

Microsoft App Store material design ideas

Good creative planning can have a positive impact on marketing effectiveness. This document primarily aims to share production methods in creative marketing, as well as key image material descriptions and cases. It aims to help you better understand the marketing materials required for the Microsoft App Store and improve the effectiveness of creative marketing.

Simple material splicing and stacking often consume time and effort without achieving good results. A workman must sharpen his tools if he is to do his work well. Well-designed graphics are one of the main ways to showcase applications to potential customers in the app store. **Before starting to create materials, please take the time to read the Microsoft Market Material Creation Guide. The Microsoft Market material creation requirements include "core game features + rich presentation forms + immersive gaming experience."**

Graphics serve as the first window for users to understand a product. We need a concise, powerful, and easily understandable "hook" that can drive or attract the interest of players and potential players. This "hook" must:

- **Good-looking:** It must have a very attractive **visual** appeal;
- **Fun:** It should feature wonderful **gameplay and a compelling storyline.**
- **Be easy to understand:** It should have a simple summary of the plot and narrative, a story that is relatively easy to understand.

Each design work should be able to provide players with a sense of immersion and engagement.

1. Design Techniques

Good promotional materials are not just simple copying of game materials. Below we share some design images and suggestions for different game types.

1.1 Clear Picture Quality

Poor and crude visuals can significantly diminish the appeal of the game itself, greatly reducing the desire for players to download it. Beautiful picture design allows players to have a better visual experience and helps draw their attention to the product.





1.2 Character Element Design

When selecting characters, it is advisable to choose **well-known and representative** characters within the game. At the same time, the character materials need to have good body extension and posture, as well as materials with dynamic characters as the main body.





1.3 Lighting Effects and Texture

For certain elements within the materials, adding special **effects** can enhance the atmosphere. For example, adding glowing effects such as sword glimmers, shadows, or flames can greatly increase the visual appeal to players.





1.4. Reasonable color matching

The color matching of the picture should be coordinated to avoid color confusion.

Dark colors are more suitable for heavy-duty games; anime users especially like pink and sky blue.



1.5. Text usage

Too much text leads to cluttered images. At the same time, the text font selection also needs to be unified according to the production style of the material. For

example, if the material is biased toward anime, the fonts used should also be biased toward cartoons.



1.6 Background Selection

In material design, it is sometimes necessary to highlight a specific character or equipment in a single picture to attract users' attention. In such cases, it is important to add complementary backgrounds to enhance the central theme. The design of the background should take into account three points:

1) Keep the background simple to highlight the theme

In game advertising design, if the background is not meant to emphasize a large game scene or atmosphere, but rather serves as a backdrop, it should be kept simple.



2) Game scenes, reflecting the atmosphere

Choosing game scenes as the background is often done to showcase the atmosphere of the game and present its world view, allowing players to have a better immersive experience.



3) The content is rich and complex, filled with picture material

Selecting various in-game props or elements to fill the background makes it appear rich in content. This is particularly fitting for the preferences of the Japanese and Taiwanese anime markets, pictures full of content are more in line with the preferences of these groups.



2. Game Material Types

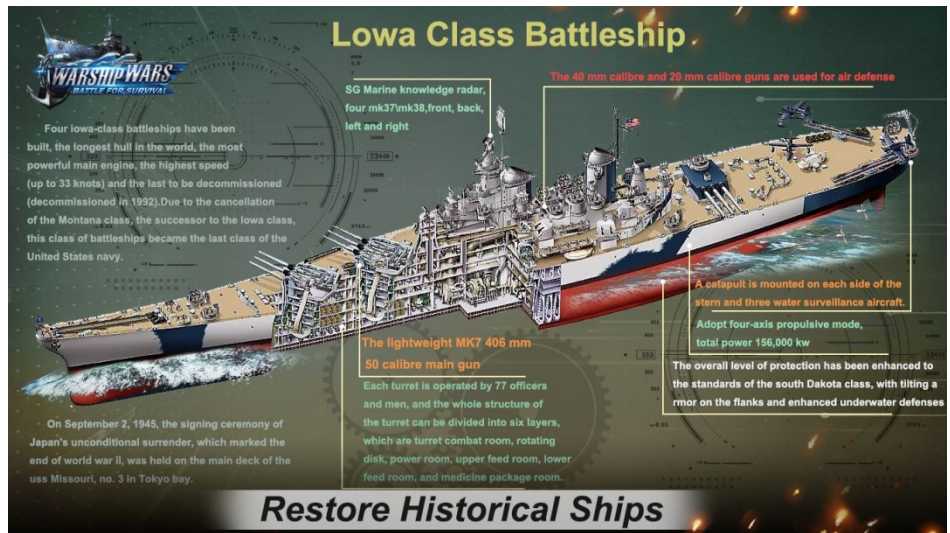
Game materials can be categorized into three main types: game content category, real people category, and special categories. The game content category includes gameplay, game events, game equipment, game original-painting, and storyline history. The real people category includes celebrity endorsements, KOL, and amateur. The special category includes nostalgia-based content, IP anime content, cross-platform **Windows PC + Android content, and exclusive Windows versions.**

2.1 Game Content Category

Based on the characteristics of the game, showcase a specific gameplay feature that highlights the game's key selling points. When creating materials, it is important to clearly express the core gameplay of the game. When using game original-painting(including character pictures, scenery pictures, equipment pictures, etc.), the images **must be exquisite**, high definition, and provide users with a sense of high-quality production from their first impression.

