scenario

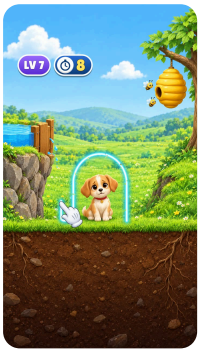
SCENARIO EXPLORATION · HOW-TO GUIDE

Make mobile game ads with Scenario and your AI agent

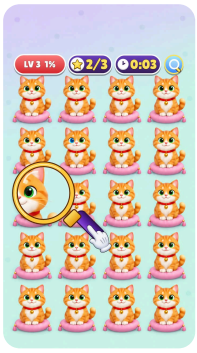
A **UA ad** (user acquisition) is the short video a mobile game runs on TikTok, Reels, Shorts or ad networks to win new players. With the **scenario-game-ua-ads** skill, your agent makes one on Scenario through the Scenario MCP: you send one brief, and you get back the finished ad.



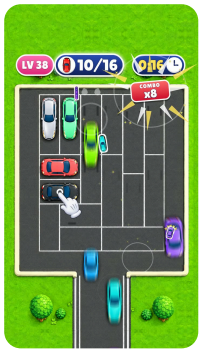
Gold Rush Rescue
pin-pull rescue



Doodle Guard
draw to protect



Odd Cat Out
find the odd one



Jam Breaker
parking jam escape



Dino Dig
excavation reveal



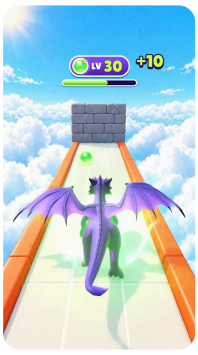
Gem Cascade
match-3 cascade



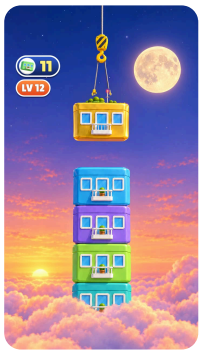
Cozy Bean Cafe
idle tycoon makeover



Gulp City
swallow and grow



Evolve Rush
evolution runner



Sky Stacker
timing tower



Bounce Blaster
ricochet puzzle

11

example ads made with the skill, each from a one-line concept. **15 s, 9:16, with sound.** One frame from each.

WHAT YOU NEED

1 A Scenario account

Sign up at app.scenario.com. The agent generates and assembles every part of the ad there, on your account.

2 An AI agent that supports skills

Claude Code, Cursor, Codex, Copilot and more than 70 other agents load skills in the open Agent Skills format.

3 The Scenario MCP, connected

Add https://mcp.scenario.com/mcp to your agent and sign in with your Scenario account, or use an API key. In Claude Code:

```
claude mcp add --transport http scenario
https://mcp.scenario.com/mcp
```

4 The skill

Install it with one command, or download the ZIP from the exploration page and unzip it into your agent's skills folder.

```
npx skills add scenario-labs/skills --skill
scenario-game-ua-ads
```

On your machine: Python 3 with Pillow and numpy, and ffmpeg, for the skill's six scripts: the agent runs them locally to render the hand and counters, plan the sound mix, check each take and the master, and upload files. **Other Scenario skills:** for images, video, text overlays, assembly and audio, the skill calls on sibling skills. When one is missing, the agent loads it through the Scenario MCP or asks you to install it.

BRIEF YOUR AGENT, THEN LET IT RUN

One brief, then eight stages

The skill asks for everything in one round, then runs to the finished ad without stopping. Put all five items in your first message.

WHAT TO GIVE

1. **The concept and the game name**
   The core loop in one line, or one of the skill's 16 concepts. Without a name, the agent invents one.
2. **The platform and placement**
   TikTok, Reels, Stories, Shorts, a feed or an ad network. It sets the ratio, safe zones, length and sound.
3. **The exact length in seconds**
   From 6 to 30 s. Without one, the agent makes 15 s, plus a 30 s cut for ad networks.
4. **Your game's own material, optional**
   Screenshots, a screen recording, characters, the app icon, logo or UI kit. With it, the ad looks and plays like your game.
5. **The palette and a spend ceiling**
   The colors to keep, and the most credits the agent may use.

EXAMPLE BRIEF, READY TO COPY

Use the scenario-game-ua-ads skill to make a 15 s TikTok In-Feed ad, 9:16, for my mobile puzzle game Gold Rush Rescue. Concept: a pin-pull rescue. Golden pins hold water and gold above a lava pit, a miner is locked in a cell beside it, and an empty cart waits at the exit. Pulled in the right order, the water sets the lava into stone, the gold slides into the cart and the miner runs free. Open on the wrong pull as a fail tease, with the hook WATER OR GOLD? I have no game material: invent the board. Palette: warm gold and lava orange in a mine cave. Spend ceiling: [your credit limit].

