

# ROLE PLAYING

**Electronic Arts: Star Wars Galaxy of Heroes**

The Definitive Guide to  
Their Creative Best Practices

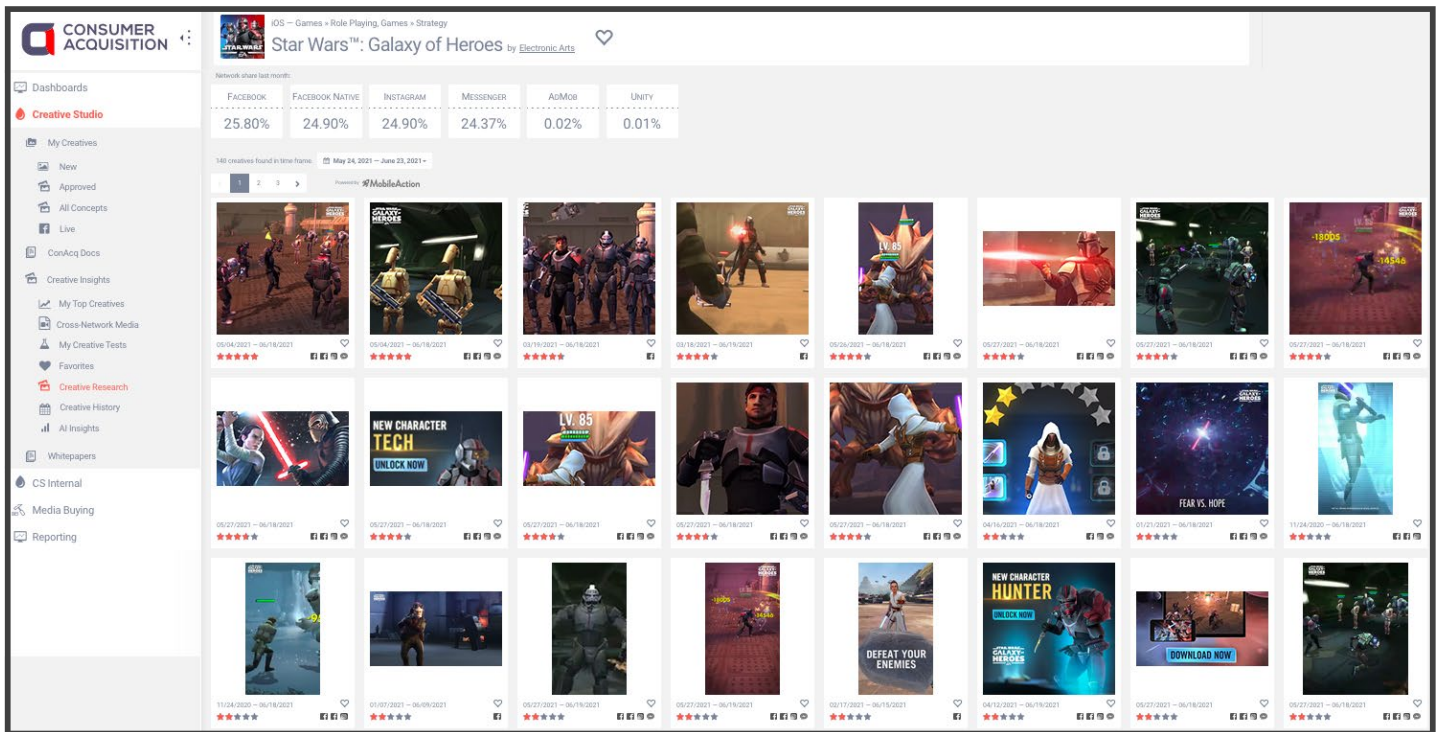


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# Section 1

## Top Trending Ads & Distribution



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# Section 2

## What's Working

- **Game Trailer:**

- Game Trailer concepts showcase game graphics, core objectives and overall game experience

- **Achievement:**

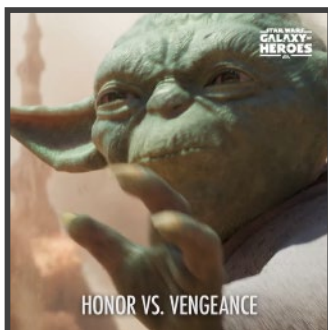
- Achievement concepts attract players interested in unlocking levels, characters and power
- Showcases game graphics and gameplay

