

Cookingdom's Winning Creatives

1

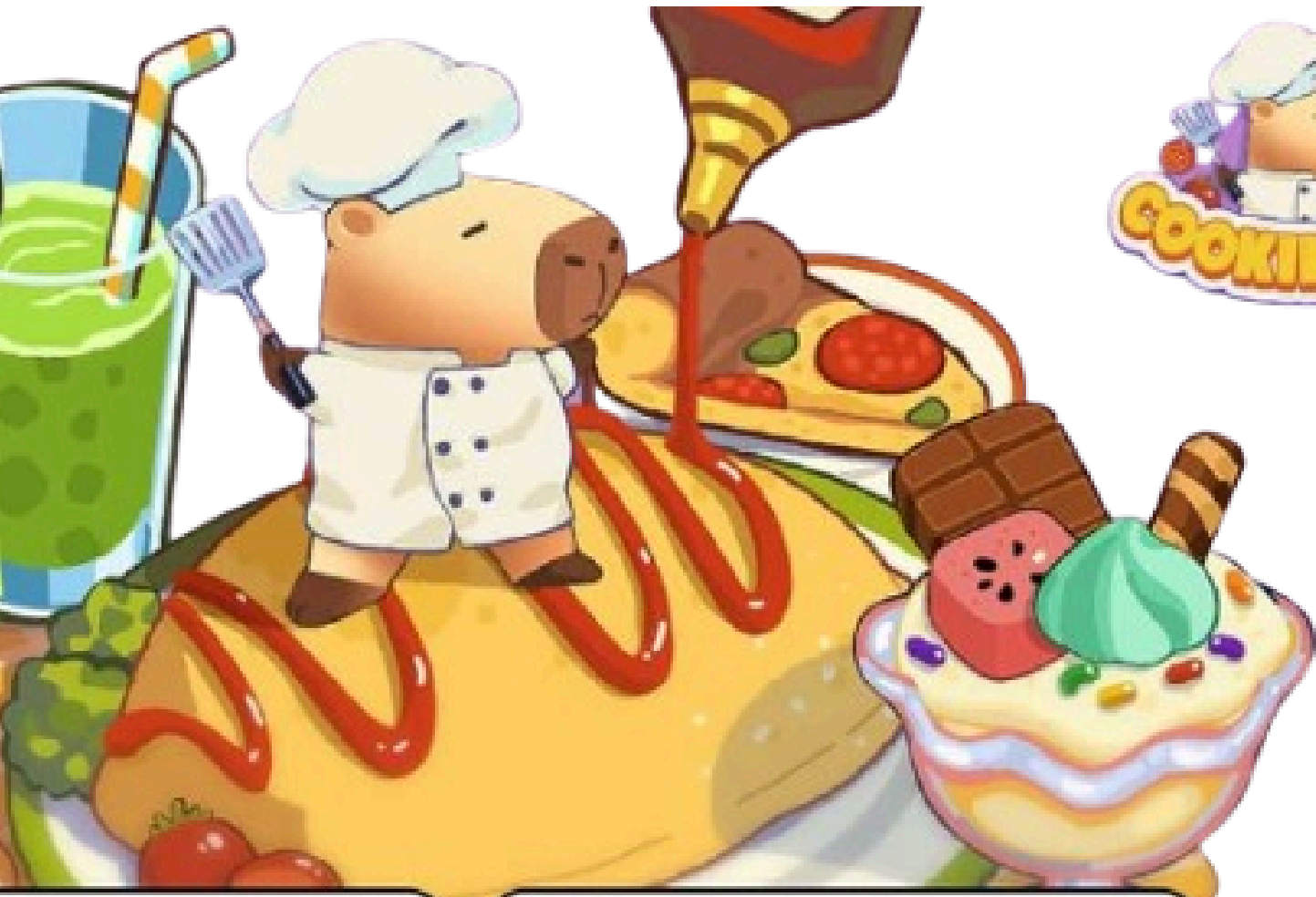
