

CREATIVE GUIDELINES

STATIC CREATIVES FOR ESOME TV AUDIENCE EXTENSION CAMPAIGNS

REQUIREMENTES:



Clear presentation of the product and/or brand



Low proportion of text in the image*

RECOMMENDATIONS:



Test several creatives with different short texts



Emotionalizing content

VIDEOS FOR ESOME TV AUDIENCE EXTENSION CAMPAIGNS

REQUIREMENTES:



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