

EVERYONE KNOWS THIS GAME. NOBODY PLAYS IT LIKE THIS.

Make a vertical ad for America's #1 Solitaire game — where five minutes of skill can win real cash.

9:16

30–45 SECONDS

ENGLISH

\$10,000

PRIZE POOL

50 PAID WINNERS • \$6,000 CASH + \$4,000 CREDITS

PRESENTED BY ADARENA

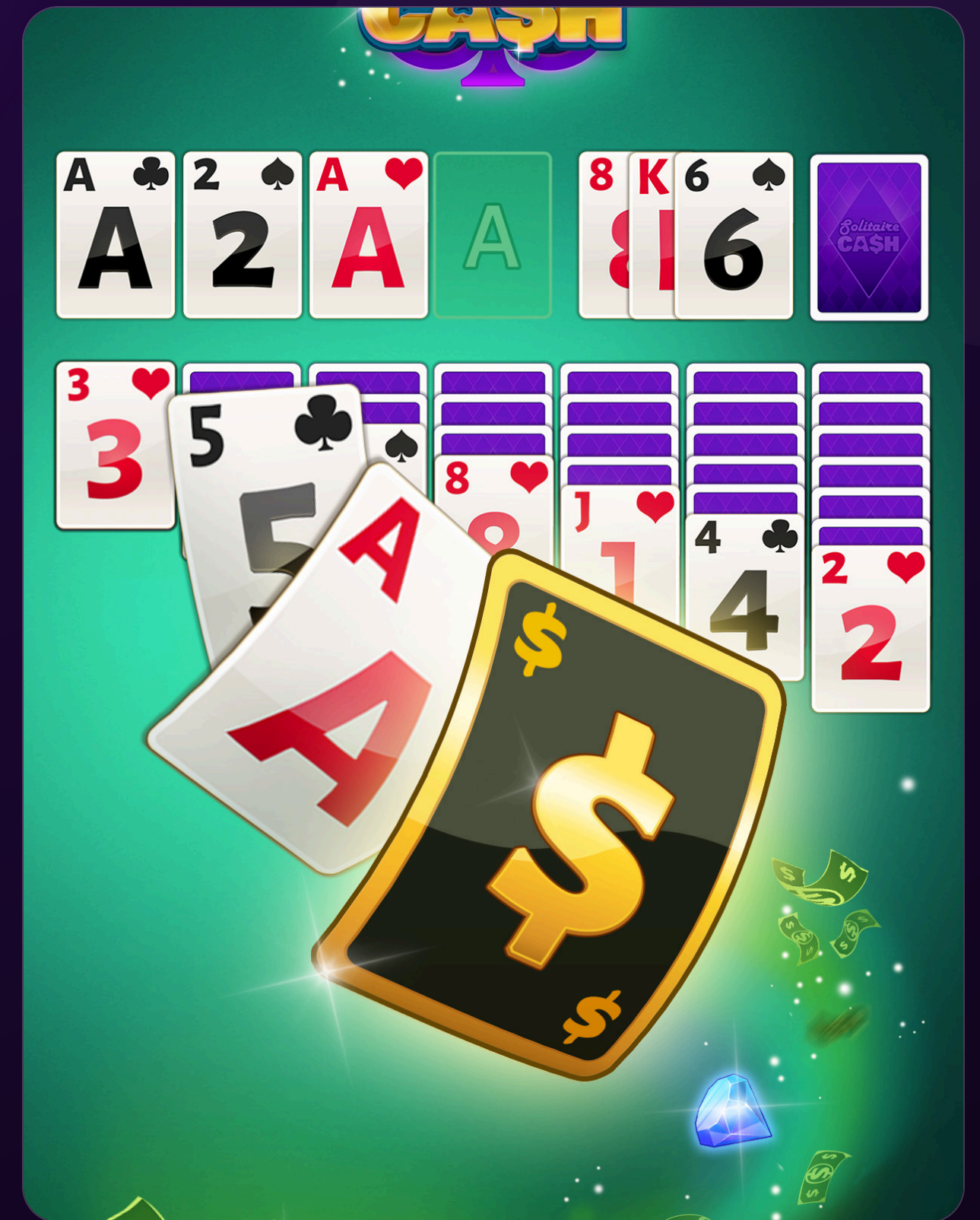


A THOUSAND GAMES. NOTHING TO SHOW FOR IT.

