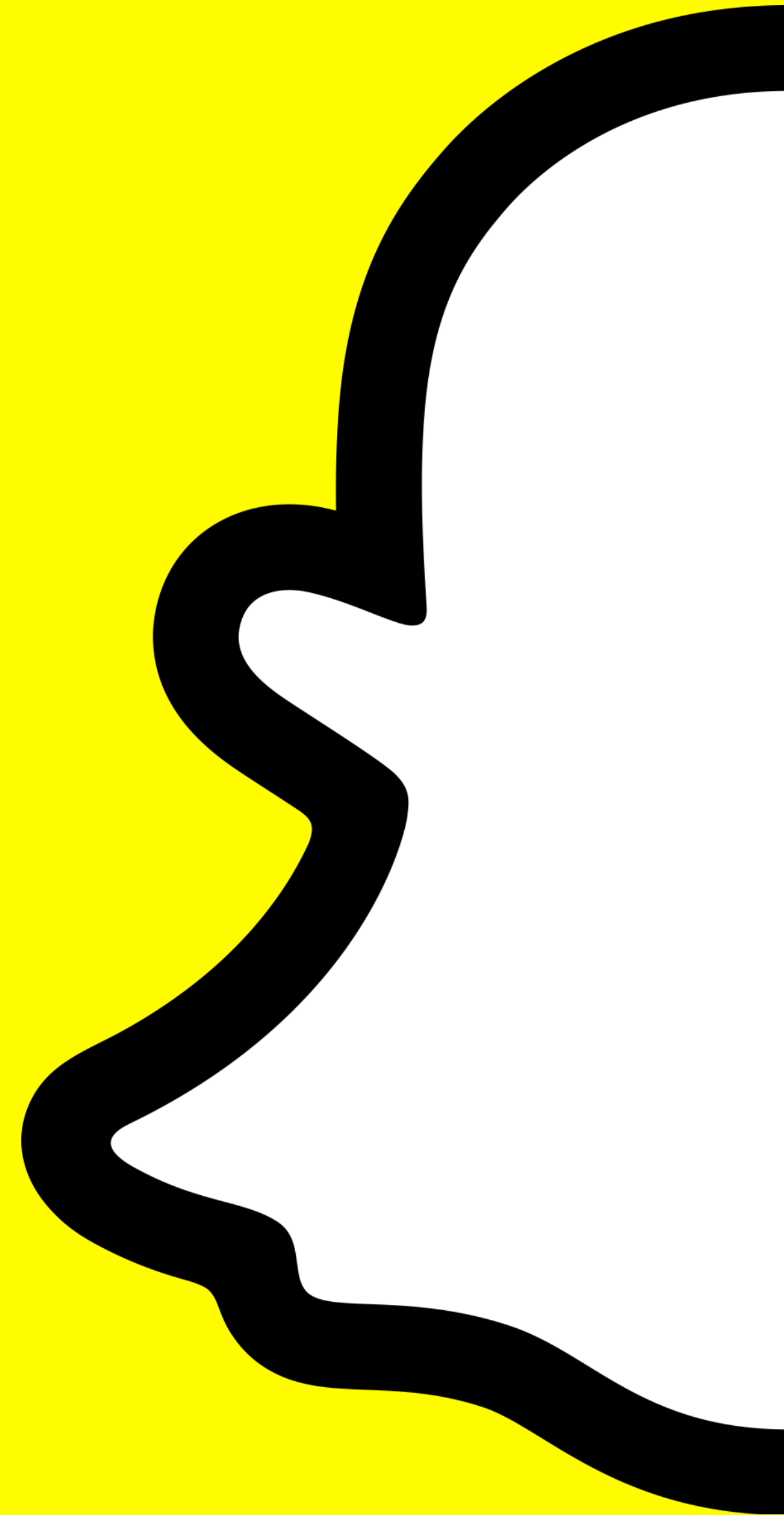


# Commercials

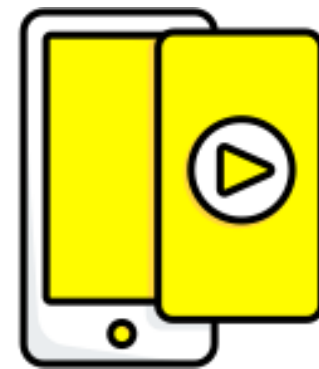
Creative Best Practices & Considerations



