# Cracking Creatives!



# Lands of Jail!

Segwise

# LANDS OF JAIL'S WINNING CREATIVE STRATEGY
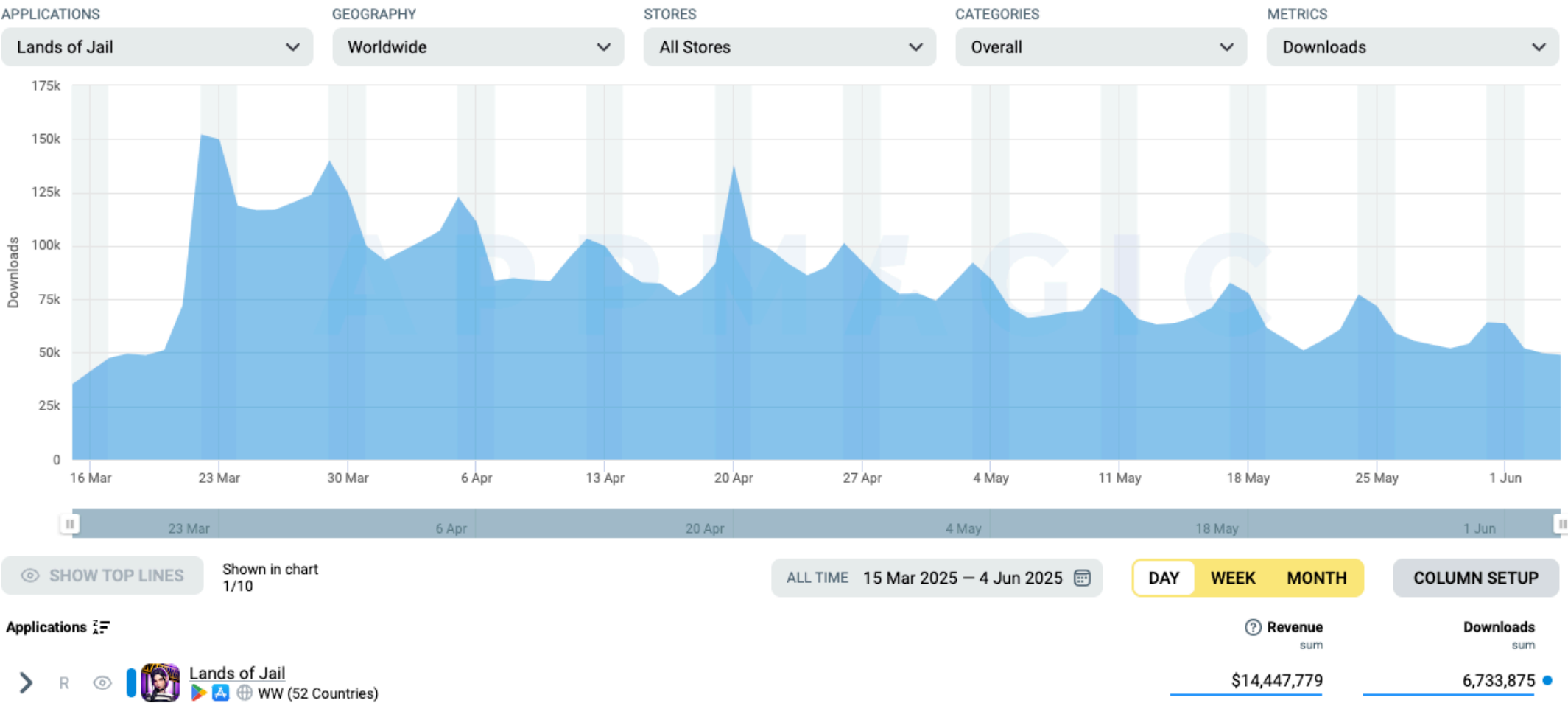
