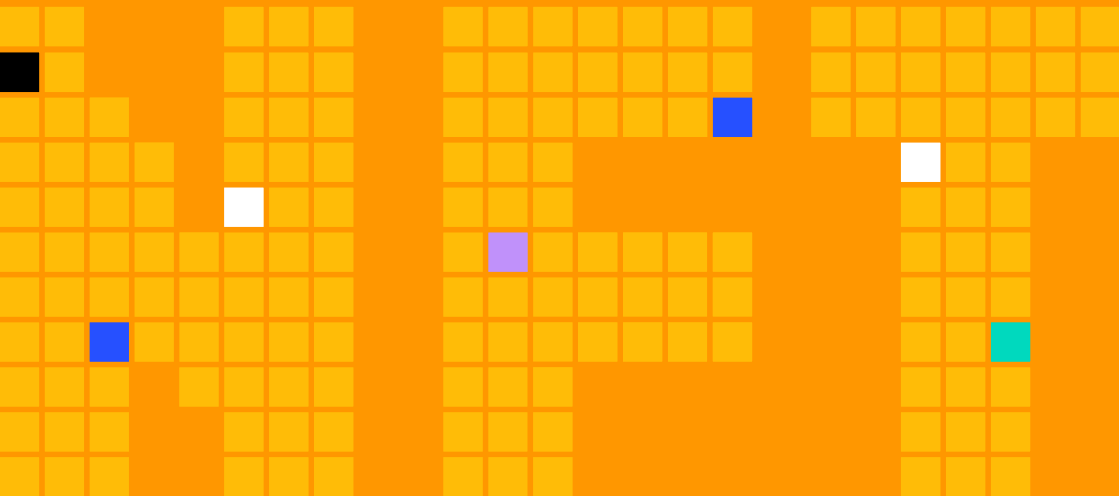


Nativex

www.nativex.com

HOW TO PROMOTE **NFT GAMES** IN SOUTHEAST ASIA



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FOREWORD

According to a new study by strategic consulting and market research firm BlueWeave Consulting, the global non-fungible token (NFT) market was \$4.36 billion in 2021 and is expected to reach a staggering \$19.57 billion between 2022 and 2028. Central and Southeast Asia accounted for 35% of the global NFT industry in the past 2021, and Southeast Asia has the highest NFT adoption rate in the world.

The high demand and adoption of NFT in Asia cannot be separated from the introduction of GameFi - a combination of game and decentralized finance that allows gamers to play games and make money at the same time. With large projects such as Axie Infinity generating millions of transactions on the Ethereum sidechain Ronin, the emergence of this type of game has made it possible to create digital gaming assets that can be traded for cryptocurrency.



Video game NFTs are ushering in a user base loyal to the play-to-earn (P2E) paradigm, meaning that games have become a way to earn an income. In Asia, where NFT games are highly popular, they were widely adopted during the pandemic as people used them as a full-time source of income. Continued innovation in blockchain technology has enhanced encryption and seamless transfers between users, further expanding the use of NFT. However, some gaming companies are steering clear of NFTs for fear of the potential risks.

With the practical experience of first-line marketing, Nativex's goal is to provide a creative marketing guide around the NFT games in Southeast Asia, bringing you analysis and insights, along with in-depth case studies.

- *Insights by TopWorks Global Creative Studio of Nativex*
- *Material reference by C.A.S - Creative Analysis System (Overseas Edition) of More Than Data Research*

PART 01

SOUTHEAST ASIA MARKET INSIGHTS



SOUTHEAST ASIA MOBILE GAME MARKET: **OPPORTUNITIES & CHALLENGES**

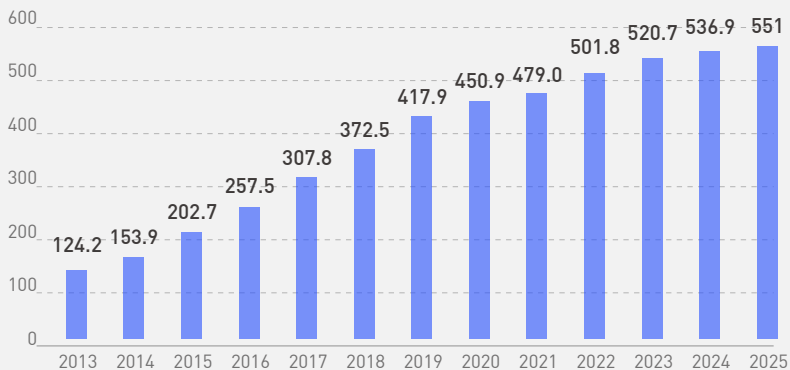
+ Huge Potential in the Mobile Game Market, the Value Behind Untapped Players

Southeast Asia has become a must-destination for global game developers, and its huge internet population has made it the "most promising market" in recent years. According to Statista, most countries in Southeast Asia ranked high in the Top 15 smartphone users in 2021, and the [internet population in Southeast Asia is expected to exceed 550 million by 2025](#).

