**Ad SHOOt for Nintendo Switch**™  **Launches on Wednesday, July 16 – Pre-orders Begin Today, July 9 – 10% Off Launch & Pre-order Sale – Original Soundtrack Now Available**

*A vertical-scrolling bullet hell shmup where you blast fictional ads is coming to consoles for the first time! | Tired of annoying video ads? Here’s your chance to blow off some steam—literally!*



BOCSTE, Ltd., an independent game developer based in Japan, will release the Nintendo Switch version of Ad SHOOt on Wednesday, July 16, 2025.

**Launch & Pre-order Sale**  
From Wednesday, July 9 to Thursday, July 31, enjoy a **10% discount at $8.99 USD**.  
Note: The sale ends at 11:59 PM (local time) on July 31 in each region.

**Download-Only – Pre-order & Purchase Page**  
<https://store-jp.nintendo.com/item/software/D70010000097977>  
 **Promotional Video**  
<https://www.youtube.com/watch?v=9lWSMl4joQc>

**What is *Ad SHOOt*?**

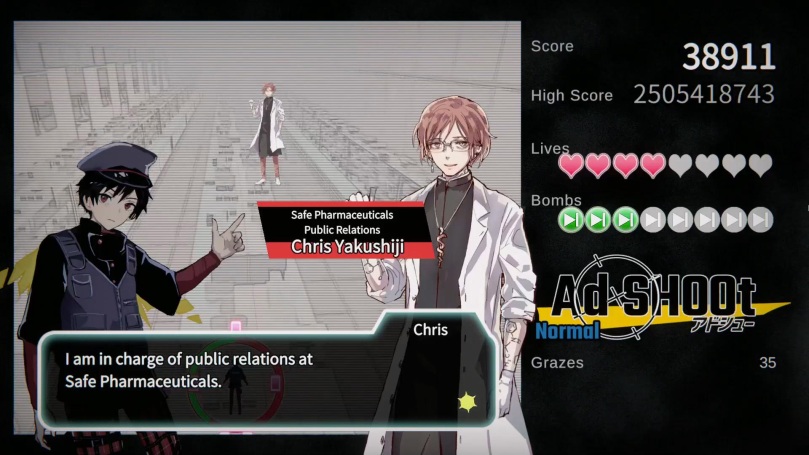
* The original version was released for Windows/PC via Steam on November 5, 2024.
* A unique combination of **ads × handsome characters × Shmup**—a truly unconventional mix.
* Features accessible bullet hell patterns that even first-time Shmup players can clear.
* Fully voiced in Japanese across all 7 stages. The Extra stage includes 6 different dialogue variations.

### Story Frustrated by two unskippable video ads in a row, the protagonist decides to join a shooting game where the goal is to blast away advertisements...Clear all the stages and reclaim a peaceful, ad-free internet life!

