



# VIDEO BRANDING







# CREATIVE GUIDELINES

## VIDEOS FOR ESOME VIDEO BRANDING CAMPAIGNS

### REQUIREMENTS:

-  Visual storytelling: Comprehensibility of the message without sound
-  Low proportion of text in the thumbnail\*

### RECOMMENDATIONS:

-  Use of subtitles
-  Video length approximately 5-15 seconds for social media inventory, max. 30 seconds for other inventory
-  Content until the last second (No long display of the logo or blackscreens, especially in the end)
-  Content that attracts attention and stimulates the user's interest
  - Focus on the key message
  - Integration of visual surprises
  - Early placement of the brand's logo/products within video
  - Fast cuts
-  Integration of sound within the video to enthuse the user
-  Test several creatives with different short texts