With your own game: attach your screenshots, a screen recording, your characters and your icon, and replace “invent the board” with “build the boards from my screenshots, keep my characters on-model, and put my icon on the end card”. The end card is the closing shot: the icon, the game name and the call to action.

WHAT THE AGENT DOES: EIGHT STAGES, TWO OF THEM CHECKS

01 Plan
Ratio, safe zones and a second-by-second timeline.
Out: the timeline

02 Board
One text-free still per game state, at the delivery ratio.
Out: board stills

03 Clips
Final-quality takes animated from the stills, or cuts of your footage.
Out: takes

04 Logic CHECK
Per take: a timing sheet, a crop sheet per action (full-size crops, tiled), end frames, a motion check.
Out: takes that hold

05 UI
Hook, HUD (level badge, counters, timer), hand, bursts, end card. Models never draw text.
Out: overlays and tracks

06 Assemble
One timeline at the exact length and canvas, in a picture pass.
Out: a silent master

07 Sound
A hit on every visible event, over a separate music bed, in a sound pass.
Out: the master with sound

08 Check CHECK
Probe, loudness, a 2 fps frame sheet, then the reject list.
Out: the finished ad

Length: where the seconds go

LENGTH	SETUP OR FAIL	PAYOFF	END CARD
6 s	none, hook over payoff	4.5 s	1.5 s
10 s	3.5 s	4.5 s	2 s
15 s	5 s	6 s	4 s
20 s	5 s	6 s + 5 s escalation	4 s
30 s	two rounds of fail and win, or three escalations		4 s

From your footage, the beats are the footage's own moments, the biggest one last.

What you get back

The finished ad: one video at the exact length and canvas (1080x1920 for 9:16, 1080x1350 for 4:5, 1080x1080 for 1:1, 1920x1080 for 16:9), at final render quality.

Sound for the feed: –16 to –14 LUFS, peaks at –1 dBTP or lower.

Checked first: canvas, length and loudness probed, frames read against the reject list.

Several placements: one board per ratio and one assembly each, from the same plan.

The call to action: a label on social feeds, which ban fake buttons; a button only on clickable ad-network end cards.

ONE AD, STEP BY STEP

Gold Rush Rescue, from brief to master

The ad the example brief on page 2 describes: 15 s for TikTok, 9:16, a pin-pull rescue with no game material, built in chained stages. Every image below comes from its production.

01 Plan 1080x1920, the HUD from y 280, every key action in the safe middle band, second by second.

0 to 5 s · Setup with a fail tease | **5 to 11.2 s · Payoff** | **11.2 to 15 s · End card**

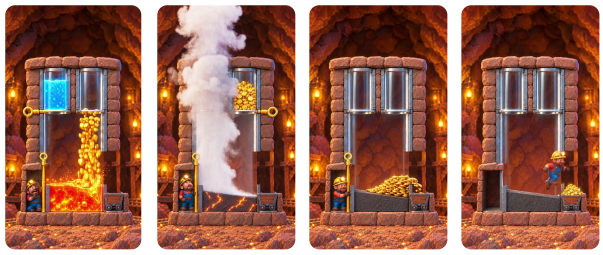
0.3 s	2.5 s	3.3 s	4.5 s	5.8 s	8.3 s	10.1 s
wrong pull	FAIL	rewind	steam, stone	gold pin	cell pin	RESCUED!

02 Board One text-free still per game state, each edited from the last.



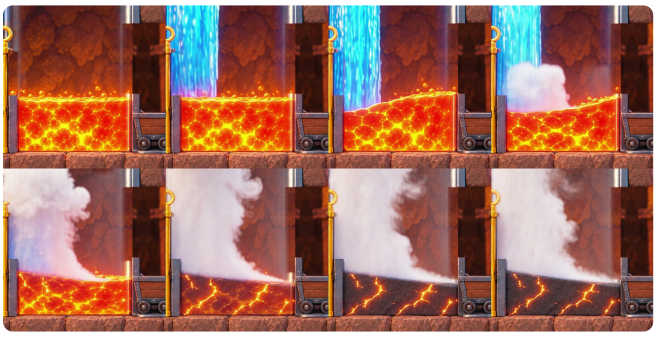
Start a locked miner
Fail end gold melted
Stone lava set by water
Gold in the cart
Miner in the cart

03 Clips One take per pin, from one state to the next.



Wrong pull start to fail
Water pin start to stone
Gold pin stone to gold
Cell pin gold to miner

04 Logic CHECK



The water take as a crop sheet: eight full-size crops over 1.4 s as the water hits the lava. In one look, the water falls straight down its shaft, the lava sets into stone, and the pin and the cart stay put. A fault here means a retake or a clean patch.

