

Cracking Creatives!



GOSSIP HARBOR

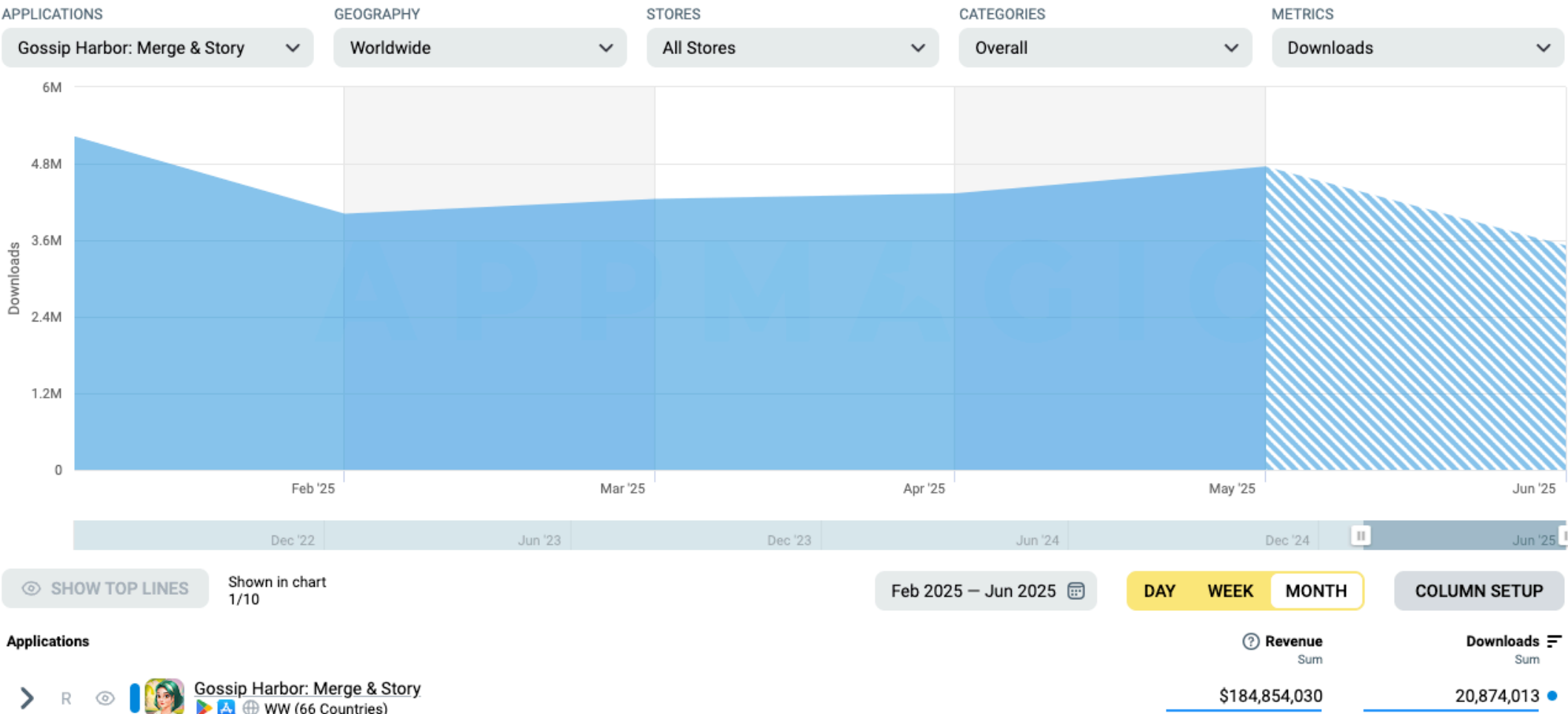
 **Segwise**

GOSSIP HARBOR'S WINNING CREATIVE STRATEGY IN 2025

