



 ramdam

GAMING 101

UGC Ads That Work



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WHY UGC ADS ARE THE FUTURE OF GAMING MARKETING

Remember the last time you saw a shiny ad for a mobile game and thought, "Cool, but... is it actually fun?" Yeah, gamers think the same. Gamers aren't just looking for stunning visuals; they want something that feels like it belongs to their community, something they can trust.

Traditional ads might look good, but they often lack the one thing players crave: authenticity. That's where UGC steps in like the hero in your favorite RPG.

The best part - it's scalable. It's like turning every gamer into a brand ambassador, and when done right, it transforms how your audience perceives and engages with your game.



UGC ads achieve click-through rates that are four times higher compared to traditional branded ads.



Ads incorporating UGC achieve a 7.5% Day 30 retention rate, surpassing traditional advertising methods.



Games that utilize UGC ads experience a 28% boost in engagement.

IT'S RAW, IT'S REAL, AND
IT'S RELATABLE.



ADS THAT GRAB GAMERS AND DRIVE DOWNLOADS

Hook Your Players in the First 3 Seconds

Let's face it: attention spans are short. If your ad doesn't grab gamers within the first three seconds, you've lost them.

Here's where UGC ads shine—authentic content feels like a conversation, not a sales pitch. Start with dynamic visuals like a creator's genuine reaction to a boss battle, a quirky "Did you see that?" moment, or even a funny, off-script line from a real player.

Experiment with the details: does a bright background pop more than a muted one? Does a player's enthusiastic commentary beat scripted dialogue? Sometimes, a creator's unique personality can be the hook you need to stop the scroll.

Test, tweak, repeat.

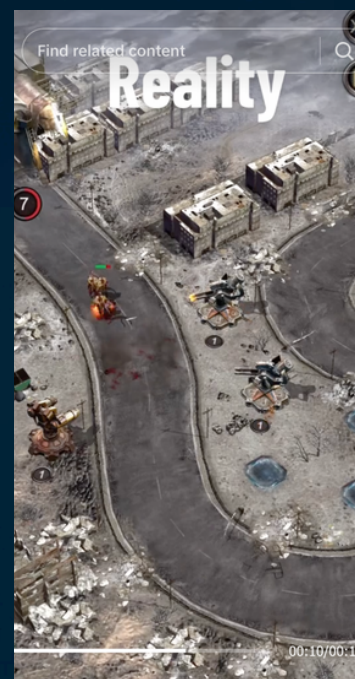
Small tweaks—a different creator, an unexpected phrase, or an angle that shows off the player's perspective—can turn your ad from "meh" to "wow." UGC thrives on raw energy and authenticity, so lean into what feels real.

