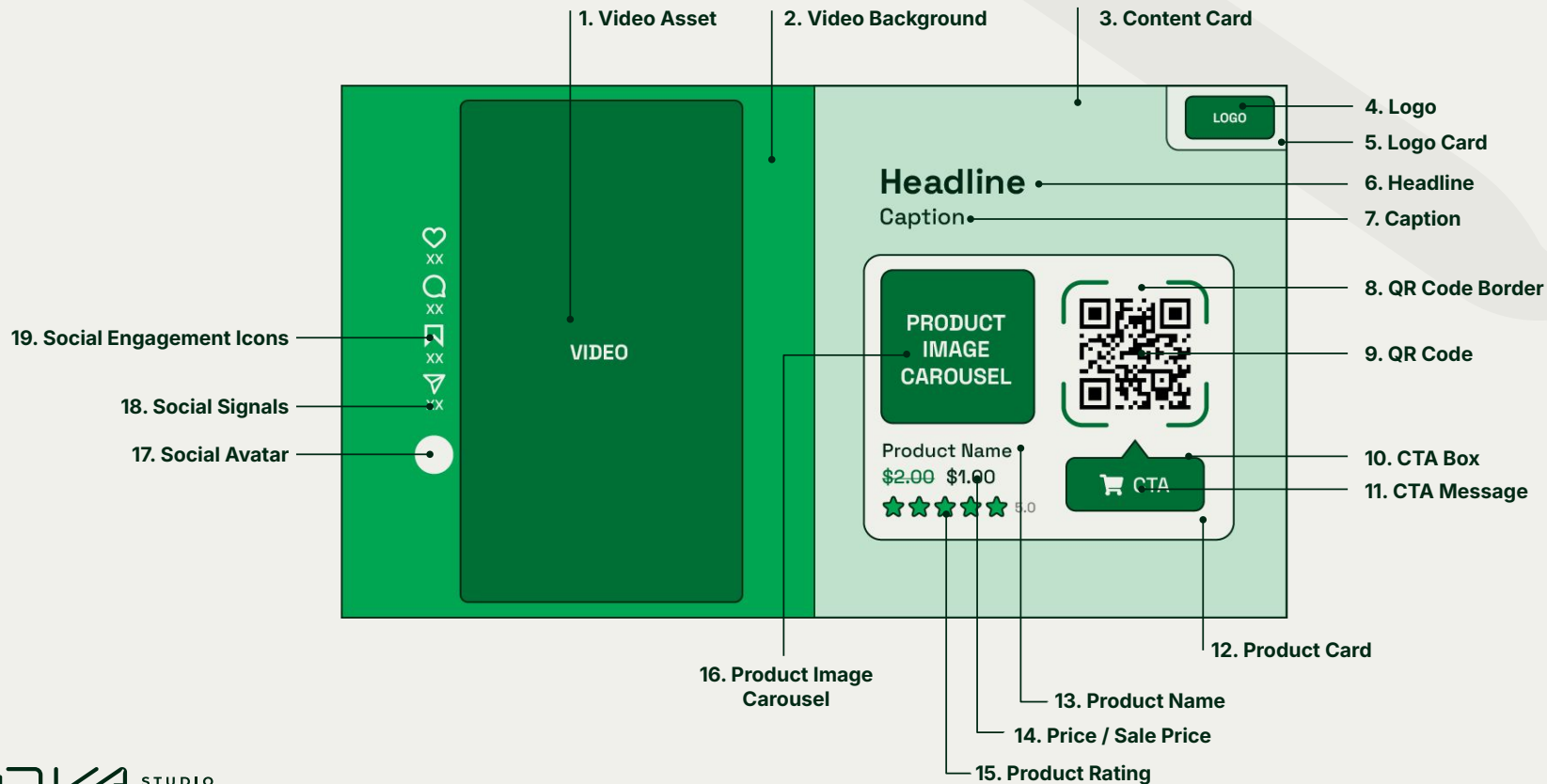
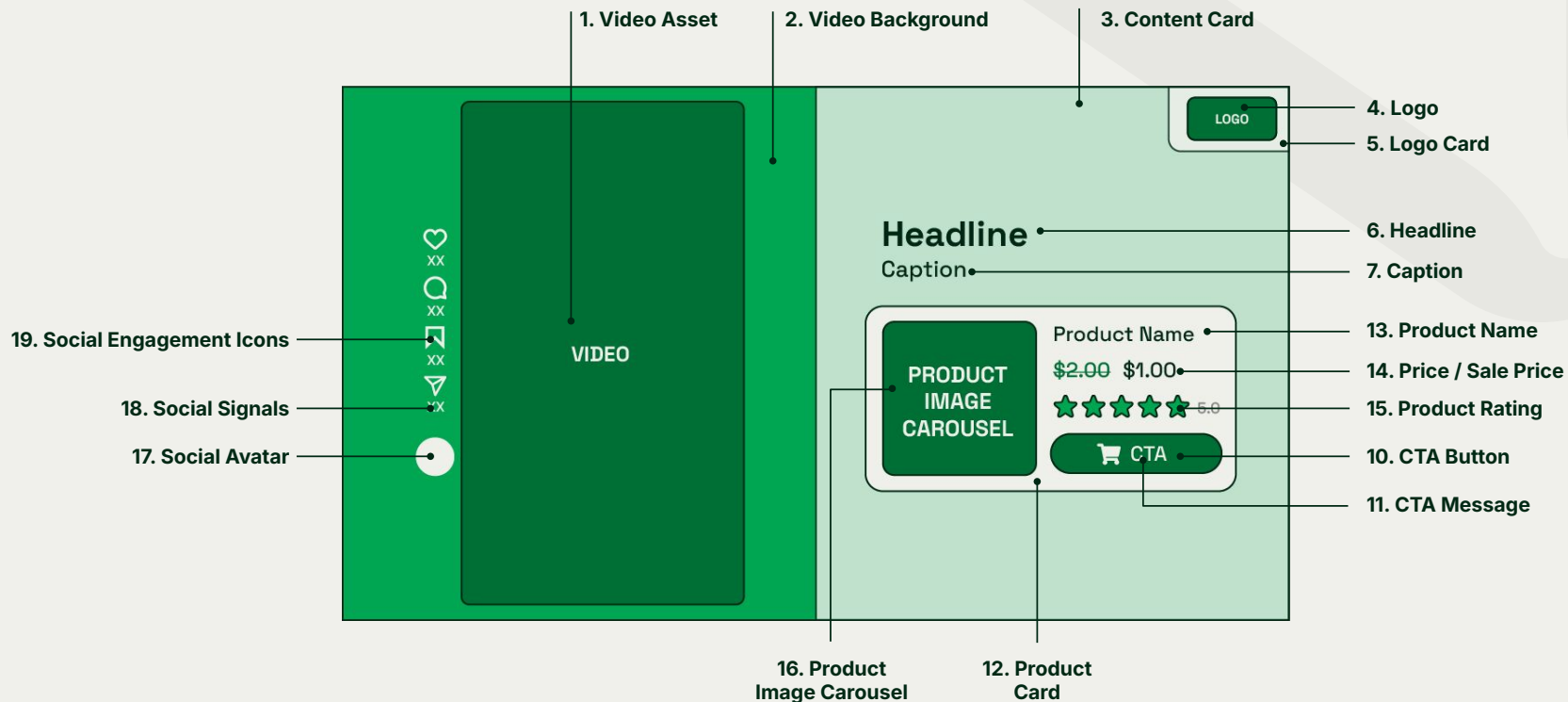


