

# Game Growth: How to design Creative Assets

**This guide explores how to create amazing images and videos when applying to the Game Growth Program.**

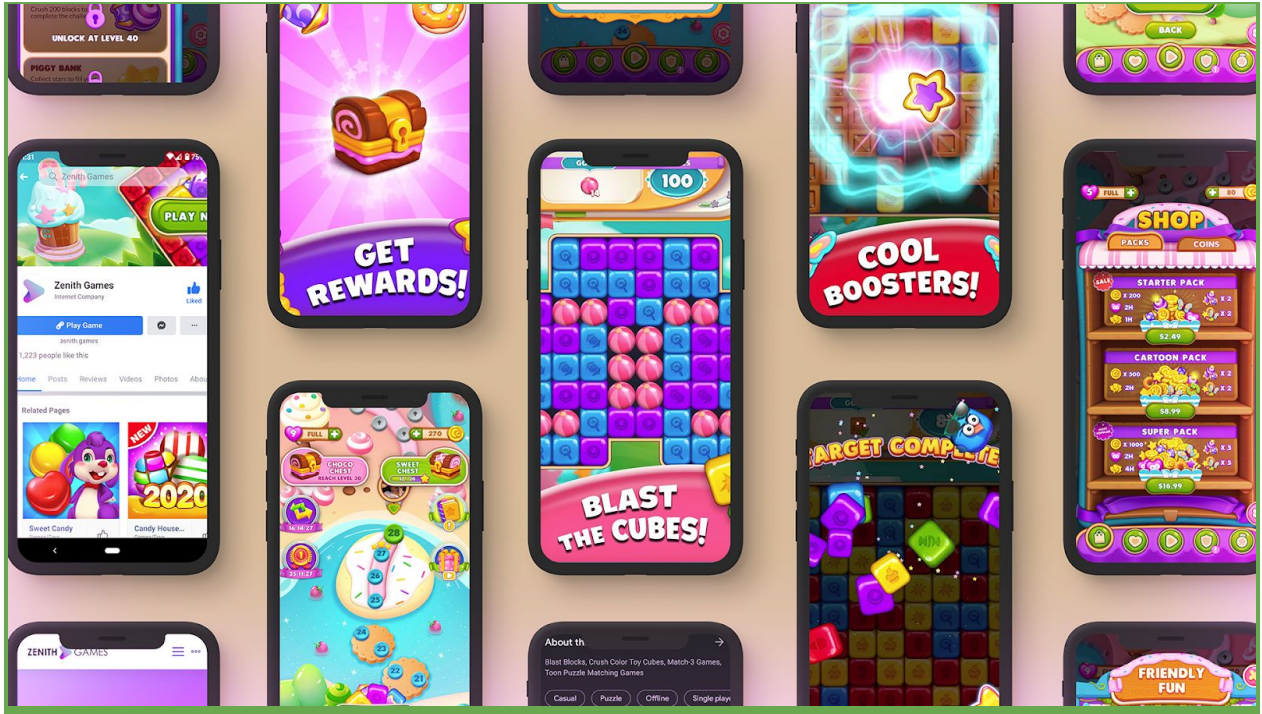
It's a competitive world for mobile games, and you often need every advantage to bring new players into your game. The Game Growth program gives you access to industry-leading user acquisition support, and the first step is building high-quality creative assets for your application to the program.

If selected, **these game assets will be used for initial user acquisition testing to assess your games' performance.**

We recommend thinking about your game's brand before asset production. This includes the logo, font, colors, art style, and overall tone that persists throughout your game. For good advertising creative, it's absolutely essential to make sure these match your game brand.

As you get started, always keep in mind:

1. **Does this image/video *represent* my game?**
2. **Does it match the *visual style* of my game?**
3. **Does it really *feel* like my game?**



Consistency in branding and/or look & feel is pivotal to creating a successful product image

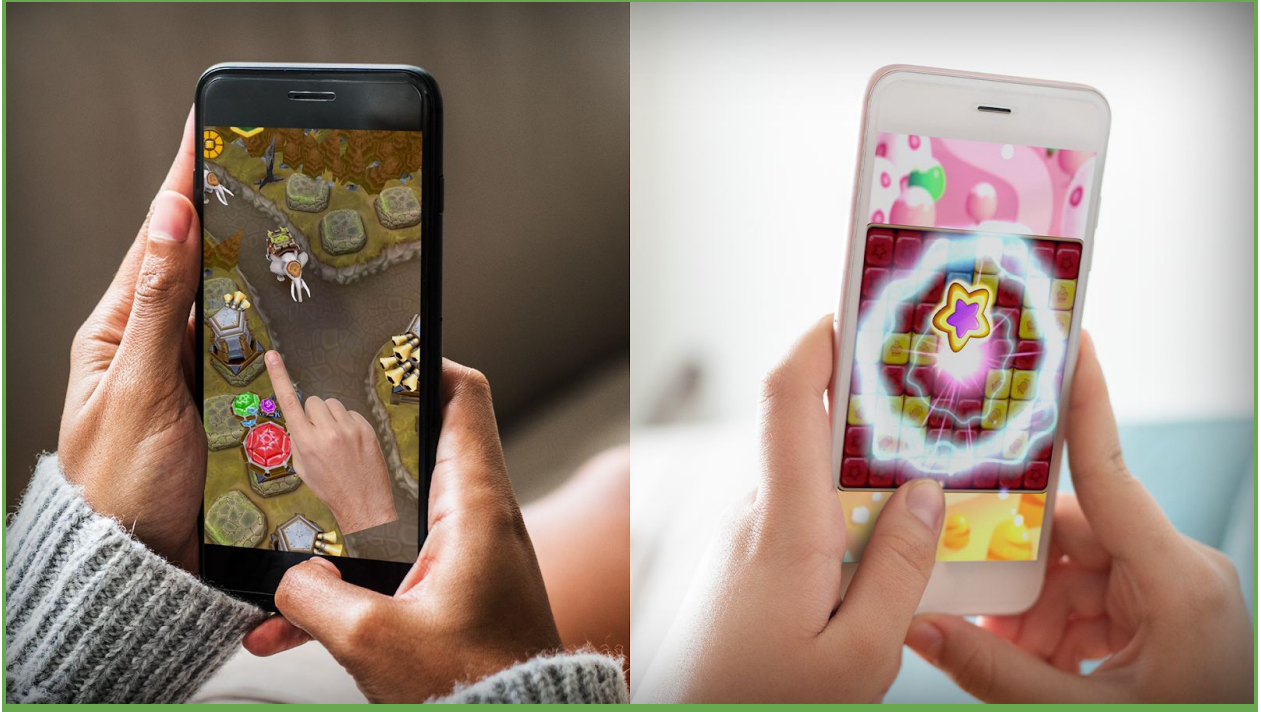
## Video advertisements

The video makes up the primary asset in your game’s advertisement, with the goal of motivating players to install your game.

### CONTENT

You will need 1 minimum, with up to 4 total videos to apply to the Game Growth Program. We recommend featuring high-quality gameplay that accurately shows off the best of your game. Higher-quality videos with a variety of gameplay themes will improve the results of the user acquisition campaigns.

- Before creating anything, please review [Unity’s Advertising Content Policy](#).
- Avoid any abrupt transitions, and remove menus, advertisements, or added effects.
- Make sure the first three seconds of the video are as engaging as possible to increase the chances of players installing your game.
- Include a variety of player scenarios, such as:
  - A situation where the player is performing poorly (“Losing”)
  - A situation where the player is performing very well (“Winning”)
  - Showing off your coolest gameplay features or combos (“Satisfying”)



*Make sure you feature exciting and unique gameplay from your game in your advertising videos.*

## ⚙️ SPECIFICATIONS

These are tactics that will help your video succeed in the Game Growth Program. Please make sure your video fits all the requirements before uploading it to the Unity Dashboard.

- **Submission Requirement:** 1 - 4 videos
- **Required Format** - H.264-encoded .MP4 format.
- **Required Length** - 20 to 30 seconds per video.
- **Aspect Ratio**
  - For Portrait games, use 9:16 pixel ratio (minimum 1080 x 1920)
  - For Landscape games, use 16:9 pixel ratio (minimum 1920 x 1080)
- **File Size** - 10MB recommended, and no more than 100MB allowed.
- **Text** - Ensure any text in the video is in English.
- **Images** - Don't include any Apple or Android logos in your video.
- **Filename** - Name each video with the following convention:
  - GameplayTheme\_Version.mp4
  - For example: Losing\_A.mp4, Losing\_B.mp4, Winning\_A.mp4

## 💡 RESOURCES

Here are some resources to help you easily capture your gameplay video. We recommend using the Unity Recorder, as it's the easiest way to capture video right in the Unity editor and contains extensive documentation.

- **Unity Recorder (Recommended)** - You can record your gameplay directly from the Unity Editor with the Unity Recorder tool. Follow a step-by-step tutorial of the Unity Recorder with this [Unity Learn course](#) and checkout the [Unity Recorder Documentation](#) to find instructions on how to download this preview package.