For mobile gaming, the major markets in Southeast Asia are Indonesia, Thailand and Vietnam, which have been growing in the last two years but still lag behind the global average regarding players' willingness to pay. This is also attributed to inferior mobile devices and network technology environmental factors.

2013–2025 Growing Trend and Forecast of Internet Population in Southeast Asia

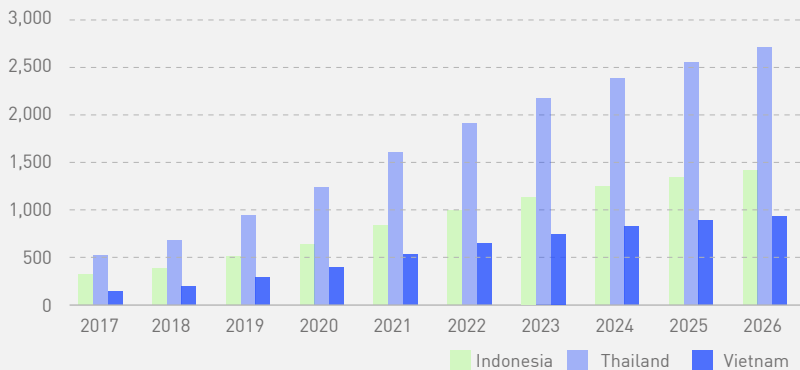
Million / USD



Source: Statista

2017–2026 Major Mobile Game Markets in Southeast Asia (by Country)

Million / US\$



Source: Statista

SOUTHEAST ASIA MOBILE GAME MARKET: **OPPORTUNITIES & CHALLENGES**

+ More Balanced Mobile Games Revenue Distribution, Top Media Coverage Brings New Opportunities

On the country distribution of Southeast Asia's mobile game industry revenue, Thailand, Indonesia and Vietnam all ranked high, with Thailand raking in the highest revenue for 2021. As for revenue composition, nearly 70% of the revenue of the Southeast Asian mobile game market still comes from in-app purchases (IAP). [With the development of in-app ads \(IAA\), Southeast Asia's casual game market is getting more attention.](#)

In addition, ["the high coverage of top media"](#) boosts the [development of casual mobile games in Southeast Asia.](#) As TikTok continues to invest in the market, TikTok has become the most important entertainment and social platform for Southeast Asians. Most countries in this region have become the top 10 countries with the most TikTok users - Indonesia has nearly 100 million users. The emergence and boom of such platforms provide an effective channel for brands and developers to reach Southeast Asian users.

MAKING THE CONNECTION: **INTERWEAVING CULTURAL DIVERSITY WITH CONTENT INNOVATION**

Southeast Asian cultural diversity is evident, covering **11** countries and **2** territories, with more than **90** ethnic groups and **16** major religions. For brands and developers, this diversity also provides creative inspiration for advertising.

11

countries

2

territories

>90

ethnic groups

16

major religions

FESTIVAL CULTURE: **FOCUS ON PUBLICITY & SEIZE CREATIVE OPPORTUNITIES**

+ Thailand: Water Festival / Songkran

The Water Festival, which marks the beginning of the Thai New Year, is meant to cleanse the body and mind, welcoming a fresh start.

This is the best time for advertisers to launch package gifts and offers, as it's a moment to celebrate and shop for the new year.

For creatives, the storyline of "Purify body and mind, make a fresh start" can be fully utilized to engage your target audience.



FESTIVAL CULTURE: FOCUS ON PUBLICITY & SEIZE CREATIVE OPPORTUNITIES

+ Indonesia: Ramadan & Hari Raya Idul Fitri

Ramadan, a time of self-reflection and celebration for Muslims. 2 billion people worldwide celebrating this festival (including 231 million in Indonesia).

