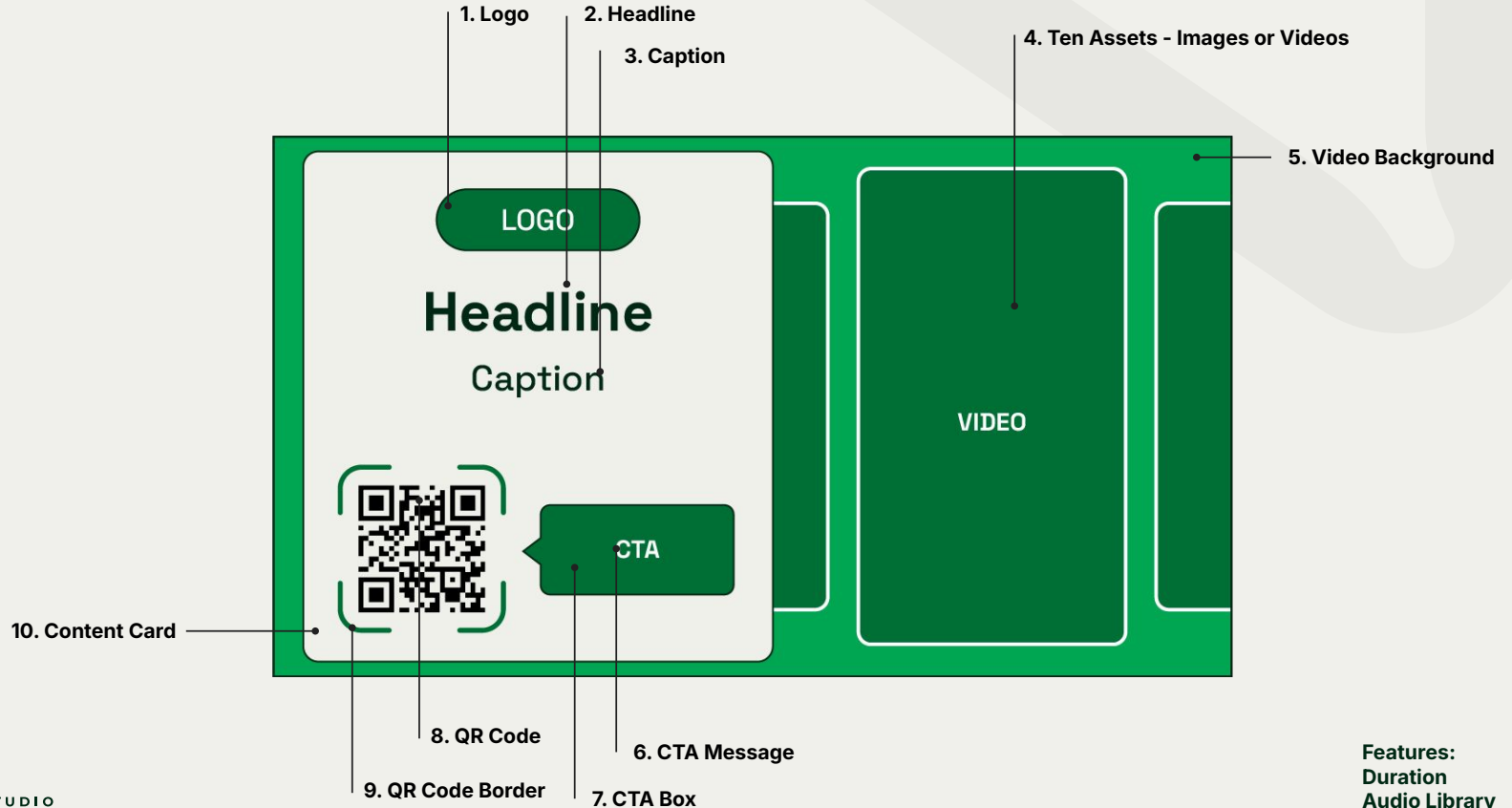
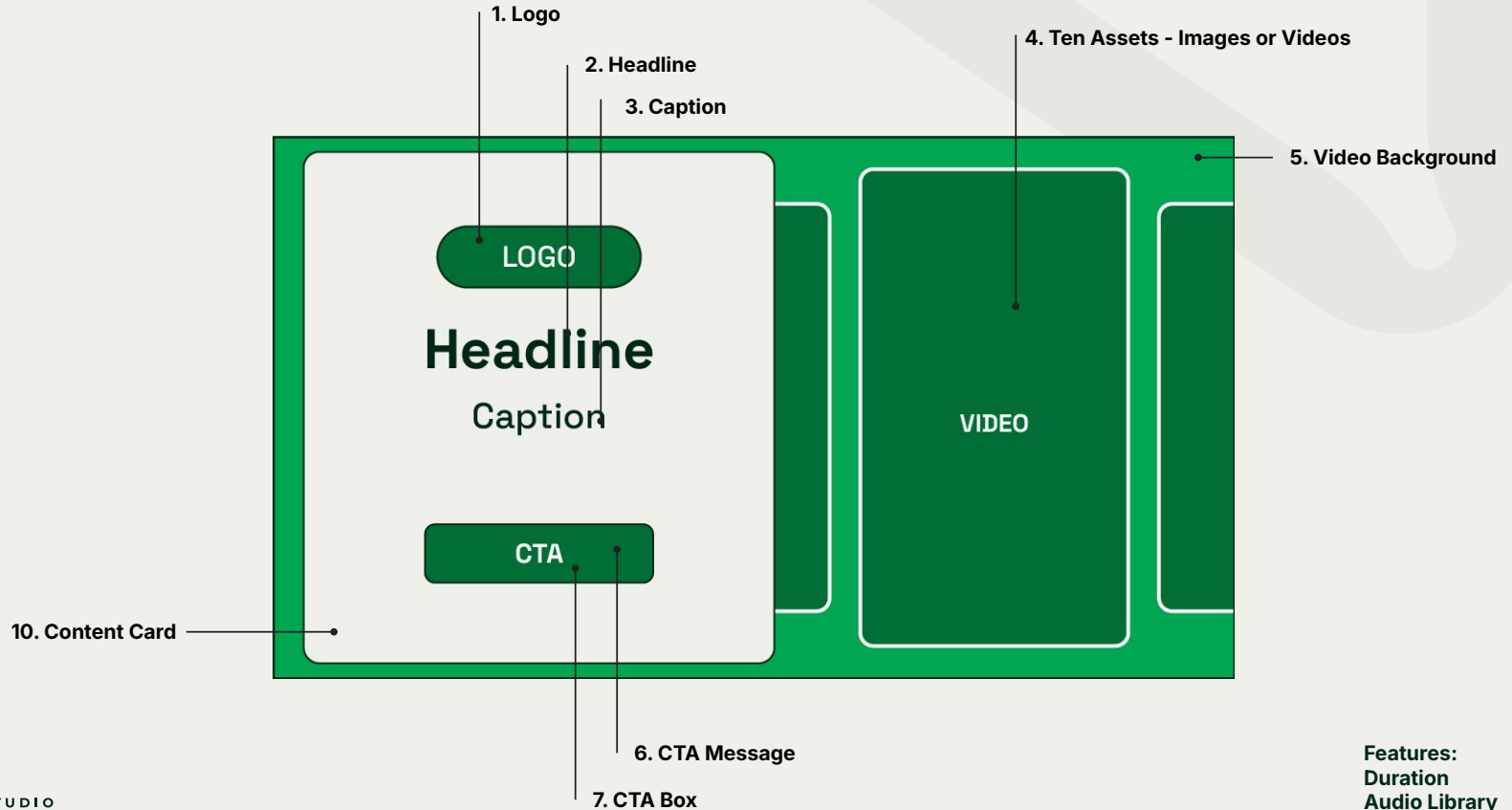


