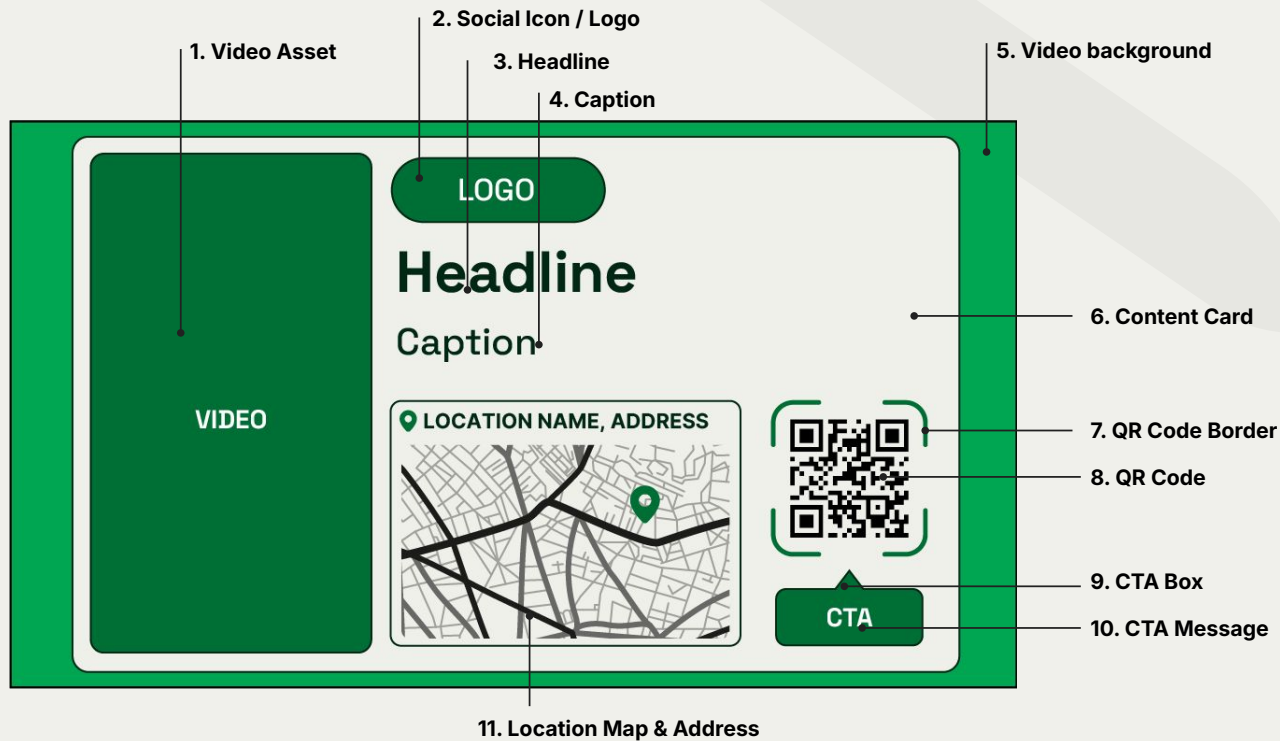
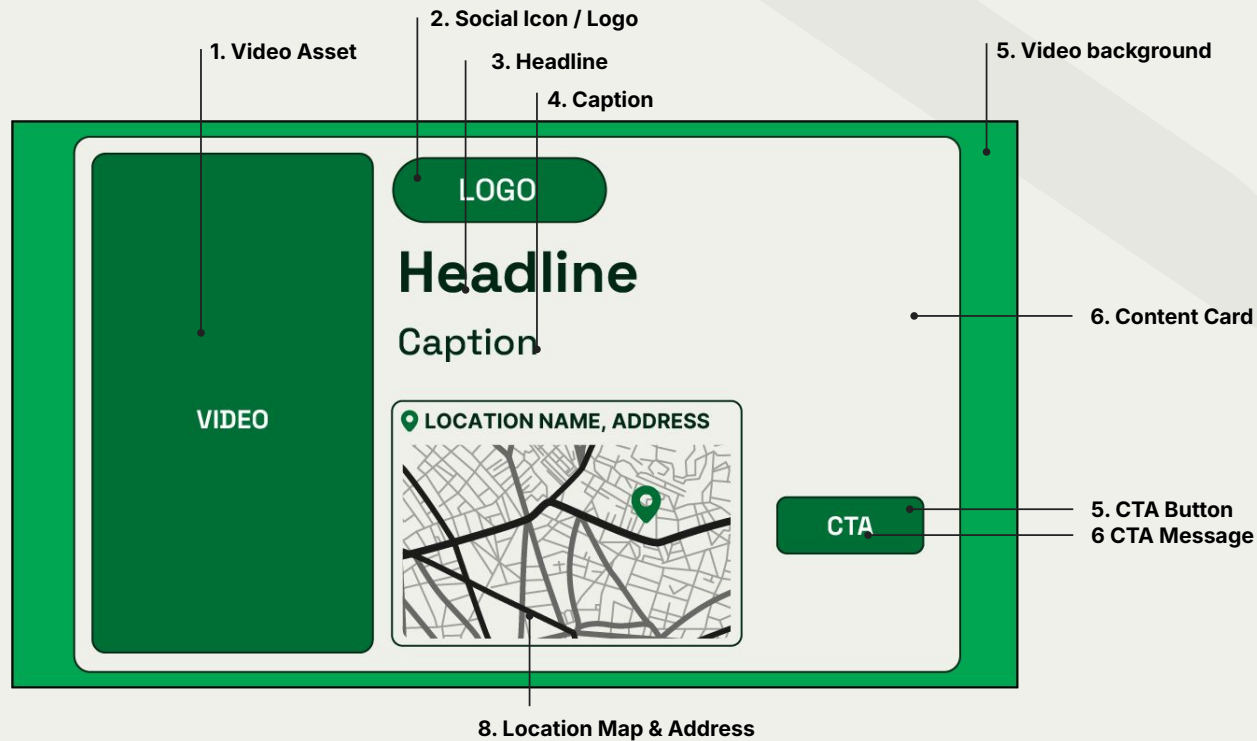


