



ESTIMATES

ASO

2024

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OUR TEAM

Our team always strives to combine trending tech with warm feel of classic games.

Be it Concept Art, Digital Graphics or CG Animations.

We deliver the highest quality artwork to help boost your Game or App sales in a way that marketing alone will never be able to.

We also develop **our own Games with Unity** for Android, iOS and have complete knowledge of that game engine.

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2024 | **Bē** 



**RETRO
STYLE
GAMES**

ASO • PIPELINE

New Screenshots
for A/B testing **1.5** day

SCREENSHOTS
A/B TESTING
IMPROVEMENT
+42.6%

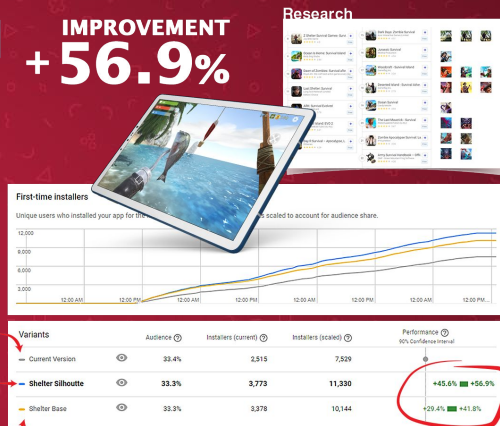
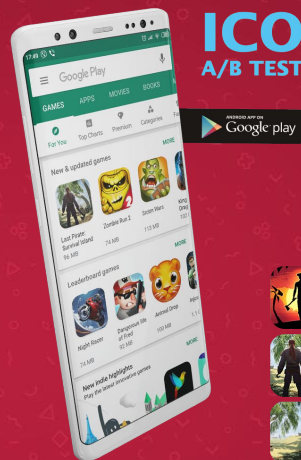


Pipeline of **Screenshots** creation:

1. Competitors research;
2. Creating a pack (5 pictures) of the screenshots;
3. Feedback;
4. **Screenshots** finalization;

New Icons for A/B
testing **1.5-2** days

ICON
A/B TESTING
+56.9%



Pipeline of **Icon** creation:

1. Competitors research;
2. Icon options in quality for A/B testing;
3. Test (Performed from the client's side);
4. Finalization of the winner icon;

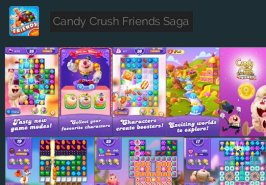
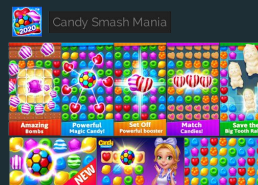
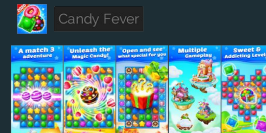
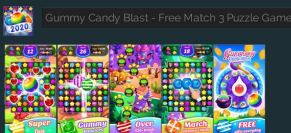
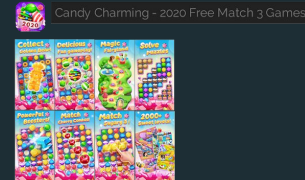
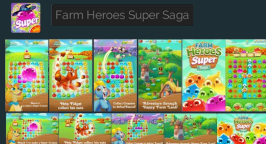
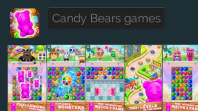
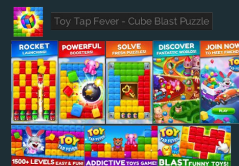
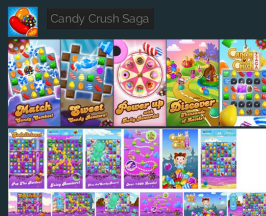
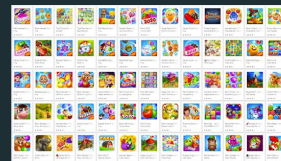
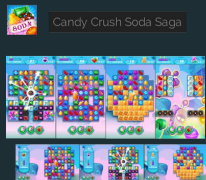
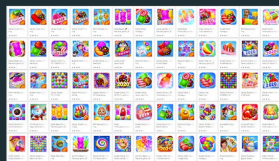
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Clients Brief Example

Competitors Research:
App Icon / Screenshots **0.5-1 days**



Candy Crush Soda Saga	Candy Crush Soda Saga	Candy Crush Soda Saga	Candy Crush Soda Saga	Farm Heroes Super Saga
*****	*****	*****	*****	*****
Candy Crush Jelly King	Candy Yummy Match 3	Candy Charming - 2019	Bubble Witch 3 Saga	Sweet Candy Super Saga
*****	*****	*****	*****	*****
Farm Heroes Super Saga	Bubble Witch 3 Saga	Candy Smash	Candy Fruit Soda Saga	Legend Game of 2018
*****	*****	*****	*****	*****



