Cracking Creatives!

Royal Kingdom

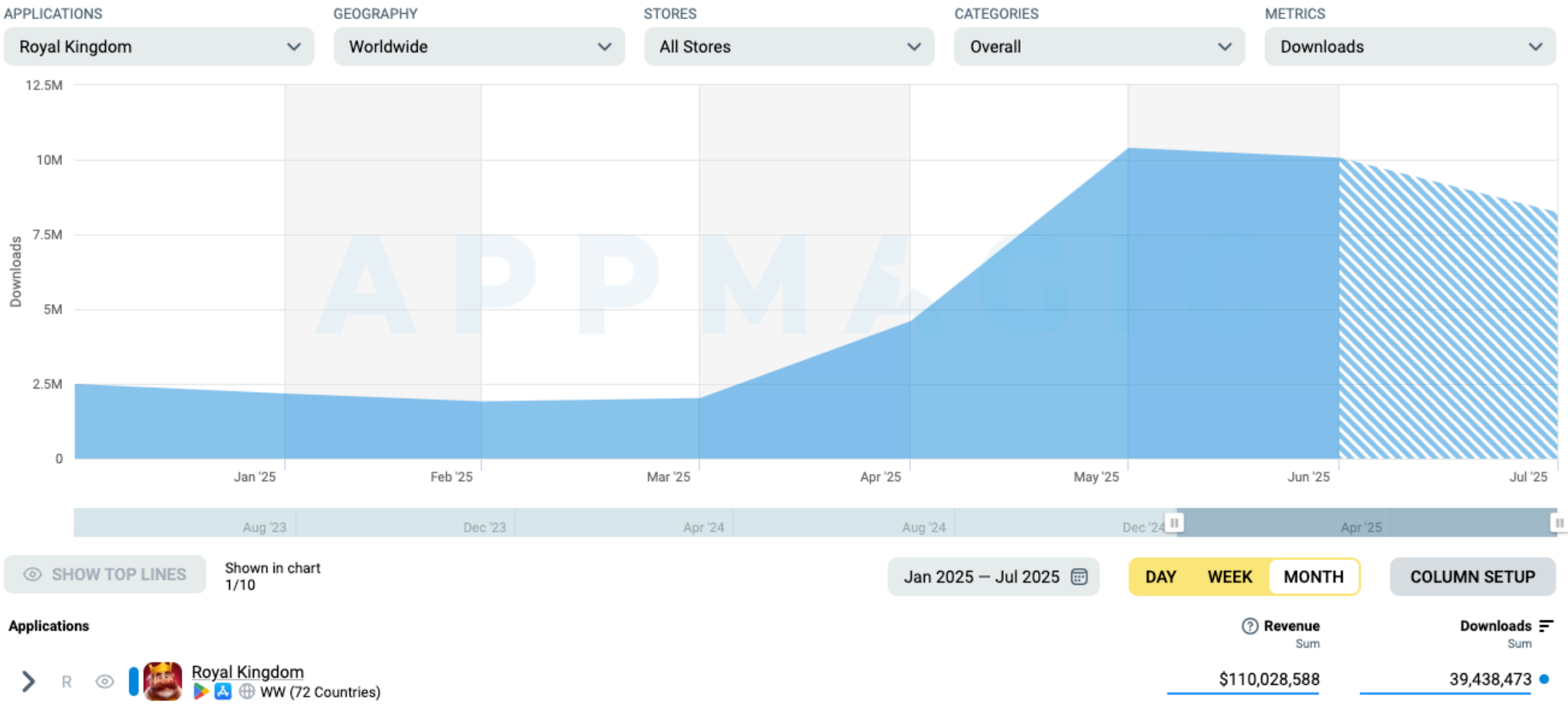
Segwise

ROYAL KINGDOM'S