Spending increases dramatically during Ramadan and Eid. It is a good promotional period for advertisers and brands.

Generally, alternative dietary e-commerce-type advertisements will be particularly high because of the special dietary requirements during Ramadan.



FESTIVAL CULTURE: FOCUS ON PUBLICITY & SEIZE CREATIVE OPPORTUNITIES

+ Vietnam: Lunar New Year

The contemporary New Year's Day in Vietnam refers to the first day of the first month of the lunar calendar, this festival lasts for 4 days.

Similar to China, Lunar New Year is the most festive holiday for all age groups in Vietnam, and the spending intensity will also increase dramatically. [Year-related promotions are ideal for this period.](#)



RELIGIOUS ETHICS: **CAREFUL COMPLIANCE & RISK AVOIDANCE**

+ Religious Culture

A variety of religious schools and branches are intertwined in various countries in Southeast Asia. The region's three major religions with the highest overall numbers are Islam, Buddhism, and Christianity. [In marketing promotion and creative production, marketers need to avoid sensitive topics related to religion to avoid unnecessary strife.](#)

Islam is the largest religion in Indonesia.

Indonesia has the largest Muslim population in the world, with 87% of the total population being Muslim. As a result, religion has become an integral part of Indonesia, and many specific social norms and codes of conduct have deep religious significance.

Buddhism is the largest religion in Vietnam.

Currently, there are more than 10 million Buddhists in Vietnam. In addition to Vietnam and Thailand, Singapore also has some Buddhist followers.

The main religion in the Philippines is Christianity, at 92% of Filipinos.

The Philippine Constitution guarantees the separation of religion from the state, and the government respects the religious beliefs of all people equally.

RELIGIOUS ETHICS: **CAREFUL COMPLIANCE & RISK AVOIDANCE**

+ Ethic Norms

Different regions of Southeast Asia have a variety of habits as well as behavioral taboos, and [creative points involving moral red lines need to be used with caution.](#)

Indonesia: The right hand comes first!

The right hand should be used as a sign of courtesy and respect when giving or receiving objects. Indonesian consumers are particularly fond of bright colors and bold, creative advertising designs.

Creative Reminders:

Avoid all kinds of behaviors of the character's left hand, and try to use the right hand for physical behaviors within the plot. Ensure the use of bold and bright colors, with green being the focus.

Thailand: Politics is a rather sensitive topic.

The Thai people respect the royal family and their elders (including parents, monks, teachers, and others). They are easily engage with positive elements and colorful imagery: elephants, peacocks, roosters, cats, lotus flowers, and more.

Creative Reminders:

Avoid politics, the royal family, Buddhism, the national flag and anthem, gambling, smoking, and drinking, as these are all sensitive topics for Thais.

Vietnam: Vietnamese people mind their oral and verbal behaviors very much.

They regard red and gold as auspicious and festive colors. They love peach blossoms and lotus flowers, which are considered to be bright, beautiful and auspicious, and dogs are a symbol of faithfulness, reliability and bravery.

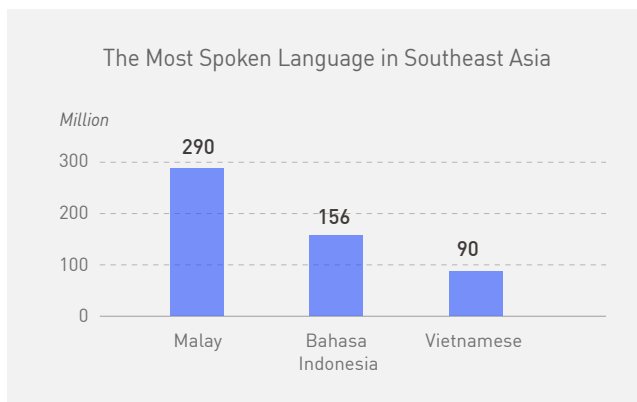
Creative Reminders:

Avoid impolite behaviors and use numbers carefully.

LANGUAGE FEATURES: MARKET POTENTIAL & EFFICIENTLY DELIVERING CONTENT

English is the second official language in most countries in the Southeast Asia region. [Malay \(290 Million\)](#), [Bahasa Indonesia \(156 Million\)](#) and [Vietnamese \(90 Million\)](#) are the top three local languages.