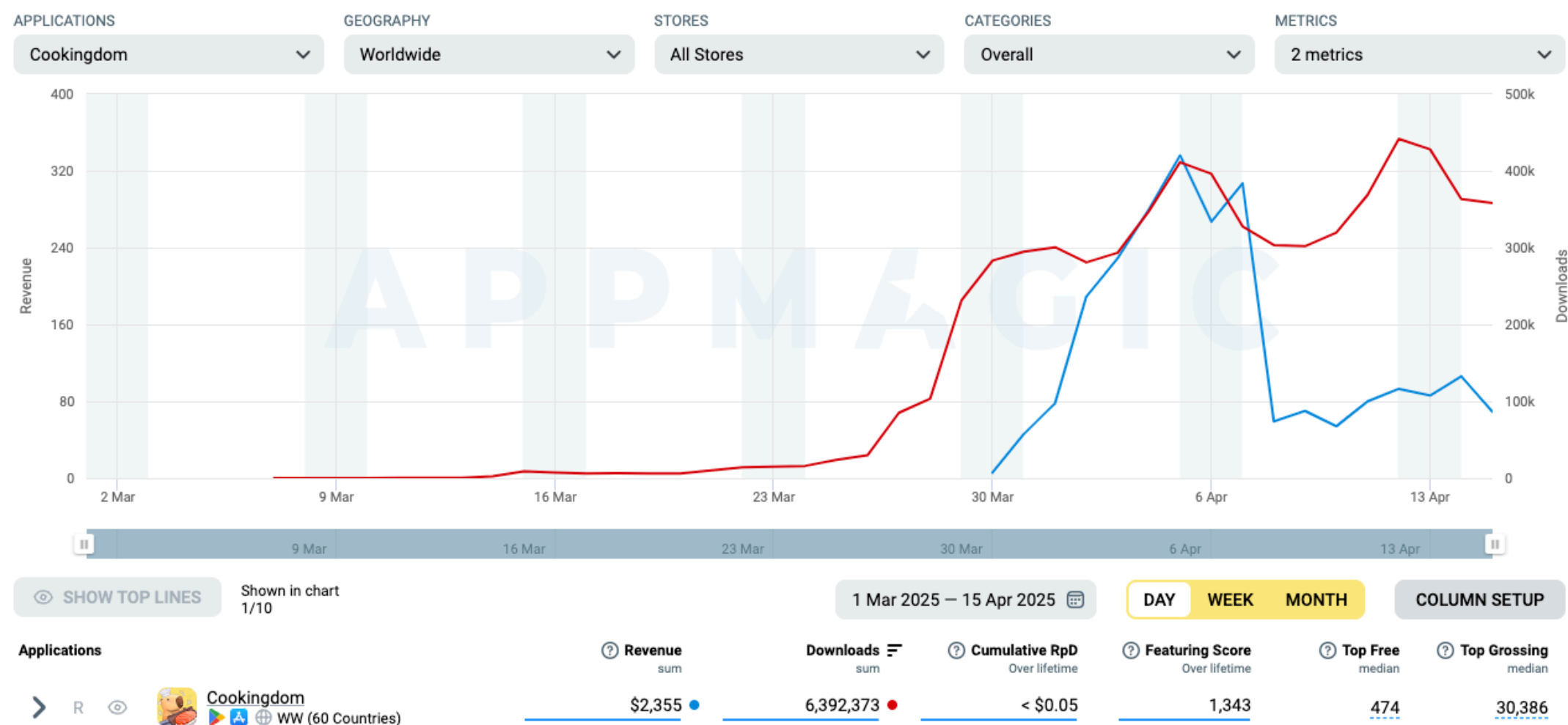
Month since launch

~6.4M+

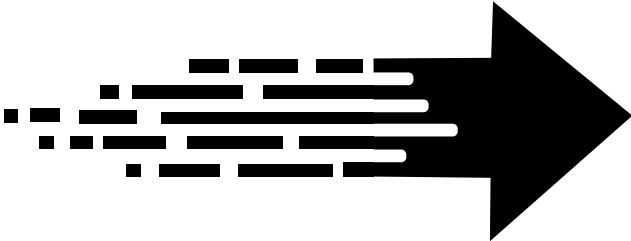
Downloads

\$40-55K

Daily Ad Revenue

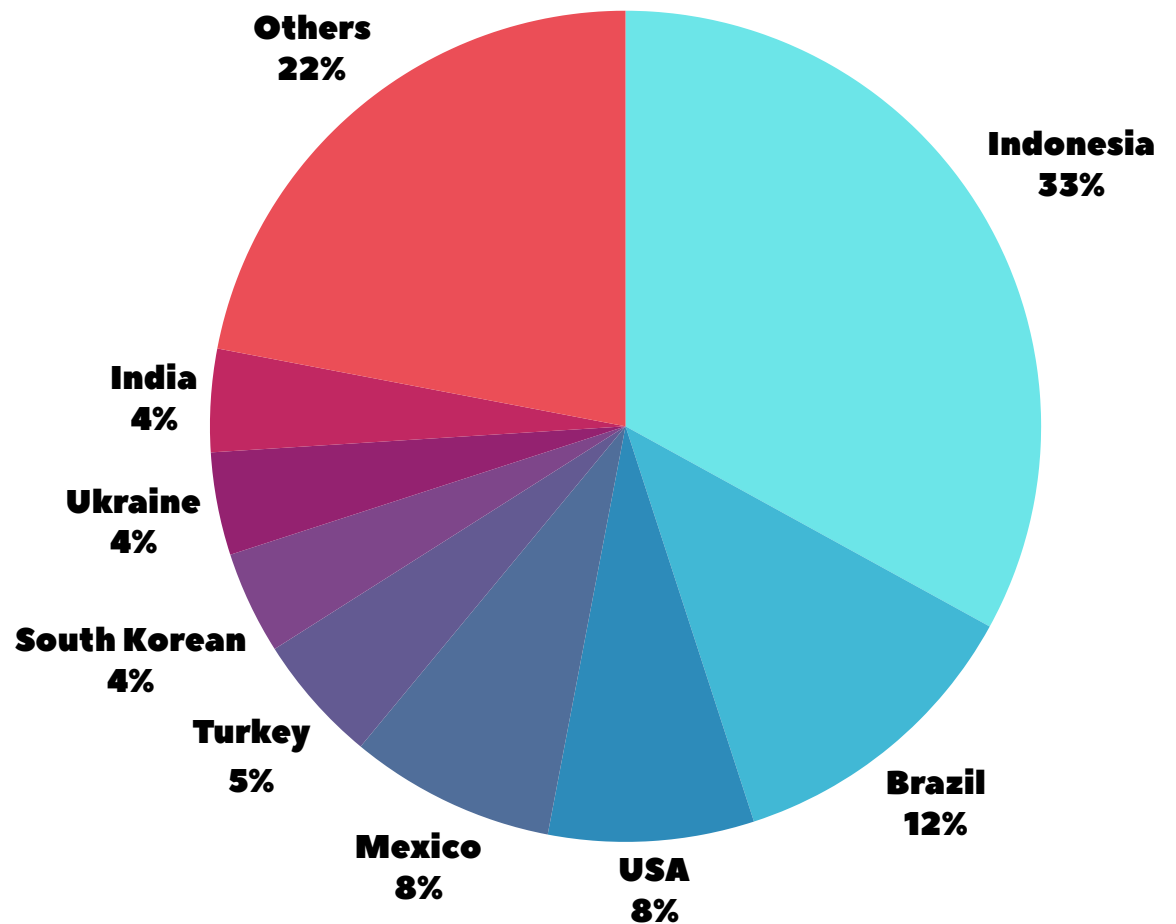


What powers their winning ads?

