

MP

MULTI PLATFORM TRAFFIC

# CREATIVE GUIDELINES

## STATIC CREATIVES FOR ESOME MULTI PLATFORM TRAFFIC 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 MULTI PLATFORM TRAFFIC CAMPAIGNS

### REQUIREMENTS:



Visual storytelling: Comprehensibility of the message without sound



Low proportion of text in the thumbnail\*



Clear call to action (CTA) (What are users supposed to do? What can they expect on the website?)

Use of CTA buttons offered by the platforms

### 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