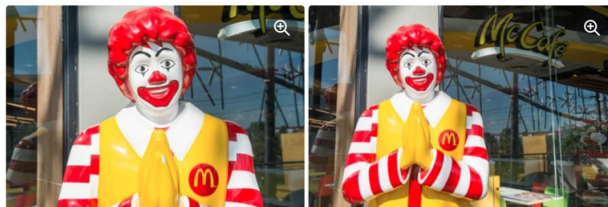
Some advertisers choose English as the primary language to save production costs and launch their advertisements more quickly in the early promotion stages. However, [when it comes to exploring the potential of a specific market, the language adopted in the creatives and videos should be their first language and follow local cultural customs.](#)



THAI HUMOR: STRONG DRAMATIC REVERSAL, AMPLIFYING VISUAL ELEMENTS

Thai advertisements are often known for their unique humorous rhythm and contrasting storylines.

More brands and advertisers are trying to apply very similar ideas to TikTok marketing to get better results. For example, using exaggerated expressions and the ebbs and flows of the storyline to "dramatize" brand advertisement will more profoundly highlight and convey the brand intent.



Such creativity meets the needs of effective marketing. Back-and-forth Thai humor can be used as the video ad's main creative element, which is suitable for local / regional promotion and conducive to the overall improvement of the video effect.



K-POP TREND: **ENTERTAINMENT CULTURE WITH A WIDE AUDIENCE & PRECISE TARGETING**

Korean culture is an important part of this Southeast Asian region. The #kpop Twitter report released by Twitter in 2020 ranked Indonesia at the top of the list for "K-pop tweets," demonstrating the country's large audience for Korean entertainment culture.

K-pop style material content is preferred for the Indonesian market. For example, Korean dramas, Korean movies, Korean music.



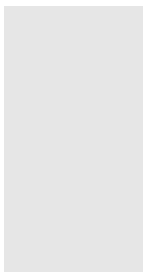
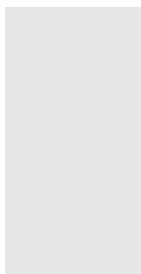
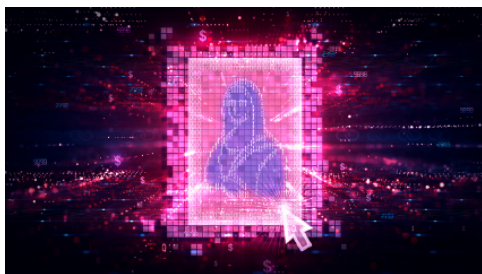
PART 02

NFT - CHALLENGES AND OPPORTUNITIES



NFT (NON-FUNGIBLE TOKEN)

NFT is a decentralized, non-replicable virtual asset token where the owner receives ownership of the asset as well as the key.



Due to its unregulated nature, NFT can easily be used by speculators to create financial bubbles.

The metaverse also uses NFT as a tool for trading virtual goods and virtual real estate.

METaverse

The metaverse, a fully operational, complete virtual world that is fully independent, highly interactive, immersive, and realistic, can be used to create games, office software, and even for shopping as well.

The metaverse contains many application possibilities. The ideal metaverse allows users to perform any experience or activity or address almost any of their needs, so ideally, the metaverse can be applied to anything.



Mark Zuckerberg renamed Facebook to Meta, preparing a digital virtual world for humanity. Meta, a purely virtual world where humans can use their Avatar digital bodies to socialize, work, consume, and play.

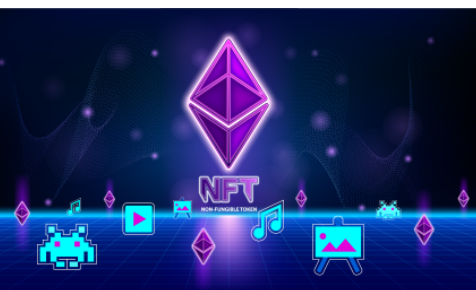


Elements such as real estate, items, and skins within the metaverse can be made into NFT virtual assets for trading.

NFT BLOCKCHAIN GAME

NFT blockchain game is to turn in-game elements or assets such as props / skills / skins / characters into the tradable virtual currency. Players have ownership of their assets and can trade them freely in a decentralized way. And while NFT games have many areas of crossover with certain metaverse games, they are not exactly the same.

Blockchain game refers to a video game that operates with blockchain technology to attract foreign investment to speculate in cryptocurrencies and virtual goods.