# Commercials

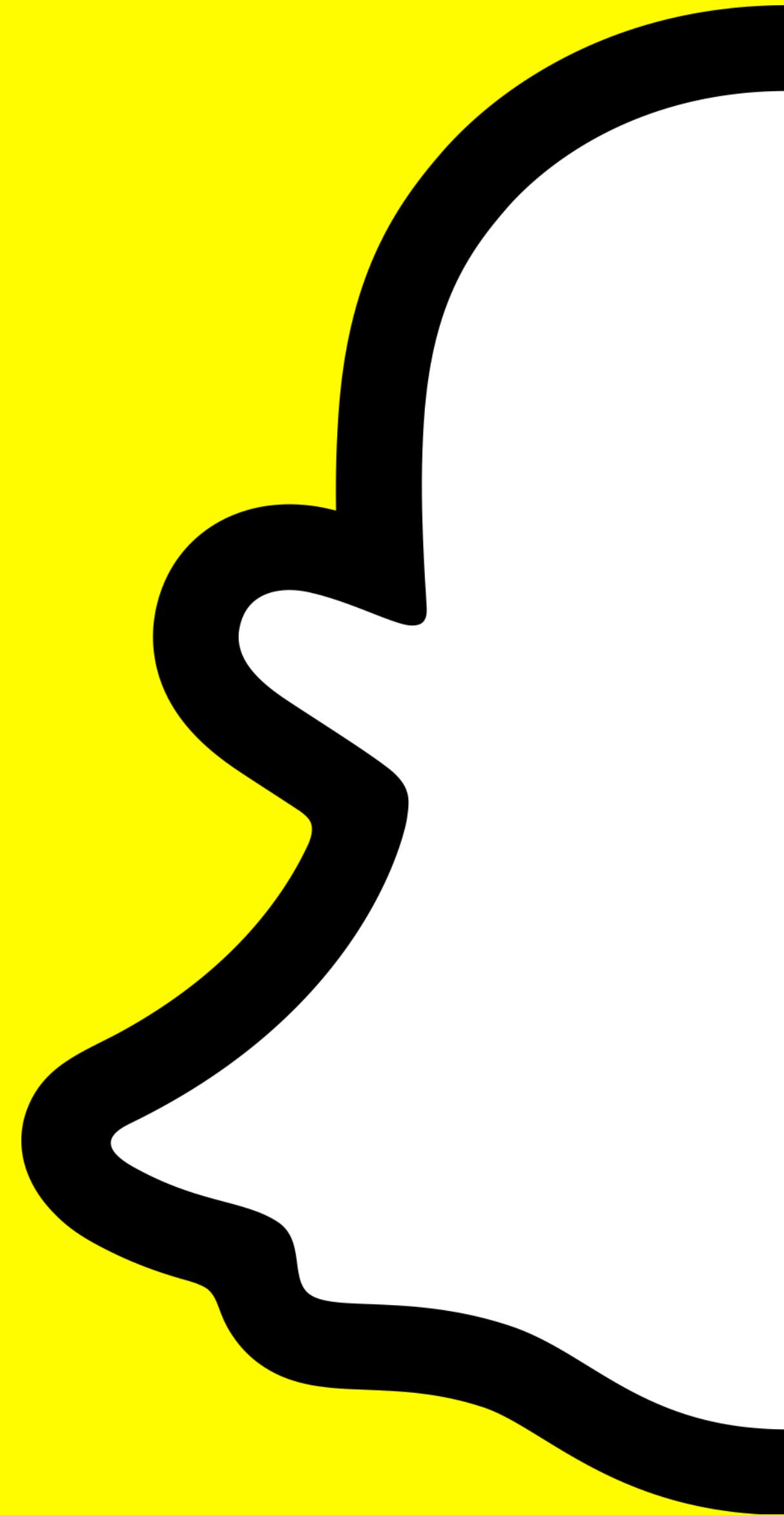
## Overview

- Quick bite storytelling
- Standard Commercial: 3 to 6 Seconds.  
The full ad will be non-skippable.
- Extended Play Commercial: 7 to 180 seconds.  
Only the first 6 seconds will be non-skippable.
- Premium environment in Shows & Games content
- Must include motion & audio
- Can include attachments (Website, Longform Video, AR Lens)



# Snap Commercials

Elements & Success



# Creative Best Practices



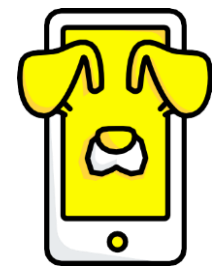
Capture attention quickly, simple narrative with payoff at 4-5s



