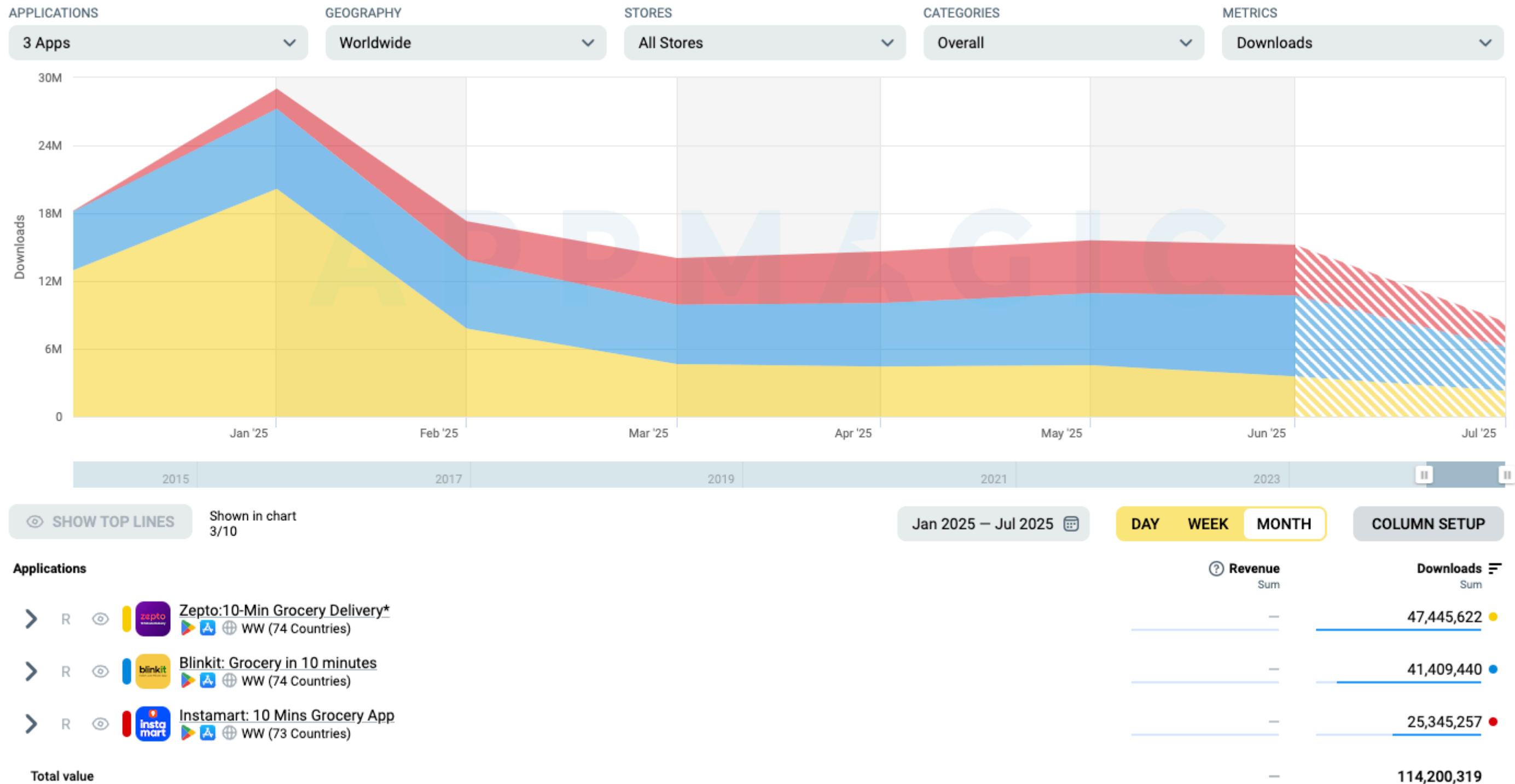


Cracking Creatives!

