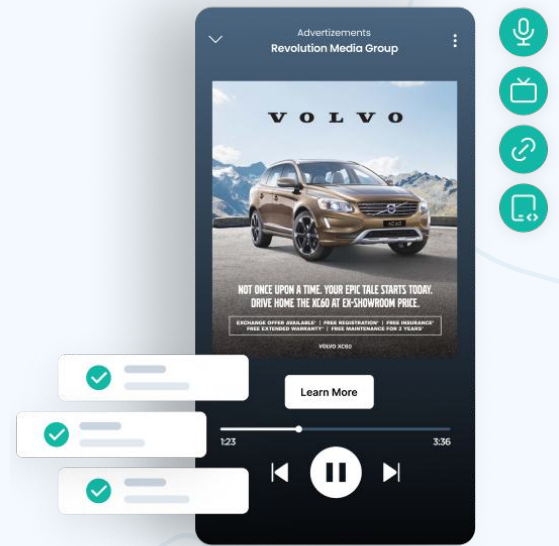


Creative Checklist



Connected TV

✓ Length

Ensure your creative is precisely **00:15.000 or 00:30.000** to meet publisher requirements. Videos that deviate by even .001 seconds will risk being rejected.

✓ Voiceover

Utilize a voiceover to ensure the consumer is not only viewing the images on the screen but also listening intently to the advertising message being delivered.

✓ Not Clickable

Remember that TVs are unclickable mediums, meaning you can't influence consumer behavior through a click, as is possible in web video. Instead, emphasize the dealership's name throughout the video to enhance memory recall and searchability.

✓ Made for Target Audience

Design your creative with your specific automotive audience in mind, tailoring them to the specific stages of the automotive customer journey.

✓ Made for TV

Create a video ad that you can easily envision during a traditional TV commercial break.

✓ Watermark

Consider using a watermark to ensure consistent branding throughout the video ad.

✓ Assuming a Google Search

Most consumers will see your ad and Google the most prominent message. Since users typically won't follow vanity URLs or phone numbers without a strong incentive, we recommend excluding these elements.

✓ Title Card

Include a title card at the end of the video, ideally displayed for at least 00:03.

Streaming Audio

✓ Brand Mentions

Ensure the brand name is mentioned at least 3-4 times throughout the advertisement.

✓ Length

Ensure your creative is precisely 00:15.000 or 00:30.000 to meet publisher requirements. Audio advertisements that deviate by even .001 seconds will risk being rejected.

Display Ads

✓ Brand Continuity

Ensure the brand message is clearly conveyed and that your website and video advertisement align with the display banner.

✓ Accepted Sizes

Please provide the following accepted sizes: 300×250, 320×50, 300×600, 728×90.

File Delivery

✓ Correct File Type

Accepted Sizes:

CTV: Vast Tag or MP4

Audio: .wav or MP3

✓ Correct File Name

Avoid using punctuation (periods, commas, etc.) in file names. Replace them with underscores instead. Example: Abc_EMG_24Mar_CTV

✓ File Link

Provide a download link that grants us access to your files.

