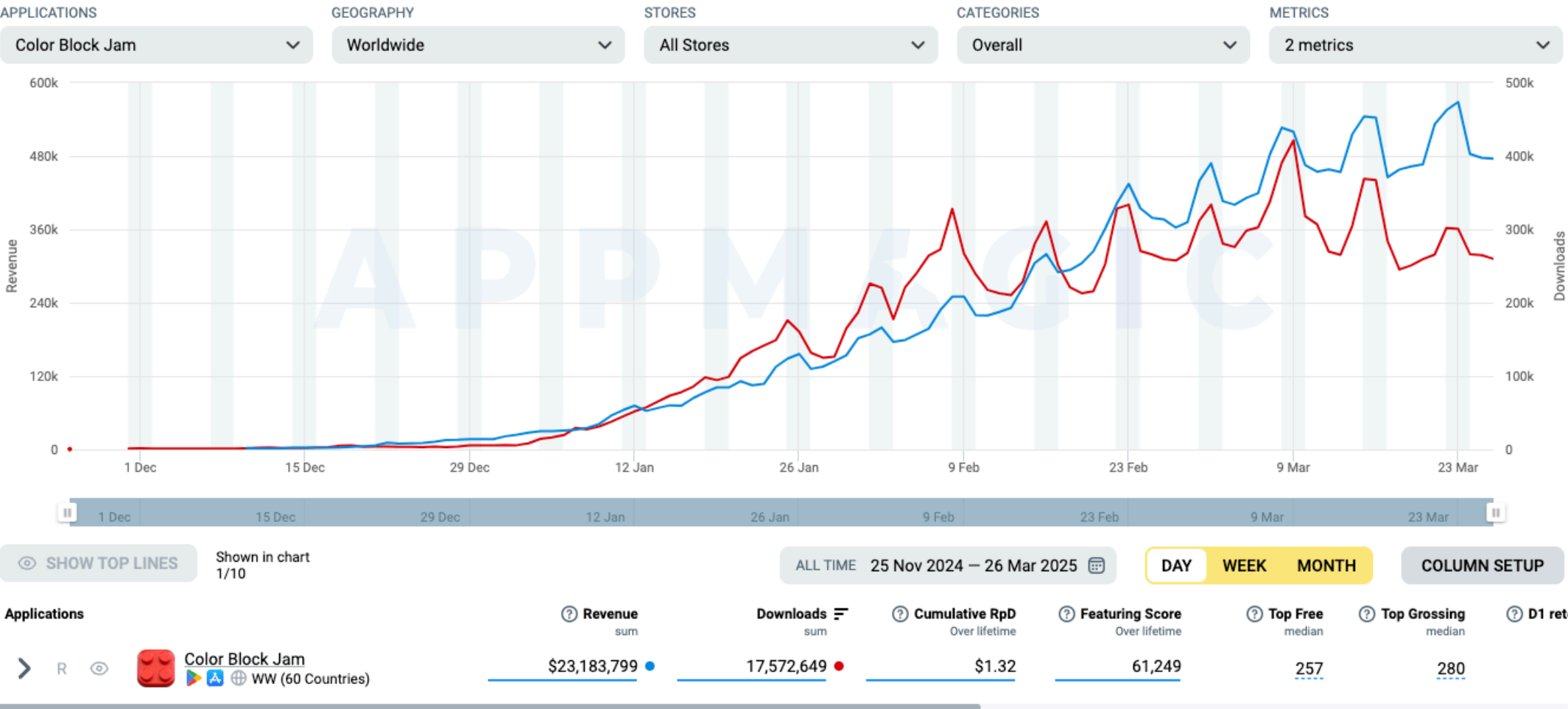


# Color Block Jam's Winning Creatives

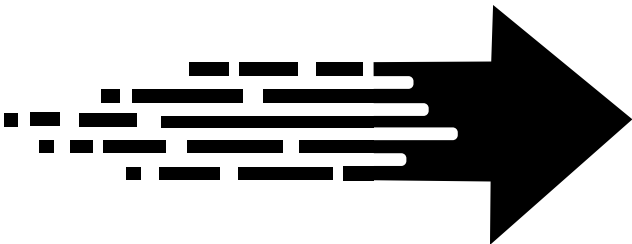
**3**  
**Months**

**17.5M+**  
**Downloads**

**23M+**  
**Revenue**



**What powers their winning ads?**



# TOP CREATIVE TAGS

- ✦ 100% **gameplay** focussed creatives
- ✦ 100% Creatives with **ASMR** and **gameplay Audio**
- ✦ Levels intentionally left **unsolved** making them appear difficult
- ✦ 40% creatives use **challenging or instructional hook texts**

# NEW CREATIVE TAGS IN LAST 30 DAYS

- ✨ **Animated creatives** with low poly characters
- ✨ Using **voice overs** along with gameplay audio
- ✨ **Embellished blocks** used to increase creative appeal
- ✨ **“no ads game” messaging** used in hook texts and voice overs

# CHEAT SHEET: WHAT YOU CAN STEAL

 Show gameplay, but don't solve it. Leave the viewer hanging

 Let audio carry the emotion - ASMR or voice over

 Try the “No Ads” narrative to boost CVR

 Stylize your gameplay just enough