Promotional content guidelines

We review your promotional content submissions in multiple languages to check whether it meets our content guidelines requirements and recommendations. This is to ensure that promotional content is of high quality and delivers the best experience for your users.

Do's and Don'ts for submitting promotional content

✅ **Provide** details on <u>what</u> is new, <u>why</u> should users care, and <u>how</u> to participate or use.

✅ **Provide clear, concise, complete details** on your in-app or in-game moment.

✅ **Provide** correctly localized content for each submitted locale.

❌ **Do not include any text on images** including your brand logo, slogans, or event name. Exceptions include 3rd party logos to convey collaborations and text that is part of a product

❌ **Do not** submit general service description or evergreen programs as promotional content

❌ **Do not** repeat your text across taglines and descriptions

❌ **Do not** include critical elements such as key visual elements outside of the **safe zone**

❌ **Do not** include CTA button or CTA text (e.g. "Buy now").

❌ **Do not** include sweepstakes, tournament, or other disallowed mechanisms as Offer type. Please review our offer eligibility requirements for full details.

Key information to include in your promotional content

When submitting your promotional content, please make sure that your submissions contain all critical information about your moment in the **tagline and description.**

What is new?

Promotional content must contain a clear and concise explanation of what the offering is in the **tagline**.

Users should be able to discern what the promotional content is about after reading the **tagline.**

Refer to **tagline** requirements for more information.

Why should users care?

Promotional content must include an explanation of what the user benefit is and/or sellings points are.

After reading the **description** (required) and/or **tagline** (recommended), users should clearly understand what the promotional content means for them & why they should care.

Refer to the **description** requirements and tagline recommendations for more information.

How can users use/participate?

After reading the **description**, users should clearly understand how they can participate in an event, use a new feature, access new content, or redeem an offer.

Any requirements for participation should be stated in the **description**.

Refer to **description** requirements for more information.

What is **not** valid promotional content

Lacks critical information

Taglines and descriptions that do not provide clear details including an offering statement, description of user benefits, and how to participate, access, or redeem should not be submitted as promotional content.

"Join our awesome event and have fun!"

General descriptions

Generic descriptions about the regular in-app or in-game experiences should not be submitted as a promotional content. Please submit fresh & timely content as promotional content.

"Complete a level and unlock your progression reward."

Evergreen programs

Ongoing program that is always running in your app or game should not be submitted as promotional content. *(Exception: offer type submissions targeted to new users are allowable.)*

"Enjoy our evergreen daily flash sales"

Advertisement substitutions

Cramming multiple evergreen promotional elements (e.g. daily flash sales, rewards programs) make offers less unique and compelling to users and should not be submitted as promotional content.

"Don't forget to collect daily rewards, claim bonus prizes, and watch livestream deals"

Adhering to key image guidelines

Following [image guidelines](#) is central to having a successful submission. Make sure your image is relevant to the event and helps users visualize the event. Images should consist of only critical visual elements. Your main message should be conveyed through the tagline.
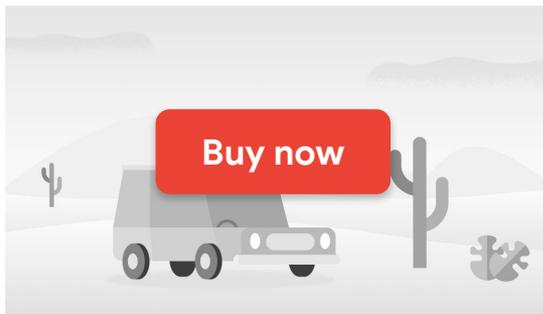
❌ No text on images

Do not include text on images including your brand logo, slogans, or event name in the image.

Exceptions such as text with third party logos are allowed; please refer to the image requirement section of the [help center](#) for more information

❌ No CTA on images

Do not include design elements that resemble product design elements (CTA button, toggle, or elements that resemble tap targets).

✅ Adhere to our safe zone

Do not place critical visual elements in the cut off zone as your image may be cropped to fit on certain devices/form factors. Critical visual elements should be centered in the safe zone.

Adhering to key tagline and description guidelines

When submitting your promotional content, please make sure that your submission meets <u>our guidelines</u> and contains all critical information about your moment. Please provide informative content rather than submitting ad-like copy.

Do

- ✅ Describe what the moment is about, or the offering details, in the **tagline**

- ✅ Outline the expected user benefits or selling points in the **description**

- ✅ Instruct users how they can participate or redeem an offering in the **description**, including any eligibility requirements

- ✅ **Ensure** all text is properly localized, and free of spelling or grammatical errors

Don't

- ❌ **DO NOT include one or more words in caps**
  Example: 'FREE', 'NOW'

- ❌ **DO NOT request the user to press any button** in the tagline or description
  Example: 'Install now!', 'Play now!', 'Buy now'

- ❌ **DO NOT include** text that does not provide any meaningful information.
  Example: "What are you waiting for?" "Is this true?"

- ❌ **DO NOT include** any line breaks or bullet points within the tagline or description fields
  Example: "Our program includes the following:
  1. Lorem ipsum dolor sit amet,
  2. consectetur adipiscing elit, sed do."