~115M INSTALLS IN TOTAL IN 2025



WINNING CREATIVE STRATEGY IN 2025



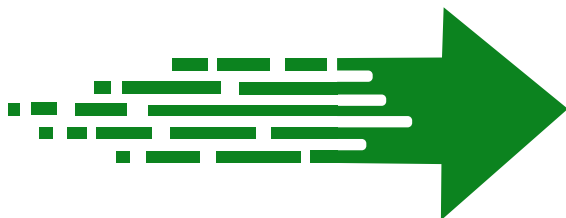
1.8K+ Ads
Blinkit

2.7K+ Ads
Instamart

4K+ Ads
Zepto

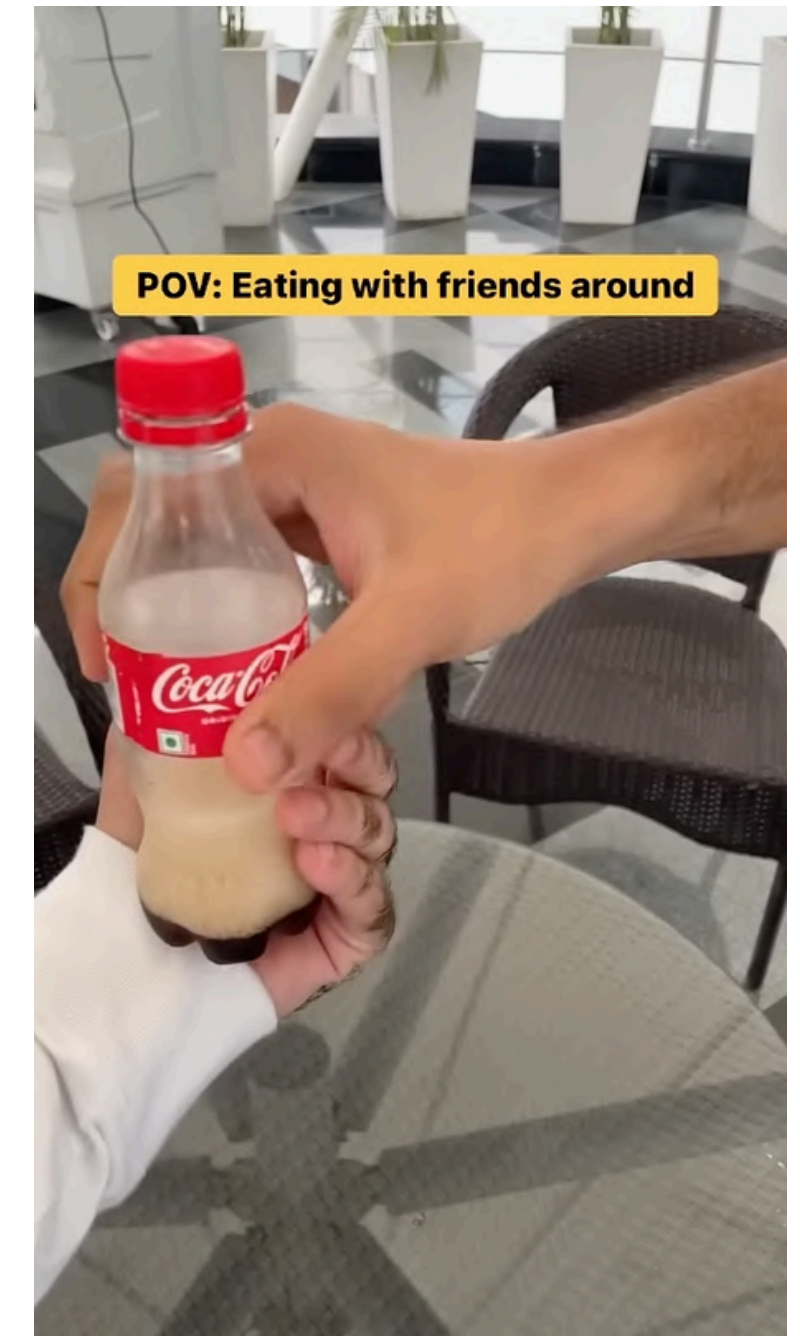
**What powers their
winning ads?**

Data by **APPMAGIC**



BLINKIT'S CREATIVE STRATEGY AND TAGS LAST 90D

- ✨ **77%** ads were between 0-15 seconds. Strong preference for ultra-short content optimized for social media consumption
- ✨ **86% ads used** a hook text - POV format dominates hook text strategy
- ✨ **63% ads DONT** show the app - Majority focus on lifestyle/problem presentation rather than app functionality