WINNING CREATIVE STRATEGY IN 2025

~1.2K
Creatives in 2025

~40M
Downloads

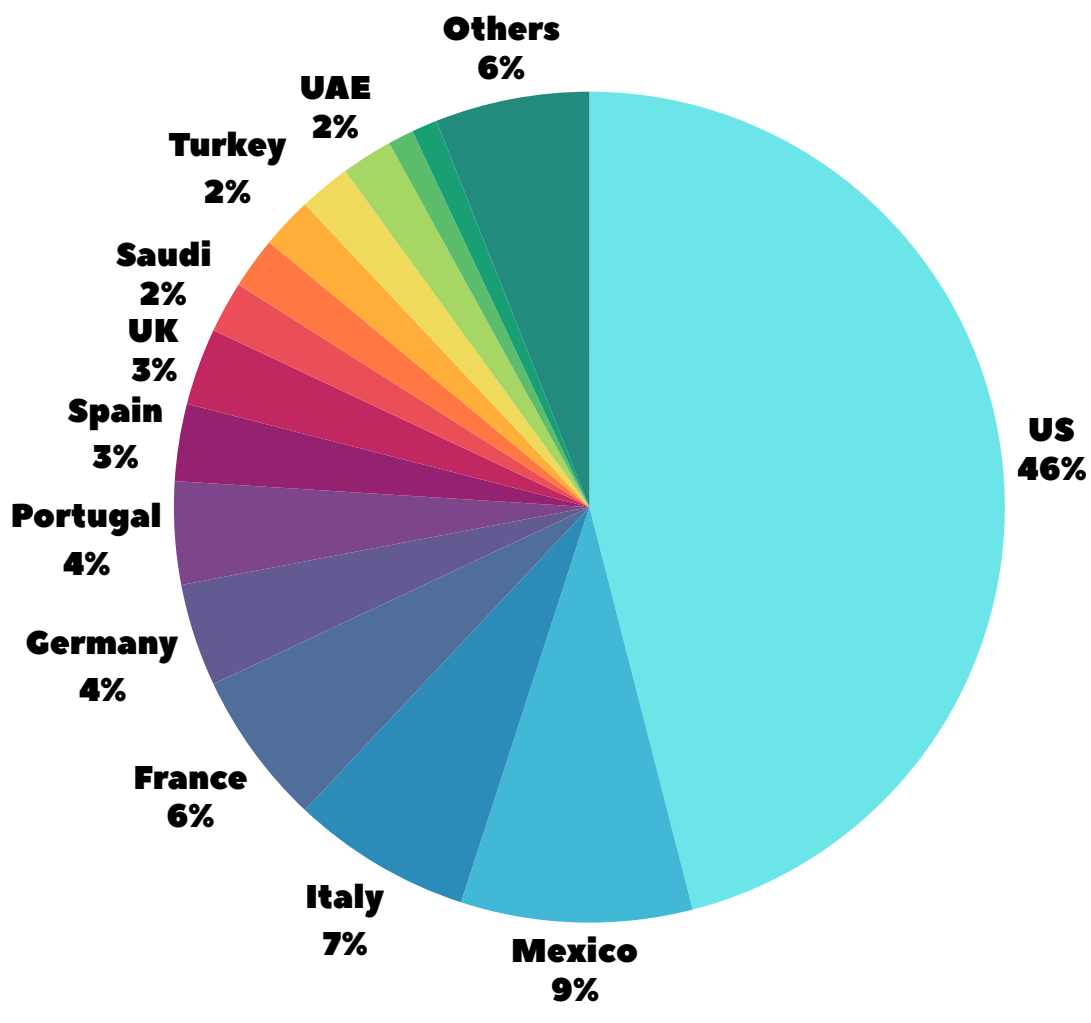
