

HYPER-CASUAL GAMES GONE VIRAL

How these easy to learn, addictive games went from arcades and Atari to mobile and the mainstream

WHAT IS A HYPER-CASUAL GAME?

Games with a nearly flat learning curve, no time restraints, and simple mechanics are known as hyper-casual

WHERE HYPER-CASUAL GAMES GOT STARTED



BREAKOUT
(1976)

Timing Mechanics



PAC-MAN
(1980)

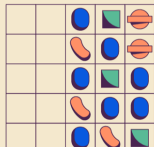
Agility Mechanics



TETRIS
(1984)

Puzzle Mechanics

HYPER CASUAL GAMES MEET MOBILE



CANDY CRUSH SAGA
(2012)

Merge Mechanics

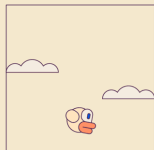
Uses **chain reaction stimuli** to promote addictive gameplay



DRAW SOMETHING
(2012)

Social Mechanics

Creates a **shared experience** to create a hyper-casual social game



FLAPPY BIRD
(2013)

Swerve Mechanics

Offers a **simple yet entertaining** challenge

HOW HYPER-CASUAL GAMES MONETIZE



IN-APP PURCHASES

The **ability to purchase** additional levels, ability boosters, play time, and in-app currency



ADVERTISING

Third-party placements **integrated** within the game experience or **interstitials between** gameplay



CROSS-PROMOTION

The promotion of a company's other games can be beneficial compared to the **risk of cannibalizing the engagement** of another game



PREMIUM APP STRATEGY

Charging an upfront fee to download the app can signal a game of high quality or high demand

CleverTap

THE INTELLIGENT MOBILE MARKETING PLATFORM

SOURCES AVAILABLE AT:

<https://clevertap.com/blog/hyper-casual-games>