CHALLENGES AND OPPORTUNITIES

Opportunities:

Growing demands and strong revenue prospects

Gamers are expected to spend more than \$65 billion on in-game purchases this year, according to projections by market research company Statista.

Meanwhile, guilds boosting players in NFT games raised over \$80 million in Southeast Asia. Major companies and organizations in Southeast Asia, such as Temasek Holdings, are investing in NFT gaming companies.

Innovating the current gaming market

NFTs and blockchain games present a new avenue for developers to grow their gaming community and innovate their revenue-generation strategies. NFTs are gradually being introduced to traditional gaming ecosystems and done correctly, can be a real value-add for players, especially under the play-and-earn format.

CHALLENGES AND OPPORTUNITIES

Challenges:

Low retention rates in the play-to-earn model

The Play-To-Earn model adopted by NFT games has its own set of challenges. According to Nikkei Asia, existing play-to-earn games tend to have overly simplistic gameplay mechanics, resulting in lower retention rates. **Developers must ensure their gameplay is engaging and not solely focus on earning potential - this is where play-and-earn games tend to have an advantage.**

Policy limitations and risks

In some Southeast Asia countries, NFT marketplaces may run into issues. NFT trades commonly use crypto coins as their currency, as in a blockchain ecosystem. For Indonesia, this poses an issue, as the only currency that can be used for exchange is the Rupiah.

Although the NFT market is faltering due to the global crypto market slump, Indonesia is already home to a large blockchain community with many NFT creators and projects

PART 03

AD FORMATS: USE FORMATTING TO CAPTURE PLAYERS' ATTENTION

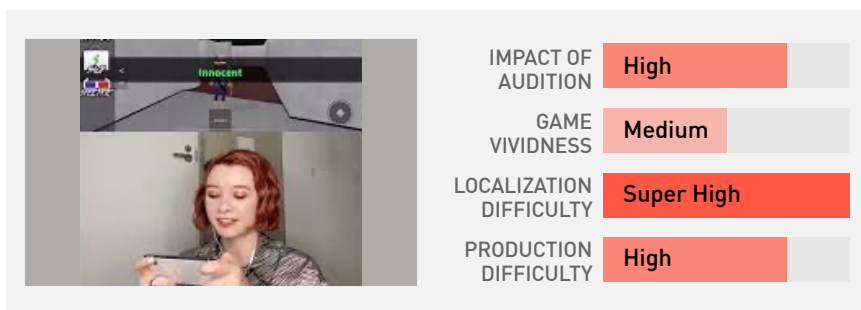


LIVE-ACTION VIDEO: A POWERFUL TOOL FOR CULTURAL EXPORTS

Live-action videos, i.e. videos made with live-action and film language.

In most occasions, live-action is combined with game recordings, UE4 videos, packaging and other kinds of content.

Blockchain games usually blur the line between real and virtual. The distinction between real and virtual characters, the change / impact the game brings to real social life, and even the revenue from NFT transactions generated by the game are the focus of the live-action creative content.



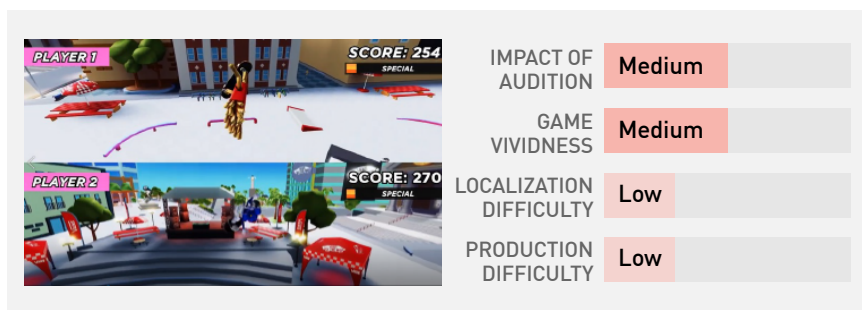
Source: C.A.S (Overseas Edition)
of More Than Data Research

2D EDITING: RESTORE THE TRUE NATURE OF A GAME

2D editing is the most original form of game presentation, which shows the game content through scene cuts and content editing.

The metaverse game usually contains a large number of sub-games, and the various forms make the game itself and the game screen have a lot of discoverable styles.

At the same time, the way blockchain game transactions bring profit to reality, such as playing to earn money and then withdrawing them from the real world, can be shown in graphics to demonstrate more details of the withdrawal.