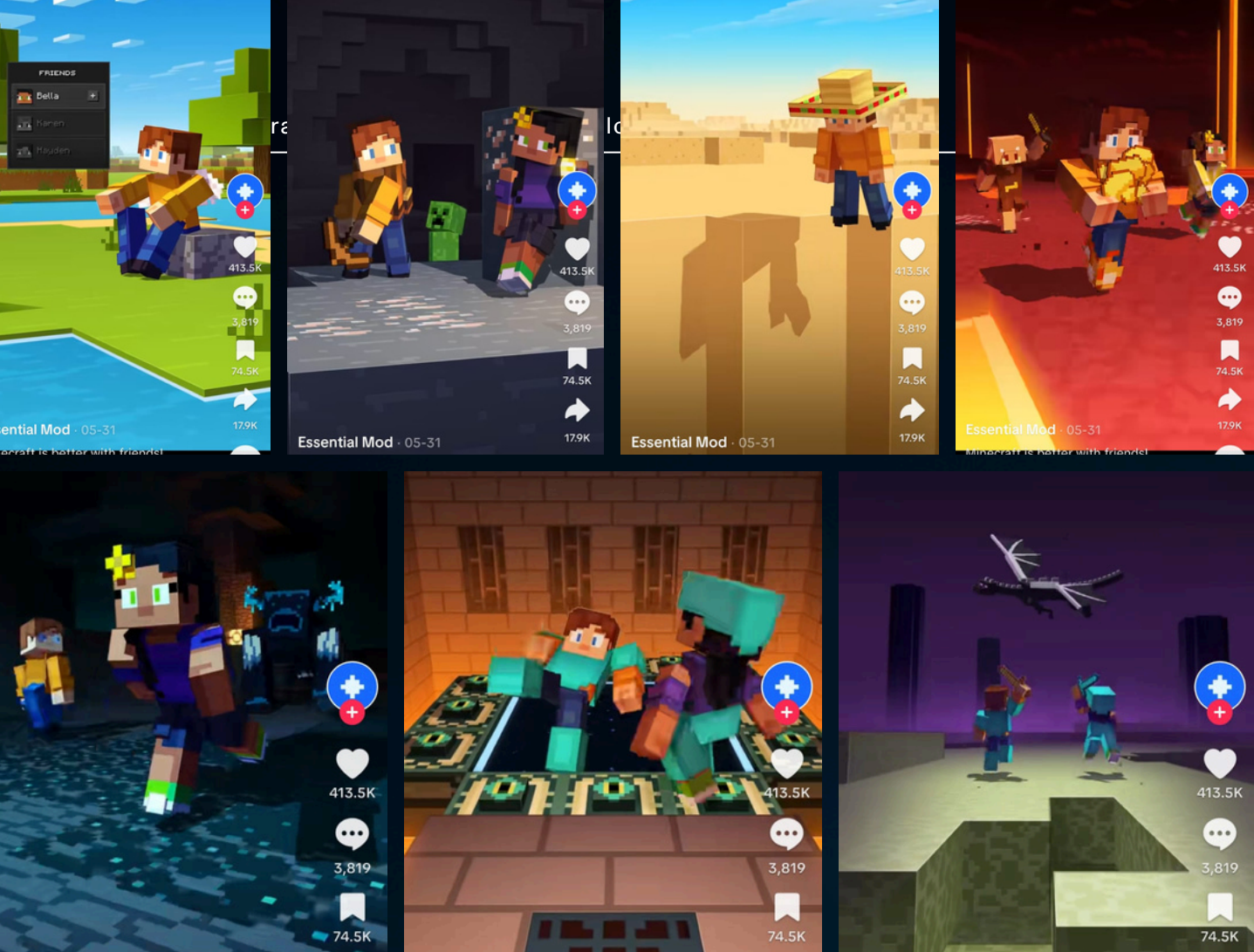
Showcase Gameplay, Not Hype

A rule of thumb: if your ad doesn't reflect actual gameplay, you're doing it wrong.

Gamers want to see real players genuinely enjoying your game—not overly polished, corporate-style hype.

Highlight what players will actually experience. Whether it's cooperative gameplay, jaw-dropping graphics, or hilarious moments, make it honest and relatable. Bonus: gameplay-focused ads build trust, which means players stick around longer.





The goal? Make players think,
 “I can totally see myself
 playing this.”



Leverage Emotional Storytelling

Every gamer plays for a reason—whether it’s to unwind, challenge themselves, or feel nostalgic for the good old days. Behind every great ad is a story that makes players feel something. Great ads tap into those emotional triggers.



Got a fast-paced game? Let creators capture adrenaline-pumping sequences like clutch wins or chaotic team battles.



For journey-focused games, ask creators to narrate their progression—frustrations, triumphs, and all.



Is your game a nostalgia trip? Lean on creators who can tap into those “back in the day” vibes.



Why UGC is a Game-Changer for Gaming Ads

The secret to creating high-performing gaming ads lies in tapping into the player's perspective—and that's exactly where UGC shines. Whether it's an authentic story, clever use of sound, or localized content for global audiences, UGC helps you craft personal and relatable ads.