$110M+
Revenue



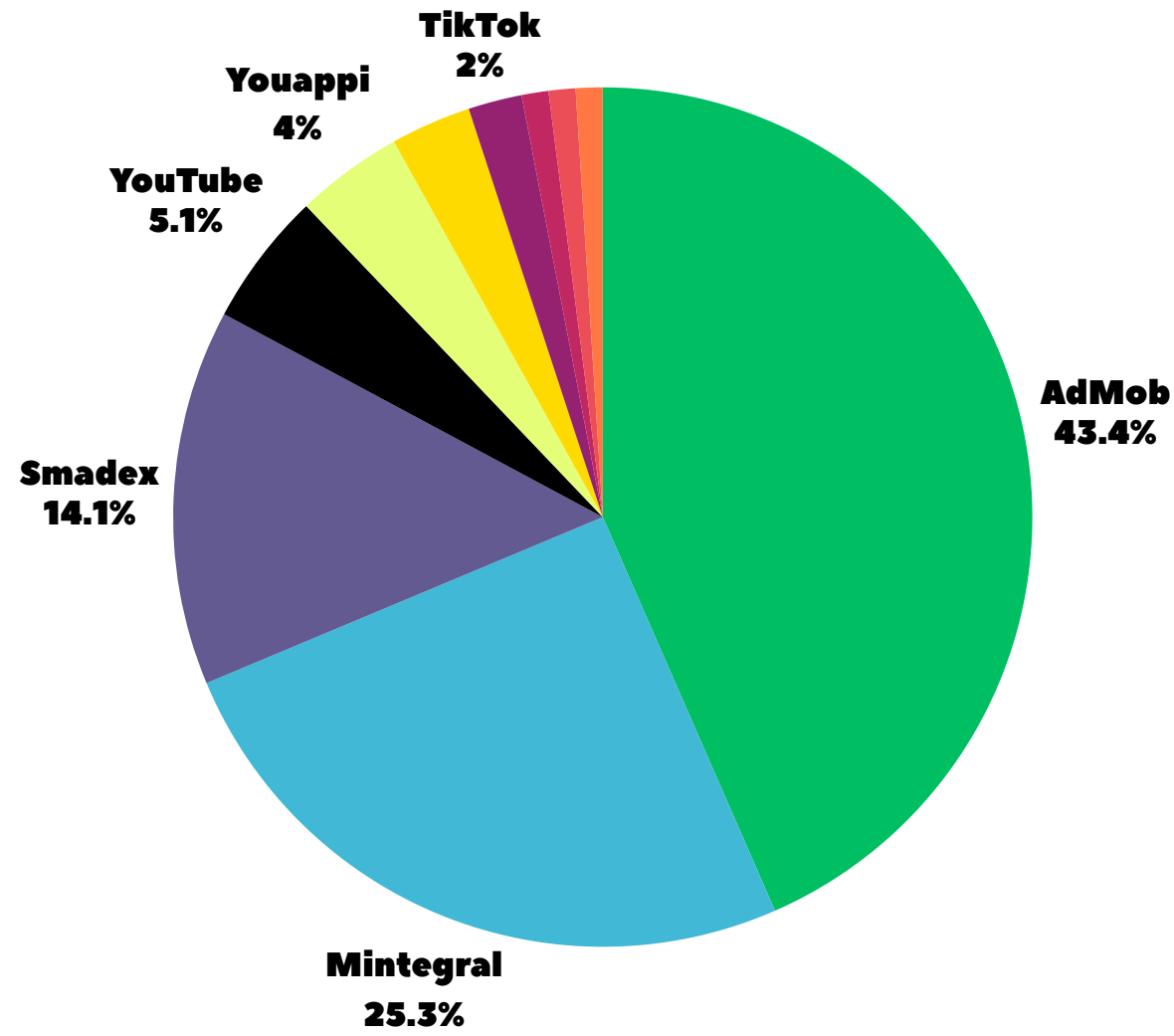
What powers their winning ads?