1)Attract players by showcasing game characters, scenery, weapons, mounts, attributes, etc. It is common to choose iconic characters or well-known characters and mounts for display, aiming to create highly appealing content.





2) By showcasing **battles, formations, and special effects within the game**, players can experience a sense of immersion. The progression of equipment and the expression of numerical values can also easily attract high-quality hardcore players. For example: in the battle scene, the first impression given to players is the explosion of special effects.



3) By strategically showcasing the selling points of the game and highlighting strategic gameplay, players can be engaged by demonstrating the **effects** of different unit engagements and employing tactics such as low-model unit formations. This can include showcasing base construction and upgrades, technology advancements for unit upgrades, or displaying the game map.





4) Attract players through in-game benefits and activities. Players are generally interested in the rewards they can earn in the game.



5) Social interaction is also a selling point for many games. Players in these types of games enjoy interacting with other players during the gameplay. To attract these users, it is important to incorporate attributes of collaboration and cooperation in the presentation. This can be achieved by including player avatars or adding player narratives in battle scenes, which enhances the players' sense of immersion.



6) Artistic style is another selling point, and the creative direction often chooses high-models to vividly depict the game's art style. The level of detail and expressiveness exceeds that of the actual gameplay, but because it remains consistent with the game's style, players are willing to embrace it. For example, in the Western market, players admire power and personal heroism, so the materials should evoke a strong sense of power and coolness. **In the Japanese and Korean**

markets, it is important to have exquisite visuals, at least in promotional materials, to convey a sense of sophistication and appeal to local users.



2.2. Real people category

1) Spokesperson

Spokesperson material has a celebrity effect, has great influence, and has strong ability to attract sales.



2) KOL category

Popular experts, game anchors, etc. generally have obvious styles. The KOL demonstrates the game style and gameplay selling points to make people more convinced.



3) Amateur category

It mainly focuses on pictures or plot displays that attract users' attention.



2.3 Special Category

1) Feeling

Games with an established user base or those based on existing IPs, such as anime or novel adaptations, often target players' feeling. They highlight classic characters, scenes, plotlines, and iconic lines from the IP to evoke a sense of familiarity and attract returning players.



2) Windows PC + Android Cross-platform

Players in the Microsoft Store have expressed a clear demand for cross-platform compatibility. When designing materials for the Microsoft Store, showcasing elements of cross-platform functionality can be highly appealing to players.

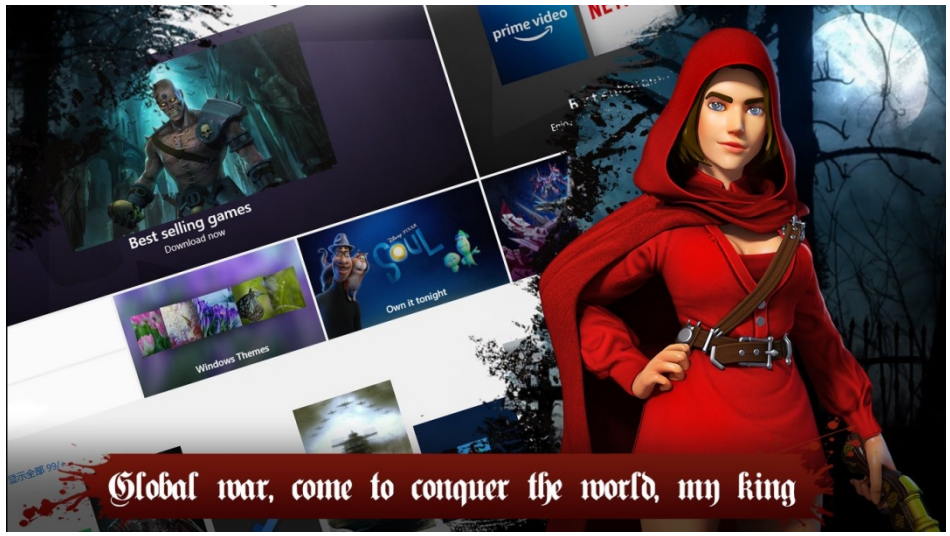




3) Prioritizing or **First Release** on the Microsoft Store, can be highly attractive to players.



4) **Products recommended by the official store**, regardless of the graphics or gameplay, are selected through layers of screening games, which are safer and more guaranteed for players to a certain extent.



Thanks for watching!