





CREATIVE GUIDELINES

STATIC CREATIVES FOR ESOME CONVERT CAMPAIGNS

REQUIREMENTS:



-  Clear presentation of the product and/or brand (high level of information)
-  Low proportion of text in the image*
-  Clear call to action (CTA) buttons (What are users supposed to do? What can they expect on the website?)
- Use of CTA buttons offered by the platforms

RECOMMENDATIONS:







-  Test several creatives with different short texts

VIDEOS FOR ESOME CONVERT 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