CONSUMER ACQUISITION
by brainlabs

OVER 200
CREATIVE CONCEPTS
FOR MOBILE APP ADS

TikTok

2022 Edition

Table of Contents

Section 1

2022 Advertising Ecosystem Update

Mobile app advertisers in 2022 are better prepared for the evolving advertising ecosystem than they were last year. We can now quantify the impact of IDFA loss and understand the iOS A/B testing implications an d automated buying and privacy restrictions.
Based on public comments, IDFA impact is generally being accepted as the new normal, with lower-level setting and -30% margin compression due to the complexity of targeting and measurement on iOS. Mobile app businesses are acclimating and many are growing within these new constraints.

As dependence on upper-funnel campaigns increases, UA teams know they can no longer rely on the crutch of deterministic tracking to provide sustained financial performance. The deterioration of lookalike audiences and the black box of deeper funnel events means a user's declared interests and contextual advertising are critically important for insights into user motivation and intent. Ad creative optimized to appeal to discreet personas is now the most efficient lever for sustained profitable user acquisition. Even without deterministic tracking, UA teams that understand their target personas can scale by attracting high quality users.

At scale, agile persona-led creative is now the most efficient way to support the ongoing experimentation now required for profitable user acquisition. Based on over 100,000 videos and images we produce and test yearly for our clients, our research has shown that winning ads last only 10 weeks, before they burn out.
We have performed over 25,000 A/B and multivariate tests on Facebook, Google, TikTok and Snap and have learned that 85-95% of new creative concepts fail to outperform the best ad in a portfolio. To survive in this volatile ad ecosystem, 20-50 new concepts are needed to find the next winning creative. And you'll need to keep developing new concepts to stay ahead of creative fatigue.

How We Increase Ad Creative Success Rates With Our Ad Concept Model

We create and test 100,000 videos and images each year for clients

Our research shows 85-95% of new creative concepts fail to outperform your best ad

+

A winning ad lasts only 10 weeks before burning out

You'll need 20-30+ new concepts to find your next winning creative

+

You'll need to keep developing new concepts to stay ahead of creative fatigue
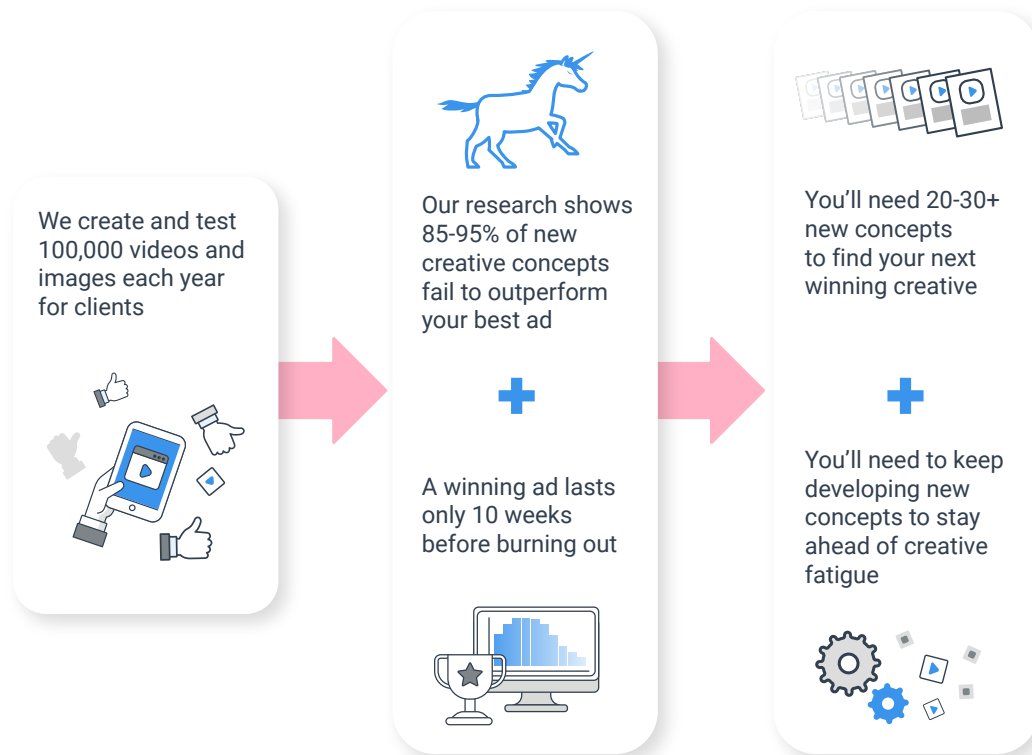
Our Ad Concept Model is a collaborative communication framework that:

- Details our creative approach
- Ensures creative aligns with your target audience
- Provides a platform for ongoing concept development
- Tracks progress through evolving creative concepts
- Documents creative concepts to be explored next