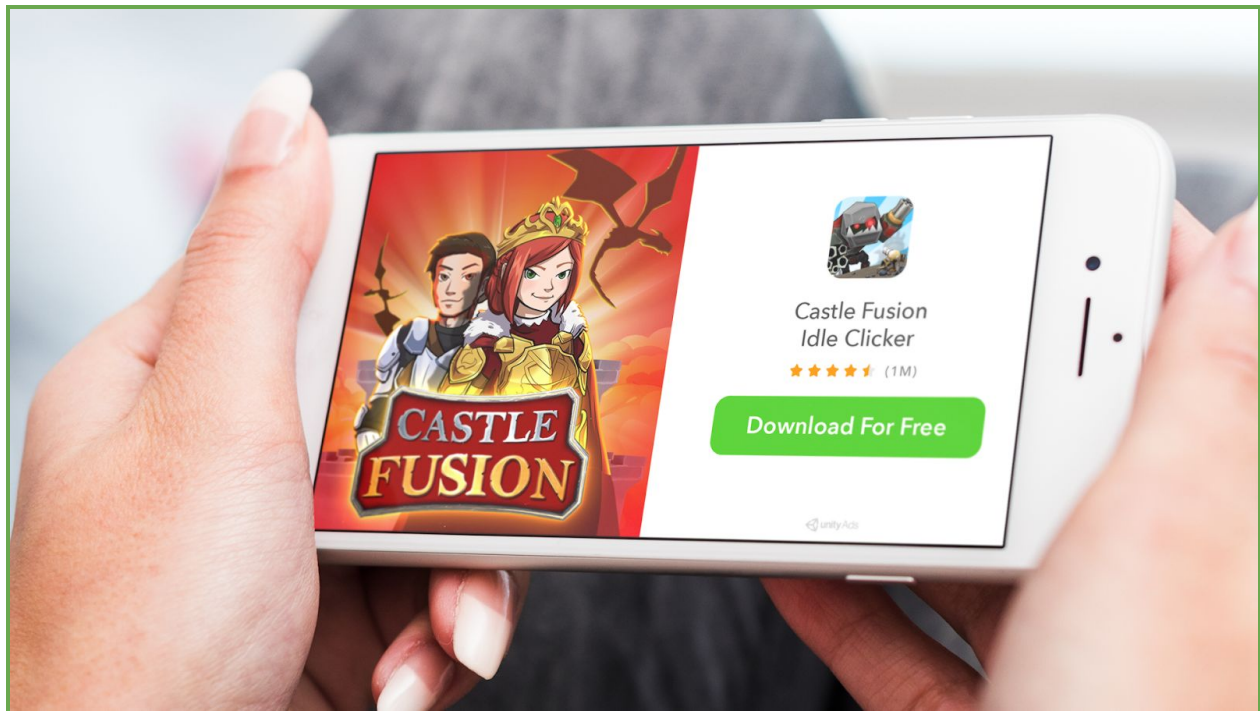
## End card Image

This image or “end card” is displayed at the end of an ad and is typically the last thing a player sees. This makes this image incredibly important as it’s your last chance to show off your game or entice the viewer to install your game.

### CONTENT

You will need 1 total End Card to apply to the Game Growth Program. Your end card should primarily include a screenshot that highlights an interesting part of your gameplay (assets, characters).

- Before creating anything, please review [Unity’s Advertising Content Policy](#).
- Do not include any other elements, such as a Play Now button.
- Consider adding your game logo/title with image editing software like Pixlr.



*Remember: Your store assets (app icon, name, rating) and CTA already appear on the Unity generated side; use your end card real estate to its full extent!*

## ⚙️ SPECIFICATIONS

These are tactics that will help your End Card succeed in the Game Growth Program. Please make sure your image fits all the requirements before uploading it to the Unity Dashboard.

- **Submission Requirement:** 1 End Card
- **Format** - Use PNG or JPG. (GIF not supported due to testing constraints)
- **Aspect Ratio** - Use only 800 x 800 pixels.
- **Text** - All text in your end card should be in English.
- **Images** - Do not include any Apple or Android logos in your end card.
- **Transparency** - Ensure there are no transparent parts of your image.

## 💡 RESOURCES

Here are some resources to help you easily create your end card. We recommend using the Unity Recorder for this as well to take the 800x800 picture. Once you have the asset, you can edit if necessary in Pixlr, but any photo editing software should be fine.

- **Unity Recorder (Recommended)** - You can capture your end card directly from the Unity Editor with the Unity Recorder tool. Follow a step-by-step tutorial of the Unity Recorder with this [Unity Learn course](#) and check out the [Unity Recorder Documentation](#) to find instructions on how to download this preview package.
- **Pixlr E (Website)** - Pixlr E is a free browser-based photo-editing tool that will allow you to create new images and/or upload and modify existing images.