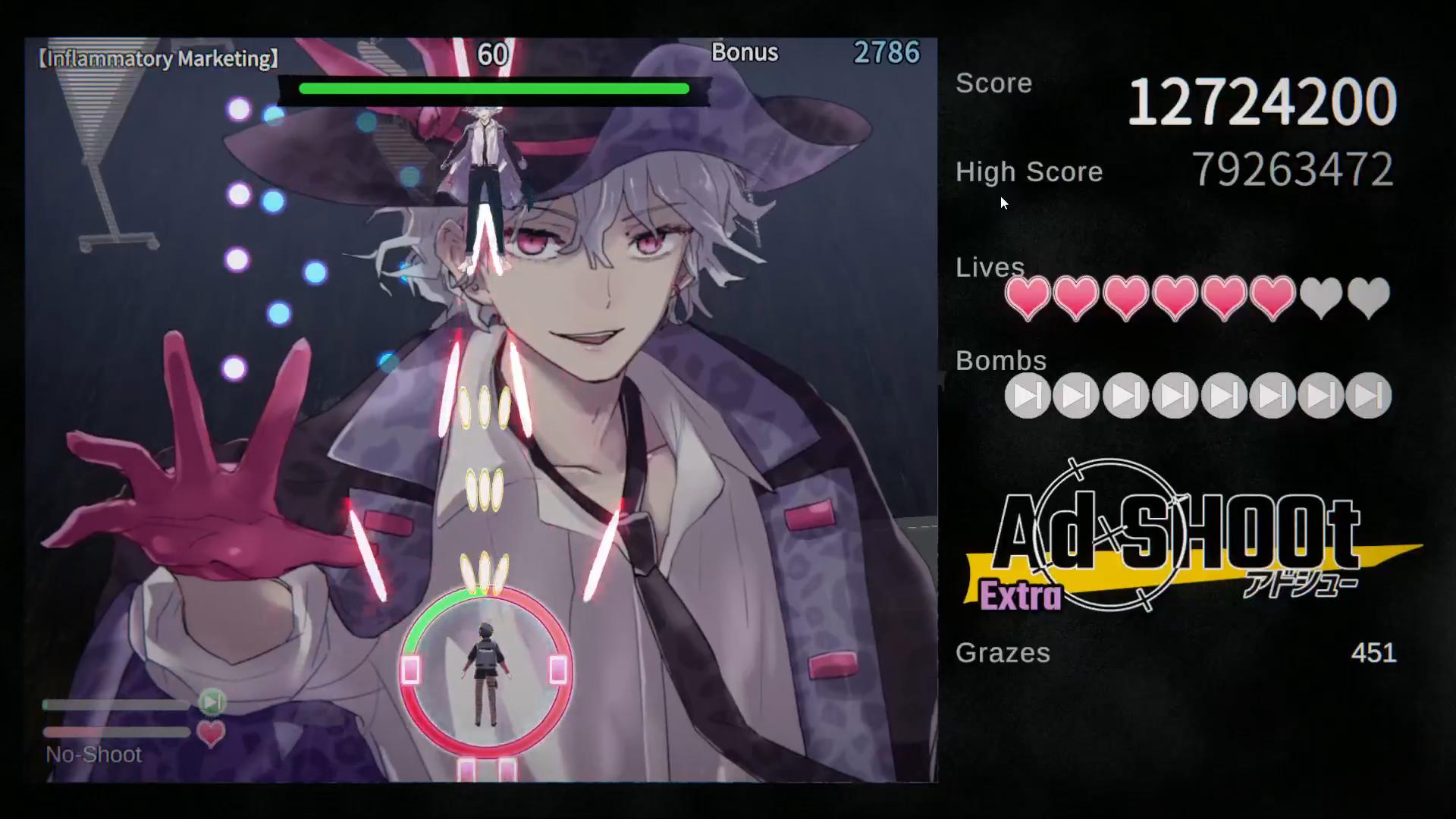
**Product Information  
Title**: Ad SHOOt  
**Genre**: 2D Vertical-Scrolling Bullet Hell Shmup  
**Platform**: Nintendo Switch   
**Distribution**: Digital download only (no physical release)  
**Voice Language**: Japanese (fully voiced)  
**UI & Subtitles**: Japanese, English, Traditional Chinese  
**Pre-orders Begin**: Wednesday, July 9, 2025  
**Release Date**: Wednesday, July 16, 2025  
**Launch & Pre-order Sale Price**: $8.99 USD (8,77 €)  
**Sale Period**: July 9–31  
**Regular Price**: $9.99 USD (9,75 €)  
**My Nintendo Store**: <https://store-jp.nintendo.com/item/software/D70010000097977>  
**Developer / Publisher**: BOCSTE, Ltd.  
**Official Website**: <https://bocste.com/AdSHOOt/index-en.html>

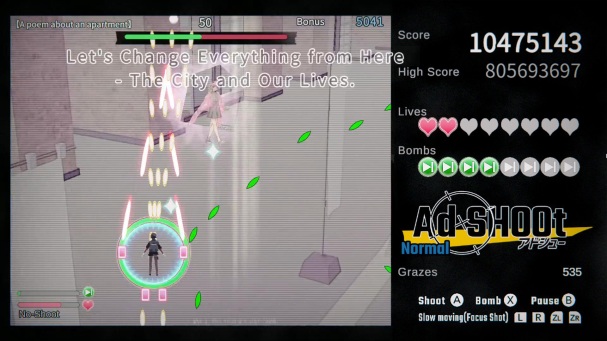
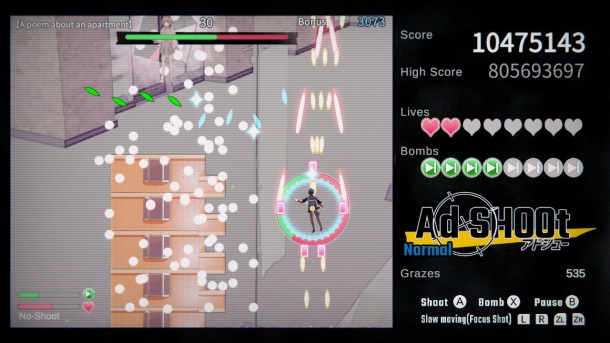
### ****Game Screenshots****

 **Image**: The hamburgers and fries are bullet patterns made of ads—not actual food.

  
**Image**: **Character portraits and voiced dialogue appear before and after boss fights (voicing can be turned off or skipped).**