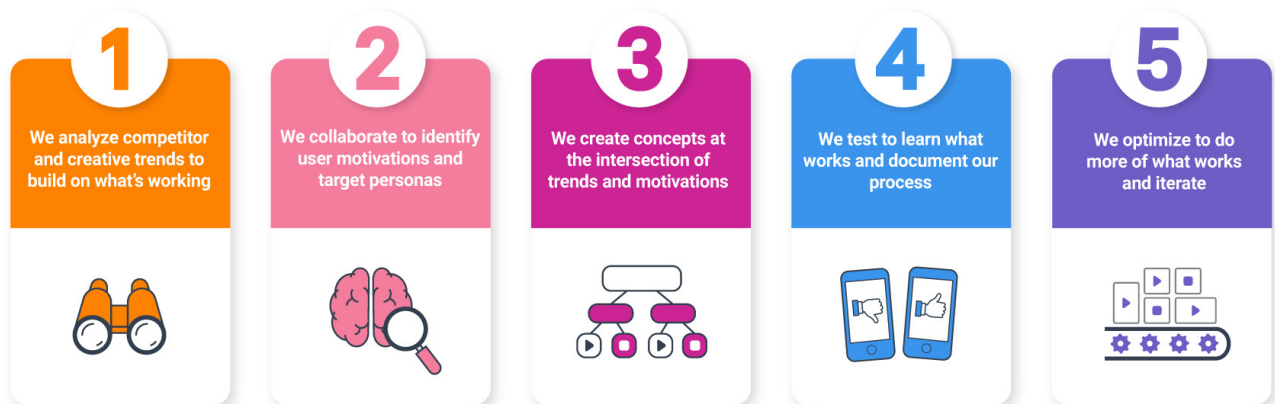**Read on for recommendations to:**

- Organize and track creative development through our Ad Concept Model
- Find the creative trends popular within specific categories
- Use personas to tailor ad creative
- Use creative trends and user motivations to guide creative ad concept explorations
- Develop 200+ ad concepts for mobile games, dating apps, mobile streaming apps, fintech apps, and subscription apps

Section 2

Increase Paid Social Creative Success Using Our Ad Concept Model

Our **Ad Concept Model** is a collaborative communication framework designed to organize and track creative development. The model creates lanes for a creative team to explore while eliminating unfocused ideation that doesn't align with your target personas, motivations, or trends. Each ad concept model supports 30-50 ideas for each app category by pairing creative trends with user motivations.

Here's how we use it:

1 We analyze competitor and creative trends to build on what's working

2 We collaborate to identify user motivations and target personas

3 We create concepts at the intersection of trends and motivations

4 We test to learn what works and document our process

5 We optimize to do more of what works and iterate

Using these steps, we'll show you how we create dozens of persona-led ad concepts efficiently and effectively within our Ad Concept Model. Every app category or game sub-genre can leverage a unique combination of distinct emotional triggers and creative trends to attract users.

Step 1: Analyze competitor and creative trends within your category

Start with your internal data on what creative is working best already, then go deep on what's working for competitors. Use Facebook Ad Library to see every ad currently running on their ad network. For implied success metrics, you can use Mobile Action, SensorTower, or AppAnnie competitor libraries. AdRules, our SaaS platform, analyzes 3.5 million videos and is updated daily. Your goal is to get a broad view of what creative is working and what isn't across the category. Identify the creative trends you're seeing and segment those trends.
Consider these like fashion – they keep changing and going in and out of style.

Depending on the app category, some creative trends may include:

- An app overview focused on overall user experience and/or specific features
- An app overview using tips and quizzes
- Testimonials and reviews from users
- Influencers and celebrities delivering the primary message
- Social connection, social media, and chatting
- Achievement opportunities like level progression and mastery
- Vignettes featuring short scenarios or stories

Step 2: Identify user motivations and target personas

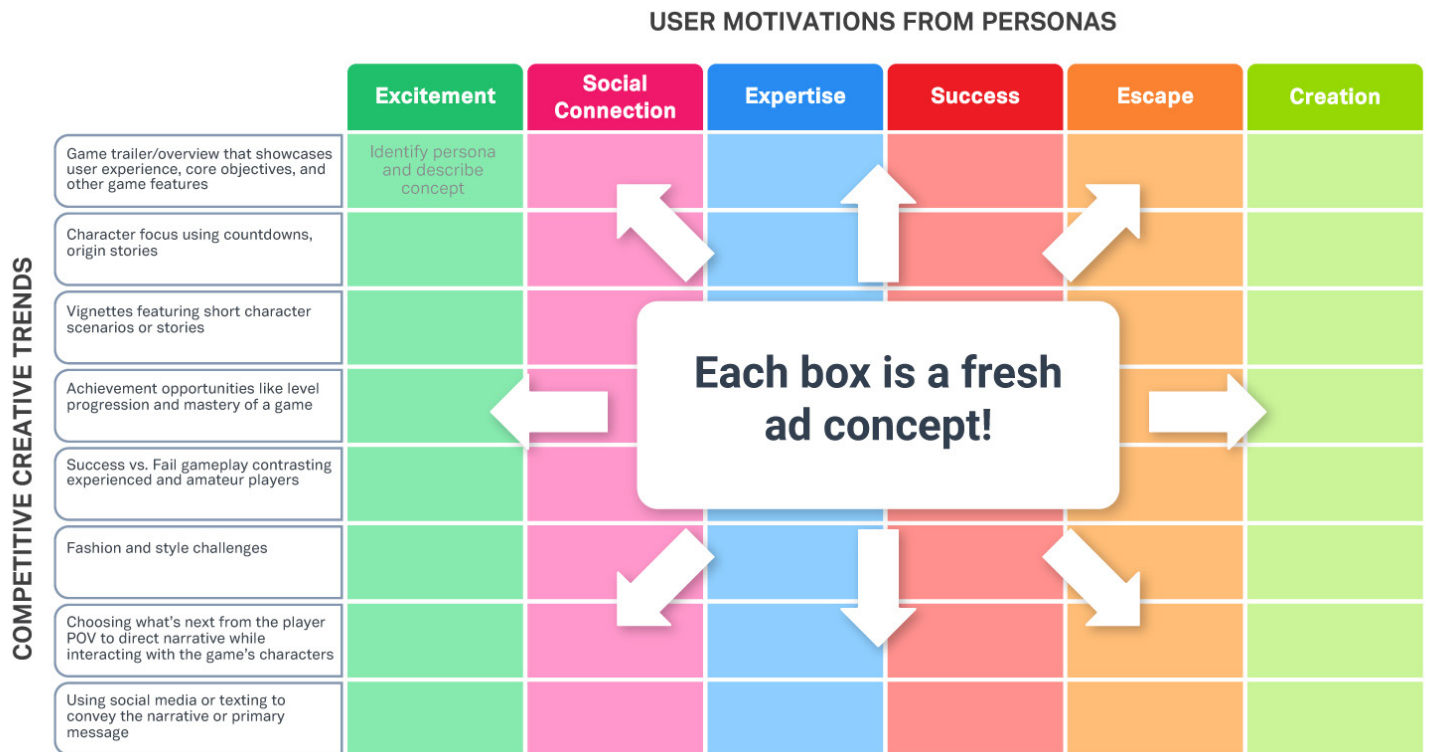Before building out a matrix for a particular set of ad concepts, identify different user motivations driving your target personas and break down those motivations by underlying values, desires, and behaviors.