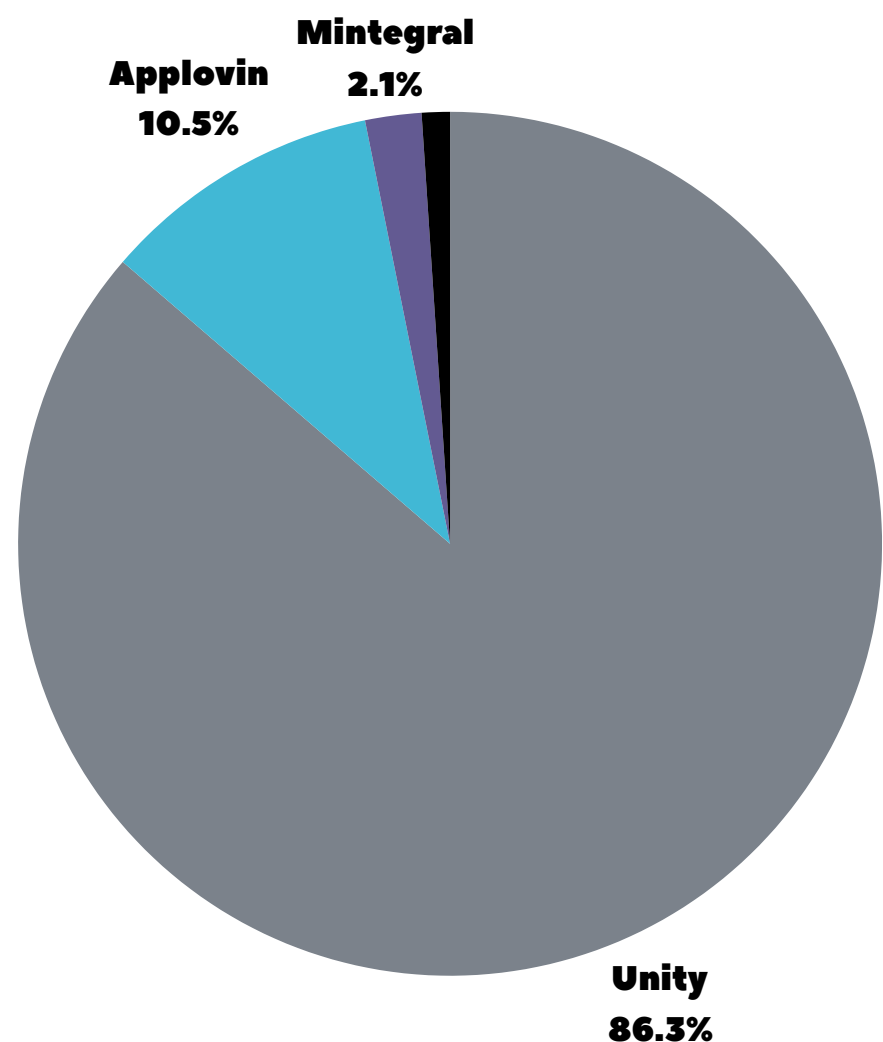


UA ADS STRATEGY

Top Countries



Top Ad Networks



Powered by

APPMAGIC

CREATIVE STRATEGY AND TAGS



Calming/Restful Hook Scene Text and Voiceovers



CREATIVE STRATEGY AND TAGS

✨ Replicating this **Top Down View - UGC style** from Perfect Tidy



CREATIVE STRATEGY AND TAGS



Extremely satisfying visuals and audio - **ASMR feel**



CREATIVE STRATEGY AND TAGS



Elements of **Game Depth** highlighted with recipes



CREATIVE STRATEGY AND TAGS



Running **Playable Ads** from Day 1, they mostly follow after **lead in videos** and have **guiding elements** throughout.



COOKINGDOM WILL BE BIG!

👏 They're replicating the success formula from **Perfect Tidy** - similar game mechanics, similar creative strategy

🎮 Lot of playables! **Lead in videos set up context** before interacting with the game

👁️ **Playables end on a cliffhanger!** Given the satisfying nature of the game, you want to download the game to complete the levels!

🧠 **SFX cues** amplify the videos and the **ASMR feel** of the game