**3**
**Months since launch**
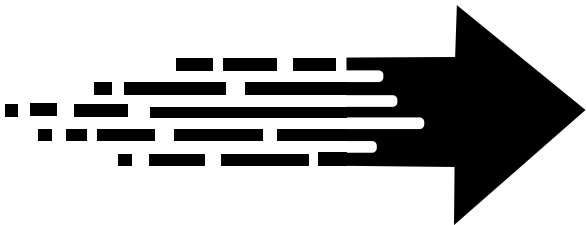
**6.7M+**
**Downloads**
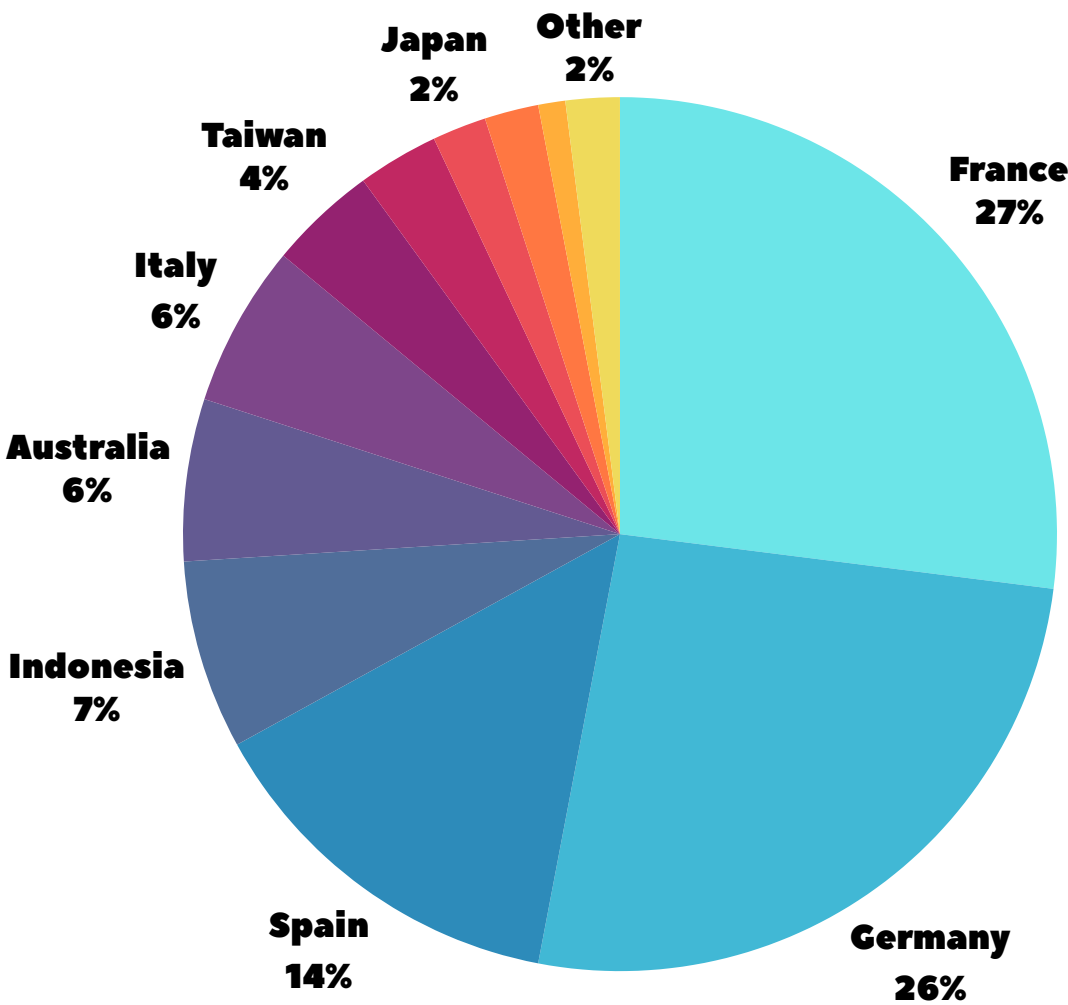
**$14.4M+**
**IAP Revenue** 🚀