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DISCUSS YOUR PROJECT

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Based on Competitors Research we can provide 2-5 draft options of icons for A/B testing: **1-2 days**

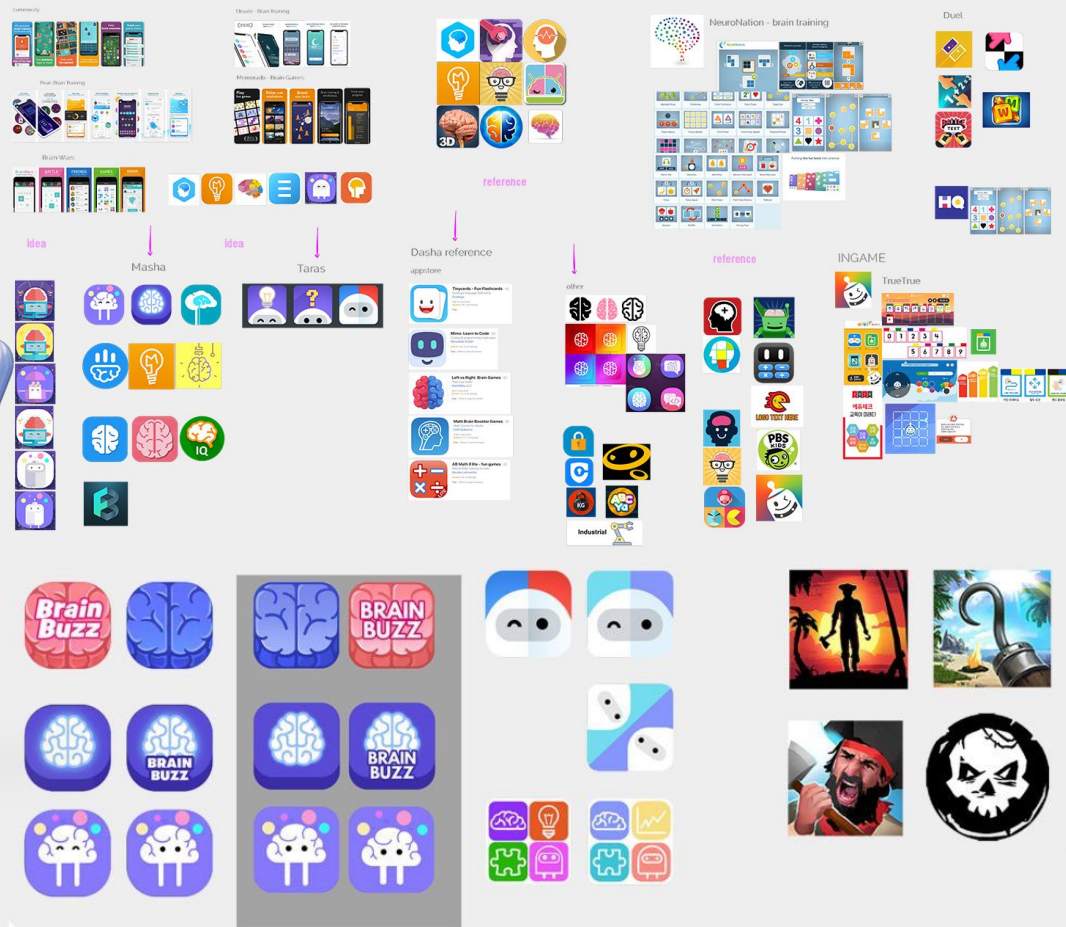
After A/B testing – finalize 1-2 chosen icons:

**may require additional paid time based on Client's feedback*



more detail

Total Time: **4.5-5 days**
App Icon / Screenshots



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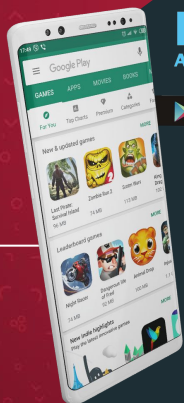
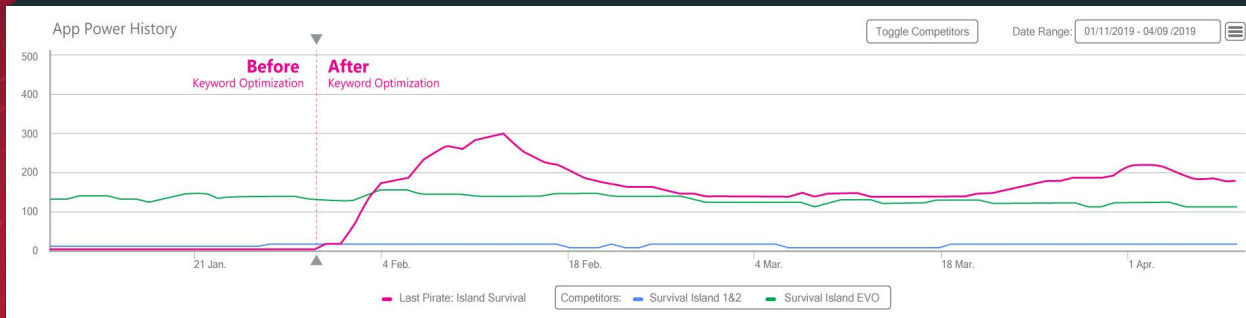
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Requires additional discussion.