Here's how you can level up your gaming ad strategy with creative, impactful UGC approaches.

Make It Personal Stories That Players Can Trust

Authenticity is everything in gaming ads, and there's no better way to achieve it than by working with creators who genuinely play games.

When creators speak from personal experience, their excitement becomes contagious. Center your campaign around their stories: what they love about the game, the moments that made them laugh, and the challenges that hooked them.

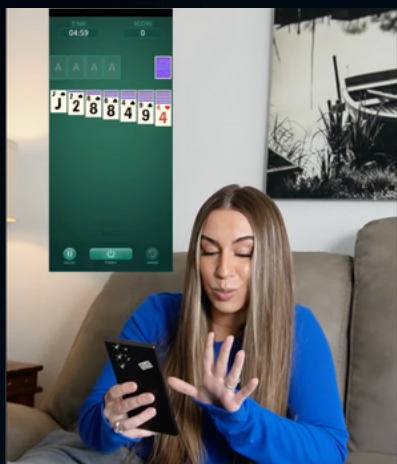
Remember to let creators focus on their own experiences rather than turning their content into an overt sales pitch.

Find related content



that's why I play Royal
Match right





Sound On: Perfecting Your Gaming Ad Audio

Sound design can make or break a gaming ad.

Sound does more than just fill the silence—it sets the tone for how players perceive your game. A compelling voiceover, delivered with personality and authenticity, can make players lean in. It's no wonder brands like Voodoo have integrated voice actors into their UGC strategy, proving it's a winning formula for driving performance.

If voice actors feel like a stretch for your budget, AI-generated voices are a solid option to explore. Pair them with a thoughtfully designed soundscape—like subtle ambient effects or a catchy track—and you've got an ad that both entertains and informs.

But remember: the goal is to elevate the gameplay, not overshadow it. Keep the focus on what makes your game special.

"A well-delivered voiceover, especially by someone who sounds like they really play the game, can make your ad feel relatable and immersive."



Say It Right: Using Language to Connect with Players

Gamers are a community with their own unwritten rules and shared vocabulary. If you want to earn their trust, you need to show that you understand their world.

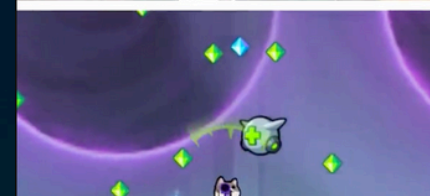
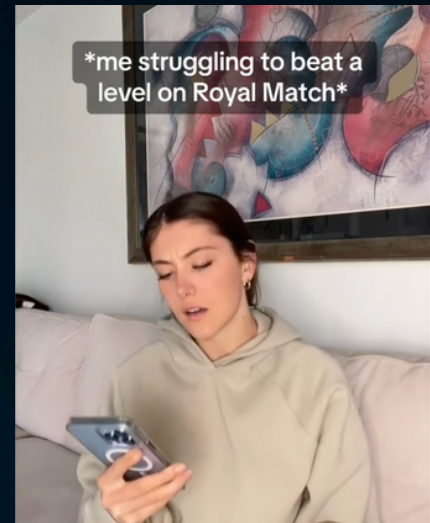
Using gaming jargon like "OP," "meta," or "noob" signals that you're one of them.

What works best is layering these terms into a narrative. For instance, imagine a creator narrating their journey in a multiplayer game, describing how they "carried their squad" to victory while showing epic gameplay clips. It's personal, relatable, and feels true to the gaming experience.

"To reach gamers effectively, your ad must feel like it's coming from their world—not yours."



Gamers love self-referential jokes, like poking fun at rage quitting or the classic "just one more level" excuse. Whether it's a solo creator cracking jokes or a group of friends playfully roasting each other, the tone should mirror how real gamers interact in their everyday lives.