Anatomy - CTV



Features:
Duration
Audio Library

Anatomy - OLV



Features:
Duration
Audio Library

Specs

1. LOGO/SOCIAL ICON

Required - Icon: Auto-imports from social

Optional customization* (Recommended):

Upload full sized logo (Replaces Icon)



Minimum size: 200px H or W
Best: .PNG with transparent background
Horizontal Logo.

2. HEADLINE*

Manual addition. Max 6-12 words.
(Approximately 56 characters) Recommend using first sentence of caption.

3. CAPTION

Auto-imports - the caption from the social post.
Customizable. Max 235 characters.

4. TEN ASSETS - PHOTOS OR VIDEOS

Auto imports from Carousel Social posts or
Provide up to 10 images & videos

Asset #1 will determine the direction that the
media assets flow.

If Asset #1 is wider than tall:

Assets will flow right to left.

If Asset #1 is taller than wide:

Assets will flow bottom to top.



Images: .JPG, .PNG. Any aspect ratio.
Min image size 500px wide or tall.

Videos (MP4, .MOV Min 720p & max 100MB
Any aspect ratio accepted.
Note. Video audio will overlap with background
audio.
Aspect ratios do not need to match.

Slide Duration: Each image slide duration can be
customized. (See "Duration" page)

5. VIDEO BACKGROUND

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. CTA MESSAGE

Optional

Ideal length: 2-4 words
Ex. "Shop Now!" "See more"

7. CTA BOX (CTV) / BUTTON (OLV)

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

8. QR CODE (CTV)

Included QR code available or ability to use
Flowcode or custom QR code (min 400px wide).