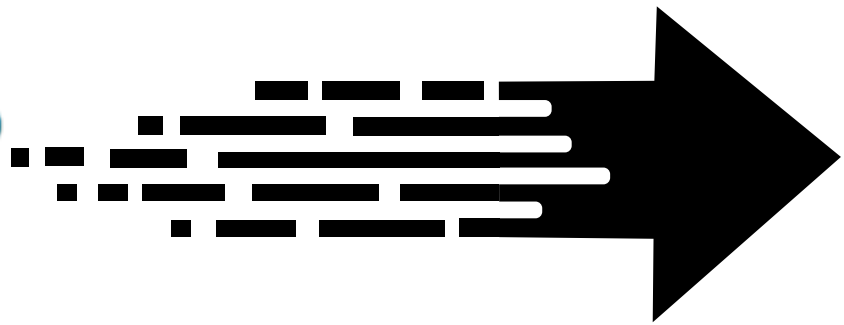
4K+
Creatives

20M+
Downloads

\$184M+
IAP Revenue

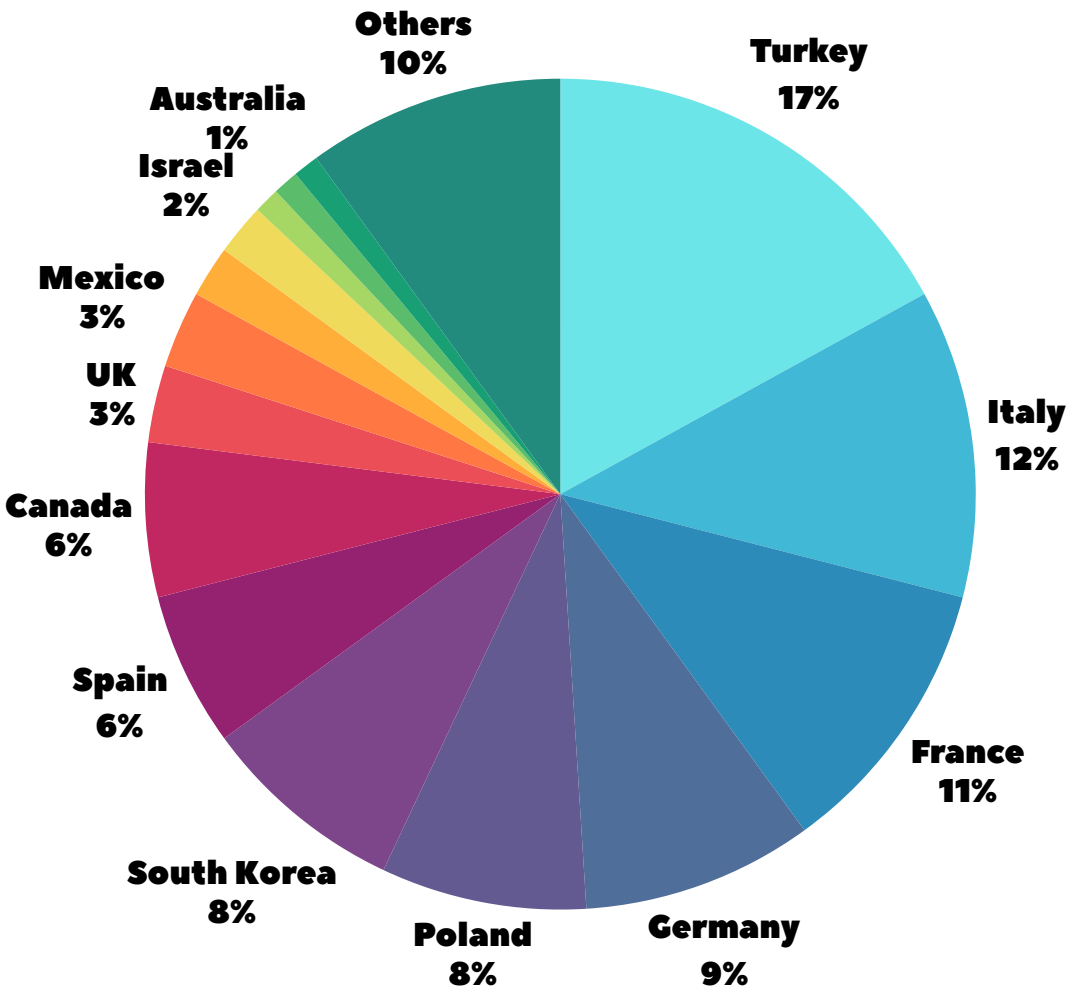


What powers their winning ads?