Anatomy - CTV



Anatomy - OLV



Specs

* Does not auto-import from social
(Needs to be provided/uploaded separately)

1. MEDIA ASSET

Required - Can auto-import from social
Video: .MP4, .MOV, Min 720p - Any aspect ratio

Image: 9:16 or 16:9 preferred - min. 1920 W or H

Image Slideshow: Max 1 image per 5 seconds of video duration (Ex 30 seconds: 6 images)

2. SOCIAL ICON / LOGO

Required - Social Icon can auto-import from social

Optional (Recommended): Full brand logo (see below) Must be provided / uploaded



Co-Branding with multiple logos available

3. HEADLINE

Optional - Manual addition
Ideal length: 40 characters

Recommend: Using first phrase/sentence of caption from social post

4. CAPTION

Required - Can auto-import from social

Ideal length: 30-60 characters
Max Length: 120 characters

5. VIDEO BACKGROUND

Required - 3 Options:

- **Background image** (Recommended):
Min 1920 × 1080px PNG, JPG.
Optional background effect (Zoom / Pan)
- **Gradient:** Two hex code colors
- **Flat color:** One hex code color

6. CONTENT CARD

Customization options:

Opacity: 0-100% (Default: 80%)

Color: #XXXXXX hex code (Default: White)

7. QR CODE BORDER* (CTV)

Gradient: Two hex code colors
Flat color: One hex code color

8. QR CODE* (CTV)

Optional :

- Provided by Nova Studio:
Required: Destination URL
Scan-to call or scan-to-email or scan-for-directions available
- OR Upload/provide custom QR Code
- OR Flowcode integration

9. CTA BOX (CTV) / BUTTON (OLV)*

Gradient: Two hex code colors

Flat color: One hex code color

10. CTA MESSAGE*

Optional - Manual addition

Ideal length: 2-4 words

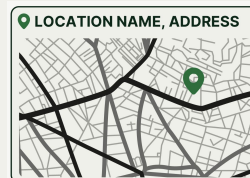
11. LOCATION ADDRESS & MAP

Required:

- Location address

Optional:

- Location Name



Extra Assets

Recommended assets

Background Image: Min 1920×1080px .PNG, .JPG

CTA Message: 2-4 Words (Max. 6 words)

QR Code: Destination URL **OR** Phone # **OR** E-mail Address **OR** Map Address

* Required

Note: Text length recommendations are based off of default font style and size.

Always use the instant preview to review any changes.

Example



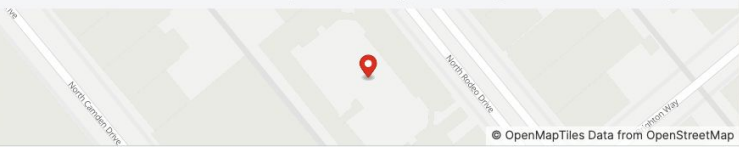
We tried them all



just dropped a \$25 “Girl Dinner” menu... 🥰💕🍴

The perfect excuse to throw on a fun outfit and get together without breaking the bank!

 **Call to book reservation**
421 N Rodeo Dr, Beverly Hills, CA 90210, U...



© OpenMapTiles Data from OpenStreetMap

 **(310) 974-8020**

Example

Ray Catena
The Jewel in the Crown
Auto Leasing

The kind of capability you have to experience for yourself.

Stop by our showroom to see the Defender in person today.

Land Rover Marlboro
480 Route 9, Marlboro, NJ

Map showing the location of Land Rover Marlboro (480 Route 9, Marlboro, NJ) near Marlboro Dr, Marlboro Dr East Building, and Marlboro Dr West Building. The map is credited to OpenMapTiles Data from OpenStreetMap.

View Inventory

(848) 233-3110