Required: **Destination URL**
Scan-to call, Scan-to-email scan-for-location
available.

Extra Assets

Recommended assets that do not auto-import from social posts

Background Image: Min. 1920×1080 .JPG, .PNG (9:16)

Main Title: Max. 40 Characters

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

QR Code: Destination URL / Phone #, E-mail Address etc.

Full Logo: Min. 200×200px .PNG with transparent background

*** Required**

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

Always use the instant preview to review any changes.

Auto-Fit Duration Overview

Auto fit duration will automatically fit the duration of assets to a Target Creative Duration. For example, if 15 seconds is chosen, all image slides will be divided across available time so that the final video creative is exactly 15 seconds.

Reset Button

Click the reset button to return the duration to its default length.

Preview Thumbnail

A thumbnail of the photo or video will be shown here. If a photo cover has not been selected for a video creative, it will display as a default grey thumbnail with an image icon.

Total Creative Duration

The total creative duration is shown here. It accounts for Video Transitions (such as the intro) as well as every Photo Slide, Video slide and End Card. The Total Creative Duration will appear green when it is exactly the length indicated for Target Creative Duration.

Reset button - Reset the specified total time

The screenshot shows the 'Auto-Fit Duration' interface. At the top, there's a 'Specify the desired creative duration below, then review the proposed duration for each media object.' section with a 'Reset' button and a duration selector set to '6 sec'. Below this is a table with 8 rows of media objects. Each row includes a thumbnail, a duration indicator (e.g., '2 . 450'), and a status indicator (checkmark or 'X'). At the bottom, there's a 'Creative Duration: 30 sec' indicator, a 'Cancel' button, and an 'Apply' button.

ID	Type	Thumbnail	Duration	Status
3	Photo	[Image]	2 . 450	✓
4	Photo	[Image]	2 . 450	✓
5	Photo	[Image]	2 . 450	✓
6	Photo	[Image]	2 . 450	✓
7	Photo	[Image]	2 . 447	✓
8	Video	[Image]	12 . 153	✓

Target Creative Duration

Specify a custom length in Minutes (MM), Seconds (SS), and Milliseconds (MS) for the Total Creative Duration OR choose from standard ad lengths (6, 15, 30 seconds or 1 minute)

Status

The status indicator will show a ✓ for an acceptable asset or an X for a asset with an error.

Photo Slide Duration

If a Fixed Creative Duration is chosen, these duration indicators will update automatically. Available duration will be split evenly across all photo assets. 1 second is the minimum time for a photo slide.

Video Slide Duration

Video duration is displayed here. To adjust video duration click the "Clip Button". Videos can only be made shorter, not longer.

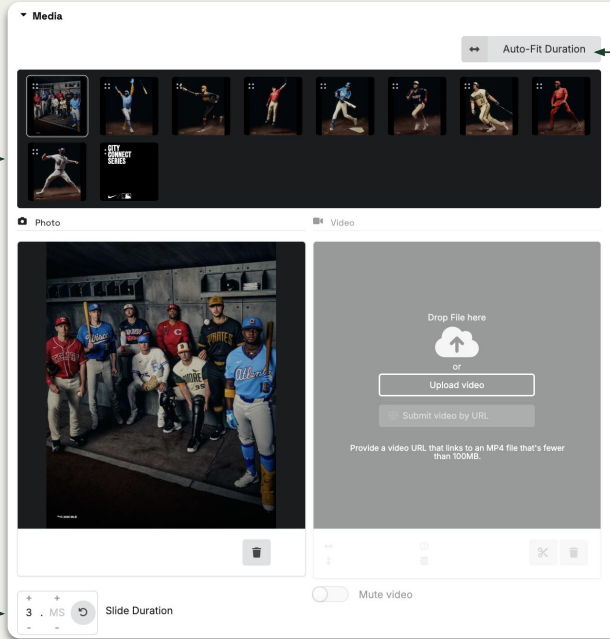
Clip Button

Click here to open the Video Clipping Modal. Clip videos to shorter durations within this modal. Videos must be shorter than the Target Creative Duration.

