Baba Casino
BABA CASINO
START SPINNING.
Creator Brief
9:16 Video Challenge
777 BURNING HOT
BAR
FUN PLAY
SOCIAL CASINO
NO PURCHASE NECESSARY
SC

02 THE BRAND

BABA CASINO

Baba Casino is a free-to-play social casino experience built for U.S. adults who love slots, casino-style games, bonuses and the thrill of spinning.

Players can enjoy Vegas-style slot games, play with Gold Coins (GC), collect Sweeps Coins (SC), explore exciting bonuses, and discover a fun world of social casino entertainment.

Fun	Fast	Colorful	Rewarding	Easy to start	Real Prizes

Show Baba Casino as an exciting slot destination.

BABA CASINO

The Challenge

Create a video that makes people want to play now.

Your mission is to create a short vertical video for Baba Casino.

The video should speak to adult American slot fans and make Baba Casino feel like the next fun social casino experience to try.

The creative should be simple, clear and performance-driven.

Show the slots. Show the play. Show the excitement.

BABA CASINO

THE CORE MESSAGE

Free-to-play slot fun, right from your screen.

Vegas-style slot excitement without leaving the couch.

KEY MESSAGES TO COMMUNICATE

1. Free-to-play social casino
2. Slot machine excitement
3. Welcome Bonus: 500,000 Gold Coins + 2 Sweeps Coins
4. Daily bonuses and rewards
5. Gold Coins (GC) + Sweeps Coins (SC)
6. Real Prizes
7. Fast sign-up / easy to start
8. 21+ only

The viewer should understand within 3 seconds:
This is a fun, free-to-play social casino experience for adults who love slots and real prizes.

BABA CASINO

WHAT GREAT LOOKS LIKE

What a winning video should do

SOCIAL CASINO
21+ IN THE U.S.

1

Strong hook in the first 3 seconds

Stop the scroll with a slot spin, bonus reveal, coin burst, or bold opening question.

2

Obvious slot-machine visual

The viewer should instantly see reels, spins, SC chips, GC coins, and mobile or web gameplay.

3

Simple direct-response structure

This should feel like an ad that gets clicks — not a complicated story.

4

Clear product payoff

Show what Baba Casino is, how it looks, why it's fun, and what the viewer can do next.

5

Adult American tone

Speak to 21+ U.S. slot fans. Fun, casual, exciting, simple.

6

Compliance-safe excitement

Make it feel exciting without guaranteed outcomes, gambling language, or misleading prize claims.

The video does not need to look expensive.
It needs to be clear, exciting and impossible to miss.

BABA CASINO

CREATIVE TERRITORIES

Use these as sparks — not scripts.

Creative freedom is encouraged. You can follow one direction, combine a few, or create a completely different idea — as long as the video stays true to the product, the audience and the requirements.

1 The Big Spin

Open directly on a slot machine spin. Reels moving, lights flashing, chips and coins flying.

2 Welcome Bonus Hook

Lead with the offer:
500,000 Gold Coins + 2 Sweeps Coins.

3 Boreboom to Casino Night

Someone is bored at home.
They open Baba Casino.
The screen comes alive.

4 Daily Bonus Moment

Open the site, claim a daily bonus, start playing.

5 Vegas From Your Couch

Bring casino-night energy into a living room.

6 Slot Machine ASMR

Buttons tapping, reels spinning, coins dropping, pure slot energy.

7 UGC Creator Review

A creator explains why Baba Casino is fun and easy to start.

8 Real Prizes Angle

Focus on the excitement of SC play leading to real prizes, without promising outcomes.

Use these ideas as inspiration. Mix, match, or build something entirely new.