Source: C.A.S (Overseas Edition)
of More Than Data Research

UE4 VIDEO: IMMERSIVE AUDIO VISUAL IMPACT

For 3D games, the UE4 videos can greatly demonstrate the game character / equipment / battleground and other elements. Usually, plots and actions that are difficult to perform in real life, can be realized by UE4.

For Roblox or other 3D metaverse games containing virtual assets, the game model itself is not complex, and the cost of producing plot-type videos is lower than for traditional 3D games.

Therefore, advertisers can invest more in the plot and styles of UE4 video, and polish the overall audio-visual language of the video.

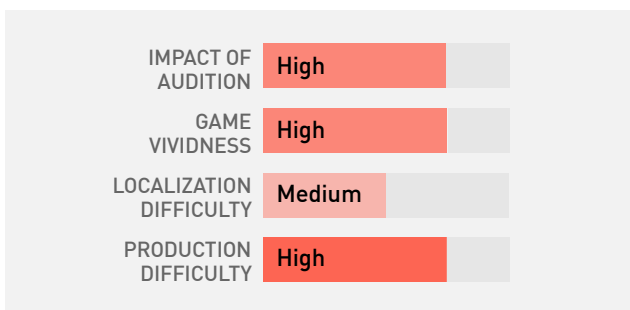


Source: C.A.S (Overseas Edition)
of More Than Data Research

PLAYABLE ADS: SIMULATE REAL GAMES

The playable ad, also named interactive ad, can respond according to the user's click-and-drag action. This creative type includes 2D and 3D formats.

Playable ads can show the high interactivity of NFT games, the process of progression and wealth accumulation in the game. Also, metaverse games can use this ad type to show how the game functions in a virtual world and how users can interact with the new world.



PART 04

CREATIVITY IN MARKET: POPULAR CREATIVES & MARKET TRENDS



TRENDING TOPICS

Create videos through various **trending topics on social media** such as TikTok, Facebook and YouTube. Including but not limited to trending video parodies, music clips, dance parodies, dialogue parodies, game stems and meme re-creation, etc.

Creative Tips:

As blockchain game is a new concept, the genre has a lot to learn and should collaborate with the novel ideas brought by younger generations and the aesthetics of the internet crowd.



Source: C.A.S (Overseas Edition) of More Than Data Research

Trendy content:

Trending music:

Jiggle Jiggle, Carrying your love

Game culture:

Me IRL vs Me in-game,
Friendship starts from game

Video topics:

Helpless face, jumping up and transforming

DECONSTRUCTING MEDIA

Deconstruct and reconstruct game content through collaboration and arrangement of different media types.

The audiovisual language of comics, movies, TV series, shows and other media can be used to present the characters / battles / scenes and other elements of the game itself.

Creative Tips:

As many metaverse games contain a large number of sub-games, a wide variety of games can be used to develop ideas and create new media formats through their own characteristics.

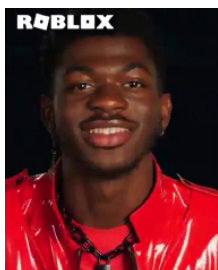


Source: C.A.S (Overseas Edition)
of More Than Data Research

When choosing a media format, pay attention to **how well this media content is integrated into the local culture** of Southeast Asia, such as Korean dramas or horror movies, and the overall video performance greatly depends on the popularity of this media type in the local market.

KOL COOPERATION

Work with video influencers / KOLs on social media to create promotional videos for the game, which can adopt the form of oral narration, episodes, green screens, etc.



Source: C.A.S (Overseas Edition) of More Than Data Research

Creative Tips:

Blockchain game now is a pioneer and many influencers who chasing the trend are very actively seeking opportunities to work with companies that provide blockchain products.

Opinion leaders interact more with their audience than traditional celebrity endorsers, who may introduce new products in a more neutral capacity. As a result, the collaboration between opinion leaders and advertisers has increased sharply.