BLINKIT'S CREATIVE STRATEGY AND TAGS LAST 90D

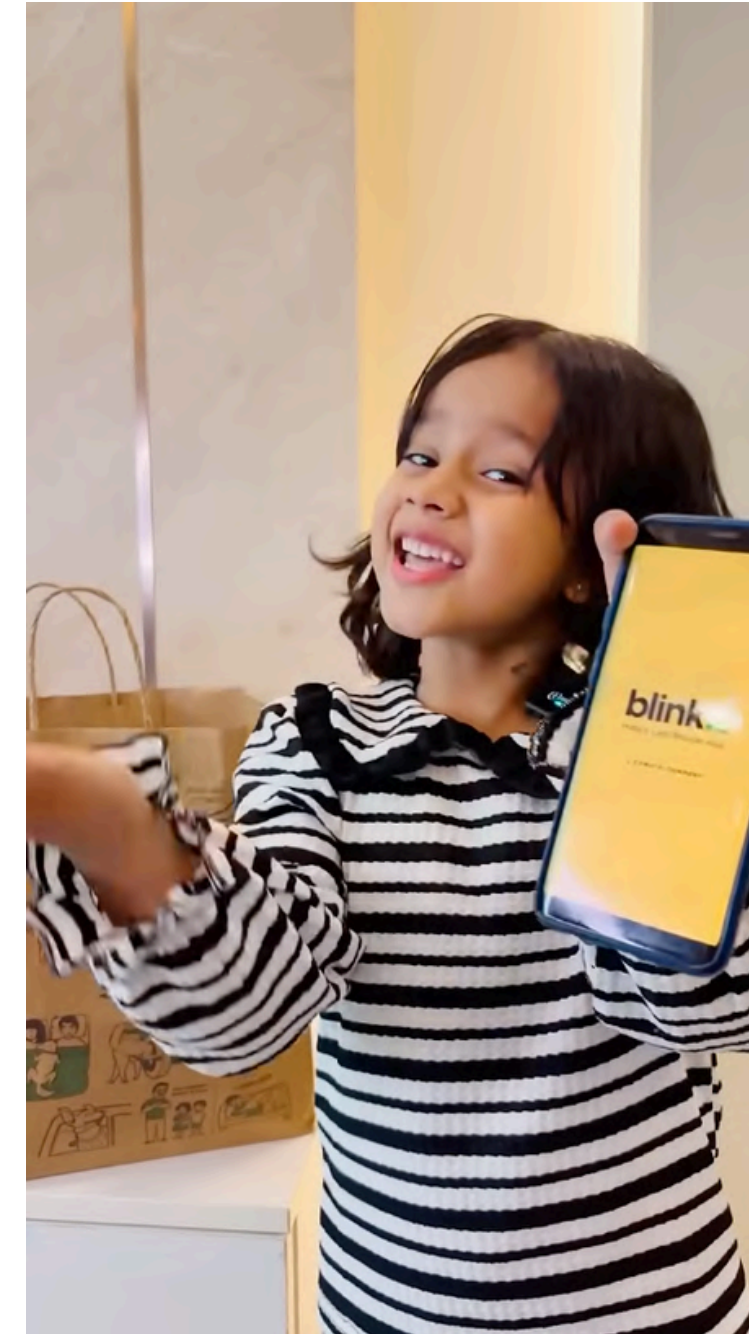


Hook Scen Ad Angle Distribution

- Social/Family Scenarios: 40.9%
- Food Transformation/Reveal: 22.7%
- Lifestyle/Convenience: 18.2%
- Product Focus: 13.6%



27% Ads use human hands in PoV Style: POV and first-person perspectives dominate, creating intimate, relatable viewing experiences.



INSTAMART'S CREATIVE STRATEGY AND TAGS LAST 90D

✨ **63% ads were between 16-30 seconds and 21% between 0-15 seconds. Strong preference for mid-range duration**