| APPLICATIONS | GEOGRAPHY | STORES | CATEGORIES | METRICS |
|---|---|---|---|---|
| Lands of Jail ⌄ | Worldwide ⌄ | All Stores ⌄ | Overall ⌄ | Downloads ⌄ |



SHOW TOP LINES    Shown in chart 1/10

ALL TIME  15 Mar 2025 — 4 Jun 2025    DAY  WEEK  MONTH    COLUMN SETUP

| Applications | | Revenue sum | Downloads sum |
|---|---|---|---|
| Lands of Jail ▶ Ⓐ ⊕ WW (52 Countries) | | $14,447,779 | 6,733,875 ● |

# What powers their winning ads?  ➡

# UA ADS STRATEGY 2025

## Top Countries

- Japan 2%
- Other 2%
- Taiwan 4%
- France 27%
- Italy 6%
- Australia 6%
- Indonesia 7%
- Germany 26%
- Spain 14%

## Top Ad Networks

- YouTube 7%
- Unity 5%
- TikTok 10%
- Facebook 77%

**Powered by** APPMAGIC
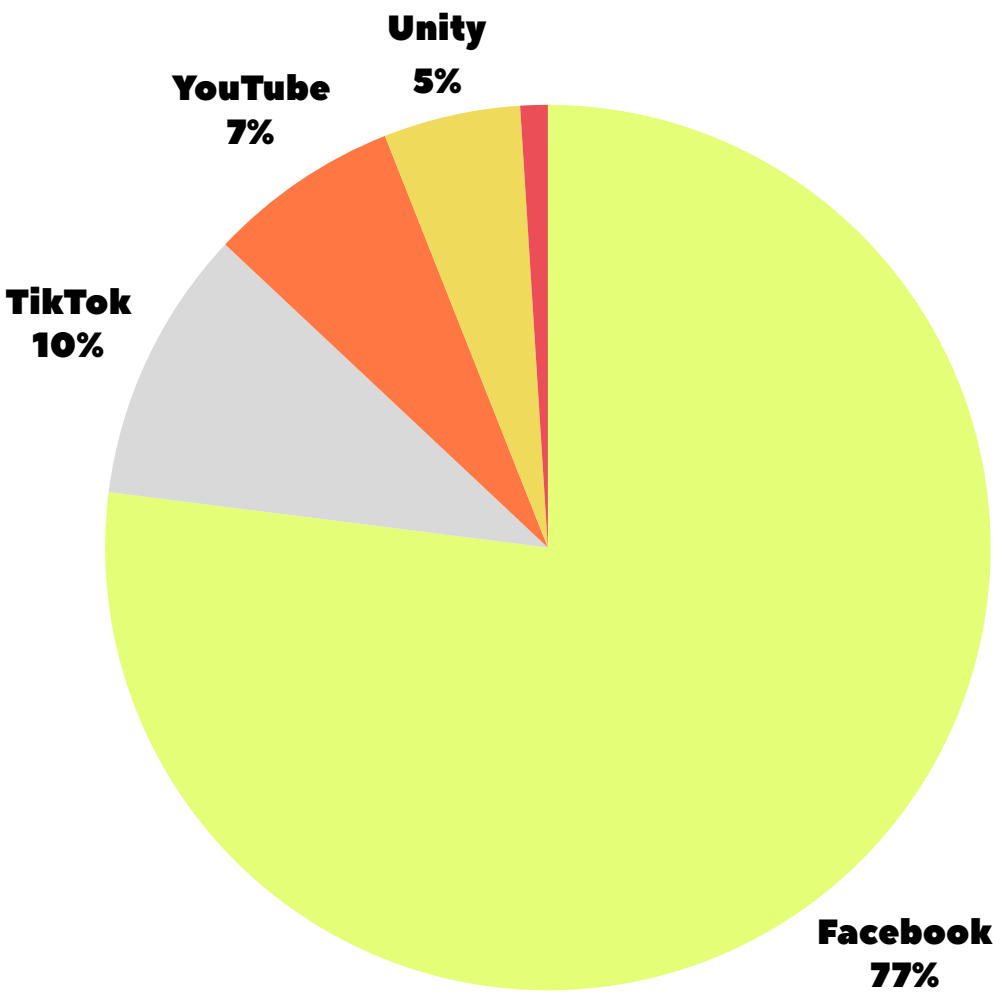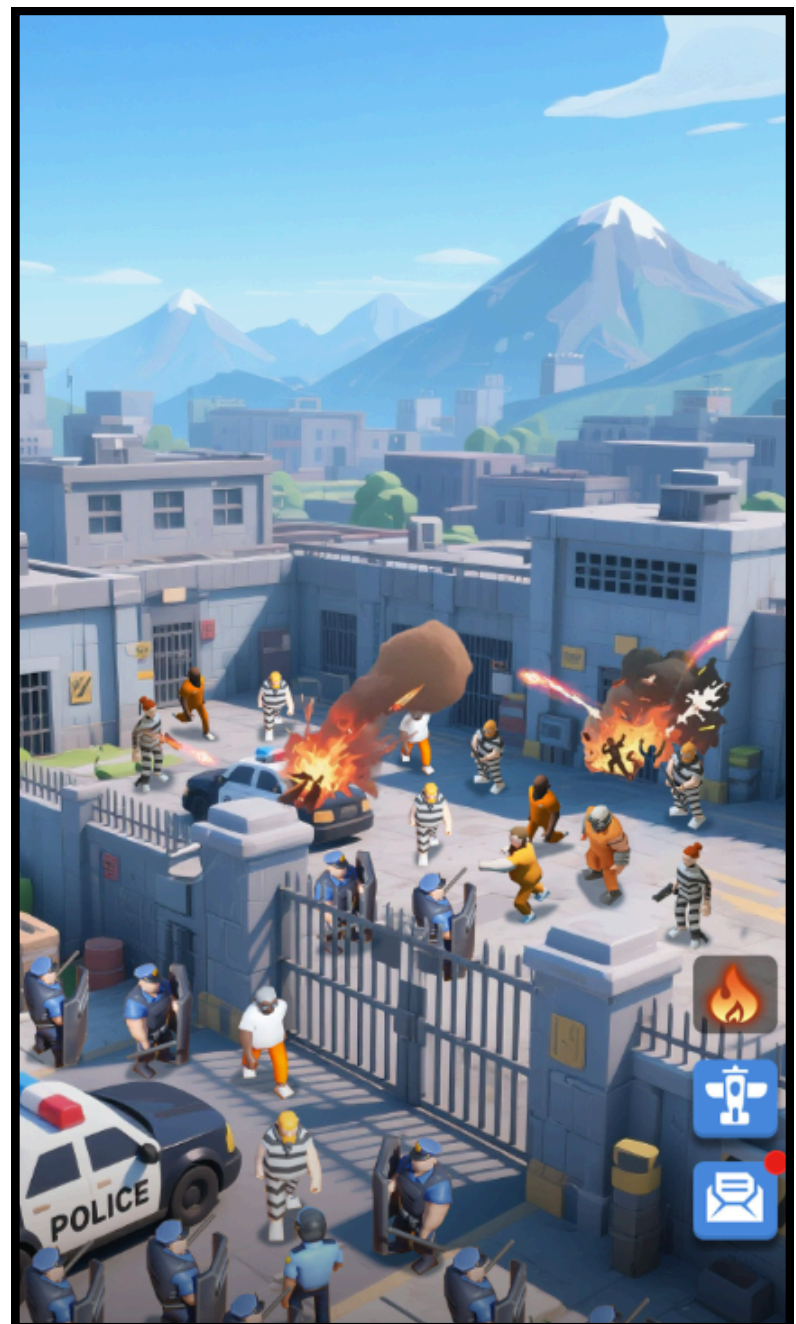
# CREATIVE STRATEGY AND TAGS IN TOP ADS