Trendspotting: Aligning Trends with Your Game

Gamers love trends—they drive memes, create buzz, and fuel engagement. To harness this energy, identify trends that naturally complement your game. Maybe it's a TikTok sound that mirrors your game's mood, or a viral dance that could be performed by your characters.

Creativity is key here. Encourage your creators to interpret trends through their lens, using gameplay or storytelling to connect with the audience. For instance, if a trend highlights frustration, creators could show how your game solves that pain point. If it's a humorous trend, they can integrate game features to make it more relatable.

Act quickly, but don't compromise authenticity. Trend surfing works best when the content feels seamless and fun, not like a forced attempt to stay relevant.

"Don't chase every viral moment—it's about finding those that resonate with your game's core themes and audience"

”

me very busy spending the entire night playing Pocket Champs

Going Global: Localizing UGC for Every Market

Global success requires local appeal, and UGC makes localization both effective and budget-friendly. You can repurpose existing ones by re-voicing them or by adding captions.

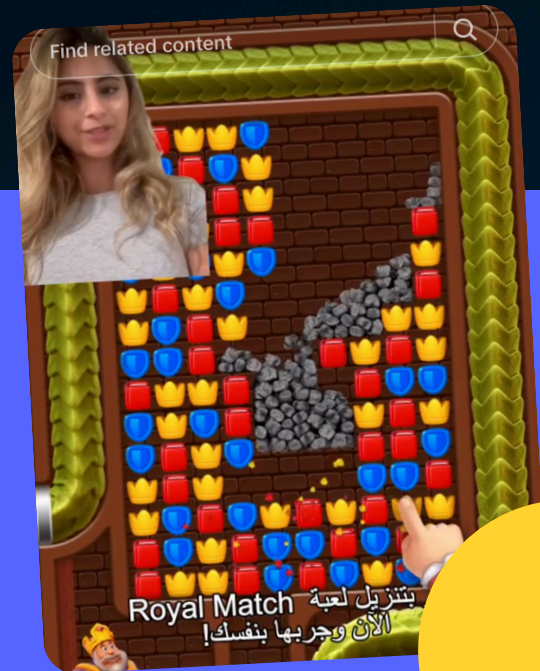
AI tools can be your ally here, offering affordable options for voiceovers and sound adjustments. Add region-specific flair by incorporating visuals, slang, or emojis that resonate locally.

On the other hand, if budget allows, you can also collaborate with local creators.

Take your most successful ad, analyze what made it work, and use these insights to adapt the ad for different regions. Use local creators who understand the nuances of their audience to recreate the winning ad while adding a personal touch that feels native to their market.










Adjust language, tone, and visuals to match regional preferences, and let them bring their unique voice to the campaign.

“Localization isn’t just about translation—it’s about showing players that your game speaks their language.”



QUICK RECAP

To wrap it up, high-performing UGC ads share a few key traits.

-  Select players who genuinely enjoy the game for a personal touch.
-  Keep the focus on the gameplay, not the brand!
-  Don't be afraid of humor and speak the gamer's language, blending professional and casual terms
-  Ride relevant trends, but ensure they align with your game's core values.
-  Replicate successful ads with local creators to test their impact in different regions.
-  Keep them short but effective—stick to 20-30 seconds, or go up to 25-40 seconds when people are featured.
-  Don't make the audience guess—label the product in the first 4 seconds with captions or dialogue for maximum clarity.
-  Music is your silent hero. Your audience should focus on the gameplay or story, not just the beat.
-  Avoid direct CTAs that scream “advertisement.” Authenticity is your biggest asset, so let your creator's passion and storytelling naturally inspire action.



26% OF CONSUMERS PREFER TO DISCOVER NEW PRODUCTS VIA SOCIAL MEDIA - ALL THE MORE REASON TO INVEST IN THOSE CREATOR ADS!

Bold Strategies for Scaling Gaming Campaigns

Take Risks to Stand Out

The gaming ad space is noisy, but bold creativity can cut through the clutter. Take risks that others won't. Sure, most ideas might miss the mark, but the rare gem could dominate social feeds.