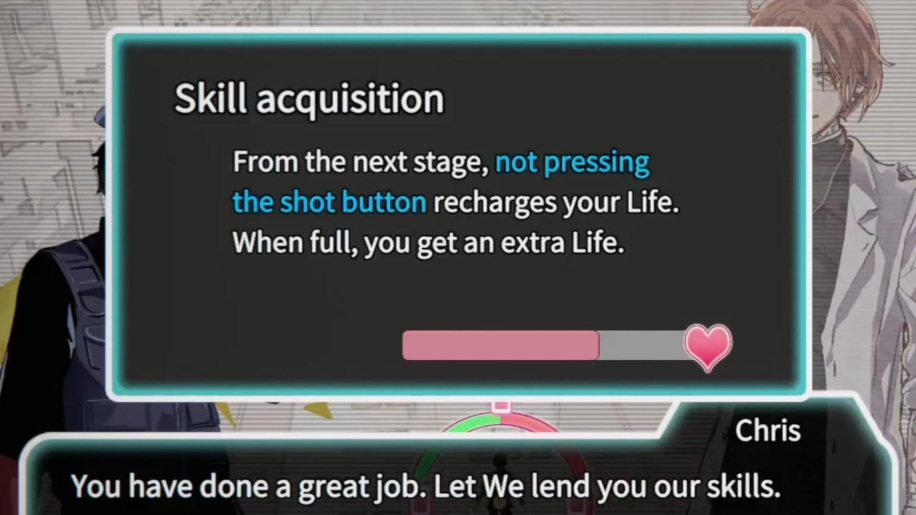
 **Image**: **Bullet pattern: “Fragile – Handle with Care!” — fitting for a delivery-themed boss.**

 **Image**: **Boss cut-in during the bullet pattern: “Inflammatory Marketing”**

　  
**Image**: **A glowing column of light and a "mansion poem" rise together—referencing ad posters for luxury apartment buildings that promise dreams rather than facts.**

### Bullet Hell Features

* **HP Gauge System**: The player has an HP gauge. After taking 4–6 hits from enemy bullets or collisions, the HP drops to zero and one life is lost.
* **Shot Power System**: Collecting power-up items increases your shot power and adds option units.
* **Focused Movement & Shot Switching**: Switch between fast movement with wide shots and slow movement with concentrated shots at the press of a button.
* **Grazing**: Brushing past enemy bullets increases your Graze count, boosting your score calculation.
* **On-the-Spot Revival**: If you continue after a game over, your shot power is fully restored and you restart from the same location.
* **Skill Acquisition**: Defeating a stage boss grants you a skill that can be used starting from the next stage.



**Image**: Skill acquired after defeating a stage boss.

* **Bomb**: When activated, erases most bullets on screen and deals massive damage to enemies and bosses.
* **Boss Quick-Kill Bonus**: The faster you defeat a boss—regardless of mistakes or bomb usage—the higher the score bonus.
* **Sub-Shot Selection (Extra Stage Only)**: Before entering the stage, choose one of six unique sub-shot types with different characteristics.
* **Score Rankings**: See your world ranking for each difficulty level based on your high score.
* **Results Page**: Your top 10 scores per difficulty are recorded.



**Image**: In the Extra difficulty results, records show the stage name plus sub-shot type (A–F).

This game features a structure that’s easy enough for beginners to enjoy and complete, while still including systems designed to satisfy STG enthusiasts.

Luck-based elements, unavoidable deaths, and unwinnable slow spirals have been minimized to create a simple, streamlined experience—letting players focus entirely on dodging bullets and shooting with precision.

### Ad SHOOt Original Soundtrack

An 18-track original soundtrack featuring all-new instrumental music—including exclusive background music for all 7 stages and 7 boss battles.

Now available on major music streaming and download platforms starting **July 3, 2025**!



**Image**: Album cover of the soundtrack

Full list of streaming/download store links:  
<https://linkco.re/1sUGzxHU>  
**Price**: $6.99 USD  
The soundtrack will also be available on Steam (not listed above).  
<https://store.steampowered.com/app/3840560/Ad_SHOOt_Soundtrack/>  
Note: You will be able to purchase the soundtrack on Steam even without owning the game starting July 17.

Additional platforms offer options for **individual track purchases** and **high-quality audio versions**.

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Ad SHOOt® is a trademark of BOCSTE, Ltd.

<Information for media only>

If you contact us by email to Miura at Bocste at [official@bocste.com](mailto:official@bocste.com)  
"Subject: Ad SHOOt Switch review key"

We will send you a review key for Nintendo Switch. (Free)  
Please include the following information in the body of the email.

- Your media name or site name

- Site URL

- Contact person's name

- Reply email address

- Region of required key(Americas/Europe/Australia/Japan/Hong Kong/Korea)

- Number of required keys (1 in principle, maximum 3)