America's #1 Solitaire game. In line. On the couch. Waiting for coffee. Billions of hands a day.

And when the last card lands, nothing happens. The deck reshuffles. You play again.

Solitaire Cash changes one thing: what happens when the last card lands.



Classic Klondike Solitaire — except every game is a **five-minute tournament** against real players, and the top scores can win real cash.

- ♣ **Everyone gets the same deck.** The better player wins — it comes down to how well you read the board.
- ♥ **Five minutes a game.** You're matched against players at a similar skill level.
- ♦ **Withdraw through PayPal or Apple Pay.** No ads interrupting play.

FAMILIAR

FAST

COMPETITIVE

SKILL-LED

4.6★

APP STORE RATING

570K+

RATINGS

#3

US CARD GAMES

21+

US ADULTS ONLY



GET IT RIGHT, **FRAME BY FRAME.**

1 SAME DECK, SAME CLOCK



You are matched against players at a **similar skill level** — then everyone gets the **identical deck**.

2 FIVE MINUTES OF SKILL



Five minutes on the clock. The score comes down to **the moves you make** — nothing else.

3 TOP SCORES WIN REAL CASH



Prizes go to the **highest scores**, not to everyone. Winnings can be cashed out through PayPal or Apple Pay.

KEEP IT BELIEVABLE

You don't need literal screen recordings — but the numbers on screen have to be ones the game could actually produce.

SAME FIVE MINUTES. NEW REASON TO PLAY.

01

Show the game they
recognise

02

Show the prize on the line

03

Show what a good player
can win

***Don't sell an app. Sell the five minutes they were going to
spend anyway.***



The Solitaire you already know — **now a tournament where the better player wins cash.**

Same game. Same deck. Five minutes on the clock.

01

Classic Klondike. The Solitaire they already know.

02

5-minute tournaments against real players.

03

Same deck for all. The better player wins.

04

Matched against a similar skill level.

05

Cash out via PayPal or Apple Pay.

**WITHIN 3 SECONDS
THE VIEWER
UNDERSTANDS**

This is real Solitaire — and the best players win real cash.



WAYS IN

SEVEN DOORS. OR BUILD AN EIGHTH.

Every frame below is a real Solitaire Cash ad that has been running live for months.



SKILL → CASH

Open on a hand played well. Cut to the payout. The skill they already have, finally worth something.

Their longest-running ad — live for eight months.



GOOD-OLD, BRAND-NEW

The Solitaire everyone recognises — with one thing added: a prize for the top score.

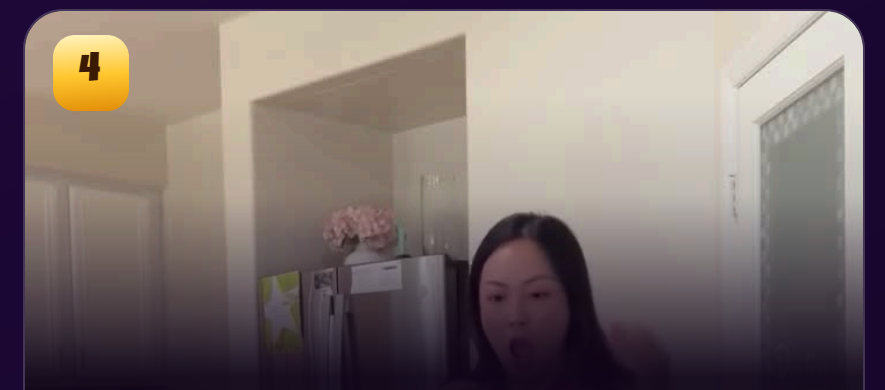
Nostalgia buys attention. The twist earns the tap.



THE COFFEE BREAK

An ordinary five-minute pause. Same pause — different ending.