✨ **~74% ads used a hook text:**

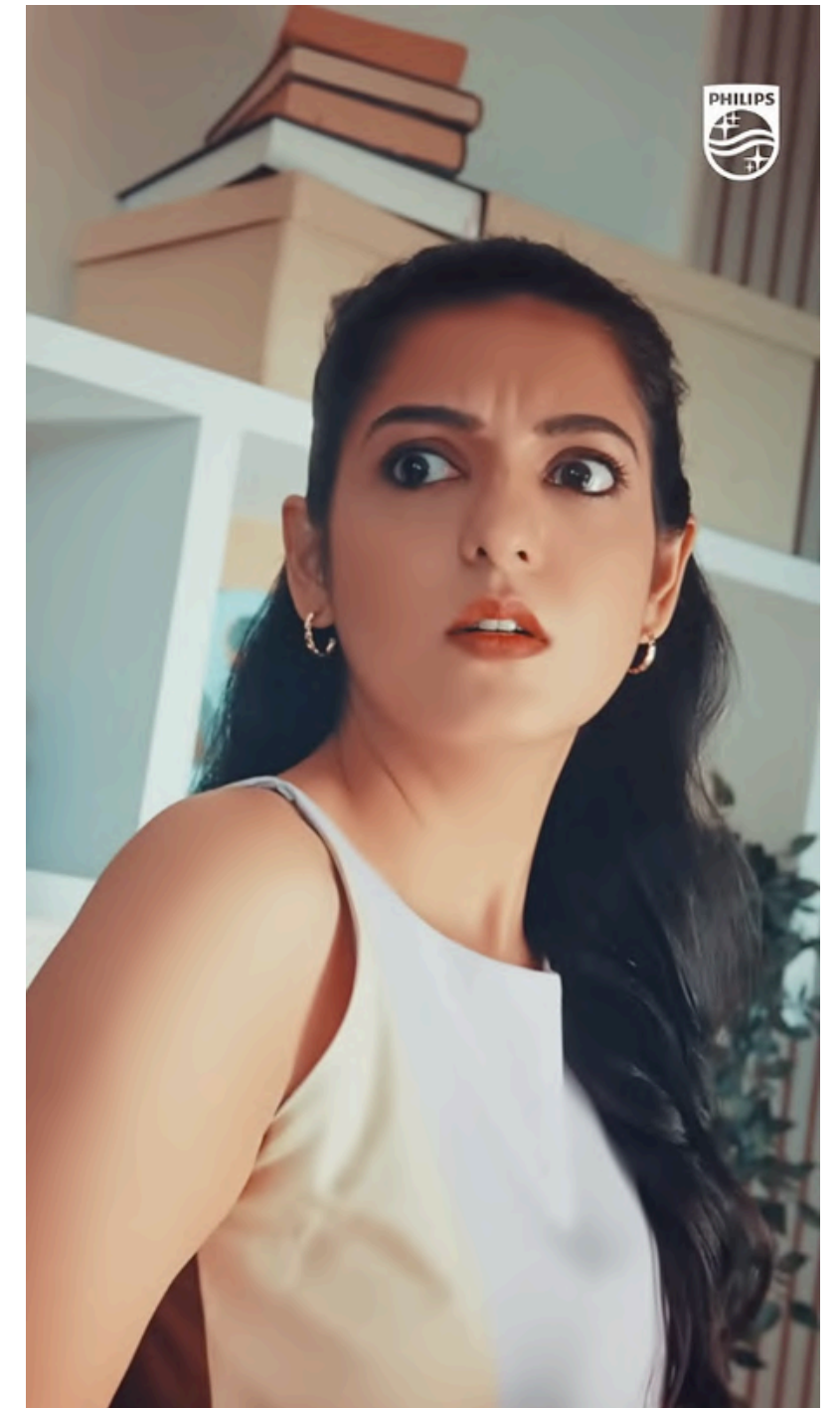
- Question-based hooks (36.8%)
- Benefit statements (31.6%)
- Urgency/scarcity (21.1%)

✨ **79% ads use a hook scene dialogue:**

- Problem statement (42.1%)
- Product introduction (31.6%)
- Testimonial opening (26.3%)