Take the "5-year-old designer" concept, for example. It's wild, unpolished, and entirely unexpected—but it's the kind of creative gamble that makes players stop, laugh, and click.

Creativity thrives when you color outside the lines. Whether it's using unconventional formats, surreal humor, or breaking the fourth wall, think beyond the typical "ad formula."



Source



Diversify Channels

Relying on a single platform is like putting all your eggs in one basket. Expand your reach by exploring TikTok, Instagram, YouTube, and even niche gaming forums.

Leverage UGC across these channels by sharing player-created content tailored to each platform's strengths. On TikTok, feature short, viral-worthy clips from players. On Instagram, showcase beautifully crafted player stories and gameplay highlights. Use YouTube for in-depth player testimonials and gameplay walkthroughs. By diversifying your channels and incorporating UGC, you create multiple touchpoints where players can engage with your game, increasing the chances of reaching your target audience effectively.

Don't just stick to what's familiar—test, learn, and optimize. The more diverse your presence, the more opportunities you create for your campaign to hit its mark.

TikTok

Instagram

YouTube



High-Performing UGC Formats

CONCEPTS

- 🎮 Show the Player – Film someone else playing the game in action(it can be you) !
- 😂 React Naturally – Capture authentic reactions and emotions, staying focused on the player's experience.
- 🎤 Make it Immersive – Add fun commentary or playful jokes about what's happening, just like a live reaction.
- ⚡ Capture Real Moments – Highlight intense, funny, or unexpected moments that keep the
- 👉 You can play the game or use one the video :[Link to the Google Drive folder](#)

High-performing UGC ads begin with a thoughtful brief that bridges strategy and creativity. Define your goals and suggest the format—like reaction videos for excitement or third-person storytelling for immersion—but avoid over-directing.



Reaction Videos

Reaction videos work because they feel personal, spontaneous, and authentic. Start with a natural, unpolished shot—perhaps even using a phone or a simple setup—and let the reactions flow. Capture high-energy moments like a clutch win, and don't shy away from using dynamic camera angles that exaggerate the emotional impact.

Adding the right sound effects or background music can take the reaction to the next level, making viewers feel like they're in the game themselves.



"The key to making them stand out is capturing raw emotion. and keeping energy levels high."



Gameplay Highlights



"Short, punchy highlights are more likely to drive engagement and lead to action."



Gameplay highlight videos are all about the best moments— a high score, an epic in-game achievement, or jaw-dropping moves. The goal here is to capture moments that show off the thrill and excitement of the game. Focus on showcasing victories, unexpected moments, or skill-based challenges.

Use dynamic camera movements to focus on in-game events—like victory screens or close-call plays. Adding visual effects, such as glowing text or on-screen markers that point out achievements, adds excitement.

Third-Person Videos

Third-person videos create an extra layer of engagement because they bring the audience into the creator's world. It's not just about watching gameplay—it's about seeing how the creator interprets and reacts to the game.

To make these stand out, use split-screen effects, so viewers can see both the player's reaction and the gameplay side-by-side. Adding extra layers like on-screen text or fun visual effects can keep the audience engaged.



"It allows creators to weave in their personal experiences while showcasing the gameplay."



Tutorials and Tips



"Make it interactive by adding prompts like "Have you tried this?" or "Tell us your favorite strategy."



User-centric tutorial ads are a fantastic way to leverage UGC while also giving back to the gaming community. These videos typically show players sharing tips, tricks, or strategies they've discovered in the game, offering insight into how to overcome challenges or get ahead.

Incorporate player personality through commentary or text overlays, to make it feel like a helpful guide. Use callouts on the screen to draw attention to key moments, and consider adding a fun soundtrack to keep things lively.

Unboxing & Features

Unboxing UGC ads create a sense of anticipation and excitement for new in-game items or updates.