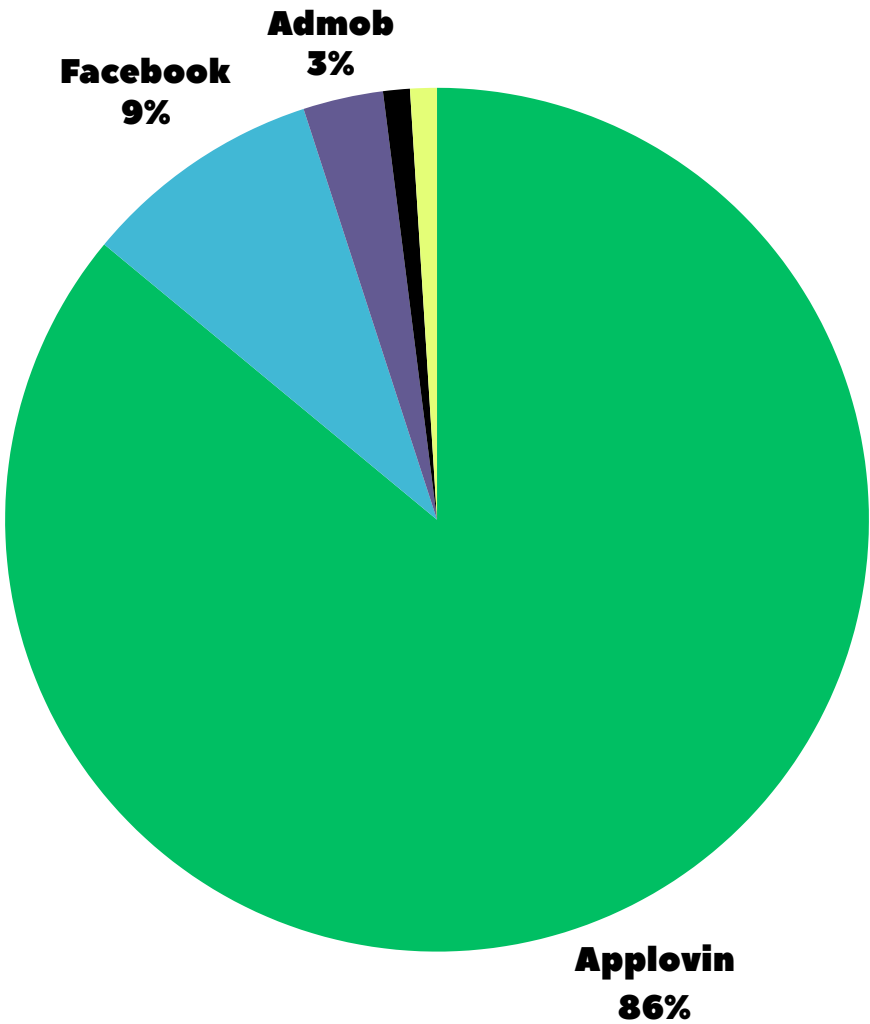


UA ADS STRATEGY: 4,162 CREATIVES IN 2025

Top
Countries



Top
Ad Networks



Powered by

APPMAGIC

CREATIVE STRATEGY AND TAGS



90% ads were over 50 seconds long. Longer engagement working with storytelling



67% ads showed mother or daughter as the character in the hook scene



CREATIVE STRATEGY AND TAGS



Universal distress scenarios: **100% feature family hardship**



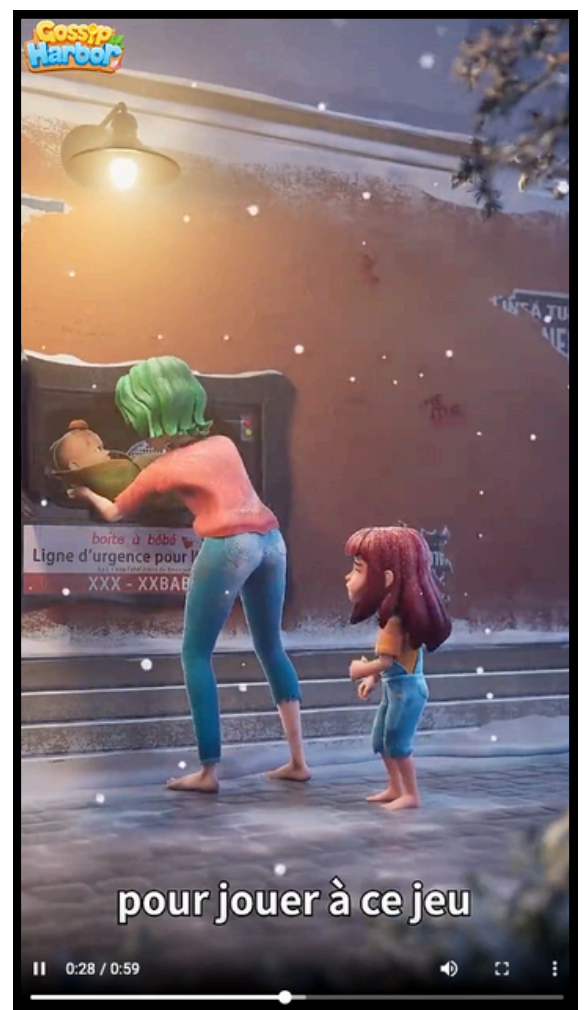
Weather-related suffering: **83.3% involve freezing/cold**