UA ADS STRATEGY

Top Countries



Top Ad Networks

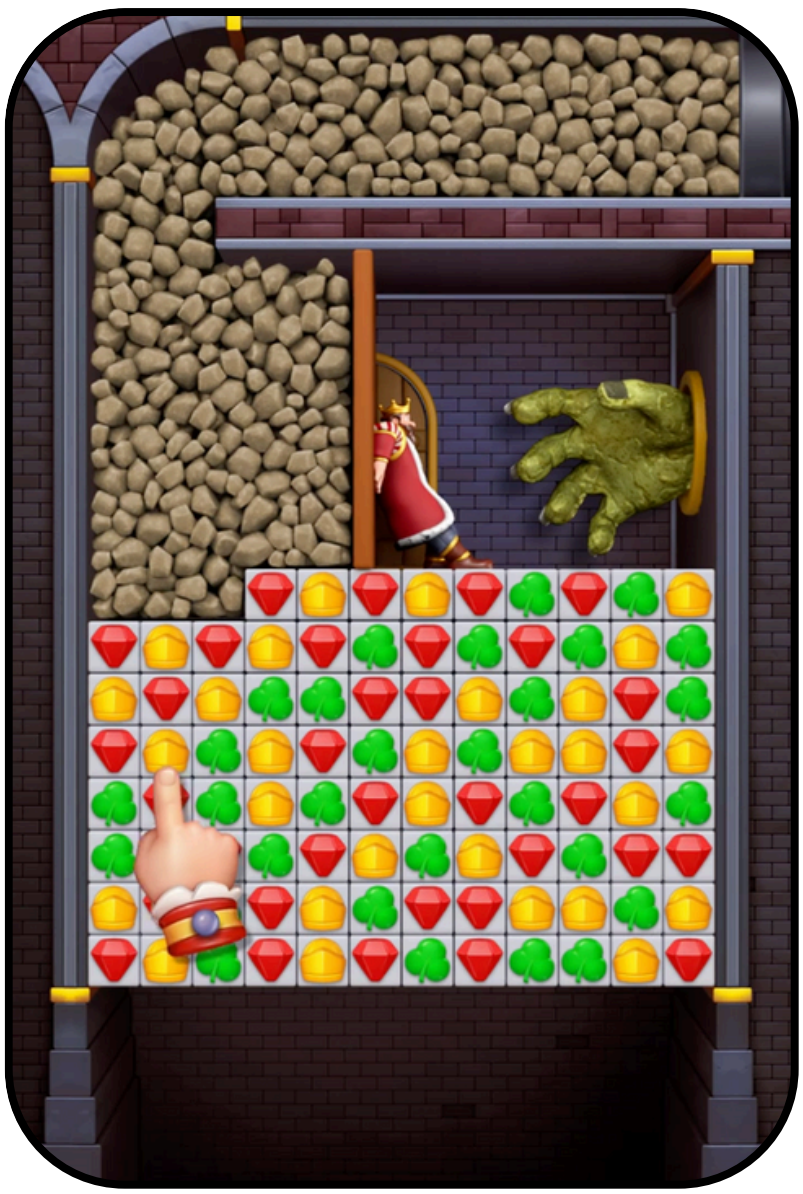


Powered by APPMAGIC

CREATIVE STRATEGY AND TAGS

80% ads were over 46 seconds. Audience engages well with the high tension extended gameplay demonstrations and narrative development

48% ads used an animated sequence in the hook text. **36% were brand ads** with celebrities or UGC videos and **16% pure gameplay**!



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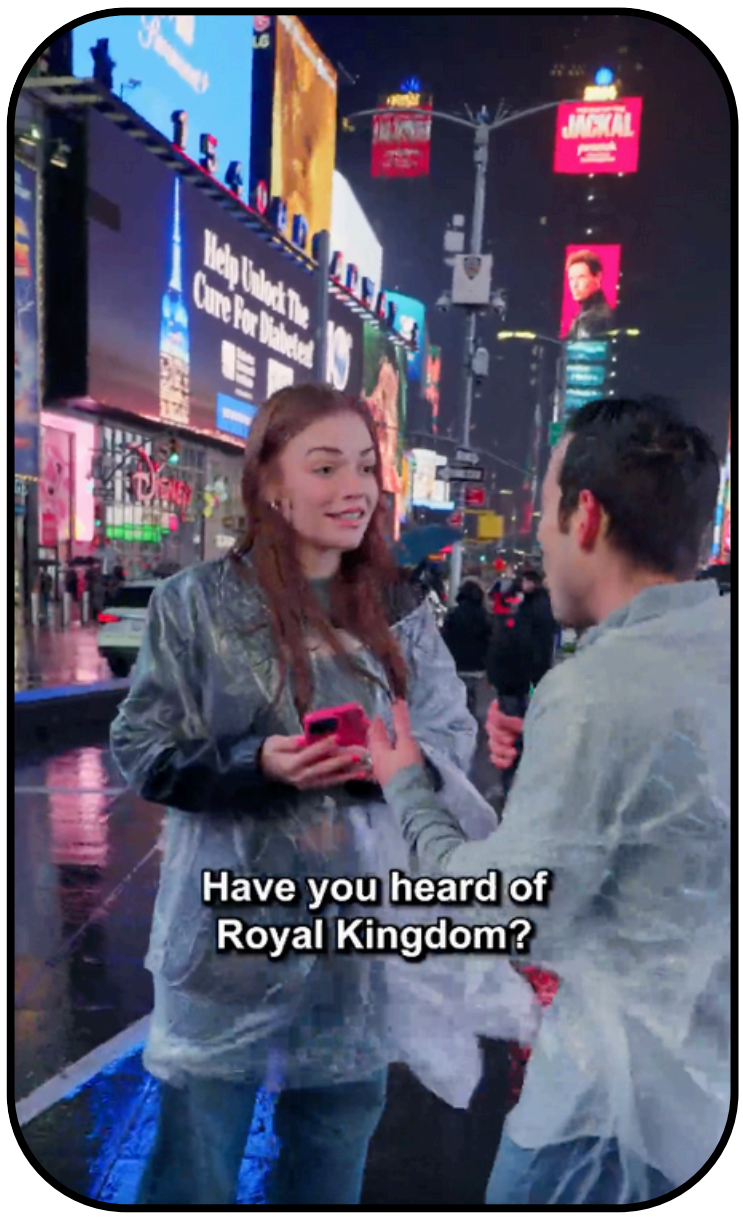
CREATIVE STRATEGY AND TAGS

