

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 €)

Store Page: <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.

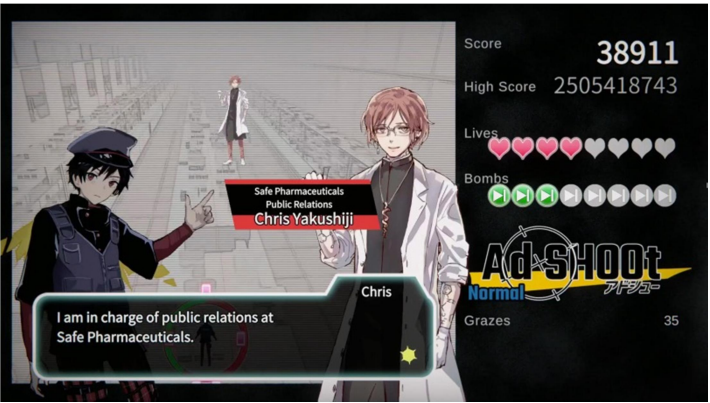


Image: Character portraits and voiced dialogue appear before and after boss fights (voicing can be turned off or skipped).



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

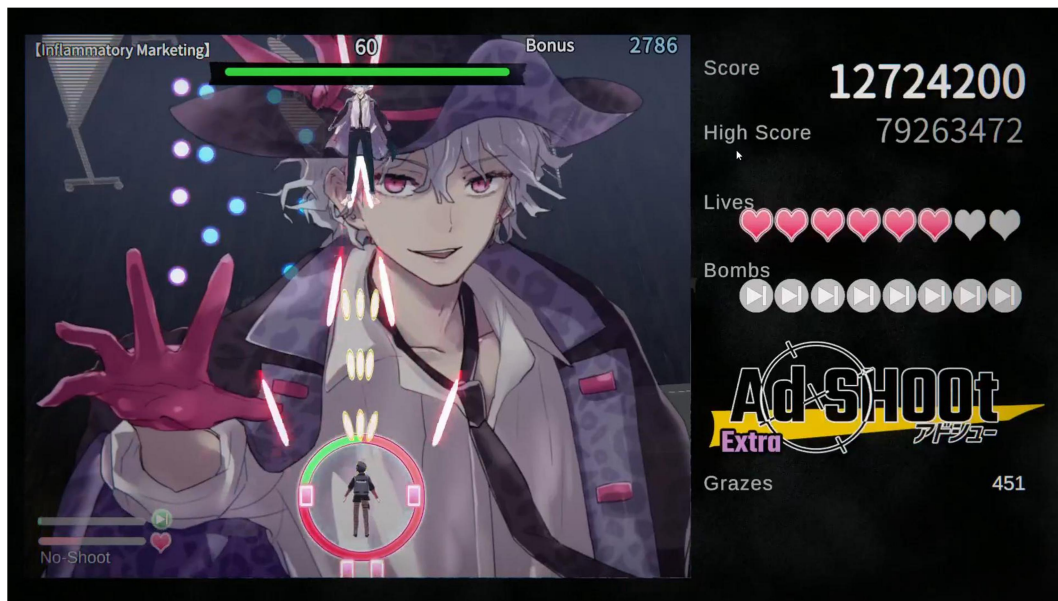


Image: Boss cut-in during the bullet pattern: “Inflammatory Marketing”

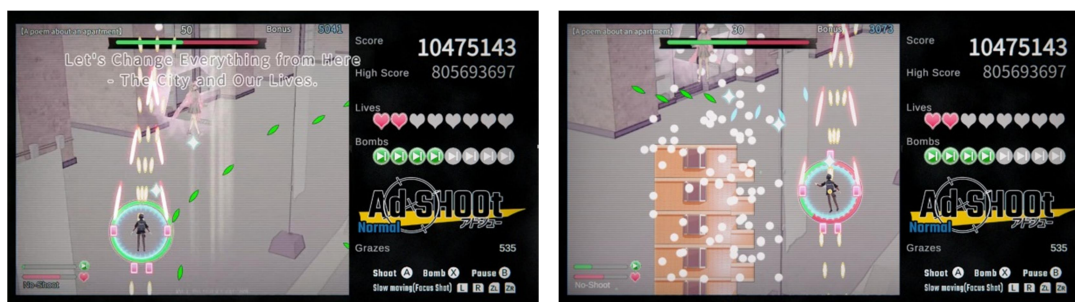


Image: A glowing column of light and a "mansion poem" rise together—referencing ad posters for luxury apartment buildings that promise dreams rather than facts.

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.

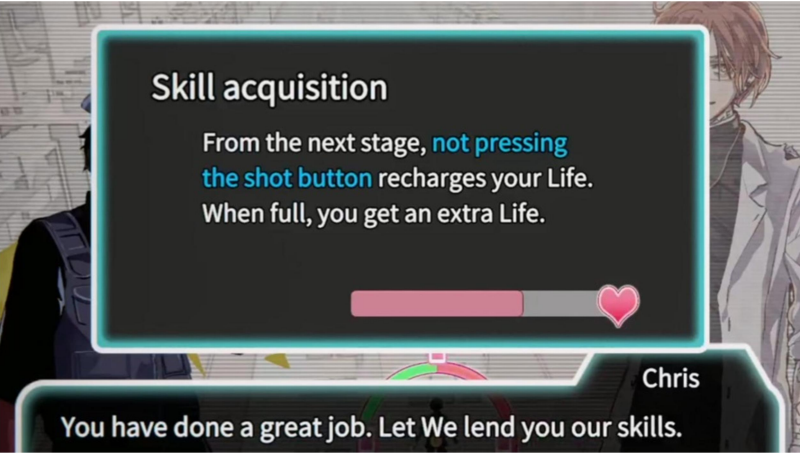


Image: Skill acquired after defeating a stage boss.

- **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.

Result ◀ Extra ▶ Back to Title				
1.	65936843	2025/05/26 08:02:08	Extra-B	L 3 B 3 C 8
2.	65497964	2025/06/11 03:41:46	Extra-A	L 3 B 3 C 8
3.	61658173	2025/05/27 02:43:19	Extra-B	L 3 B 3 C 8
4.	60543188	2025/05/24 05:34:26	Extra-A	L 3 B 3 C 8
5.	59966135	2025/05/24 14:18:52	Extra-A	L 3 B 3 C 8
6.	59956505	2025/05/27 02:55:46	Extra-E	L 3 B 3 C 8
7.	59362266	2025/05/27 20:38:49	Extra-B	L 3 B 3 C 8
8.	58812466	2025/06/11 11:21:00	Extra-E	L 3 B 3 C 8
9.	57185494	2025/05/26 05:19:24	Extra-A	L 3 B 3 C 8
10.	56898278	2025/05/23 07:03:42	Extra-A	L 3 B 3 C 8

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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If you contact us by email to Miura at Bocste at 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)