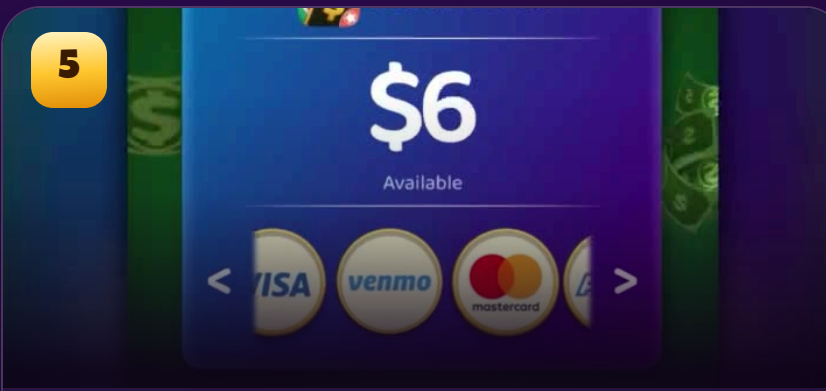
Sells the moment, not the app. Their widest-reach concept.



THE REAL PERSON

One person, one phone, one honest reaction. Kitchen, couch, car — no set.

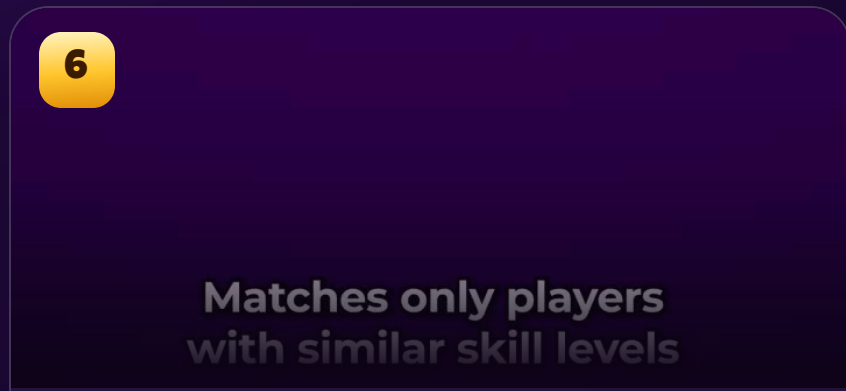
In this category, UGC beats polish almost every time.



THE WITHDRAWAL

Don't talk about the prize. Show the real screen where it lands.

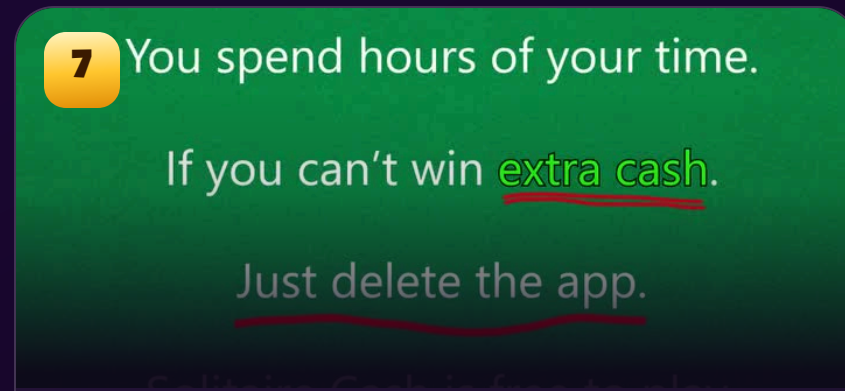
The strongest proof moment the brand owns.



FAIR FIGHT

Same deck. A similar skill level. Five minutes. Who plays it better?

Answers the fairness question before it gets asked.



TALK STRAIGHT TO ME

No actors. Text on screen, one honest argument, start to finish.

Cheapest to make. Hardest to scroll past.



A FORMAT WE HAVEN'T NAMED

Seven doors above. Build an eighth. If it stops the scroll and every claim holds up — it can win.

The breakout winner usually comes from here.

Sparks, not scripts. Follow one, combine three, or ignore all eight — as long as it serves the game, the audience and the rules.

WE JUDGE WHAT **ACTUALLY MOVES THE NUMBER.**

30%

HOOK

87% of viewers decide inside three seconds. If the first frame doesn't earn the second, nothing else counts.

25%

PRODUCT TRUTH

Numbers and claims that hold up. Stylise it however you like — just never show an amount or a result the game could not actually produce.

