STATIC BRANDING

CREATIVE GUIDELINES

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STATIC CREATIVES FOR ESOME STATIC BRANDING CAMPAIGNS

REQUIREMENTS:

Clear presentation of the product and/or brand

RECOMMENDATIONS:



Test several creatives with different short texts

Emotionalizing content

*Valid for inventories including text laid over a photo or illustration, text-based logos or watermarks, text in thumbnail images used for videos as well as cover or profile photos of promoted pages Version: 2023/0318