May need **1-2 days** for Initial Research and **1 day AFTER** keywords will be implemented.

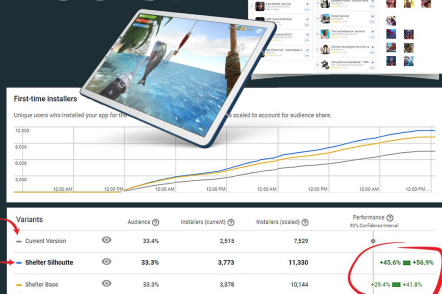
Better to test on iOS.
Will require Title/Subtitle and **100 symbols** from Client.



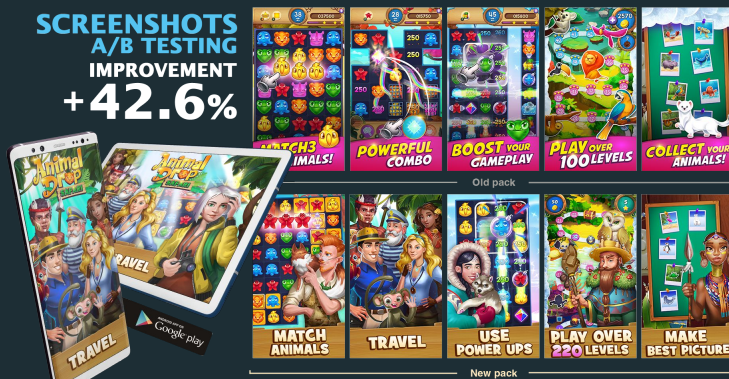
ICON A/B TESTING

IMPROVEMENT +56.9%

Research



SCREENSHOTS A/B TESTING IMPROVEMENT +42.6%



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Base A/B Package **1-1,5** days:

- NO Text Screenshots (x5 Landscapes Variants) → Competitors use them
- x5 RUS / ENG Localized variants
- New Featured Image

**Client need to provide source images/in-game screenshots*

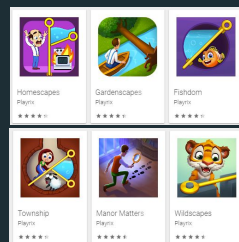
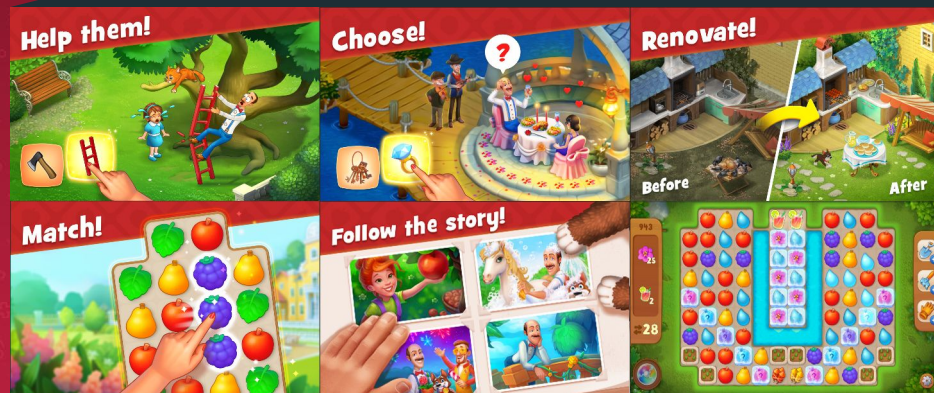
Localization Package: **0.5-1** days
(DE / JP / FR / KR)

**Client should provide Translations*

Idea of improvement

**Needs Client approval*

Try something in-line with Playrix "Mini Games" for App Icon.
And something more dramatic (A/B) for Featured Image.



ASO • CG CINEMATICS

See our best moments
in **CG Reel 2020**

Full Cycle CG Short / Creative production:

1. Scenario
2. Previz
3. 3D Modeling
(Characters / Environment / Props)
4. Rig / Skin and Animation
5. Final Render and VFX

Game Intro

30-40 man days

Creatives Example

7-12 man days



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RetroStyle Games team provides
full-range of **3D and 2D Game**
Art production services.

Ready for **millions of downloads**
and ecstatic players' reviews?

Contact us NOW and boost your
art tremendously!

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Examples given in the presentation are just a drop in the ocean of our portfolio.
Contact if you want to see more:

