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HYBRIDCASUAL
THE BEST OF BOTH WORLDS

GAME SPECTRUMS BASELINES

Hyper Casual games

Hyper Lightweight, minimal time investment.

Casual games

Simple gameplay, low time investment.

Mid-core games

Deeper gameplay, longer time investment.

Hardcore games

High skill and strategy, immersive and the largest time investment.

GAME SPECTRUMS BASELINES

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High skill, Largest time investment.

Hybridcasual

HYBRIDCASUAL IN A NUTSHELL

We can think of Hybridcasual games as mobile games that have hyper casual core game loops and simple mechanics, which are expanded and amplified with features and monetisation models of casual / mid-core games.

Retaining the positive instant action, snackable essence of a hyper casual whilst offering deeper and more complex player upgrades and progression systems. These create longer-term motivation, increased retention and player progression.

They drive higher baseline lifetime value through "In App Purchases" alongside "Ad-based monetisation" methods.

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LIGHT & DEEP HYBRIDCASUAL

LIGHT

- Typically less in-depth game systems
- Lower opportunities for IAP revenue.
- Faster to develop.

HYBRIDCASUAL LIGHT AND DEEP

DEEP

- Larger repository of content
- More complex progression paths and gacha systems.
- Overall production value quality is higher.

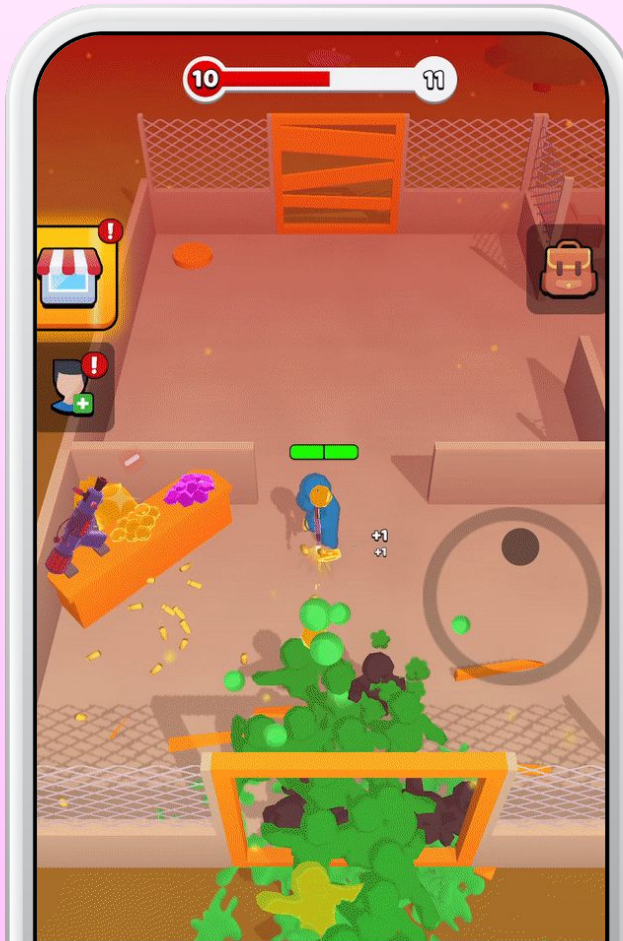# SUB-GENRES AND GAME LOOP EXAMPLES

ARCADE IDLE
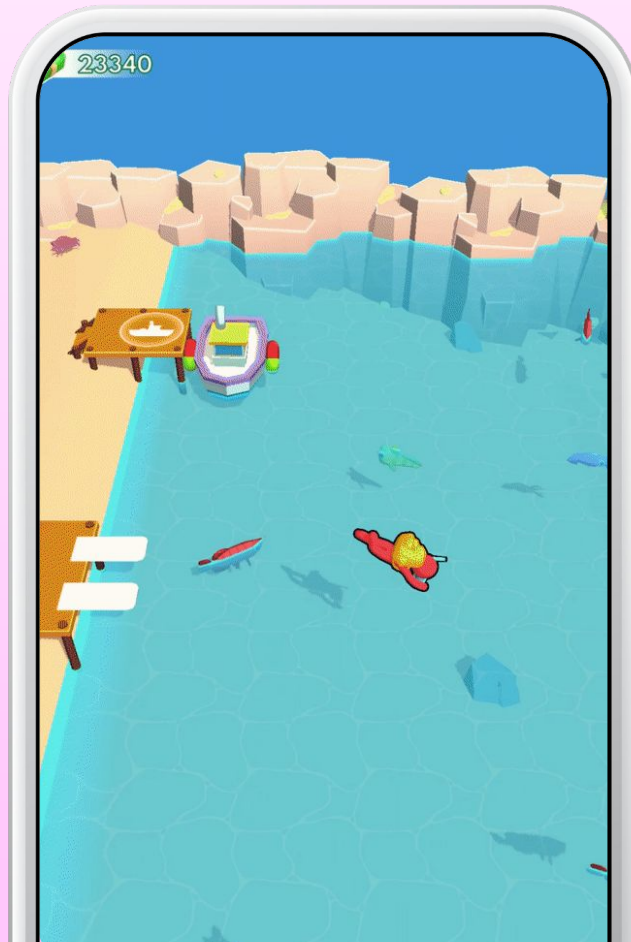
SHOOT EM UPS
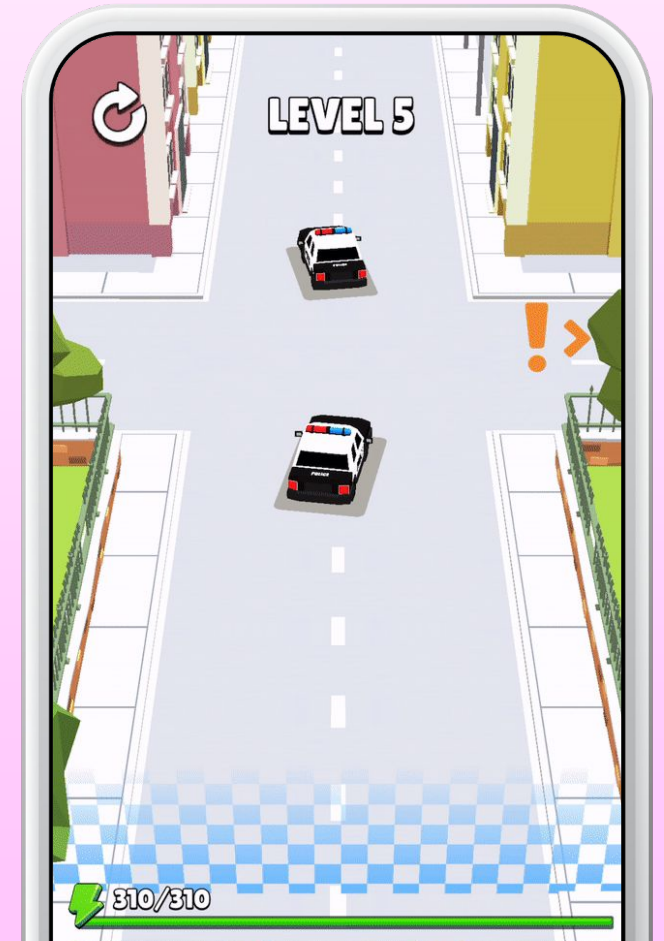

TOWER DEFENSE

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GAME SYSTEMS
& META LAYER
CONSIDERATIONS
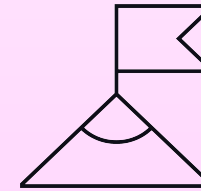
GAME SYSTEMS & META LAYER CONSIDERATIONS
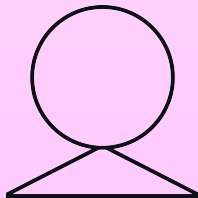
Storyline
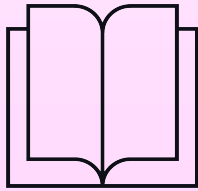
Build / Design
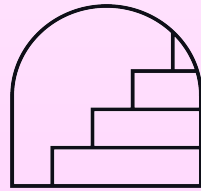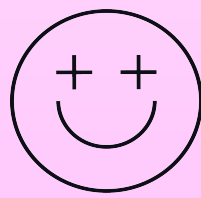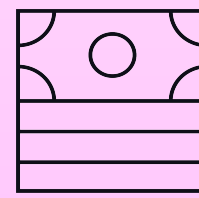
Collecting
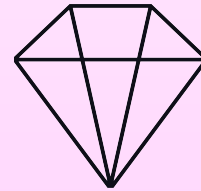
Game Modes

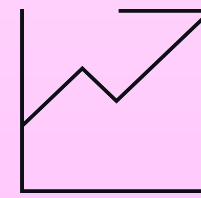**RPG ELEMENTS**

Player Level

Player Cosmetics

**Player Gear**

Player Skills

STORYLINE (NARRATIVE / JOURNEY)

- Position your player in your games universe
- Gives meaning however lightweight the plot
- Delivers short and long-term goals
- Establishes game tone, personality and mood
- Emotions (tension/excitement/intrigue)
- Can add opportunity for feature layers (maps)
- Adds motivation to progress

In App Purchase Opportunities

- Mini Events / branching story paths.
- Bespoke areas and events
- Exclusive characters and gear
- Limited time or skill based characters
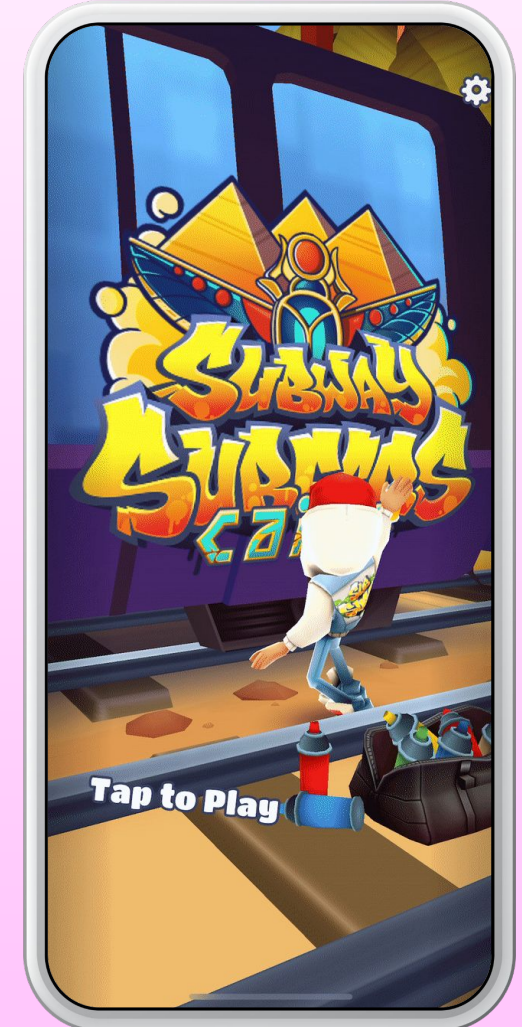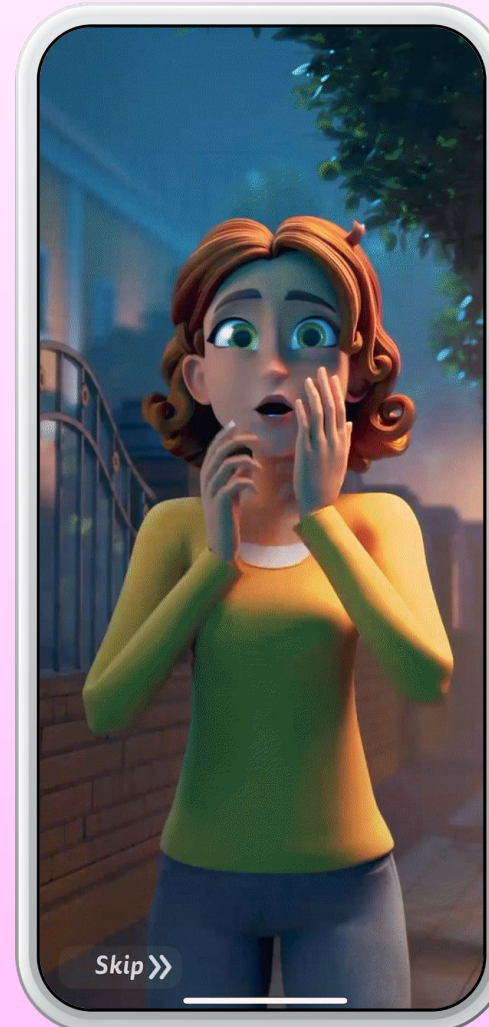
BUILD / DESIGN (DECORATION / RESTORATION)

- Stable and relatable game universe
- Immediate purpose and game goal
- Player agency and personalisation
- Satisfying visual progression
- Taps into completionist psychology
- Customisation creates attachment

In App Purchase Opportunities

- Special Decorating items
- Accelerate time IAP
- Exclusive bespoke objects/decorations
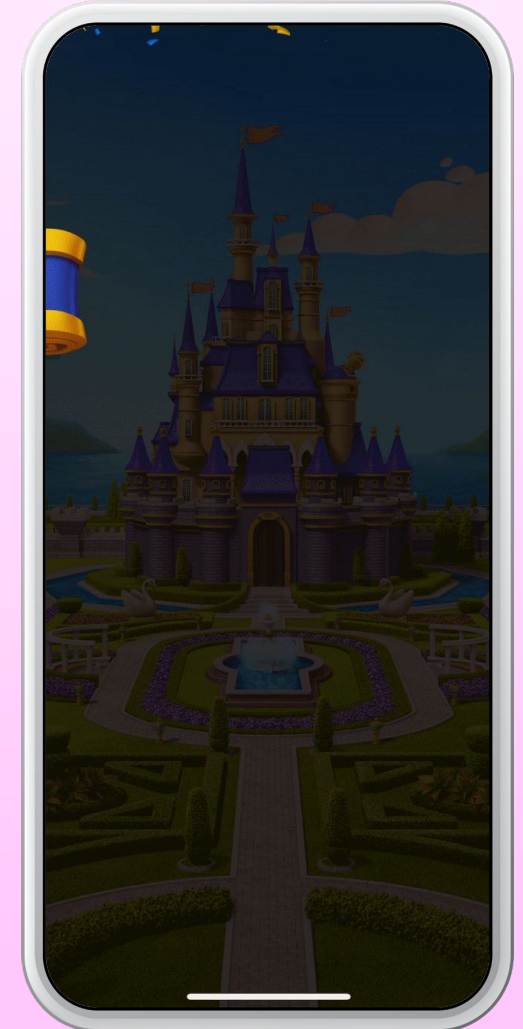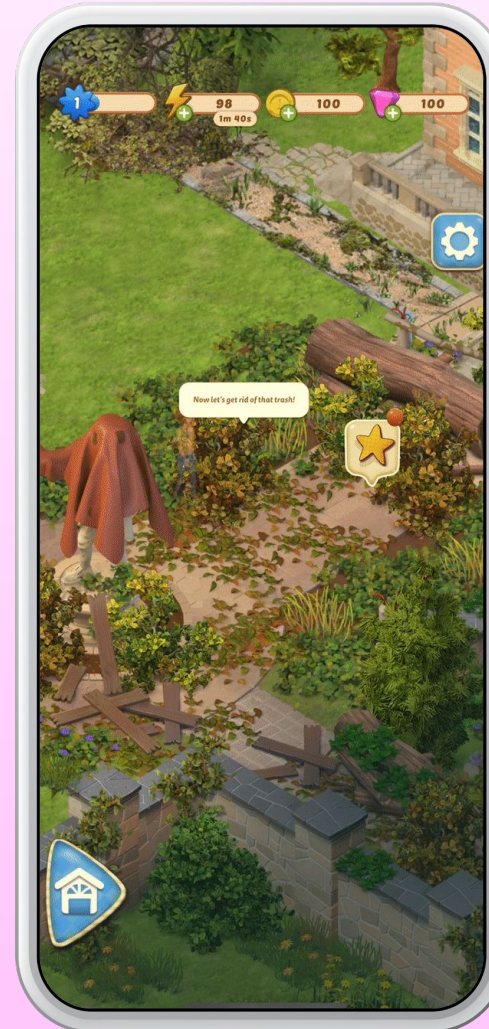
COLLECTING (GOTTA CATCH EM ALL!)

- Strong self achievement
- Encourages long-term progression/retention
- Taps into completionist psychology
- Special collectible items for events
- Triggers dopamine
- Reward Bonus systems (spin wheels/slots)

In App Purchase Opportunities

- Loot boxes tied to a set completion
- In-game economy purchases
- Insta pack time saver
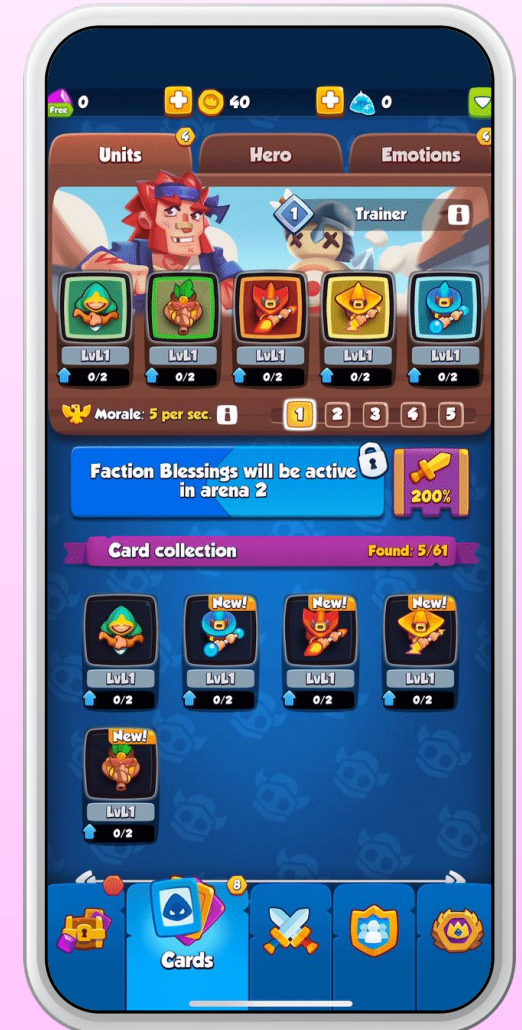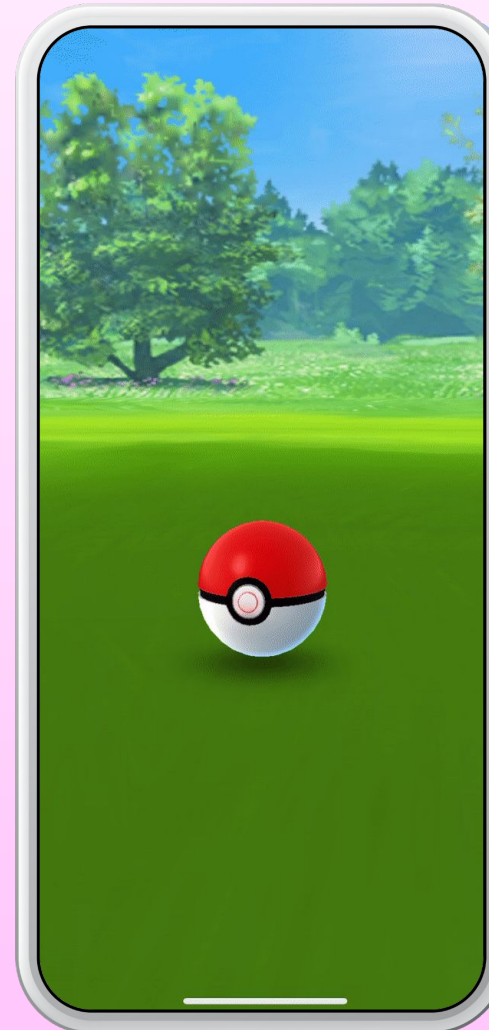
RPG ELEMENTS (PLAYER PROGRESSION/UPGRADES)

- Upgrades influence gameplay outcomes
- Special skills/abilities (gear/traits)
- Unique skins (cosmetics)
- Unlocks power play options
- Re-enforce storylines

In App Purchase Opportunities

- Rare/Legendary characters
- Fancy skins - unlimited
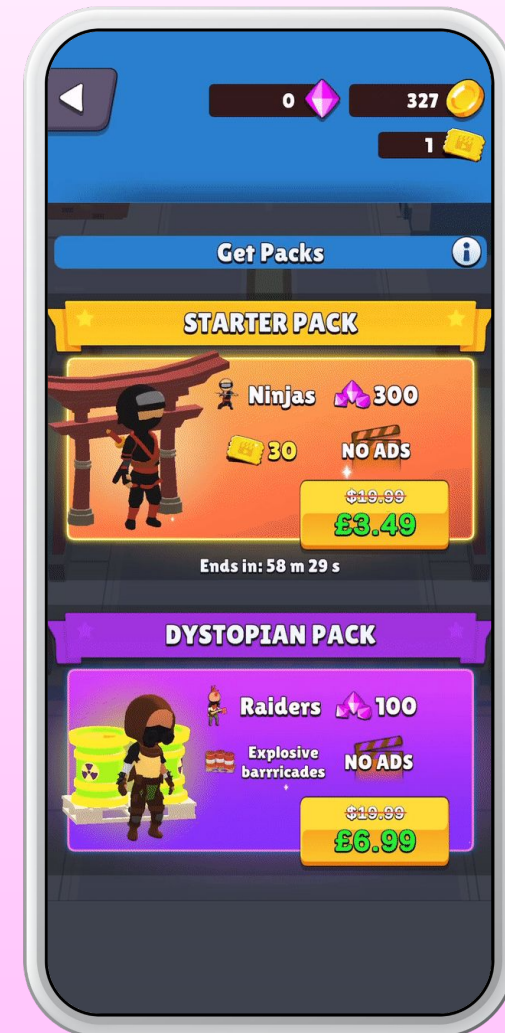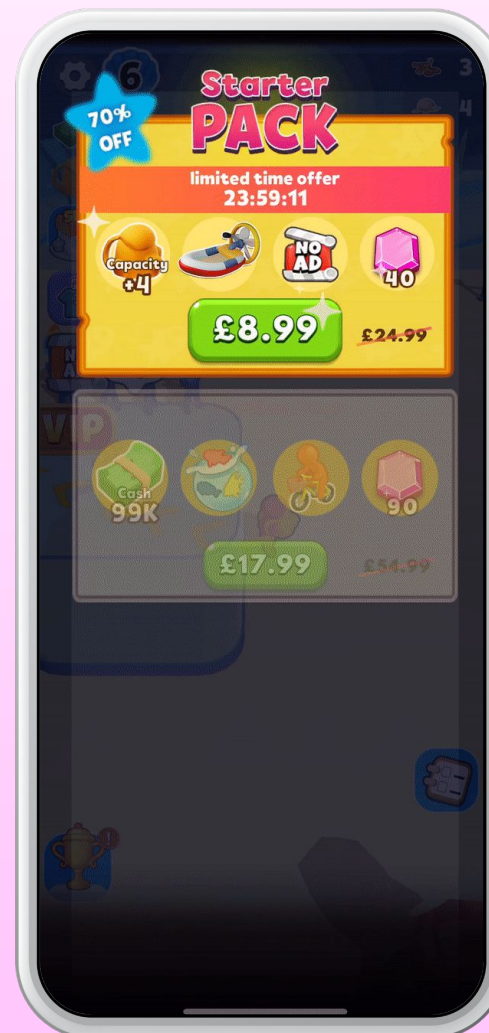- Game economy packs
- Bundle opportunities
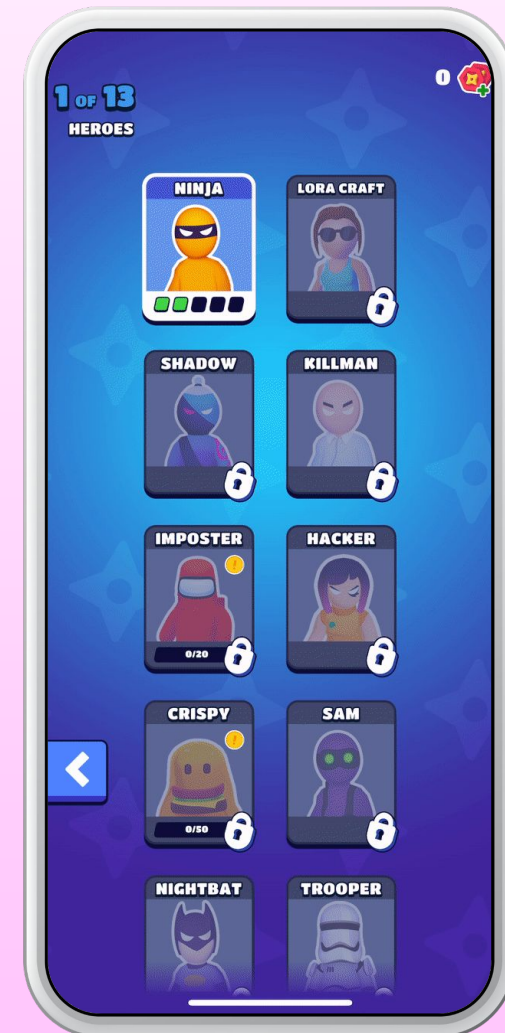
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MONETISATION AND GAME MODES

MONETISATION - THE HYBRIDCASUAL MODEL

- Starter packs (+remove ads)
- Economy & asset bundles
- Time dependent offers
- Seasonal limited edition packs
- Multiple denominations
- Cater for the whales
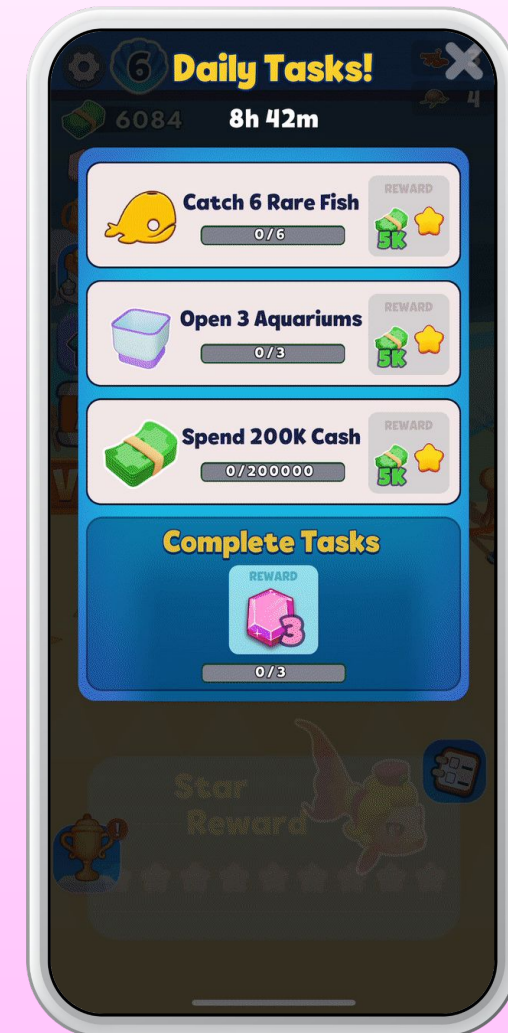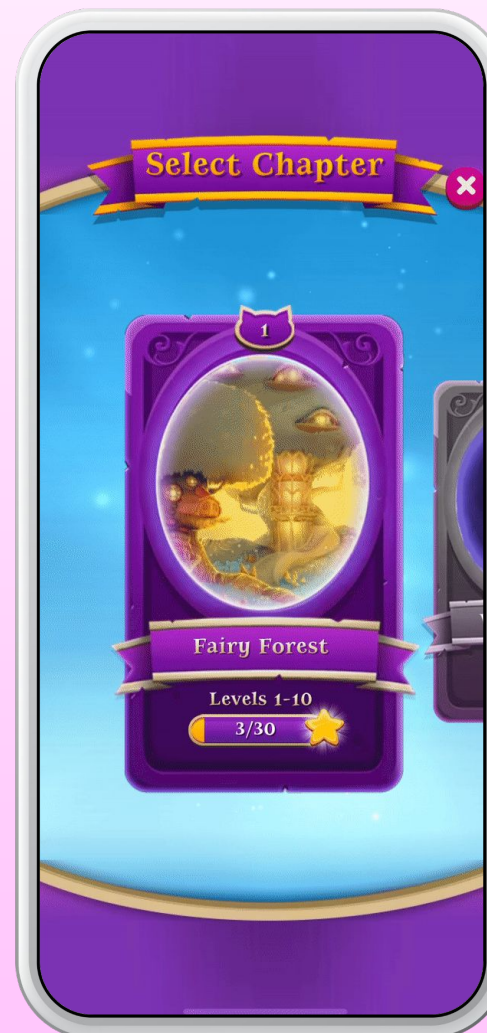- VIP Subscriptions
- Include RV options (will be tested)

GAME MODES - RETENTION & REVENUE DRIVERS

- Map systems and defined stages
- Live Ops
- Multiplayer
- Team challenges
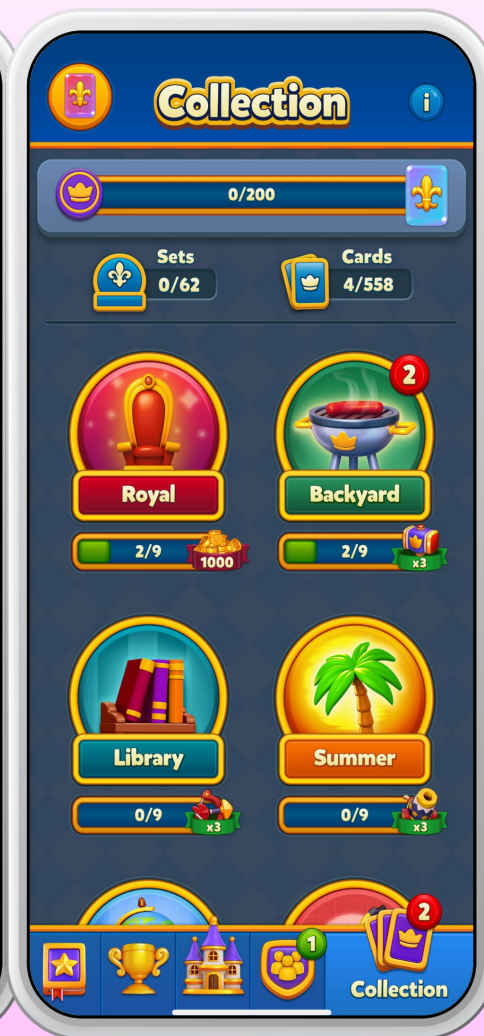- Daily Tasks
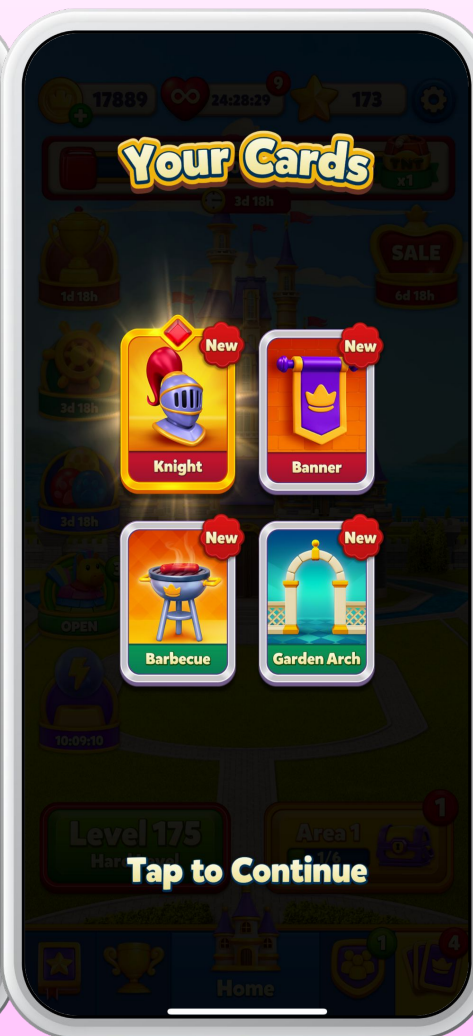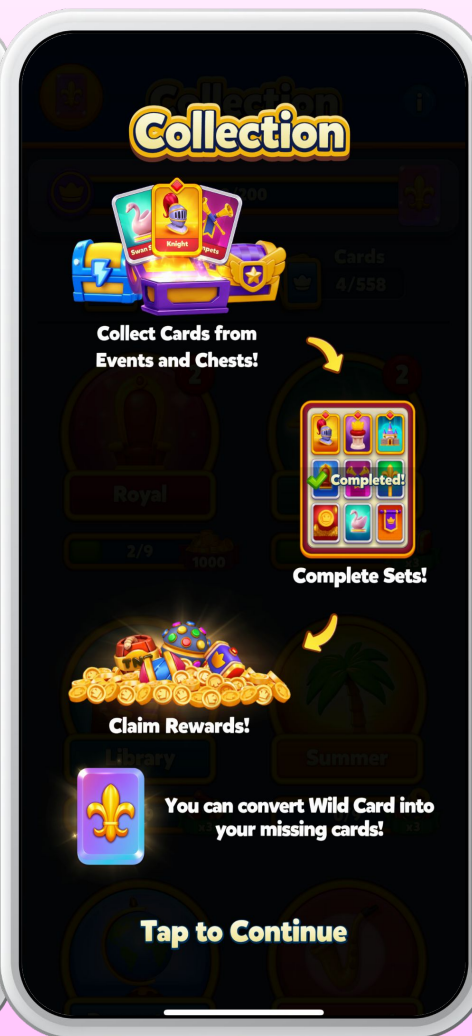- Leaderboards & Ranking systems
- Daily challenges