Segwise



APPMAGIC

INSTAMART'S CREATIVE STRATEGY AND TAGS LAST 90D

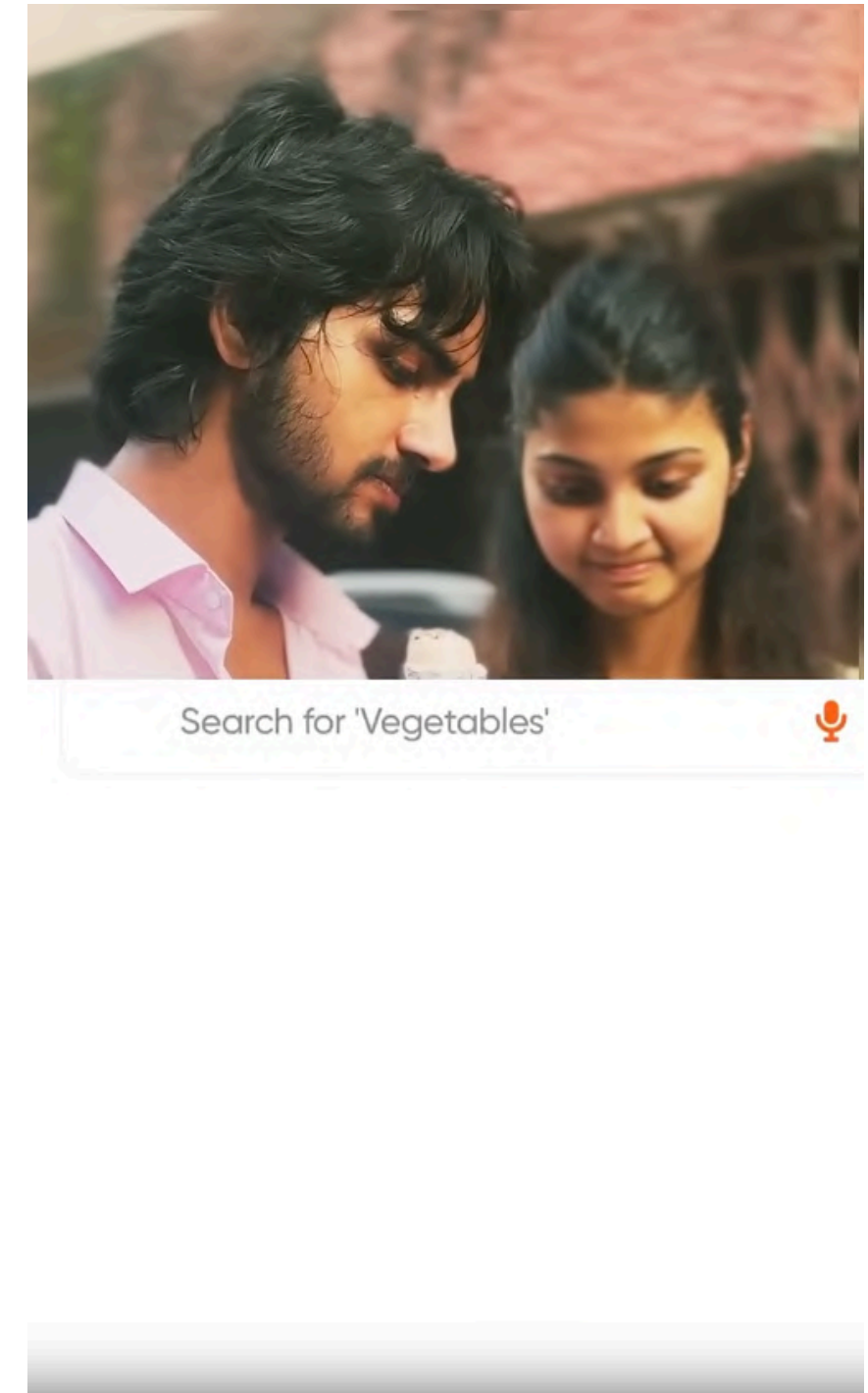
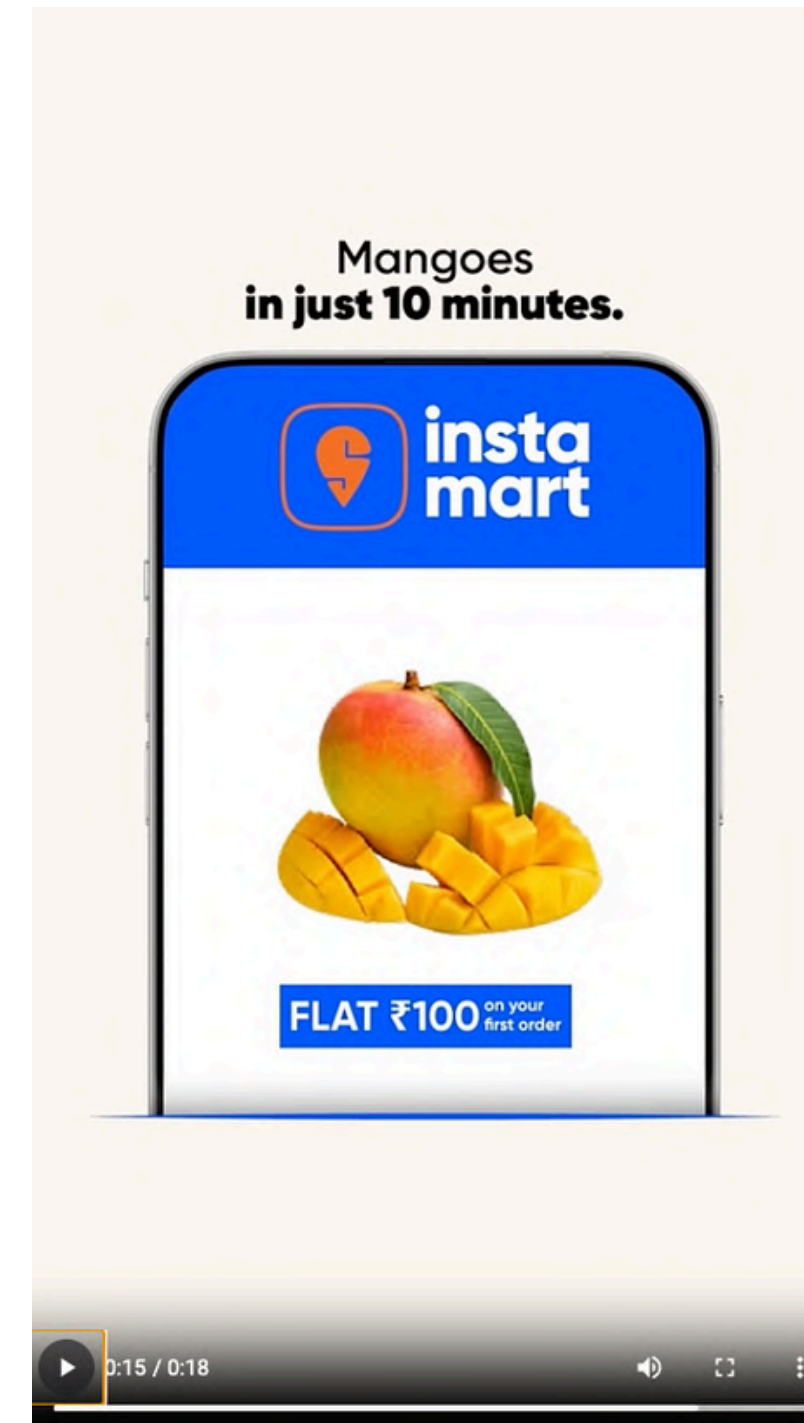