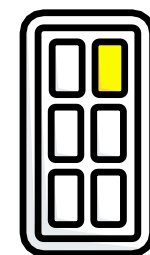
Focus on only one key visual / message for max user attention



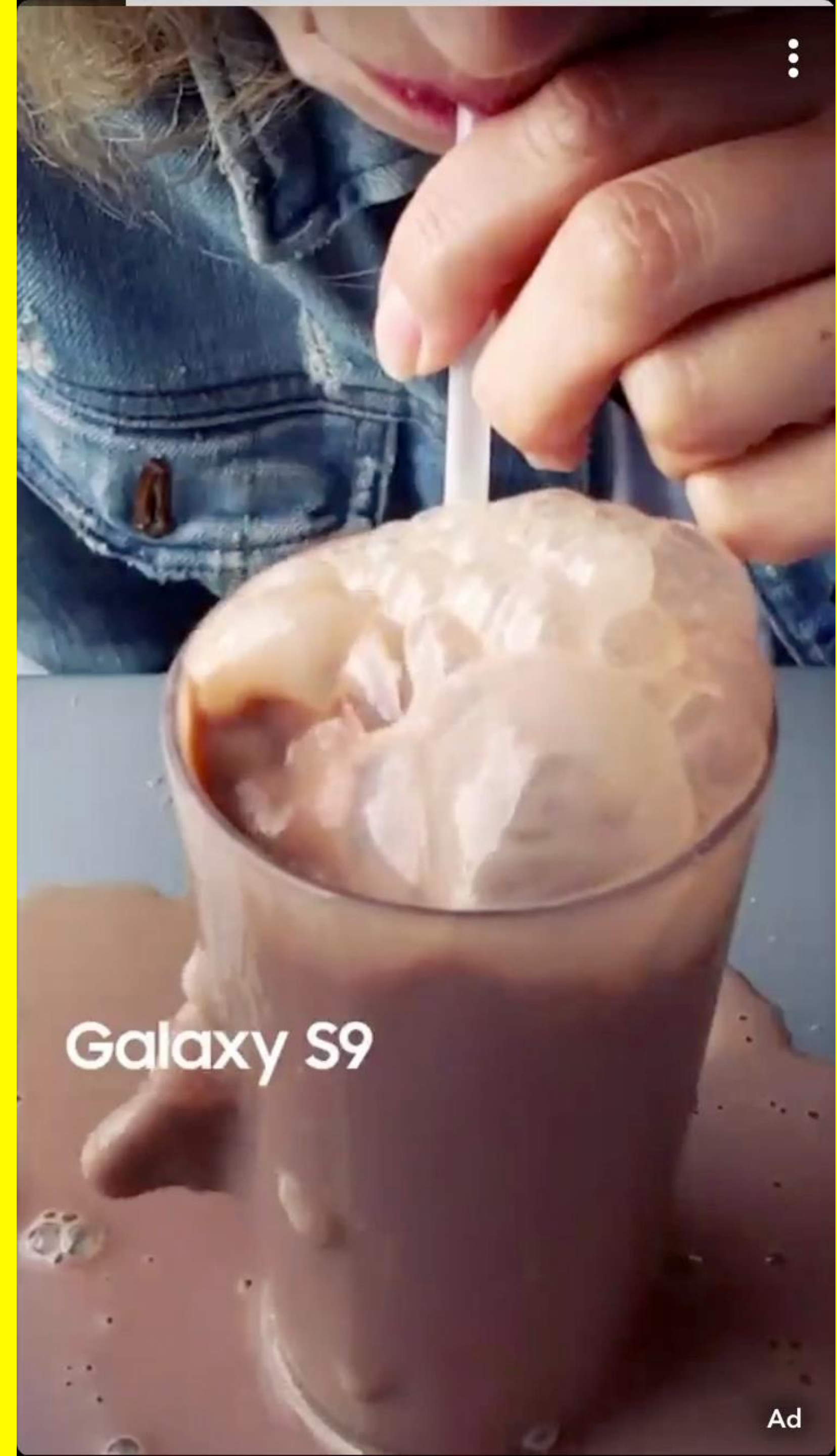
Use the audio track to encourage users to interact



Get creative & consider time, forced view, vertical format, etc.