- **Gameplay:**

- Gameplay concepts authentically showcase game graphics and characters

- **Promotional/Special Offers:**

- Limited time reward offers and promos attract new and returning players

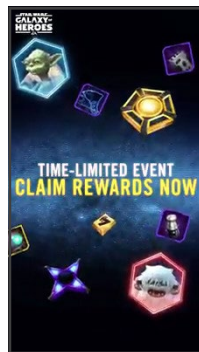


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# Section 3

## Iteration Opportunities

- **Game Trailer:**
  - Try more overview/tutorial game trailer concepts to attract new players and casual Star Wars fans
- **Achievement:**
  - Continue achievement concepts with focus on unlocking new characters/powers
  - Try “Top Ten” character countdowns
- **Gameplay:**
  - Continue gameplay concepts, with PVP/inset players
  - Try augmented gameplay, adding player comments or VO
- **Promotional/Special Offers:**
  - Continue promo/special offer concepts
  - Try adding a seasonal (holiday/summer) layer to these concepts



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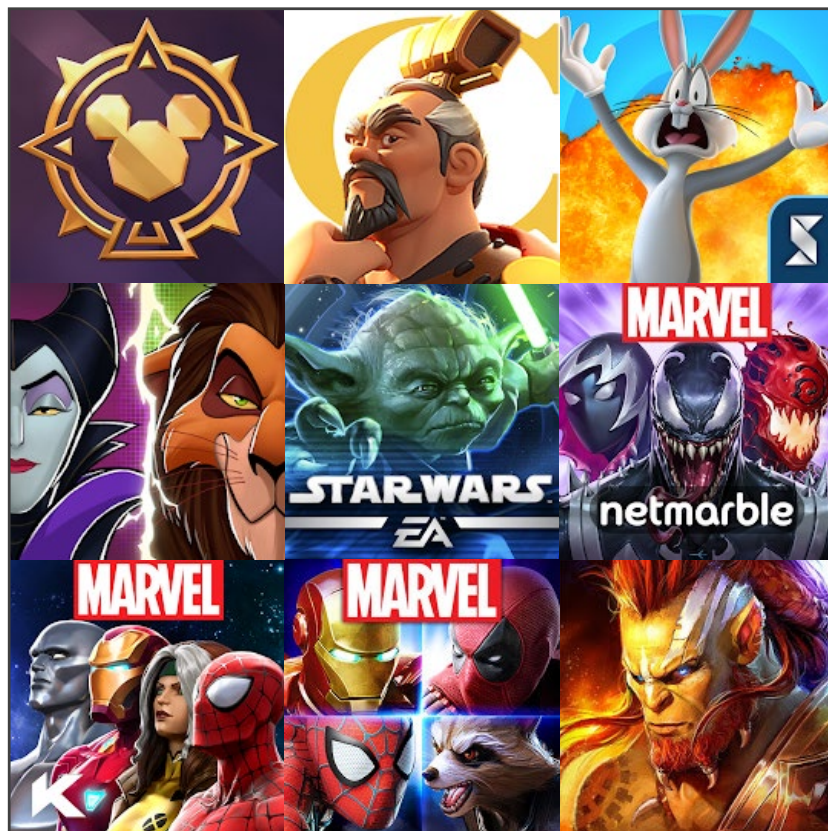


# Section 4

## Competitive Analysis

### Competitors:

Marvel Strikeforce, Marvel Contest of Champions, Disney Sorcerer's Arena, Summoners War, Disney Heroes Battle Mode, AFK Arena, Raid Shadow Legends, Looney Tunes World of Mayhem, Marvel Future Fight, Questland: Hero Quest, Mighty Quest for Epic Loot, Legendary: Game of Heroes, Taptap Heroes, Cookie Run: Legend, Hustle Castle, Genshin Impact, Star Wars, Star Wars: KOTOR, Star Wars: Card Trader by Topps