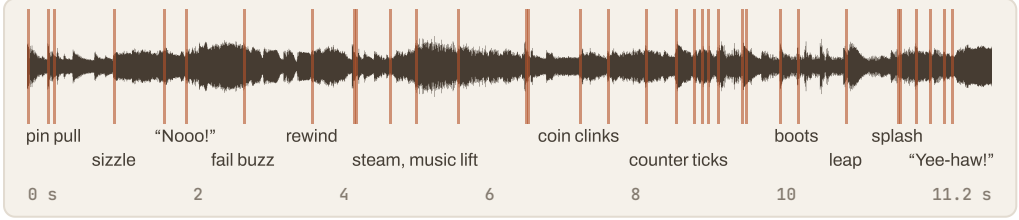
05 UI



Takes only at 0.25 s
With the UI hook, HUD, hand

06 Assemble 07 Sound

The picture pass lays the takes and the UI into a silent master. The sound pass puts 45 audio layers under it: a hit on every visible event, on its frame and louder than the music bed, whose lift lands on the steam.



The finished mix up to the end card, one line per hit.

> **From 11.2 s, the end card.** The skill designs it per game: its own level-complete screen, a cliffhanger, or the hero carrying the call to action, with words from the game such as **FREE HIM NEXT**.

08 Check CHECK

Probe: 1080x1920, 30 fps, 15.0 s

Levels: –16.0 LUFS, peak –1.1 dBTP

Logic: a crop sheet per action

Frames: a 2 fps sheet, the reject list

The finished ad



The payoff: the miner lands in the gold cart. RESCUED!, three stars, the counter at 2,400.

MAKE THEM WANT TO PLAY

The test: “I really want to try this game”

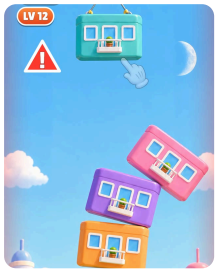
A board that changes correctly sells nothing. Every beat must make a stranger who has never heard of the game want to play it. The skill plans each concept around a fantasy (power, cleverness, order, growth or rescue) and holds every beat to six rules. Use them to review what your agent returns.



Dino Dig, 1.4 s

01 The input reads in 2 seconds.

The hand and the piece move together, and the game answers at once.



Sky Stacker, 5.7 s

02 Every input gets a reaction.

Anticipation, contact, reaction. A module lands off-center, the tower sways, the next drop saves it.



Gulp City, 1.7 s

03 Show a limit, then beat it.

The taxi rattles across the rim: too big. Eat small things, grow, come back, and it drops in.



Bounce Blaster, 1.5 s

04 The hero object reads on a phone.

What the fantasy rides on (a ball, a car, the hole) is about 4% of the frame width or more, with a trail when it moves fast.



Gem Cascade, 7.3 s

05 Escalate to the biggest moment.

Each beat bigger than the last, a near-fail, then the move nobody expected, near the end of play.



Gold Rush Rescue, 4.7 s

06 The game logic holds.

Players spot a cheat at once. One visible move per path, straight drops, nothing through a closed pin.

Check the logic on crop sheets

Video models ignore barriers: water and coins can flow through a closed pin. Before assembly, the agent runs `check_take.py` on every take, never frame by frame:

`sheet`: the whole take as one contact sheet, for timing.

`action`: a crop sheet per action, full-size crops around the contact (page 3).

`ends`: the first and last frames, to count pieces.

`motion`: flags anything moving outside the boxes allowed to move.

A fault means a retake, a move built as layers from the still, or a clean patch. Ask your agent for the crop sheets to see what it checked.

From the reject list

Before it delivers, the agent rejects any ad with:

- × a board that changes with no readable input, or an input with no satisfying reaction;
- × anything passing a closed pin, gate, wall, glass or floor;
- × anything moving that the beat does not move, such as a crowd in unison;
- × a count that contradicts the screen, or a win that leaves a piece on the board;
- × UI outside the safe zone, or HUD digits under 72 px on a 1080 wide frame;
- × an event with no hit, or a hit more than 0.1 s off its frame;
- × an end card another game could carry.

Five concepts to try

The skill holds 16 concept beat sheets; 11 became the example ads. Name one of these in your brief:

Number gates. A finger picks the better gate, and the crowd multiplies into a flood that overruns the castle.

Satisfying sort. Items wobble on a slot's edge and click in; one jams, turns, then drops.

Legendary pull. The one glowing card cracks twice, shatters, and the hero lands with a shockwave.

Crisis to restore. A family in a storm: drag two matching items together, and the room repairs.

Only 1% can solve. One piece jams in the wrong state, then slides and locks in the right one.

Models used for the examples

Board stills, game states, icons	`GPT Image 2.5 Flare`	Voice reactions	`ElevenLabs TTS v4`
Takes from a first frame	`Minimax H3`	Sound effects and animal sounds	`ElevenLabs Sound Effects v3`
Takes pinned on first and last frame	`Seedance 2.5`	Music beds	`ElevenLabs Music v2.5`
Picture, sound and loudness passes	`Scenario compose-video`	Effects bed, Evolve Rush only	`Kling video-to-audio`

The skill names none of these: at each stage, the agent asks the Scenario MCP for the best current model.