✨ **64% animated embellished gameplay videos**

✨ **Median duration of creatives was 30 seconds**

✨ **Audio cues use 45%+ layered ASMR**



Asset valuation:
50,000,000

property valued at 50 million
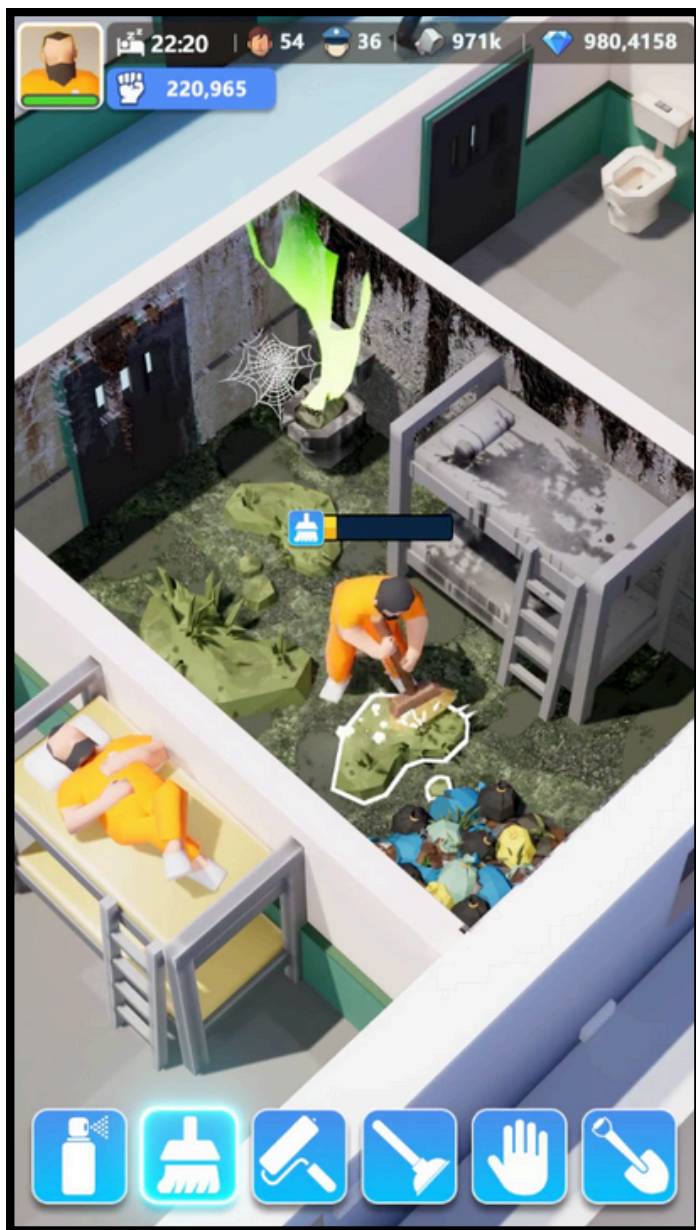


POLICE

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# CREATIVE STRATEGY AND TAGS

✨ Hook styles:

- 36% physical violence (kick or fight)
- 27% choice making/decision popups
- 18% aerial shots of prison vistas
- 9% UGC - cold open
- 9% escape attempts



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# CREATIVE STRATEGY AND TAGS