Structural collapse: **66.7% show house/roof breaking**



Merge puzzle integration: **100% showcase core gameplay**



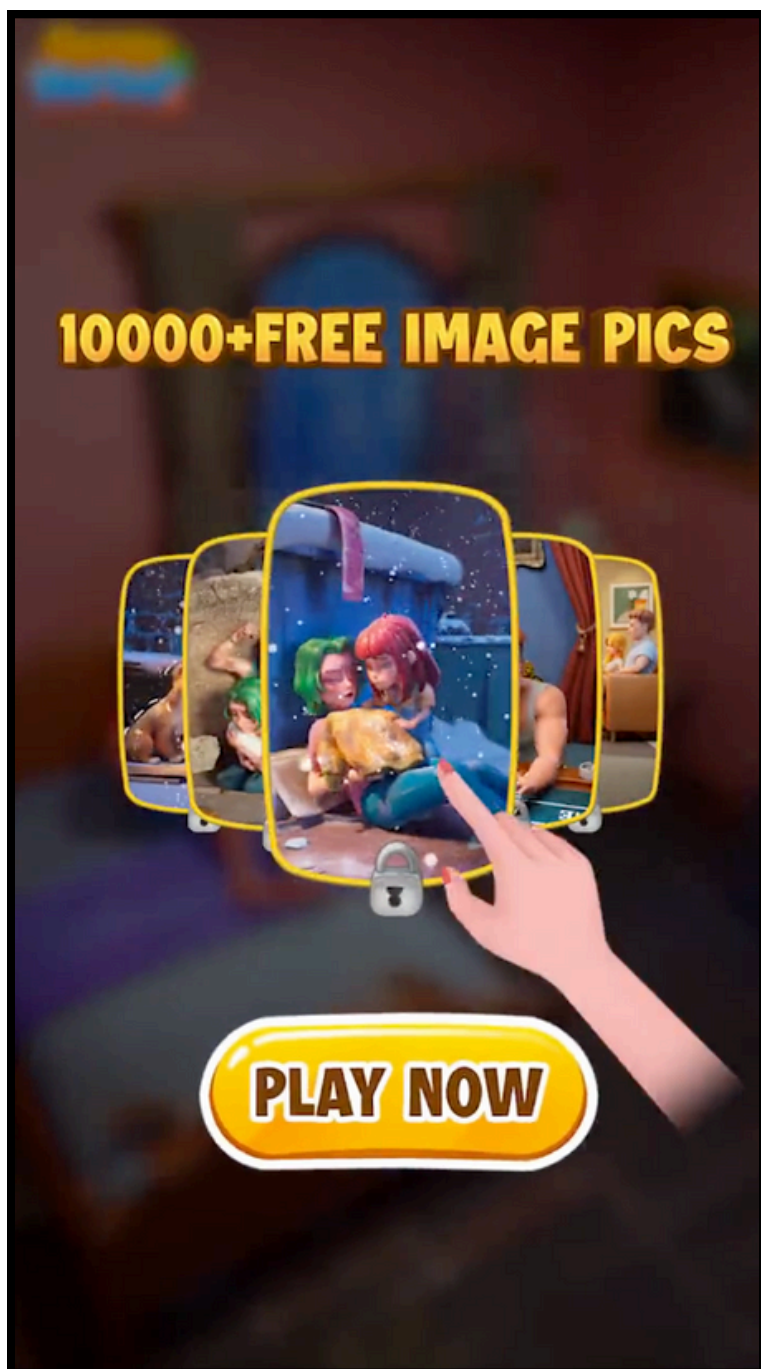
CREATIVE STRATEGY AND TAGS



Tragic endings: **66.7% end with continued suffering**



Game depth: **100% show game level cards in the end with a CTA**



CREATIVE TRENDS LAST 30D



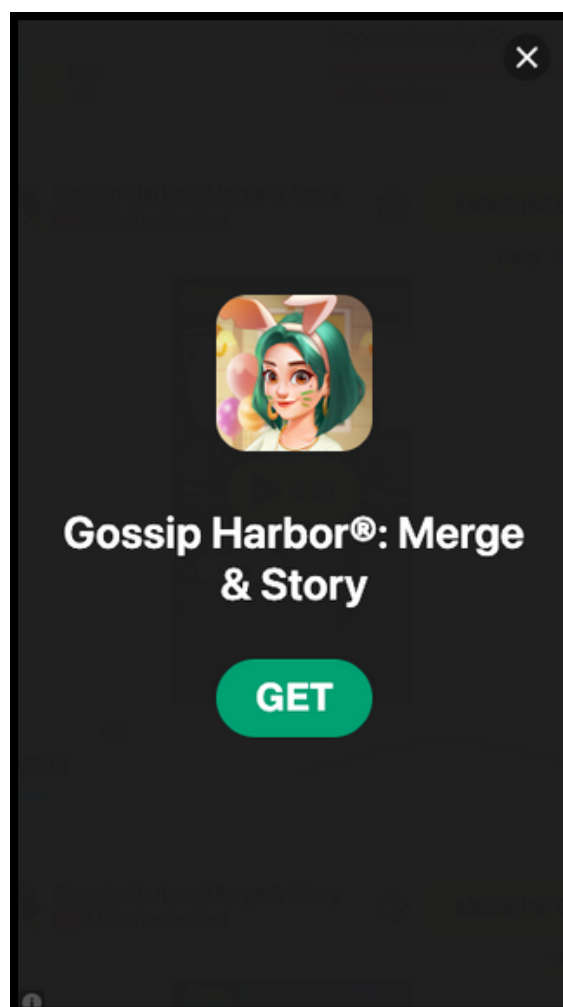
Production quality: **crisper character animation** + new biomes (jungle) with **dynamic weather** like rain.



Character scope: **richer family dynamics**, fresh rescue targets (eggs instead of puppies).



Format & narrative experiments: **Plain-HTML card** creatives for simpler ad units, **visual cues borrowed** from other games (merge cook) and **deeper storylines** on divorce and abuse.



WHAT OTHER MERGE GAMES CAN STEAL



Emotional-crisis hooks – Open with severe family peril (weather, shelter, looming danger) to spark instant empathy and urgency.



Meta-ads that “call out the fakes” – Let animated characters address fake-ad complaints and pitch your game as the authentic experience.



Flexible cast & settings – Rotate 2-3 core archetypes (kids vs. adults), experiment with unexpected backdrops (churches, foster homes, restaurant-style visuals).



**CREATE HIGH
IMPACT CREATIVES
BACKED BY AI
CREATIVE TAGGING
AND ANALYTICS**

Try now for free!