Have players walk through their first encounter with new content—whether it's an event-exclusive item, a rare character, or an exciting new feature. Highlight the player's reactions with close-up shots, and pair it with fast-paced editing to keep the excitement up. These types of ads bring out the thrill of gaming and make the audience eager to try out the new features themselves.



"It taps into the excitement of discovery and the joy of unwrapping something new."

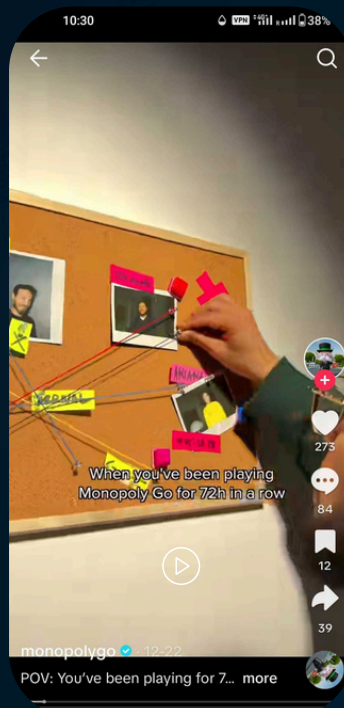


Mobile Gaming Brands that Successfully Used UGC Ads

Monopoly Go

Scopely's Monopoly GO has taken the mobile gaming world by storm, ranking among the top-grossing games. A key factor in its success is its strategic use of UGC ads. These ads often feature players sharing their authentic experiences with the game, effectively blending nostalgia with excitement for something new.

They aim to convey a straightforward yet compelling message: If you loved playing the classic Monopoly board game, you'll adore Monopoly GO.

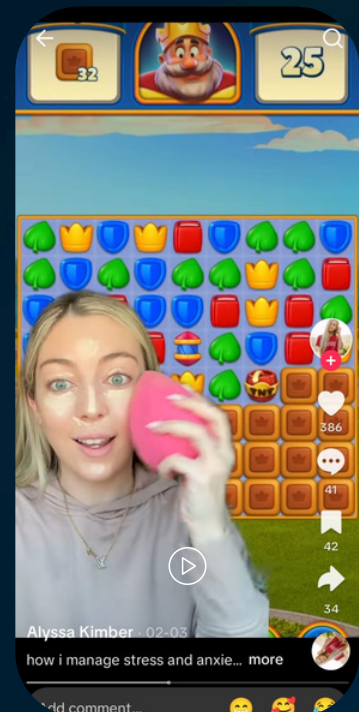
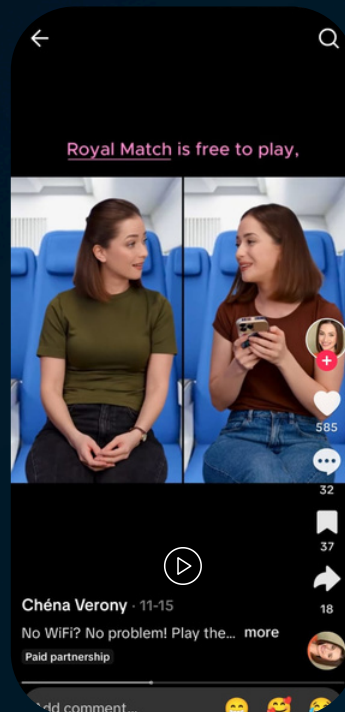
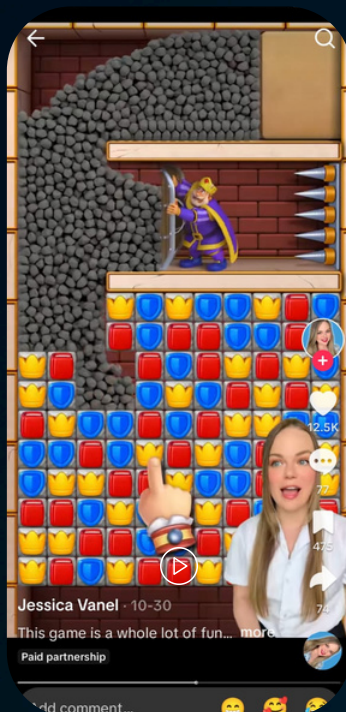


