

Analysing advertisements

<https://youtu.be/YESNObZJTgQ>

as we can see with this ad its showing us the gameplay of the game they want to showcase along with some animation of the game in order to add a little style to the ad, by the looks of it the demographic for the game would be towards older people such as teenagers and above as the game looks quite complex. This game would also help inspire people about space as they count it as a 1 on 1 replica of our galaxy, this game could be towards both casual gamers and competitive gamers as it has a combination of both relaxing and hectic gameplay as the ad shows massive space battles

<https://youtu.be/r5JlBaasuE8>

As this ad shows this game is a pirate game in which you sail around the seas to island to collect items such as chests in which you can then sell and then buy the game cosmetics such as clothing or different ship parts the game also shows that It has ai enemies such as skeletons or a boss such as the kraken that appears around the end of the ad this game would be more catered towards teenagers and above as it has violence in it, it shows that it is both a peaceful and hectic game with some good visuals as all that is shown is gameplay

If I was to make an ad it would be centred towards a game with a 2d pixel art style with some animation to make the ad have more style and catch more views but it will also have gameplay so you can show the viewers what the game is actually like