Anatomy - CTV



Anatomy - OLV



Creative Specifications



Need to be provided/uploaded
(Does not auto-import from social URL)

1. VIDEO ASSET

Required. Can auto-import from social.
Any size video. Min 720p.

2. VIDEO BACKGROUND *

4 Options:

- **Background Image:** .JPG,.PNG Min 1920×1080px
- **Background Blur** (Based on video asset)
- **Gradient:** 2 hex codes (#XXXXXX)
- **Flat color:** 1 hex codes (#XXXXXX)

3. CONTENT CARD *

Customizable color: 1 hex code(#XXXXXX)
Customizable opacity: 0-100%
Default: White & 100%

4. LOGO *

Optional. Horizontal aspect ratio ideal. Minimum 200px wide.

5. LOGO CARD *

Appears if logo is added.

Customizable color: 1 hex code(#XXXXXX)
Customizable opacity: 0-100%

6. HEADLINE *

Max. 64 characters.

7. CAPTION

Auto-imports from social post.
Max. 200 characters.

8. QR CODE BORDER *

Customizable color:

- **Gradient:** 2 hex codes (#XXXXXX)
- **Flat color:** 1 hex codes (#XXXXXX)

9. QR CODE (CTV) *

Optional.

Options:

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

10. CTA BUTTON

Customizable color:

- **Gradient:** 2 hex codes (#XXXXXX)
- **Flat color:** 1 hex codes (#XXXXXX)

11. CTA MESSAGE

Optional.

Ideal length: 2-4 words

Customizable font color: Hex code #XXXXXX

12. PRODUCT CARD

White card - Not customizable

13. PRODUCT NAME

Max 100 characters.

14. PRICE / SALE PRICE

When both are provided: Price will cross out & sale price will not be

When only one is provided: None crossed out

15. PRODUCT RATING

Product rating from 0-5 stars (Increments of .10)

16. PRODUCT IMAGES

- 1:1 Aspect Ratio - Minimum 300px
- Up to 10 images

17. SOCIAL AVATAR

Can auto-import from social post.
1:1 circle or square. Min 400 × 400px.

18. SOCIAL ENGAGEMENT ICONS

Optional. Can be customized to any social network.

19. SOCIAL SIGNALS

Optional. Numbers are customizable.
Comments, Likes, Share numbers for social post.

Minimum Assets **Social Asset + Product Listing**

Video Asset* Social auto-import available. Min 720p, any aspect ratio

Product Listing*:

1. **Managed Service:** Product URL*
2. **Self Service:** Manual upload:
 - **Product Images*** *Up to 10 - 1:1 Min 300px wide*
 - **Product Name*** *Max 100 Characters*
 - **Product price*** *Currency + Price*
 - **Product sale price** *Currency + Price*
 - **Product Rating** *Star rating 1.0-5.0*

Headline Max. 64 character.

Caption Max. 200 characters

Background Image Min 1920×1080

Example







Something new just rolled into town..

You can find it exclusively at @target 🦊★



Batiste Sunset Rodeo Dry Shampoo

\$8.99

★★★★★ 5



Scan to add to cart

Example