Mobile Gaming Brands that Successfully Used UGC Ads

Royal Match

Royal Match has earned its place as a top-grossing game by leveraging UGC ads that feel genuine and engaging. One memorable example features a young man excitedly introducing the game, immediately grabbing attention with his declaration that it's finally a game without intrusive ads—a pain point for many mobile gamers.

The blend of the mini-game trend with UGC makes the ad highly appealing to a broad audience. It wraps up with a call-to-action that feels personal and welcoming: Download Royal Match and join the fun.



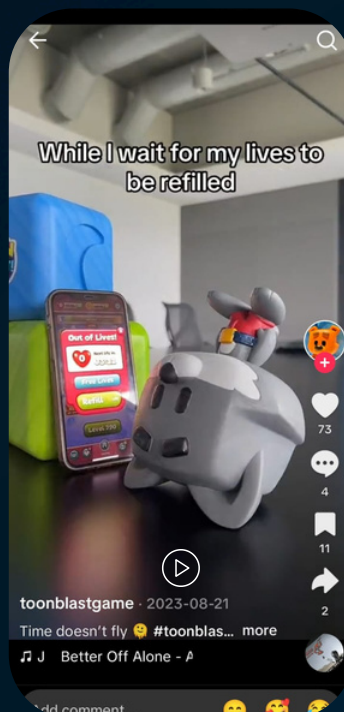
Mobile Gaming Brands that Successfully Used UGC Ads

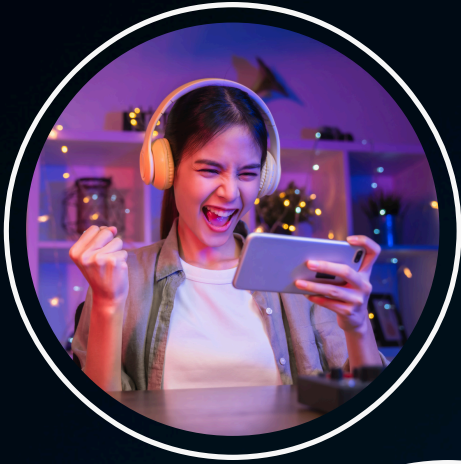
Toon Blast

Toon Blast brings a unique flavor to UGC ads by collaborating with well-known personalities. For instance, one ad features Justin Guarini, an American singer and actor, in a casual and minimally-produced video.

Guarini shares his story of discovering Toon Blast in a way that feels as though he's speaking directly to the viewer. The Cameo-style approach makes it relatable and gives the impression that even celebrities enjoy the game, making it feel accessible.

This creates an aspirational yet grounded tone, encouraging viewers to think: If they're playing it, maybe I should too.





Key Takeaways

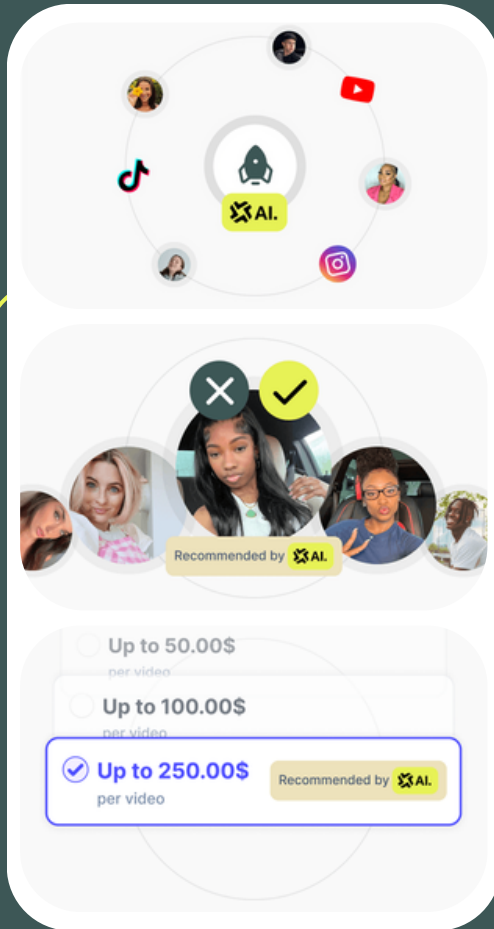
The gaming ad world is like a never-ending 'battle royale'—crowded, competitive, and fast-paced. You need creativity, strategic testing, and the courage to keep iterating to stand out. Don't aim to out-shout everyone; aim to resonate with the players who matter most to your game.

