumerAcquisition.com

Section 2

What's Working

- **Player Focused:**

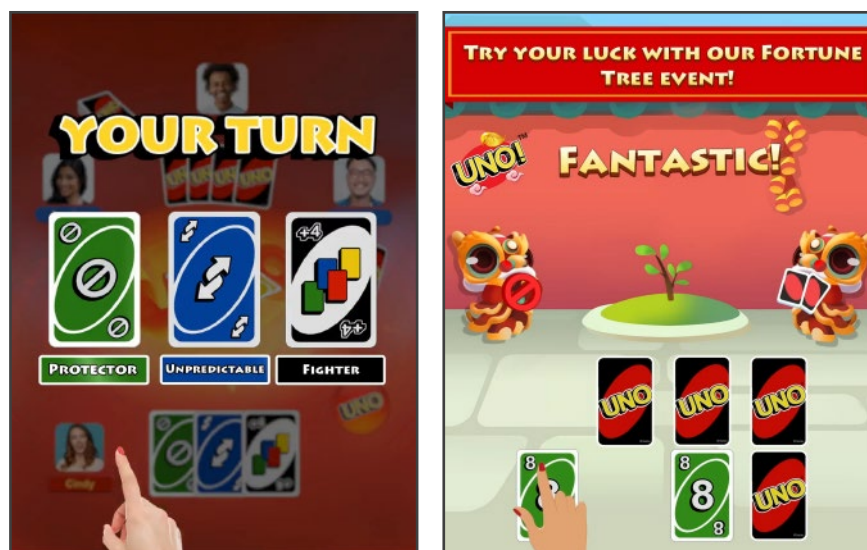
- Gameplay concepts showcase types of players and PVP
- Pickers challenge players to make the correct next move

- **Puzzle Challenges:**

- Simple card-based puzzle challenges measure mental prowess
- Hidden object and design-based challenges engage players from other game genres

- **Live Action:**

- Live action gameplay concepts combine nostalgic elements of UNO board game with mobile game.



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Section 3

Iteration Opportunities

- **Player Focused:**

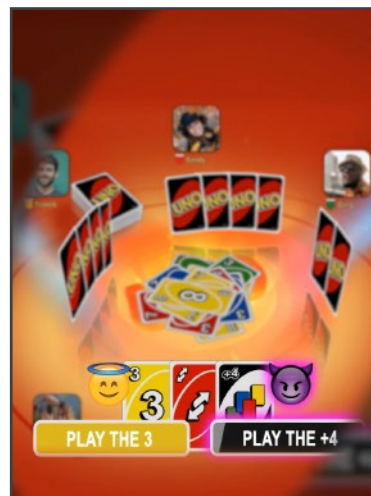
- Try other player types (e.g., “The Rookie,” “The Shark,” etc.)
- Try more situational concepts that challenge player to make the right move
- Try other PVP concepts with a more diverse range of players

- **Puzzle Challenges:**

- Continue card-based challenges but leverage the hidden object/card match aspect more
- Try other illustrations for design-based puzzles (e.g., puppy, flag, etc)
- Try mental benefits within the IQ-concepts

- **Live Action:**

- Create shorter versions of live action concepts
- Try alternate music tracks on all concepts



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Section 4

Competitive Analysis

Competitors:

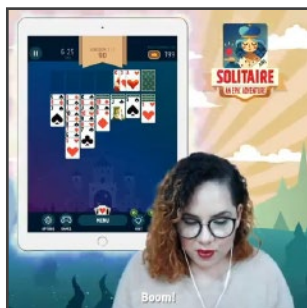
Zynga Solitaire, Solitaire Deluxe 2, Solitaire TriPeaks, Solitaire Cube, 21 Blitz Solitaire Card Game, Solitaire Time Warp, Solitaire Epic Adventures, Fairway Solitaire, Microsoft Solitaire, Solitaire, World of Solitaire: Klondike, Rummy Royale, Gin Rummy Stars, Spades Royale, Bingo Town, Zynga Poker, Blackjackist, Backgammon Live, Chess Royale, Classic Solitaire, Solitaire Cruise, Solitaire Grand Harvest, Solitaire: Play Card Game & Win Giveaway