BABA CASINO

MUST-HAVE MOMENTS

YOUR VIDEO SHOULD INCLUDE AT LEAST SEVERAL OF THESE KEY MOMENTS:

1. Baba Casino logo or name

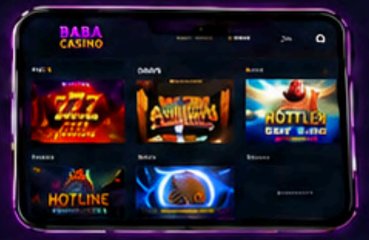
BABA CASINO

2. Slot machine gameplay

3. Reels spinning

4. Gold Coins (GC) and Sweeps Coins (SC)

5. Mobile or web screen



6. Welcome Bonus: 500,000 Gold Coins + 2 Sweeps Coins

7. Real Prizes

8. Clear CTA: Sign up / Join now / Start playing

JOIN NOW

9. Mandatory disclaimer footer

NO PURCHASE NECESSARY.
Void where prohibited by law.
21+ or the legal age.
Terms apply.

THE VIEWER SHOULD CLEARLY UNDERSTAND WHAT BABA CASINO IS, WHY IT'S EXCITING, AND WHAT TO DO NEXT.

BABA CASINO REQUIREMENTS + TONE & TERMINOLOGY

REQUIREMENTS

- **Format:** 9:16 vertical
- **Length:** up to 45 seconds
- **Quality:** 1080p minimum
- **Language:** English only
- **Audience:** U.S. adults, 21+
- **Style:** fast, clear, colorful, slot-focused, performance-driven
- **Product:** Must show or clearly represent Baba Casino gameplay
- **Must show:** slot reels, spins, GC coins, SC chips, rewards or bonus-style moments
- **Bonus:** If mentioning the welcome offer, use exactly: 500,000 Gold Coins + 2 sweeps Coins
- **CTA:** Sign up / Join now / Start playing
- **Disclaimer:** Mandatory on all final creator submissions

TONE & TERMINOLOGY

✓ **Use:** Social Casino	✗ **Never use:** Gambling
✓ **Use:** Redeem	✗ **Never use:** Cash Out
✓ **Use:** Purchase	✗ **Never use:** Deposit
✓ **Use:** Store	✗ **Never use:** Cashier
✓ **Use:** Sweeps Coins (SC)	✗ **Never use:** Real Money

- ✗ **Never use a** $ sign with SC
- ✓ **Correct:** SC2 or 2 Sweeps Coins

✓ **Use:** Play	✗ **Never use:** Bet

- ✗ **Do not say:** Dollars, Cash, or Win Money
- ✓ **Only use:** Sweeps Coins (SC) and Gold Coins (GC)

Keep the excitement high — but the language clean, safe and accurate. Mandatory disclaimer on every final submission.

CREATIVE COMPLIANCE ESSENTIALS

USE THE CORRECT ASSETS AND MANDATORY FOOTER ON EVERY FINAL SUBMISSION

1 ALLOWED

SC CHIPS MUST BE
GREEN AND WHITE ONLY

GOLD COINS MUST BE
SMOOTH/PLAIN
WITH NO SYMBOL

2 NOT ALLOWED

DO NOT USE
OFF-BRAND
SC CHIP STYLING

GOLD COINS
MUST HAVE
NO SYMBOL

3 MUST ADD

MANDATORY DISCLAIMER FOOTER
ON EVERY FINAL CREATOR SUBMISSION

BABA CASINO

NO PURCHASE NECESSARY.
VOID WHERE PROHIBITED BY LAW.
MUST BE 21 YEARS OR OLDER.
TERMS AND CONDITIONS APPLY.

21+ FOOTER DISCLAIMER MUST APPEAR
THROUGHOUT THE ENTIRE VIDEO

21+ REMEMBER: 21+ MUST ALWAYS BE REFLECTED IN THE DISCLAIMER/FOOTER AREA.

BABA CASINO

BRAND LINKS + FINAL NOTE

BRAND LINKS

- **Website:** BabaCasino.com
- **Sign-up:** play.babacasino.com
- **Brand assets:** Use only the files provided in this challenge.

★ MAKE THEM WANT TO PLAY.

- Create something simple, exciting and instantly clear.
- The winning video should feel like a slot machine ad that stops the scroll, shows the fun, highlights the welcome bonus, and introduces the path to real prizes — without promising outcomes.
- Mandatory disclaimer footer on every final creator submission.

BABA CASINO — START PLAYING.