Southeast Asian game influencers who have been involved in blockchain games:



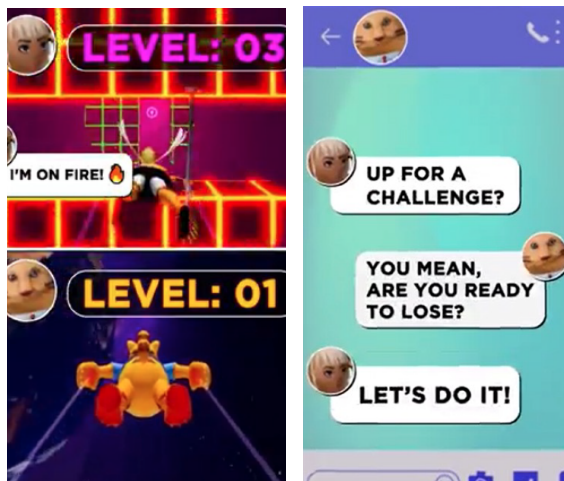
SOCIAL LIFE

By integrating real people's social life elements into the game, the game is used as a social medium.

Usually, video, audio, text messages, emotional entanglement and other social elements can be shown in the game.

Creative Tips:

As there are a variety of social attributes found in metaverse games, it pays to employ social media to generate buzz for game promotion.



Source: C.A.S (Overseas Edition) of More Than Data Research

MULTI-GAME CREATIVES

Through sophisticated video editing and packaging, we use audio-visual language to bring together particular elements of each game.

Unlike traditional cut scenes, what will be shown are not only scenes or characters but multiple game genres, to demonstrate the large magnitude and diversity of games.

Creative Tips:

Generally, this form is widely adopted by game platforms (e.g., Steam, TapTap) to create promotional videos, while also suitable for metaverse games that own virtual worlds with many subgames, where users can even create their own games.



*Source: C.A.S (Overseas Edition)
of More Than Data Research*

GAMEPLAY SIMULATION

Adopt more immersive elements to display and understand gameplay such as a first or second-person point of view.

Creative Tips:

Because blockchain games are a hot topic on social media, utilizing influencers or celebrities to share their experiences and live-action gameplay will increase engagement.



Source: C.A.S (Overseas Edition) of More Than Data Research

PART 05

GLOBAL CREATIVE SOLUTIONS FOR REAL GROWTH



ABOUT NATIVEX



A Mobvista Company

Global Digital Marketing Expert

Nativex is a leading digital marketing agency, helping brands and apps boost their cross-regional growth through a suite of **automated user acquisition tools**, **influencer marketing services**, and **creative customization capabilities**.

950+

Daily Devices Reached

3000+

Clients Worldwide

200+

Countries & Regions

17

Offices Globally

Providing Growth Solutions Across the Entire Customer Journey

Optimize Your Global Growth

REACH



CONVERSION



BRANDING

Media + Content + Operation = Linking Users Around The World

Nativex Growth Solutions

Media Buying

Cross-channel Advertising Tool XMP®

Localized Creatives powered by TopWorks Creative Studios

Social Media Account Management

Global Influencer Marketing

TOPWORKS GLOBAL CREATIVE NETWORK

IMPACTFUL GROWTH, CREATIVE EXCELLENCE

Creative Capabilities	
Live-action	CG
TVC	AE
UE4	Playable ads

<p>200+ Creative Execution Teams</p>	<p>30+ Countries and Regions Covered</p>	<p>90%+ Repurchase Rate</p>
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TVC



Live-action



AE



UE4



MEDIA BUYING

PREMIUM

GLOBAL INVENTORY

Global Top Media

 **TikTok for Business** Advanced Marketing Partner of the Year
 Excellence Award as a Global Agency Partner
 Official TikTok Marketing Partner

 **Kwai for Business** Official Kwai for Business Marketing Partner

Official Marketing Partner










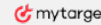
















Closed Ecosystem Media

















































Programmatic Platforms

CONCLUSION

In general, NFTs still have a long way to go before they are accepted as a driving force in the gaming ecosystem.



DOs

From a creative advertising perspective, advertisers should closely follow social trends and how they interact with the metaverse and NFTs.

- 1. Utilize various game elements** (gameplay, function, theme, strategy) to create a more attractive storyline and advertising content.
- 2. Utilize the needs in actual lives.** Integrating concepts of the metaverse and virtual assets into daily life demonstrates how you can benefit from NFTs and their influence. In this way, you'll be better equipped to engage with your target audiences.



DON'Ts

Remember not to involve sensitive elements such as religion, cultural taboos, moral taboos, pornography, politics, etc.

In regions of the world where government power is strong, it is important to heed regulations as well as the concepts stemming from decentralization.

Nativex

www.nativex.com



CONTACT US

Email: sales@global.nativex.com