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Competitive Trends

- **Gameplay:** Simple game capture.
(Solitaire TriPeaks, Solitaire, Solitaire Card Game Classic, World of Solitaire, many others)
- **Gameplay/Seasonal:** Game capture with a seasonal element such as Xmas or Halloween.
(Solitaire Tripeaks, Fairway Solitaire, Solitaire)
- **Game Trailer:** Overview of how to play, game graphics and gameplay.
(Solitaire TriPeaks, Solitaire Cube, 21 Blitz, many others)
- **Mental Benefits:** Gameplay with messaging about the mental benefits of playing the game, such as improved memory. (Microsoft Solitaire, Solitaire, World of Solitaire: Klondike, Chess Royale)
- **Relaxation:** Gameplay with messaging about the game's relaxation benefits.
(Microsoft Solitaire, Solitaire by DNA Mobile)
- **Testimonial:** Player reviews of the game.
(Solitaire Cube: Card Game, Solitaire: Epic Adventures, Solitaire Deluxe 2)
- **Influencers:** Featuring celebrities or social media influencers. (Solitaire Cube, 21 Blitz)
- **Comedic Add-Ons:** Voice over, talk bubbles and other elements to add humor to gameplay.
(Solitaire Deluxe 2, Gin Rummy Stars, World of Solitaire)
- **Puzzle Challenge** Brain teasers and other challenges, often tied to IQ.
(Domino Master Zynga Poker, Solitaire Cruise, Chess Royale, Gin Rummy Stars)



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Section 5

Creative Recommendations

Trend: Gameplay

Experiment with different styles, backgrounds and headers in gameplay:

- Experiment with fails within gameplay
- Try timed “non-relaxation” gameplay
- Try sped-up and slowed down gameplay
- Try short user review headers/emojis and other challenging headers

Competitors utilizing trend:

- Solitaire TriPeaks, Solitaire, Solitaire Card Game Classic, World of Solitaire, many others

Player Motivations:

- Targets players interested in challenge, completion and customization



Trend: Gameplay/Seasonal

Experiment with different holiday styles, backgrounds and headers in gameplay:

- Try holiday backgrounds and card faces
- Try short holiday related headers, e.g. "Beat Holiday Stress"

Competitors utilizing trend:

- Solitaire Tripeaks, Fairway Solitaire, Solitaire

Player Motivations:

- Targets players with holiday-relevant messaging



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Trend: Game Trailer

Create videos that explain the game of UNO! in more detail:

- Shows there's more to game than just UNO!
(variety of rules, real-time matches, tournaments, leaderboards, 2v2 matches)
- Introduces potential players to new forms of UNO!
- Game tutorial to overcome potential player hesitation

Competitors utilizing trend:

- Solitaire TriPeaks, Solitaire Cube, 21 Blitz, Blackjackist, many others

Player Motivations:

- Targets players unfamiliar with the game



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Trend: Comedic Add-Ons

Create concepts that add humor to gameplay:

- Voice over (player completing game, play by play, subtitles)
- Inset character with talk/thought bubbles/emojis or other icons

Competitors utilizing trend:

- Solitaire Deluxe 2, Gin Rummy Stars, World of Solitaire

Player Motivations:

- Targets players interested in entertainment in addition to puzzles



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Trend: Relaxation

Create concepts that leverage the relaxing benefits of the game:

- Try “Calm” like relaxation and meditation backgrounds and slow gameplay and/or card play
- Card playing relieves stress, boosts immune system, improves motor skills, and increases memory function and socialization
- Test new relaxation headers that speak to benefits of stress relief

Competitors utilizing trend:

- Microsoft Solitaire, Solitaire, World of Solitaire, Chess Royale, Solitaire Deluxe 2

Player Motivations:

- Targets players interested in benefits of relaxation



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Trend: Mental Benefits

Create concepts that leverage the mental benefits of card games:

- Card playing relieves stress, boosts immune system, improves motor skills, and increases memory function and socialization
- Test new headers relating to scientific evidence of card playing
- Experiment with different IQ headers

Competitors utilizing trend:

- Microsoft Solitaire, Solitaire, World of Solitaire: Klondike, Chess Royale

Player Motivations:

- Targets players interested in self-improvement, mastery and completion



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Trend: Player Testimonials

Create concepts featuring player reviews of the game:

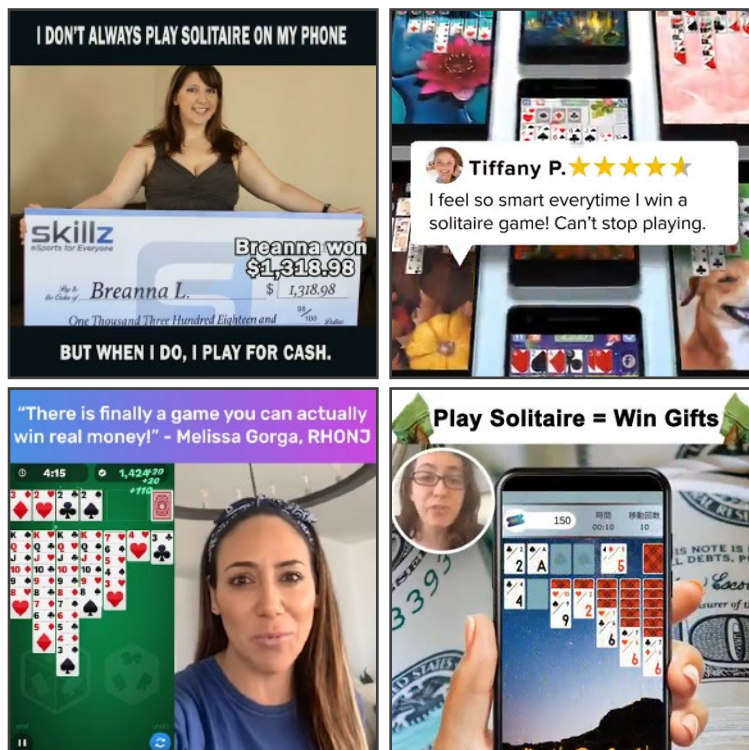
- Experiment with inset player reviews talking to camera
- Try written reviews in combination with gameplay
- Try meme style images with player “testimonials”
- Legitimizes game and overcomes hurdles to downloading

Competitors utilizing trend:

- Solitaire Cube, Solitaire: Epic Adventures, Solitaire Deluxe 2, Solitaire: Play Card Game & Win Giveaway

Player Motivations:

- Targets players unfamiliar with game



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Trend: Puzzle Challenge

Create videos with “puzzle challenges” to engage potential players:

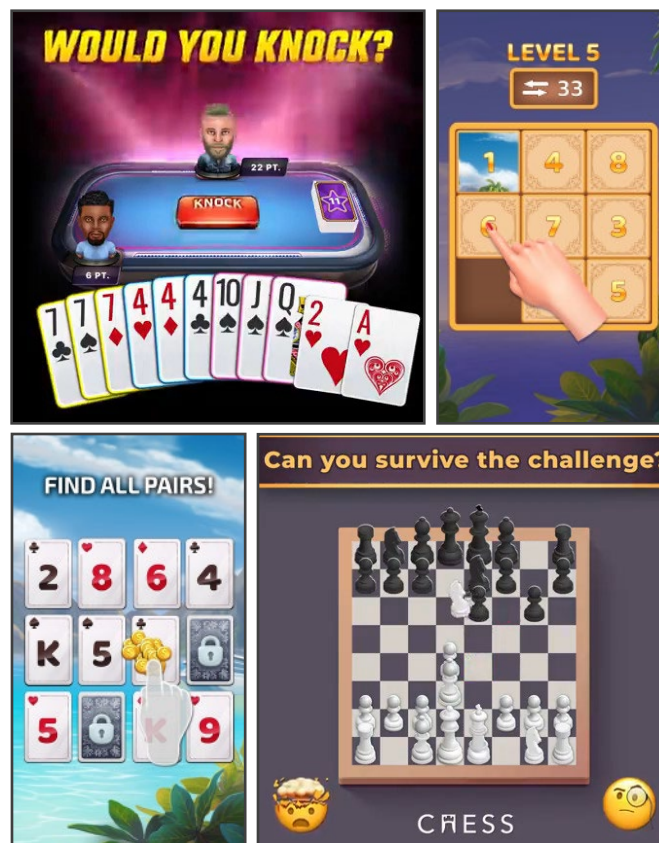
- Not constrained by gameplay
- Utilize FAILS to demonstrate challenge
- Attracts players from other types of puzzle games

Competitor/Share of Voice:

- Domino Master Zynga Poker, Solitaire Cruise, Chess Royale, Gin Rummy Stars

Player Motivations:

- Targets players interested in challenge and completion



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Trend: Influencers

Create concepts utilizing influencers:

- Use Cameo to obtain celebrity endorsements of the Mobility brand and apps
- Legitimizes game

Competitor/Share of Voice:

- Solitaire Cube, 21 Blitz

Player Motivations:

- Targets players who are attracted to celebrities