Always include a logo, so users can recognize your brand







# Capture Attention

Hook the audience and tell your bite size story

## Narrative

Consider humor, suspense, or other techniques to tell your simple narrative

## Brand + Message

Reveal / Payoff at the end  
of the non-skip portion

0s

6s



# Commercial Creative Thought Starters

## 6sec Stories

Include beginning, middle, & resolution

Use cliff hangers

## Authentic

Break the 4<sup>th</sup> wall aka address your audience directly

Take inspiration from native Snap content

## Vertical

Emphasize vertical movement

Utilize vertical imagery and props

## Non-skippable

Play with this ironically

Optimize for completions

## Content Alignment

Mimic the show aesthetics

Reference the show content





# Creative Examples

Retail



CPG



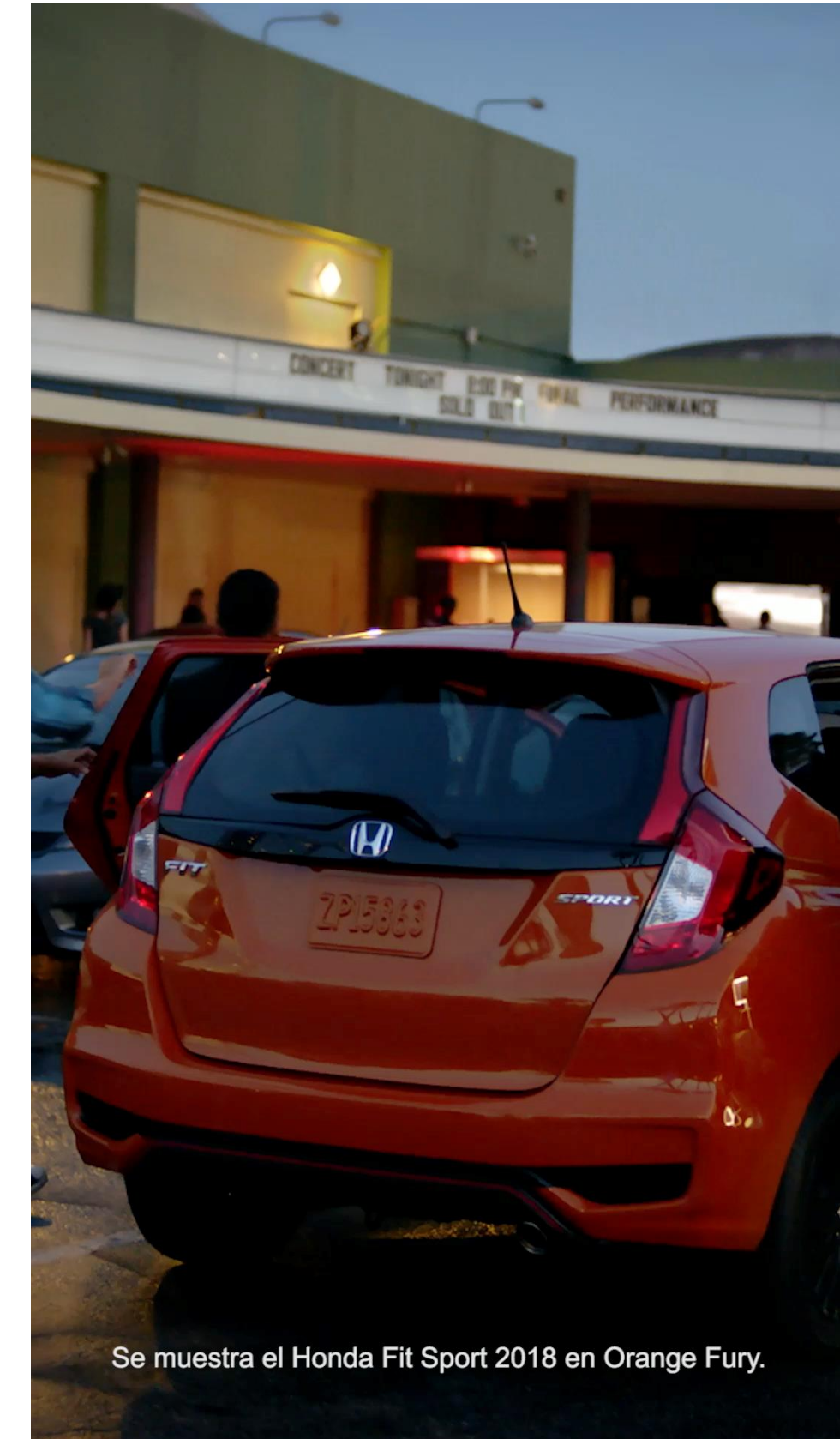
Entertainment



Entertainment



Auto



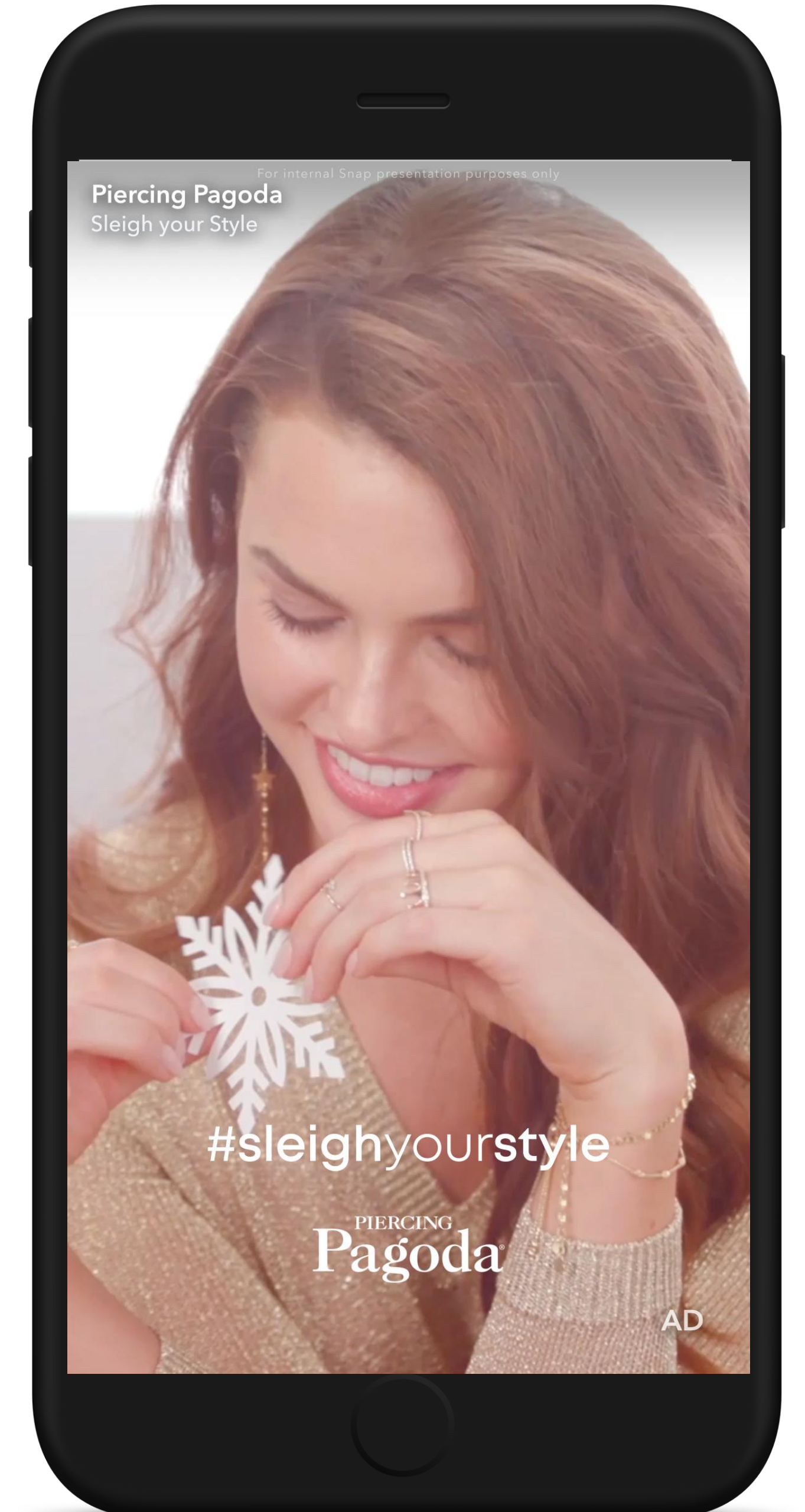




# Great for repurposing TV commercial or online pre-roll ad



Learn more about designing a video in Snap Publisher:  
[https://youtu.be/mPI30r8\\_pjM](https://youtu.be/mPI30r8_pjM)





**Thank you**