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# Section 5

## Competitive Trends

- **Game Trailer:** Overview of the game showcasing characters, gameplay and graphics. (Marvel Future Fight, Summoners War, Disney Heroes: Battle Mode, many others)
- **Gameplay:** Simple gameplay, sometimes simulated or augmented. (Marvel Strike Force: Squad RPG, Disney Sorcerer's Arena, many others)
- **Characters:** Concepts built around game character personalities, powers, and origins. (Raid: Shadow Legends, Looney Tunes World of Mayhem, Rise of Kingdoms, many others)
- **Player Focused:** Player types, player interviews and PVP gameplay. (AFK Arena, Marvel Contest of Champions)
- **Influencers:** Leveraging influencer interviews & reviews. (Raid Shadow Legends, Rise of Kingdoms, The Seven Deadly Sins)
- **Pop Culture:** Ads which have pop culture and lifestyle as a primary element. (Looney Tunes World of Mayhem)
- **Competitive:** Comparing the app against other apps or games. (AFK Arena)



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# Section 6

## Creative Recommendations

### Trend: Gameplay

Create gameplay videos featuring more details of the game and player involvement:

- Heighten element of fantasy and role playing, getting the chance to become your favorite character
- Highlight collection, powering up and PVP in gameplay (player control)
- Augment gameplay with player voice-over (subtitled), providing commentary

#### Competitors utilizing trend:

- MARVEL Strike Force: Squad RPG, Marvel Contest of Champions, Disney Sorcerer's Arena,
- Summoners War, Rise of Kingdoms

#### Player Motivations:

- Targets players interested in narrative, challenges and completion



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## Trend: Game Trailer

**Create videos explaining the game in more detail:**

- Add more game features:
  - Turn-based RPG and PVP
  - Strategy and collection
  - Social aspect/raids
  - More emphasis on player control and the ability to be their favorite characters
  - Try more themed trailers (e.g. Jedis from different chapters)

**Competitors utilizing trend:**

- AFK Arena, MARVEL Strike Force: Squad RPG, Summoners War, Raid Shadow Legends, many others

**Player Motivations:**

- Targets RPG players who might otherwise not try the game, as well as clarifying for Star Wars fans what the game is.



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# Trend: Characters

Leverage the incredible character roster of the game more clearly:

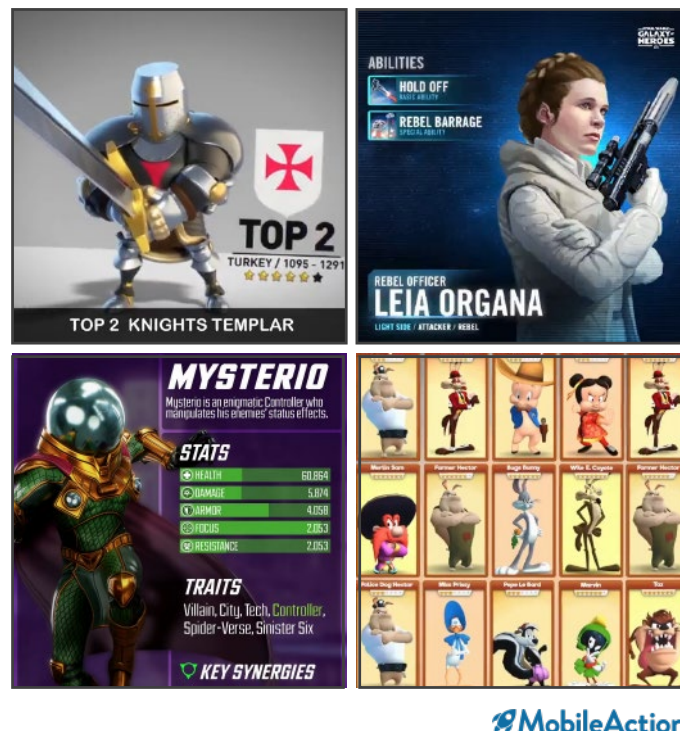
- Countdown of character attributes, powers and strengths
- Continue videos centered on one individual character
- Videos featuring rival factions
- Thematic pairings (e.g., whose Jedi powers are greater?)

Competitors utilizing trend:

- Marvel Strike Force: Squad RPG, Disney Sorcerer's Arena, Raid: Shadow Legends, many others

Player Motivations:

- Targets players interested in narrative, power and completion



## Trend: Player Focused

**Create videos centered on player experience of the game:**

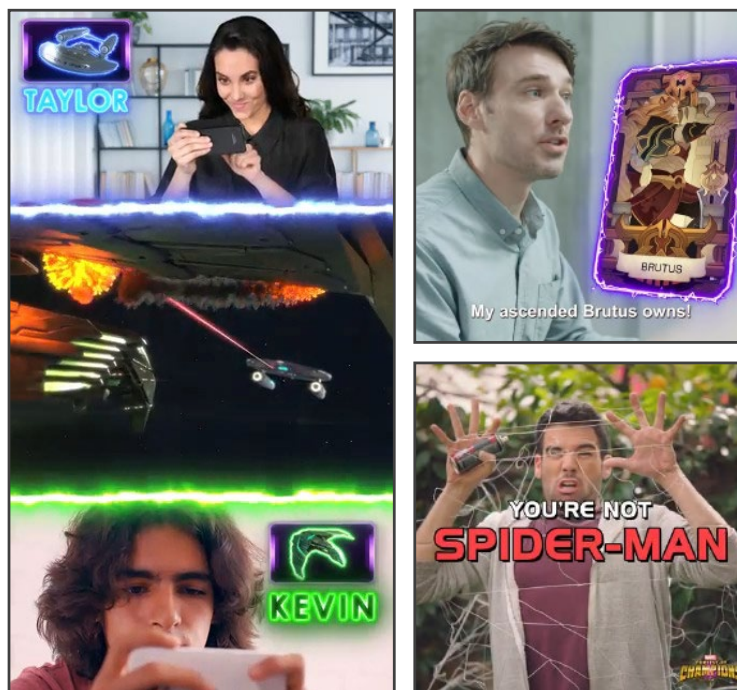
- Inset of players competing in PVP
- Player commentary on game and characters
- UGC of players as their favorite character
- Leverage the idea of DSA being the best way to experience being their favorite Disney character

**Competitors utilizing trend:**

- AFK Arena, Marvel Contest of Champions, Star Trek: Fleet Command

**Player Motivations:**

- Targets players interested in competition, as well as RPG and PVP aspects of the game



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## Trend: Influencers

Create short videos combining influencer gameplay and commentary:

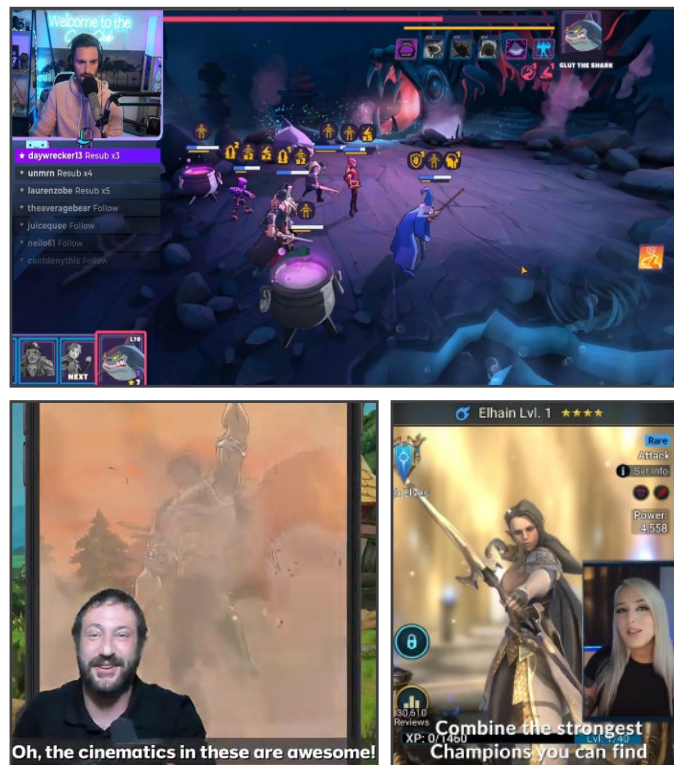
- Attracts players while legitimizing the game
- Demonstrates how to win stages and rewards
- Demystifies the game for potential players who don't understand Star Wars/RPG

**Competitor/Share of Voice:**

- Raid Shadow Legends, Rise of Kingdoms, The Seven Deadly Sins

**Player Motivations:**

- Targets players interested in social and competition aspects



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## Trend: Achievement

Create videos that demonstrate achievement, collecting stars and powering up characters:

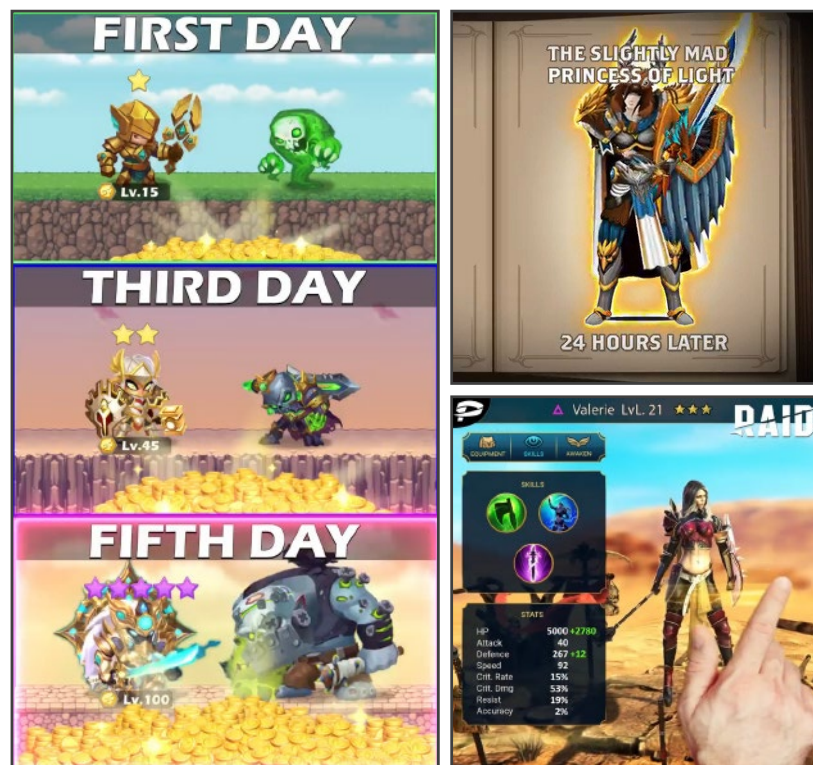
- Unlocked levels, characters, powers
- Leaderboards
- Results of powering up in battles

### Share of Voice:

- Taptap Heroes, Questland

### Player Motivations:

- Targets players interested in achievement & mastery



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## Non-Competitors Trend: Female Story

**Capitalize on the wealth of great female characters in the Star Wars franchise with all-female videos:**

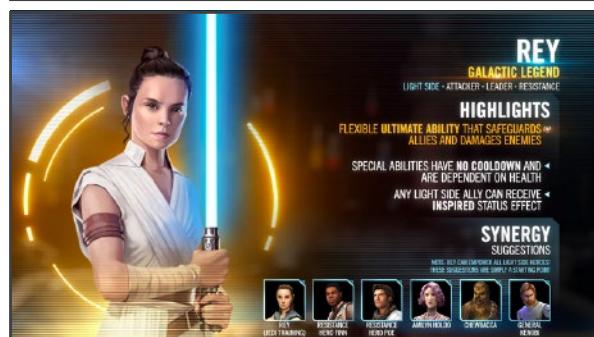
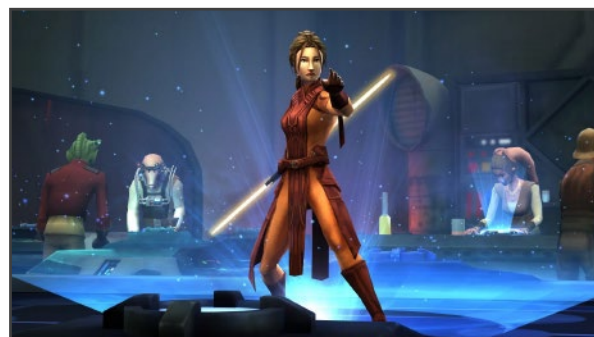
- Engages players from other genres of games
- Targets female players
- Trailers featuring all-female lineups
- Gameplay featuring female teams
- Character countdowns of top female characters

**Non-competitors utilizing trend:**

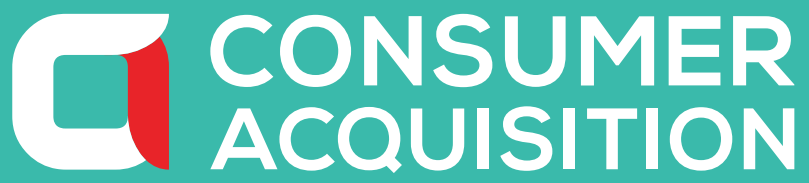
Matchington Mansion, Lily's Garden

**Player Motivations:**

Targets female players who haven't discovered the game



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