In App Purchase Opportunities

- Rare/Legendary characters
- Fancy skins - unlimited
- Game economy packs
- Bundle opportunities

GAME MODES - COLLECTION ECONOMY

GAME MODES - MINI GAMES / LIVE OPS / SIDE QUESTS

GAME MODES - DECORATION / RESTORATION
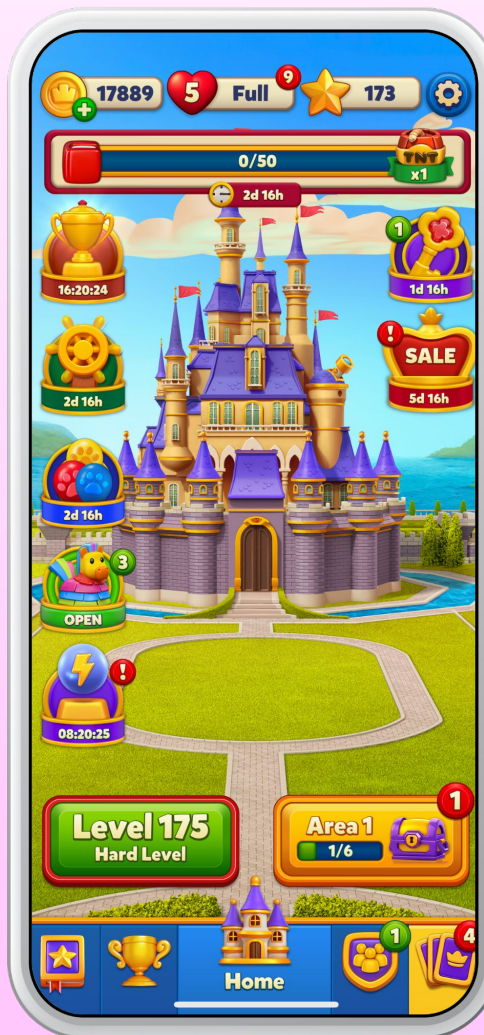
GAME MODES - SOCIAL AND BATTLE PASS

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THINKING BEYOND AND ADJUSTING YOUR MINDSET

HYBRIDCASUAL - THINKING DIFFERENT

Vision

Thinking beyond the core loop of a hyper casual and adopting and transitioning your mindset to think deeper on where the expansion of your game could go.

Game Design Elements

What could you layer into your snackable game that would add interest and engagement.

Would this make sense in your game world?

Marketability

Whilst the market is shifting more into the Hybridcasual model, Hyper casual rules still remain the same.

Innovation is key.