Depending on the app category, some user motivations may include:

- Excitement
- Connection
- Expertise
- Success
- Escape
- Creation
- Learning
- Access
- Simplification
- Discovery

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Step 3: Map competitive creative trends to user motivations to guide creative concept development

Map identified motivations to creative trends within the category to develop and iterate on different concepts. In the empty model below, each box represents a different ad creative concept. User motivations appear along the horizontal axis and trends appear along the vertical axis.

USER MOTIVATIONS FROM PERSONAS

COMPETITIVE CREATIVE TRENDS	Excitement	Social Connection	Expertise	Success	Escape	Creation
Game trailer/overview that showcases user experience, core objectives, and other game features	Identify persona and describe concept					
Character focus using countdowns, origin stories						
Vignettes featuring short character scenarios or stories						
Achievement opportunities like level progression and mastery of a game						
Success vs. Fail gameplay contrasting experienced and amateur players						
Fashion and style challenges						
Choosing what's next from the player POV to direct narrative while interacting with the game's characters						
Using social media or texting to convey the narrative or primary message						

Each box is a fresh ad concept!

Step 4: Test and Learn

While not all creative trends will work persuasively with each motivation, expand concepts even further by targeting specific personas within each pairing. Integrating performance data, competitive analysis and UX, you can develop a bespoke creative strategy targeting behaviors, triggers, and preferences through individual concepts.

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Step 5: Optimize and Iterate

We've learned why it can be hard to beat your control video. But a constant stream of fresh creative concepts and smart, iterative testing means we can beat the algorithmic odds. Once you have a winner, then resize, localize, and scale.

Why use a model like this?

Consumer Acquisition's Ad Concept Model ensures we always have new creative concepts to stay ahead of creative fatigue. We've systematized the process so we know what works, why it works, and how to do more of it. From niche to mainstream, our creative concepting model means our clients get reliable top-performing creative in the most cost-efficient and scalable way.

Each of the following ad concept models supports 30-50 ideas for each category by pairing creative trends with user motivations. Across five top app categories, get inspiration from over 200 ad concepts to develop and test.

AD CONCEPT MODEL
Download one-page PDF summary

Section 3

Gaming App Ad Concepts

Because game genres are so varied, we've compared fashion games to sports games to show the distinction between categories. The creative trends for these two gaming audiences are notably different from one another, while sharing triggers and motivations.

Step 1: Analyze competitor and creative trends within your genre/category

Based on information from Facebook Ad Library, TikTok For Business, and MobileAction, here are ad creative trends we're seeing for mobile sports games:

- Gameplay and game overview that showcase graphics and players
(Home Run Clash, NBA 2K, Boxing Star)
- Distance or performance challenges for viewers to propel an object to reach a target
(Baseball Boy, Slap Master)
- Competition videos dramatizing head-to-head competition between rival
players or teams. (Darts of Fury, Home Run Clash)
- Noob vs. Pro videos displaying bad and good gameplay (Darts of Fury, Mini Golf King)
- Real player footage replacing game characters and gameplay
(Tennis Clash, Sniper Arena, Draft Kings)
- Cinematic techniques like slow-motion and camera pans utilizing game characters
(Johnny Trigger, Mr. Bullet, Sniper Arena, Tennis Clash)

Based on information from Facebook Ad Library, TikTok For Business, and MobileAction, here are ad creative trends we're seeing for fashion and style simulation games:

- Choosing what's next from the player POV to direct narrative while
interacting with the game's characters
- Game trailer/overview that showcases user experience, core objectives,
and other game features.
- Fashion and style challenges
- Using social media or texting to convey the narrative or primary message
- Character focus using countdowns, origin stories
- Vignettes featuring short character scenarios or stories
- Achievement opportunities like level progression and mastery of a game
- Success vs. Fail gameplay contrasting experienced and amateur players

Step 2: Identify user motivations

General Gaming User Motivations

Excitement	Social Connection	Expertise	Success	Escape	Creation
Action	Play with friends	Strategize	Be the Lord/King/Boss	Live your fantasy	Design avatars
Fast-paced	Compete with friends	Think ahead	Get collectibles	Be the characters	Customization
Surprise weapons	Make new friends	Make decisions	Complete missions	Be in the Story	Exploration
Explosives/effects	Chat	Conquer difficult levels	Powerful characters	Extend big pots	Tinker
MOBA	Form allies/teams	Side quest	Powerful equipment	Non-Player-Character	Experiment
MMORPG					
DISCOVERY, WAR/FIGHT, LEADERBOARD, EVENTS	**COMMUNITY, CLAN, PVP**	**ADVANCED BATTLE, FORMATIONS, MULTIPLE COMBOS, SCENARIOS**	**CLEARING STAGES, LEVELING UP, WINNING**	**IMMERSION, ESCAPING, FPS**	**AVATARS, CUSTOMIZATION, EXPERIMENT**

Here's how sports game creative trends appeal to user motivations:

- Real player footage and cinematic techniques provide immersion, fantasy, and excitement
- Distance challenges and Noob v. Pro videos appeal to mastery, competition, power, and fantasy
- Player rivalries appeal to competition, mayhem, action, challenge, power, and fantasy
- Gameplay and controller overlays appeal to immersion, excitement, challenge, and competition
- Augmented gameplay provides social appeal and story immersion
- Team creation scenarios appeal to creativity, customization, strategy, and making decisions

Here's how fashion game creative trends appeal to user motivations:

- Choosing what's next appeals to self expression, progression, and escapism
- Fashion and design challenges appeal to self-expression and escapism
- Using social media or texting appeals to social connection
- Focusing on character stories and vignettes appeal to discovery, relaxation, and escapism
- Achievement opportunities and Success vs. Fail gameplay appeals to expertise, power, and progression

Step 3: Map creative trends to motivations to create concepts

Sports Game Creative Concepts

Create videos that incorporate statistics into gameplay:

- Overlay graphics to show distance of tape measure shots and challenge viewers to play
- Overlay stats graphics on characters, challenging viewers to beat their opponent
- Appeals to players motivated by competition, power, challenge, excitement

Create a countdown of featured players in the game:

- Showcases animation style, range of players and stats
- Style graphics like collector cards
- Spark curiosity about who is (or is not) included
- Appeals to players motivated by completion, surprises, competition, community, and power

Add trash talk over gameplay :

- Showcases gameplay and graphics alongside subtitles
- Appeals to players motivated by competition, community, being on a team, mayhem, interacting

Feature gameplay with emoji overlays and talk bubbles to communicate emotions:

- Humanizes and adds humor
- Showcases game graphics
- Appeals to players motivated by community, being on a team, interacting, fantasy, and surprises

Intercut gameplay with real footage, so that it's hard to tell what's real and what's the game:

- Showcases game graphics and simulation
- Appeals to players motivated by immersion, fantasy, action, discovery

Re-create the feel of a famous announcer calling a legendary game with gameplay and voice over:

- Creates emotional "what if" scenarios
- Engages viewer's curiosity
- Highlights the passion of sports fans
- Appeals to players motivated by community, being on a team, immersion, fantasy, action, discovery

Create videos using cinematic techniques and voiceover to up the emotional ante of the game:

- Showcases game graphics
- Utilizes nostalgic sports documentary feel
- Appeals to players motivated by community, being on a team, immersion, fantasy, action, discovery

Create side-by-side videos of good (Pro) versus bad (Noob) gameplay:

- Shows the difficulty of the game
- Highlights both "wins" and "fails"
- Appeals to players motivated by competition, power, challenge, excitement

Create a sing-along music video of gameplay with a famous sports chant:

- Most chants are in the public domain
- Showcases graphics and gameplay
- Appeals to players motivated by community, being on a team, immersion, fantasy

Fashion & Style Games Creative Concepts

FASHION GAME CREATIVE TREND	Excitement	Social Connection	Expertise	Success	Escape	Creation
Game trailer/overview that showcases user experience, core objectives, and other game features	Identify persona and describe concept					
Character focus using countdowns, origin stories						
Vignettes featuring short character scenarios or stories						
Achievement opportunities like level progression and mastery of a game						
Success vs. Fail gameplay contrasting experienced and amateur players						
Fashion and style challenges						
Choosing what's next from the player POV to direct narrative while interacting with the game's characters						
Using social media or texting to convey the narrative or primary message						

Create ads based on choosing what's next:

- Use diverse characters and situations
- Offer multiple quick choices
- Use popular themes like jealousy, cheating, hooking up, fantasy, and revenge makeovers

Insert player into the narrative:

- Have character interact directly with the player
- Use meters to rate player responses
- Feature simple situations, not complex narratives
- Use popular themes like what to wear, hooking up, fantasy, and revenge makeovers

Fashion & Style Challenges:

- Event-based fashion choices like what to wear on a date
- Revenge-based makeovers from being rejected by a character
- Male makeovers based on rejection or aspiration
- Self-acceptance makeovers rejecting perfection in favor of body positivity
- Design a perfect date by choosing the right movie, food, etc.
- Hyper-customization including avatar skin tone, facial features, room design, etc

Feature gameplay with emoji overlays and talk bubbles to communicate emotions:

- Humanizes and adds humor
- Showcases game graphics
- Appeals to players motivated by community, being on a team,
- interacting, fantasy, and surprises

Create side-by-side videos of good (Pro) versus bad (Noob) gameplay:

- Shows the challenges
- Highlights both "wins" and "fails"

Create gameplay videos that explain the experience in detail:

- Detail benefits of playing (customization, escapism, social connection)
- Explore live action to differentiate from category
- Feature influencers or players discussing the game
- Explore CG concepts to differentiate from category

Section 4

Dating App Ad Concepts

Step 1: Analyze competitive creative trend within your genre/category
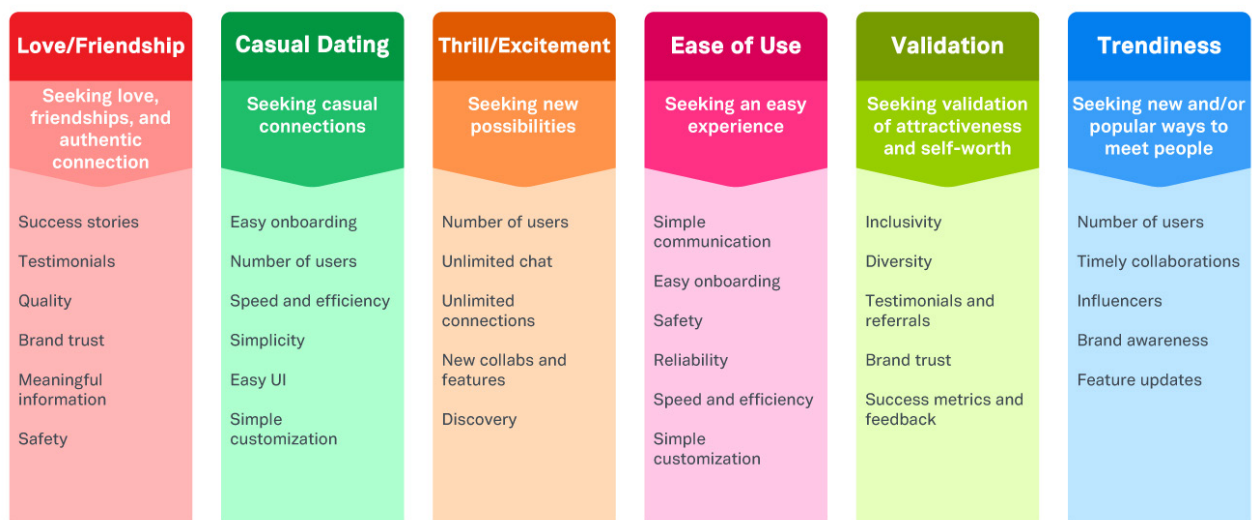
Top competitors in the mobile app dating space include Tinder, Hinge, Skout, Clover, Match, Plenty of Fish, OKCupid, and Coffee Meets Bagel. Based on information from Facebook Ad Library, TikTok For Business, and MobileAction, dating app creative trends we've identified include:

- **App Overview:** Overview of the app that showcases features and user experience
- **App Content:** Captured content and screen grabs from the app
- **Testimonial:** Focused on a user's review and/or experience of the app
- **Influencers:** Utilizing influencers and/or celebs to deliver the primary message
- **UGC:** Content a user would upload to social media regarding the app
- **Tips & Quizzes:** Communicating features or benefits through advice or quizzes

Step 2: Identify user motivations

Dating app ad creative perfectly illuminates how persona-based creative concepts appeal to the unique motivations of different users, from long-term romance to casual connections.

Dating App User Motivations

Love/Friendship	Casual Dating	Thrill/Excitement	Ease of Use	Validation	Trendiness
Seeking love, friendships, and authentic connection	Seeking casual connections	Seeking new possibilities	Seeking an easy experience	Seeking validation of attractiveness and self-worth	Seeking new and/or popular ways to meet people
Success stories	Easy onboarding	Number of users	Simple communication	Inclusivity	Number of users
Testimonials	Number of users	Unlimited chat	Easy onboarding	Diversity	Timely collaborations
Quality	Speed and efficiency	Unlimited connections	Safety	Testimonials and referrals	Influencers
Brand trust	Simplicity	New collabs and features	Reliability	Brand trust	Brand awareness
Meaningful information	Easy UI	Discovery	Speed and efficiency	Success metrics and feedback	Feature updates
Safety	Simple customization		Simple customization		

Step 3: Map creative trends to motivations to create concepts

Focus on success stories to appeal to users seeking love, authentic connections, and validation:

- Show a dating journey
- Highlight real user testimonials
- Use high quality photography to show happy couples
- Focus on one-to-one attention

Highlight app features by inserting the user into the experience:

- Have user choose from actual profiles
- Simulate chat with potential dates
- Have user set up mini profile

Highlight app features for users seeking casual connections:

- Model fast onboarding
- Reveal "new singles" in the area
- Prompt users with "See More" to tease a surplus of profiles to access

Focus on the app experience to highlight ease of use:

- Rotate through dating profile photos with minimalistic UI
- Use captured content and screen grabs to communicate the interaction process
- Rotating through a swath of potential users

Leverage faux testimonials and UGC-style videos:

- Use direct address toward the audience and text overlays to look like native content
- Use screenshots of personal messages to show dating experience
- Show newness and popularity of app

In the model below, each box represents a different ad creative concept.
This dating app model supports over 30 creative concepts for streaming apps by pairing six trends with six user motivations.

AD CONCEPT MODEL

DATING APP USER MOTIVATIONS

DATING APP CREATIVE TRENDS	Love/ Friendship	Casual Dating	Thrill/ Excitement	Ease of Use	Validation	Trendiness
App Overview: Overview of the app that showcases features and user experience	Identify persona and describe concept					
App Content: Captured content and screen grabs from the app						
Testimonial: Focused on a user's review and/or experience of the app						
Influencers: Utilizing influencers and/or celebs to deliver the primary message						
UGC: Content a user would upload to social media regarding the app						
Tips & Quizzes: Communicating features or benefits through advice or quizzes						

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Section 5

Mobile Streaming App Ad Concepts

Step 1: Analyze creative trends within your genre/category

Top competitors in this space include Netflix, Hulu, Philo, Pluto TV, Sling, Starz, SyFy, Vudu, Shudder, FXNow, AT&T TV, BET Now, Paramount Network, Crackle, Disney+, Maimovie, TikTok, Uplive: Live it Up, Replika: My AI Friend, Roku, Youtube TV, and HBO Now.
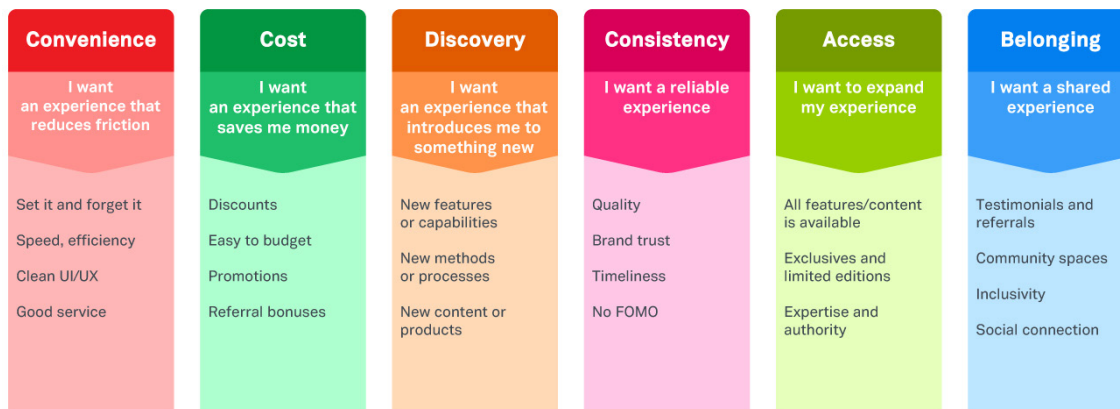
Based on information from Facebook Ad Library, TikTok For Business, and MobileAction, broad concepts and trends we see for streaming apps include:

- **Movie Trailers:** Videos with movie trailer style content, featuring one or multiple titles. (Starz, Shudder, BET Now)
- **Promoting Exclusive Content:** Videos or images promoting exclusive or original content. (Netflix, HBO Now, TikTok)
- **Special Offers:** Videos or images with special offers. (Hulu, Starz)
- **Range of Programming:** Videos or images touting breadth of content. (Philo, Pluto TV, Vudu)
- **App Overview:** Videos or images focused on the workings of the app, including exclusive services. (Vudu, Maimovie, Replika)

Step 2: Identify user motivations

Streaming apps and mobile content services range from hard-to-find content to broad appeal favorites, pay-per-view to subscription. While different mobile content services may focus on specific user interests, there are universal user motivations for content and streaming services that drive their fast-growing popularity across all categories.

Streaming App User Motivations

Convenience	Cost	Discovery	Consistency	Access	Belonging
I want an experience that reduces friction	I want an experience that saves me money	I want an experience that introduces me to something new	I want a reliable experience	I want to expand my experience	I want a shared experience
Set it and forget it	Discounts	New features or capabilities	Quality	All features/content is available	Testimonials and referrals
Speed, efficiency	Easy to budget	New methods or processes	Brand trust	Exclusives and limited editions	Community spaces
Clean UI/UX	Promotions	New content or products	Timeliness	Expertise and authority	Inclusivity
Good service	Referral bonuses		No FOMO		Social connection

Step 3: Map creative trends to motivations to create concepts

In the model below, each box represents a different ad creative concept and we've included a sample set. This ad concept model supports over 40 creative concepts for streaming apps by pairing seven trends with six user motivations.

Compare the app experience, price and other factors against other apps or games:

- For viewers interested in discovery, use a new content comparison
- For viewers interested in access, use a content library comparison
- For viewers interested in value, use a cost comparison

Showcase features and user experience through screen grabs from the app:

- For convenience-seekers, highlight ease of use to get to content fast
- For deal-seekers, highlight promos or discounts
- For discoverers and access seekers, new releases and variety

Use UGC and testimonials to highlight content and user experience:

- Highlight ease of use to get to content fast
- Show what it's like to discover a new favorite
- Highlight niche and hard-to-find content

Mobile Content and Streaming Service - User Motivations

Mobile Content and Streaming Service – Creative Trend		Convenience	Cost	Discovery	Consistency	Access	Belonging
	App Overview: Overview of the app that showcases features and user experience	Highlight ease of use to get to content fast	Highlight promos or discounts	Highlight ease of discovery	Highlight weekly/new releases	Highlight variety of content	
	App Content: Captured content and screen grabs from the app		Focus on the value based on specific content	Highlight new genre content	Highlight weekly/new releases	Highlight variety of content	Highlight niche and hard-to-find content
	Testimonial: Focused on a player's review and/or experience of the app	Highlight ease of use to get to content fast	Focus on the value based on user experience	Highlight discovering a new fave		Highlight variety of content	Highlight niche and hard-to-find content
	Influencers: Utilizing influencers and/or celebs to deliver the primary message					Highlight variety of content	Highlight niche and hard-to-find content
	UGC: Content a user would upload to social media regarding the app	Highlight ease of use	Highlight value	Highlight discovering a new fave	Highlight weekly/new releases	Highlight variety of content	Highlight niche interests
	Comedic Add Ons/Memes: Voice over, talk bubbles or meme references		Highlight value compared to missing out	Highlight discovering a new fave		Highlight variety of content	Highlight niche and hard-to-find content
	Competitive: Comparing the app experience, price and other factors against other apps or games	Focus on the value of service with a convenience comparison	Focus on the value of service with a cost comparison	Focus on the value of service with a new content comparison		Focus on the value of service with a content library comparison	Focus on the value of service with a community comparison

Section 6

Fintech App Ad Concepts

Step 1: Analyze creative trends within your genre/category

Top competitors in this space include: Acorns, Fisher Investments, Lending Tree, The Penny Hoarder, Northern Trust Wealth Management, Dave: Banking for Humans, Current: The Bank for Modern Life, Coinbase, Crypto.com, M1 Finance, Finimize, Kabbage: Small Business Loans, DOSH, Edward Jones, Edelman Financial Engines, Credit Karma, Credit Sesame, myFICO, YNAB, Mint, The Balance, Personal Capital, Marcus by Goldman Sachs, Wealthsimple, Robinhood, Nerdwallet, Stash, Earnin, Motley Fool, WalletHub

Based on information from Facebook Ad Library, TikTok For Business, and MobileAction, FinTech ad creative trends we identified included:

- App Overview/Feature Benefit: An image or video that communicates overall user experience and/or specific features. (Dave, Current, Coinbase, M1 Finance, Finimize, Edward Jones, Credit Karma, many others)
- App Overview/Tips & Quizzes: Communicating app features and/or benefits through advice or quizzes. (Fisher Investments, Marcus by Goldman Sachs, Persona Capital, Penny Hoarder, Nerdwallet)
- Testimonial: Focused on a user's review and/or experience of the app. (Penny Hoarder, Dave, M1 Finance, Dosh, Credit Karma, YNAB, Personal Capital, Wealthsimple, Robinhood, Earnin)
- Influencers: Utilizing influencers and/or celebrities to deliver the primary message. (Personal Capital)
- Promotional: Contests, promotions, gift cards and other rewards for using and/or downloading the app. (Lending Tree, Current, Coinbase, Crypto.com, M1 Finance, Robinhood)
- Current Events/Topical: Having to do with recent news or impactful events. (Lending Tree)
- Social Connection: Involving people connecting on social media or via text. (Dave, Finimize, Earnin)
- Meme: Comedic text on an image, often building on something that's already viral. (Credit Sesame)

Step 2: Identify user motivations

From milestone birthdays to selling a house to job changes, there are many motivational triggers that drive people to use fintech apps.

Security/Fear	Guidance/ Learning	Control	Visibility	Simplification	Deal Seeking
I want an app that will reduce my financial fears	I want an app that will help me learn more	I want an app that will let me make all of the decisions	I want an app that will show me everything I need	I want an app that will handle it all for me	I want an app that will give me something back
Sense of trust	Access to resources (videos, articles, chatbots)	Long term strategy	Immediate access to information	Less data rather than more	Sign up bonuses
Clear information	How-tos, calculators, interactive tools	Nuanced choices, customization	More data rather than less	Plain language and messaging	Roundups
Testimonials and referrals	Comparisons	Niche/professional messaging and language	Speed and responsiveness	Basic choices	Streak bonuses
Predictability	Expertise and authority	Speed and respon-siveness	Organized information and search	Easy UI/UX	Affiliate codes
Reliable projections	Connecting with others			Convenience and speed	Testimonials and referrals
Good service					Contests/promotions
					Fun and friendly

Step 3: Map competitive creative trends to motivations to guide creative concept development

In the model below, each box represents a different ad creative concept and we've included a sample set for a first-time homebuyer below. The expanded ad concept model supports almost 50 creative concepts for streaming apps by pairing eight trends with six user motivations.

FINANCE APP CREATIVE TREND	Security/Fear	Guidance/ Learning	Control	Visibility	Simplification	Bonuses/ Promos
App Overview - Tips & Quizzes: Communicating app features and/or benefits through advice or quizzes.	A panicking person, an increasing thermostat tied to a decreasing bank account balance. How much will your heating bill cost in your new house?	A cozy person, temperature dropping, thermostat rising, while bank account stays balanced. Tips to budget for your heating bill in your new house	A thermostat rising, while bank account stays balanced. Create a budget for your heating bill based on your other expenses	Prices popping up around a map. See heating bill averages in your new neighborhood	A person overwhelmed by stacks of bills and budgets Here's how much your heating bill will cost this winter	A happy person seeing their bill decrease instantly. Here's a promo for a reduced heating rate

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Create concepts that focus on the overall site experience, as well as specific features:

- Appeal to different financial triggers (home buying, job change, retirement, college, etc.)
- Try copy tied to a positive emotional benefit rather than fear-based messaging
  (e.g., "Retirement? You got this.")

Feature advice and/or quizzes:

- Communicates key benefits/features by engaging with user
- Appeal to different financial triggers (home buying, job change, retirement, college, etc.)
- Explore a diverse range of user representations
- Explore refined illustration in addition to portraits

Feature user and media reviews:

- Written reviews are easiest to produce
- Can test versions that feature independent media reviews and user reviews
- UGC testimonials are simple way to review the site
  Explore individual user profiles

Utilize celebrities or influencers to promote the features:

- Inset or split screen, combining influencer with site graphics
- Full screen influencer testimonial, before cutting to app use and endcard
- Can also work with static images/quotes from endorser

Create a promotion where visitors to the website can register to win money or other prizes:

- Creates incentive to visit the site
- Prizes could include:
  - Money for retirement fund
  - Help with house down payment
  - Pay off of a credit card
  - Free financial planning from a fiduciary for a year

Create concepts that leverage social platforms:

- Texting can be a good way to tell narrative stories in an inexpensive, easy-to-produce format

AD CONCEPT MODEL

FINANCE APP MOTIVATIONS FOR TARGET PERSONA

FINANCE APP CREATIVE TREND	Security/Fear	Guidance/ Learning	Control	Visibility	Simplification	Bonuses/ Promos
App Overview- Feature Benefit: An image or video that communicates overall user experience and/or specific features.	Identify persona and describe concept					
App Overview- Tips & Quizzes: Communicating app features and/or benefits through advice or quizzes.						
Testimonial: Focused on a user's review and/or experience of the app.						
Influencers: Utilizing influencers and/or celebrities to deliver the primary message.						
Promotional: Contests, promotions, gift cards and other rewards for using and/or downloading the app.						
Current Events/Topical: Having to do with recent news or impactful events.						
Social Connection: Involving people connecting on social media or via text.						
Meme: Comedic text on an image, often building on something that's already viral.						

Mobile Subscription App Ad Concepts

Step 1: Analyze creative trends within your genre/category

Based on information from Facebook Ad Library, TikTok For Business, and MobileAction, creative trends we've identified for mobile subscription apps broadly include:

- App Overview: An image or video that communicates overall user experience
- Key Feature: Focus on the specific benefits of a core feature
- Testimonial: Focus on a user's review and/or experience
- Animated Text: Kinetic typography or motion graphics
- Visually compelling: Focus on arresting photography
- Brand: Focus solely on brand messaging

Step 2: Identify user motivations

Mobile app subscription services range from weekly food boxes to productivity tools to fitness trackers. Borrowing from the value propositions of software-as-a-service, mobile subscription services promise an ongoing value for a recurring payment. While different mobile subscription categories focus on specific user interests, there are universal user motivations for subscription services that drive their popularity across all verticals. Below, we've outlined high-level motivational triggers for a mobile app subscriber. The included motivations are specific to the mobile app subscription model itself, not an individual category such as fitness or productivity.

Mobile Subscription App User Motivations

Convenience	Cost	Discovery	Consistency	Access	Belonging
I want an experience that reduces friction	I want an experience that saves me money	I want an experience that introduces me to something new	I want a reliable experience	I want to expand my experience	I want a shared experience
Set it and forget it	Discounts	New features or capabilities	Quality	All features/content is available	Testimonials and referrals
Speed, efficiency	Easy to budget	New methods or processes	Brand trust	Exclusives and limited editions	Community spaces
Clean UI/UX	Promotions	New content or products	Timeliness	Expertise and authority	Inclusivity
Good service	Referral bonuses		No FOMO		Social connection

Step 3: Map competitive creative trends to motivations to guide creative concept development

Our ad concept model supports nearly 40 creative concepts for mobile subscription service apps by pairing six trends with six user motivations.

Showcase features and user experience through screen grabs from the app:

- For convenience-seekers, highlight ease of use, fast set-up, and support
- For deal-seekers, highlight promos or discounts
- For discoverers and access seekers, show new products and features

Use testimonials to show subscriber experience:

- Highlight ease of use to get products fast
- Show what it's like to discover a new favorite
- Highlight niche and hard-to-find products

Use arresting photography to differentiate:

- Show exclusives and limited editions
- Highlight niche and hard-to-find products
- Highlight community spaces and social connection

Mobile App Subscription - User Motivations For Target Persona

Mobile App Subscription Service - Creative Trends	Convenience	Cost	Discovery	Consistency	Access	Belonging
App Overview: An image or video that communicates overall user experience	Identify persona and describe concept					
Key Feature: Focus on the specific benefits of a core feature						
Testimonial: Focus on a user's review and/or experience						
Animated Text: Kinetic typography or motion graphics						
Visually compelling: Focus on arresting photography						
Brand: Focus solely on brand messaging						

Section 8

Staying Ahead of Mobile App Advertising Developments

Our industry expertise comes from managing over $3.5 billion in creative and paid social spend for the world's largest mobile apps and performance advertisers, including Glu, Roblox, Wooga, Zynga, and Skillz. Our proprietary full-stack marketing platform AdRules provides real-time business intelligence and creative research from 3.5 million video ads across social channels.

As the mobile advertising ecosystem has evolved, we have focused on being a reliable source of mobile app industry insights and trends. Our strategic analyses of IDFA loss and media buying automation, along with tactical guidance for user acquisition and creative teams, has helped advertisers remain profitable during an unprecedented era of change. Our industry expertise has earned coverage from CNBC, Forbes, SeekingAlpha, Business Insider, VentureBeat, TechCrunch, Mobile Marketing Magazine, and many more.

Email us at sales@consumeracquisition.com to discuss how we can help you stay ahead in 2022.

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