

CREATIVE GUIDELINES

VIDEOS FOR ESOME ADVANCED VIDEO CAMPAIGNS

REQUIREMENTS:



Content until the last second
(No long display of the logo or blackscreens, especially in the end)



Integration of sound within the video to enthuse the user



Low proportion of text in the thumbnail*



Video with story, no cinemagraphs



Visual storytelling: Comprehensibility of the message without sound

RECOMMENDATIONS:



Use of subtitles



Video length approximately 5–15 seconds for social media inventory, max. 30 seconds for other inventory



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



Test several creatives with different short texts