Develop a pipeline to test and refine your ideas, including UGC that highlights real player experiences. Make gameplay the star of your campaigns, and always, always stay connected to the emotions driving your players.

Keep your focus on what matters—gameplay, storytelling, and emotional connection. Your ads don't just sell a game; they sell an experience players will want to dive into.

The perfect ad isn't a myth—it's a moving target. Keep aiming, keep improving, and you'll hit the bullseye by leveraging both your creative strategies and the authentic voices of your community through UGC.





Win the battle against Creative Lottery with Creative Intelligence

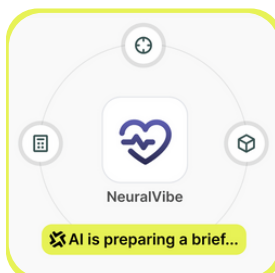
Getting creator ads to actually work isn't easy. It's not just about creating content faster, it's about creating high-performing content that hits the mark.

With AI built into every step of the process, from ideation to delivery, Ramdam takes the guesswork out of running ads, giving you a scalable solution to grow your brand with confidence.

With Ramdam, simplify your creator ad process in four easy steps

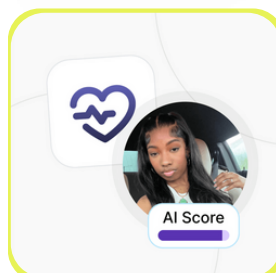
1. Launch

Set your campaign in clicks, and let our AI create briefs and suggest optimal pricing.



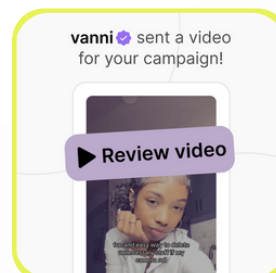
2. Match

Receive creator applications and choose the best with AI-guided scores.



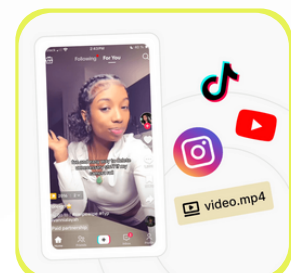
3. Review

Receive videos from creators and provide feedback with AI assistance.



4. Boost

Get the video file, post URL, and advertising code to boost the content.



About Ramdam

Ramdam is an AI-powered platform designed to streamline the production of UGC (user-generated content) video ads for social media campaigns. By harnessing the power of artificial intelligence, Ramdam's Creative Intelligence enhances campaign performance by automating key aspects of the content creation process - from generating tailored briefs to optimizing outcomes.

The platform sources and evaluates thousands of creators on TikTok, Instagram, and YouTube, matching the most relevant profiles to each campaign. It also automates essential tasks like delivery timelines, contracts, and invoicing, ensuring a seamless experience for advertisers. This data-driven approach helps brands maximize their investments and generate viral, high-performing content.

With a global network of over 20,000 creators, Ramdam works with more than 100 clients, delivering upwards of 1,000 videos per month, enabling advertisers to scale content production efficiently and effectively.

[Book a demo](#) →