✨ **Ad Narrative Theme:**

- 55% transformations/cell cleanup
- 27% build and manage your own prison
- 18% prison life drama/fights
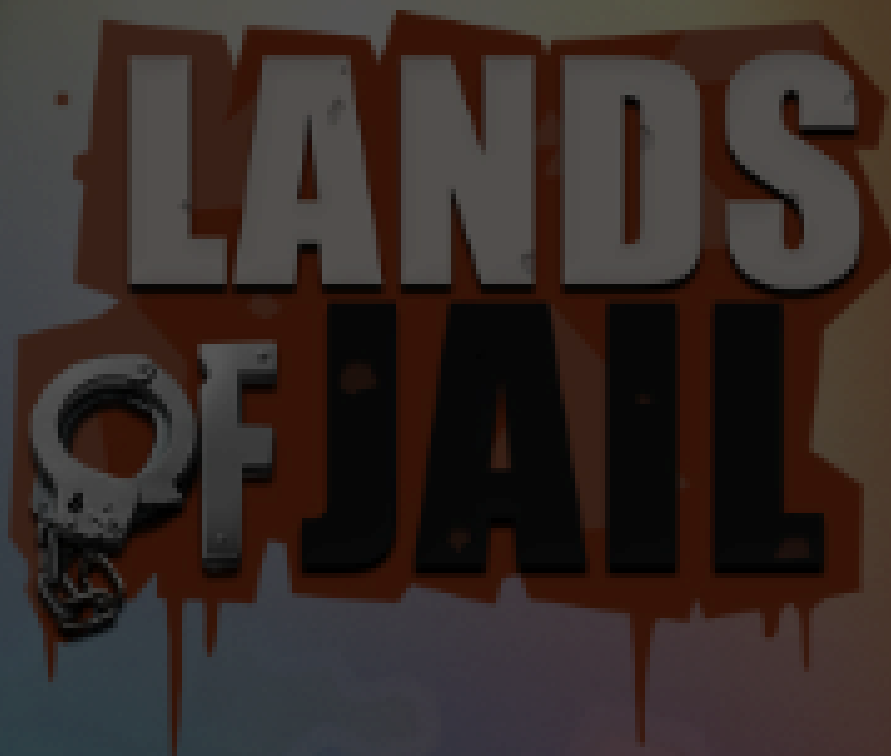
# LAST 30D CREATIVE EXPERIMENTS

| What's New | Why They're Testing It |
|---|---|
| **AI-Generated "Cinematic Prison" Vistas***(drone shots, floating / underwater / icy fortresses)* | Quick to iterate and scalable without heavy 3-D budget |
| **Facebook HTML Cards** | Cheap retarget format; loads near-instant in feed Doubles as low-risk concept testing before full video |
| **Overcrowded-Prison Management Scenarios** | Highlights macro builder loop (layout → traffic flow) in one glance |
| **Escape & Catch Hooks** *Guards catching inmates* | Adds creative relief; broadens appeal beyond builder fans |
| **Dark-War-Survival–Style shots** | Piggy-backs on proven visual language that converts |

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# UNTAPPED CREATIVES EXPERIMENTS

| Untapped Angles/Hooks | Why It Could Work | Suggested Creative Execution |
|---|---|---|
| **"Pardon vs Punish" choice based creatives** | Ethical polls = instant engagement | Similar to the current choice based embellished gameplays |
| **Female Warden POV** | Opens female demographic | Showing female prisoner PoV's and life in a day of a female prisoner |
| **6-Second Chaos→Order** | Ultra-short hooks win Stories/Reels | Riot scream ➜ hyper-clean timelapse ➜ CTA card |
| **Playable ads experimentation** | Unexplored as of now - Playables slash CPI, lift D1 | Choice based creatives and actual gameplay ads. |
| **Escape-Plan Fail** | Prison-break fantasy underused | Blueprint sneak ➜ spotlight catch ➜ "Build safer prison" CTA |
| **Body-Cam Day-in-Life** | POV realism = shareable | GoPro shots➜ overlay choices ➜ gameplay cut |
| **AI "Craziest Prisons" Tour** | Curiosity to know what the inside of a prison looks like | 8 s ice fortress drone ➜ "Manage this?" text ➜ UI build clip |

# WHY THEIR CREATIVES WORK

- **Shock-to-Satisfy Loop:** Kick → filthy cell → cleaning montage → glorified result. Works because it squeezes pain and relief into <30 s.

- **Humor:** "Property valuation of criminal" is a fresh spin on income-flex memes.

- **Interactive Choice Framing:** UI pop-ups ("DENY rest", "Choose cell size") give viewers a sneak peak on what to expect - although far from actual gameplay reality.

- **Side-by-side "Your Prison vs. Other Prison":** uses loss aversion; viewer wants to prove they'd build better.

- **AI Drone World-Building:** Aerial "floating/underwater" prisons cue AAA production values cheaply.

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