



CHEAT SHEET

Advertising in the world of gaming

venatus

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Tip 1 : Consider Your Space



We see plenty of users zooming in or out of their screen. These subtle adjustments might seem harmless, but they can cause havoc in the way your advertising is displayed – running the risk of cutting off valuable messaging even with responsive ad units.

To avoid losing valuable information, make sure you add a bleed or white space to the far edges of your design, not only will your ad look cleaner, but it also ensures that your content is seen in its full glory.

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Tip 2 : Know Your Environment

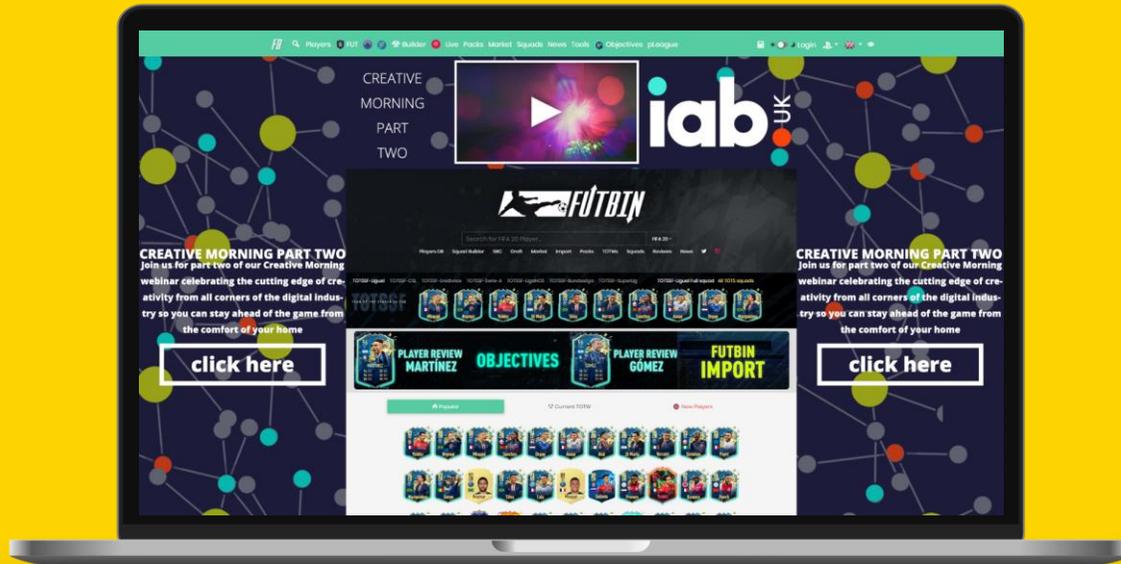


If you're on a content-rich website, make sure your brand doesn't get scrolled out of view. Don't restrict yourself by having all of your information at the top of the page. Keep some messaging, even if it's just the logo and a button, on the side of the page so as they scroll you're still there, hiding in the wings for when they're ready to learn more.

Additionally, think of your video content. Long-form video is a great way to share information about your brand, but if you're advertising in a fast-paced environment, make sure your video is short, sweet and to the point.

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Tip 3 : What's Your Message?



All too often, messaging gets lost because it's hidden within a busy ad. Make your ads as clear as possible by considering your attention hierarchy. Start with your logo, then the core product or brand information and a clear call to action. The western brain wants to read left to right, top to bottom, so keep this in mind when working on your design.

Don't forget to double-check that the final creative is appropriate for the audience you're targeting. Call to action such as 'buy now' are an absolute no-go for reaching kid audiences - save those for us older folk. And always test the user experience to make sure it meets your campaign objectives.

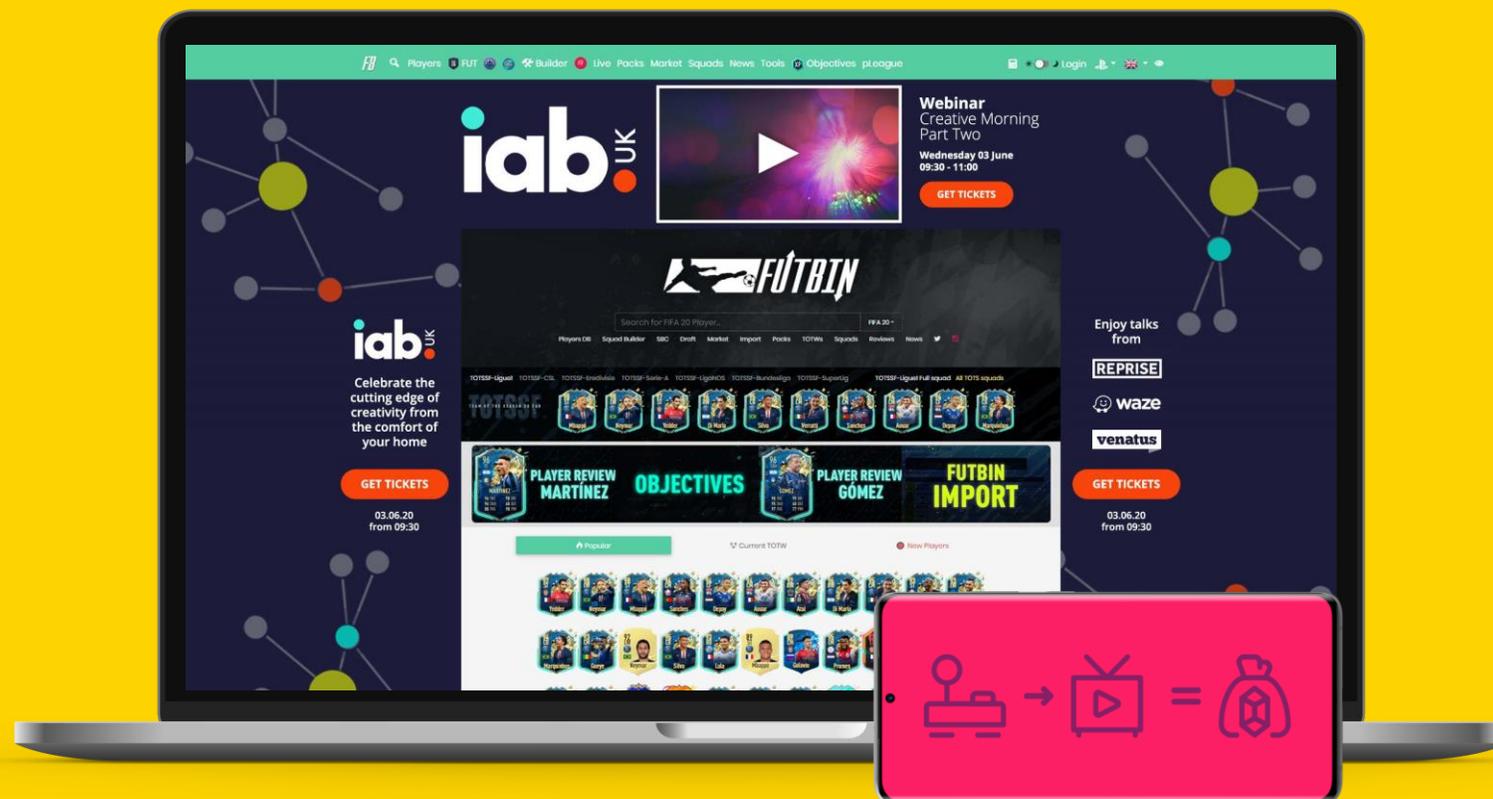
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Tip 4 : Would You Click On It?

Put yourself in the shoes of the consumer, does this ad deliver what it needs to do? Do you want to learn more? And if so, do you know how you can learn more?

Does it feel invasive? If you're going to be loud, make sure it's positive. Using units like reward video and reward playable, audiences receive a currency of their liking for consuming your ads.

Similarly, when a gamer is browsing for the latest releases, make sure your ad provides all the information they're looking for - what platforms the game is available on, when it's being released and show them the trailer!





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Tip 5 : Be An Alien

If you landed here for the first time in your life and saw an ad, does it make sense?

At Venatus, we apply the thinking of 'if Mr Bean were here, what could he do to make a mess of the user journey?'. Try it and see how you can make your ad even clearer.

