

## **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)



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Integration of sound within the video to enthuse the user

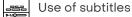
Low proportion of text in the thumbnail\* Γ



Video with story, no cinemagraphs

Visual storytelling: Comprehensibility of the message without sound

## **RECOMMENDATIONS:**





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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