20%

MESSAGE CLARITY

Solitaire, a five-minute tournament, a prize for the best score. A viewer who has to guess is a viewer you lost.

15%

STORY & PACING

Every second earns the next one. Build, escalate, land it.

10%

CRAFT & AUDIO

Clean edit, readable text, sound that feels intentional. It doesn't need a budget — it needs care.

THE BAR

Would Papaya run this on Meta tomorrow — without a single edit?

WHO GETS REWARDED

50 creators rewarded. Recent AdArena challenges drew 60–200 entries.

SHOW THIS. NEVER THAT.

✓ **MUST SHOW**

- ✓ The **Solitaire Cash logo** or app icon, legible at least once
- ✓ A clear **call to action** — download and play
- ✓ The **disclaimers** over the end card, held a full **3 seconds**
- ✓ **Everyone on screen must be 21 or older** — including anyone in the background
- ✓ Frame a win as a **small, everyday treat** — a night out, dinner, a small gift

✗ **NEVER**

- ✗ No cash total **above \$39** on screen. A rising counter climbs in **\$0.50–\$1.00** steps only
- ✗ No **piles of bills** or excessive real cash anywhere in frame
- ✗ No **casino or gambling imagery** — slot machines, slot mechanics, spinning wheels
- ✗ Never position the game as **income, a job or easy money** — never rent, bills or groceries
- ✗ Never say or imply **the app pays you to play**, or that playing guarantees cash
- ✗ Never suggest the game is **easy to win** or **addictive** — winning takes skill and practice
- ✗ No **minors**, no **celebrities or public figures** (real or AI), no invented app interfaces

FORMAT	LENGTH	QUALITY	LANGUAGE	AUDIENCE	ASSETS
9:16 vertical	30–45 sec	1080p+	English	US adults 21+	Provided pack only

THIS IS A SKILL GAME. EVERY WORD HAS TO SAY SO.

Solitaire Cash is a skill-based tournament game — not gambling. Players play, sharpen their skill, and **if they win they can cash in real money**. Any word that blurs that line disqualifies the submission.

SAYSkill-based tournament	NEVERGambling · Casino · Jackpot	SAYPlay · Enter · Compete	NEVERBet · Wager · Stake
SAYPlayers at a <u>similar</u> skill level	NEVERPlayers at the same skill level	SAYWin and you can cash in real money	NEVERThe app pays you to play
SAYThe better player wins	NEVERLuck · Stacking · Chance	SAYEnough for a night out or dinner	NEVERRent · bills · groceries · income
SAYIt takes skill and practice	NEVEREasy · Effortless · Anyone can win	SAYWorth coming back to	NEVERAddictive · Addicted · Can't stop

OVER THE
END CARD
3 SECONDS
MINIMUM

ALWAYS

“Winnings are based on skill and shouldn't replace income.”

IF ANYONE CLAIMS A WIN

“Prizes may vary based on your tournament performance.”

IF A HUMAN APPEARS — AI INCLUDED

“The presenters are actors.”

Word for word, exactly as Papaya runs them. Legible on screen and held over the end card for at least three full seconds. Cash tournaments are 21+ and are not available in every state.

BEFORE YOU HIT SUBMIT

WOULD PAPAYA RUN THIS TOMORROW?

- ☐ Does the first second stop the scroll?
- ☐ Is everyone on screen 21 or older — background included?
- ☐ Is every claim accurate — no income framing, no cash total over \$39?
- ☐ Are the disclaimers over the end card for a full 3 seconds?

WHAT WINNING MEANS

50 creators rewarded. Winning videos can run as live Papaya campaigns across Meta, TikTok and AppLovin — in front of millions. **Your name stays on your work.**

WHERE TO GO

Submit on **AdArena** · Instagram Collab **@solitaire_cash** + **@adarena.app** · tag on TikTok · **#SolitaireCash**

DELIVERABLE

One finished **9:16 video, 30–45 seconds, 1080p or higher**, in **English**. Use only the assets in the challenge pack.

EVERYONE KNOWS THIS GAME.
NOBODY PLAYS IT LIKE THIS.



SOLITAIRE CASH
x ADARENA