- **68%** of the ads follow a **King in Peril theme**
- Only **28%** had a **hook scene headline.** 72% of ads rely solely on visual hooks like launch mechanics
- **24% ads** had a **hook scene dialogue.** Spoken hooks primarily used in brand and UGC formats



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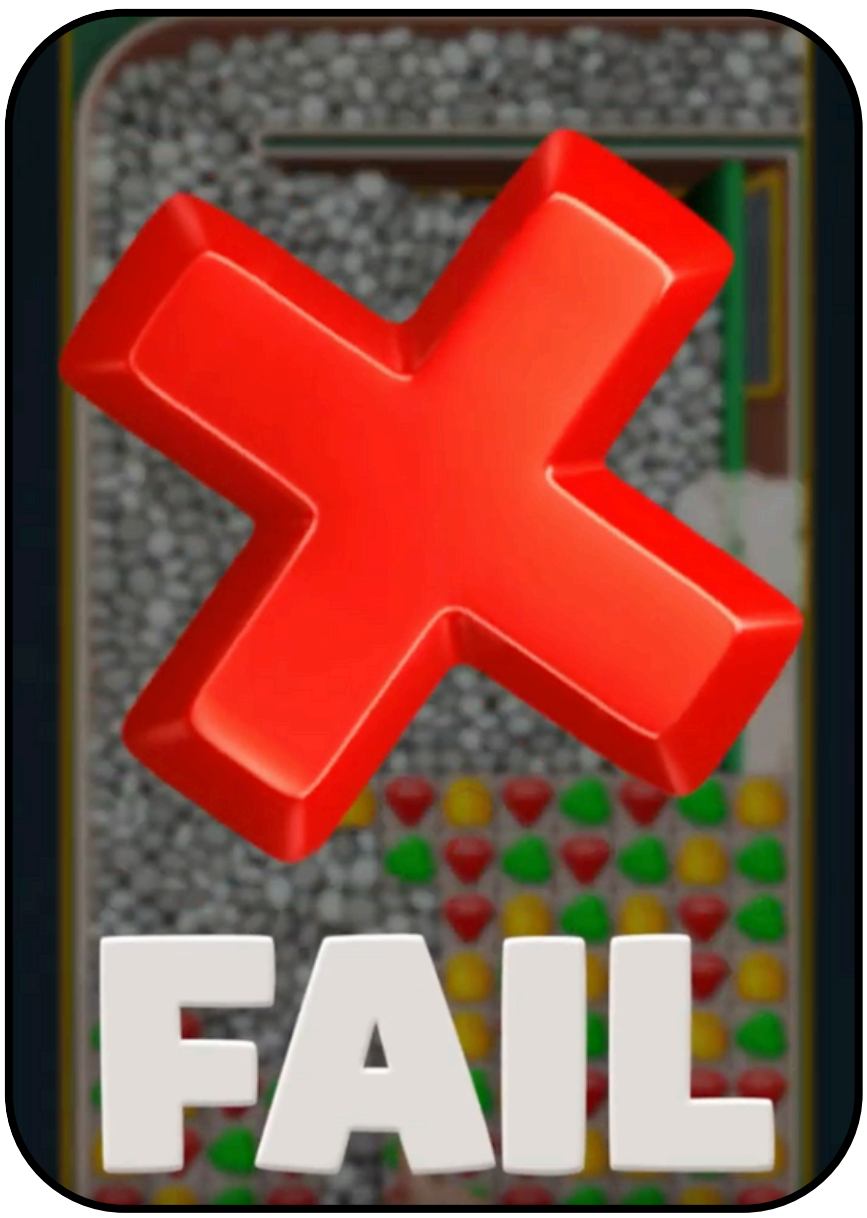
CREATIVE STRATEGY AND TAGS

- **Failure endings dominate at 76%**, creating frustration-based motivation
- **76% of ads demonstrate progression systems**, indicating the importance of showing long-term engagement value beyond single-level gameplay



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WHAT OTHER GAME CAN STEAL

Fail-to-Depth Sequence - Used in 76% of ads:
Show challenging gameplay ending in failure, immediately transition to hexagonal level map showing multiple game modes and progression paths

UGC Challenge Framework - Used in 36% of ads:
Use middle-aged male presenter challenging young adult female players, emphasize previous player failures to build difficulty perception

King-in-Peril Character Arc - Used in 68% of ads:
Establish royal character in danger within first 3 seconds, show progressive threat escalation, connect rescue to puzzle completion

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CREATE HIGH IMPACT CREATIVES BACKED BY AI CREATIVE TAGGING AND ANALYTICS

Try now for free!