Hook Scen Ad Angle Distribution

- Product showcase (36.8%)
- User testimonial (31.6%)
- Problem-solution (26.3%)
- Convenience demonstration (21.1%)
- Comparison/competitive (15.8%)



47% Ads show everyday human users as characters and 26% show delivery personnel. Relatable, everyday characters dominate, reinforcing accessibility and broad appeal



ZEPTO'S CREATIVE STRATEGY AND TAGS LAST 90D

✨ ~73% ads were between 0-15 seconds,
Strong preference for micro-content format

✨ ~32% ads used a hook text. Common
messaging types:

- Time-based promises (40.0%)
- Problem identification (35.0%)
- Benefit statements (25.0%)

✨ ~60% ads SHOW the app - Majority of ads
demonstrate actual app functionality rather
than just showing end results



ZEPTO'S CREATIVE STRATEGY AND TAGS LAST 90D



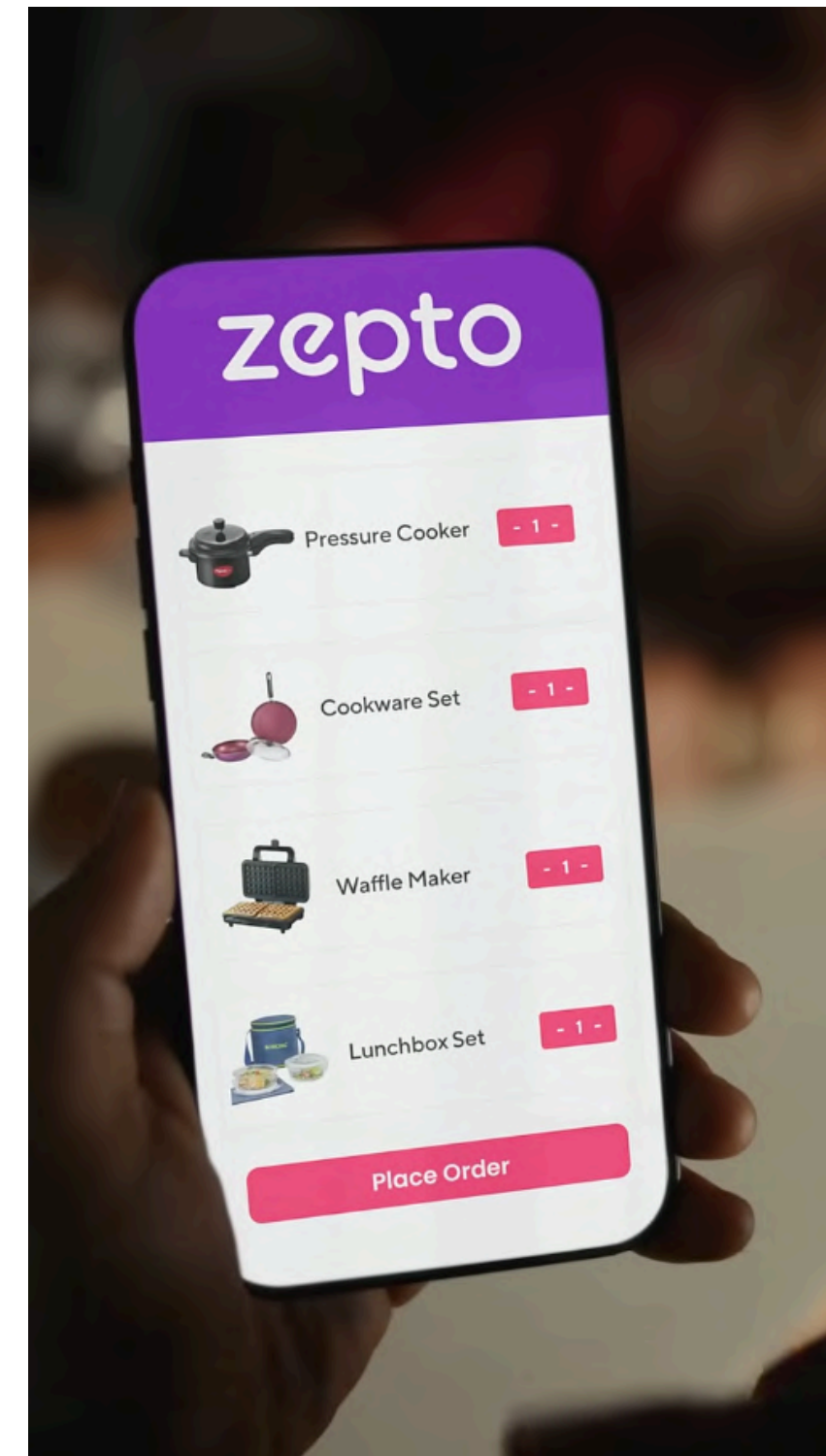
Hook Scen Ad Angle Distribution

- Problem-Solution Framework (40.9%)
- Lifestyle Integration (31.8%)
- Convenience/Time-Saving (27.3%)
- Product/App Demonstration (22.7%)
- Situational Context (18.2%)



Top Character Types Shows:

- Young adult women (50.0%)
- Young adult men (31.8%)
- Working professionals (40.9%)
- Students/casual users (36.4%)



DIFFERENCES IN CREATIVE STRATEGY

Metric	Blinkit	Instamart	Zepto	Key gap / implication
Avg. video length	15.5 s (77 % ≤15 s)	24.2 s (63 % in 16-30 s)	13.2 s (73 % ≤15 s)	Instamart’s mid-form story-telling is an outlier; could test shorter “thumb-stopper” cuts.
App-flow shown	36.4 % of ads	84.2 % of ads	59.1 % of ads	Blinkit hides product UI—big educational gap versus rivals.
Hook text present	86.4 % (POV “POV: ...” teasers)	73.7 % (question / benefit)	31.8 % (time-promise)	Zepto relies far more on pure visuals; could test stronger on-screen hooks.
Dominant narrative	Social/family POV, food craving pay-off	Functional problem→ solution demo & testimonials	Problem-solution with time-promise, lifestyle clips	Differentiated tones offer cross-pollination ideas (e.g., Blinkit could weave problem-solution; Instamart could try lifestyle humor).
Character skew	Male POV, hands & hoodies; low on female leads	Mixed gender, everyday shoppers & riders	50 % young-adult women focus	Opportunity for Blinkit/Instamart to feature more women



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CREATIVES BACKED BY AI
CREATIVE TAGGING AND
ANALYTICS**

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