Feature - Duration

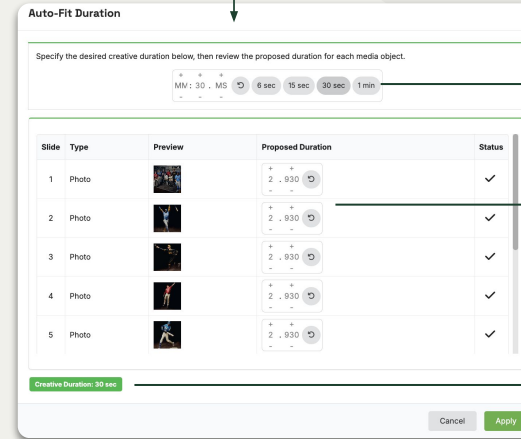
Total Creative Duration= Image Asset Durations + Video Asset Durations + Animation Duration (Intro etc)

Select an asset here



Set the duration of each slide here. We recommend at least 1 second per slide.

You can also adjust the duration of slides here and **auto-fit** them to a final creative length.



Choose a duration for the final video asset here

All photo slides will auto-adjust duration to split evenly across the chosen timeline. You can also adjust the time for specific slides here.

Final creative duration is shown here

If a video is included in the slides:

Slides will autofit into the duration left over after accounting for the video length.

For example:

Assets: 1 video asset (10 seconds) + 3 photo assets

- 30 Seconds is chosen.
- The images will be split among the approx 20 seconds available after accounting for the video asset and video transitions.

Feature - Duration - Clipping Videos

If the Video asset is Longer then the chosen **Creative Duration** - An alert will appear.
 In this example, we want a 30 second Creative Duration but the video asset is 30 seconds long.

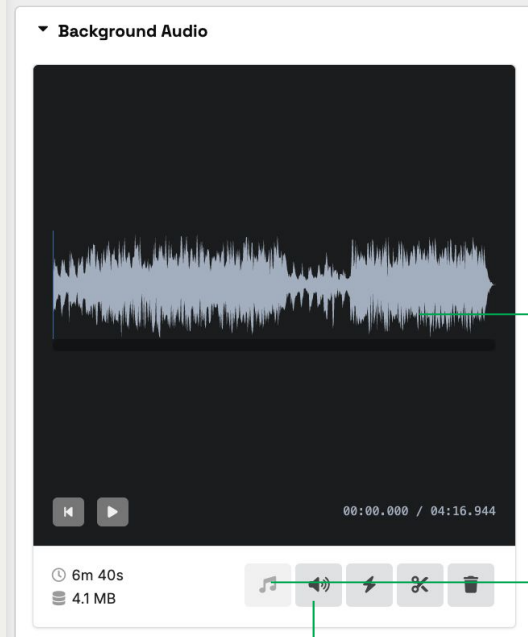
The video can be clipped to a shorter duration:

Click here to clip the video

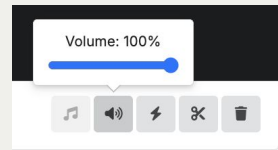
Drag the edges of the timeline to clip the video

Now, that the video is a clipped duration of approx 12 seconds, choose "30 sec" again and the photo slides will be adjusted to fit the remaining duration.

Feature - Audio

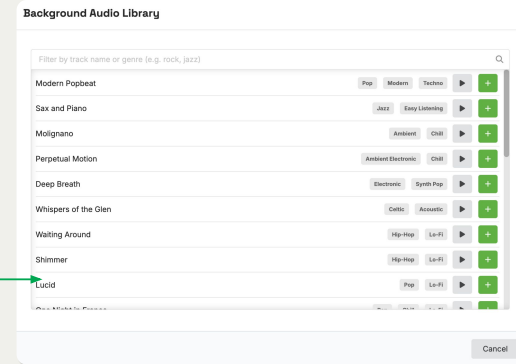


Click this button to adjust the volume of the background audio

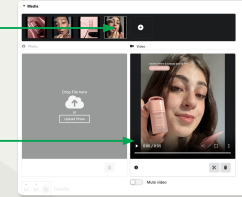


Choose royalty-free music from our audio library

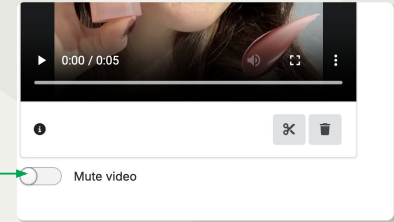
If no audio track is available, choose from a variety of royalty free background audio



Choose video asset



Video asset will appear here



Audio / Music files can be uploaded*

For photo-only creatives: Adds sounds to creative
For creatives that include video: Audio will overlap with the video audio unless the video audio is muted.

*Client is responsible for ensuring they have all rights / permissions for any audio uploaded, provided or imported from social media.

Example

poppi

From fruity favorites to bold classics

A fridge full of Poppi is the best kind of problem to have. 🍓🍊🍋 So many flavors, so many moods. Feeling fruity? Go berry.

Scan to Find Poppi Near You

Wild Berry
So Soft & Back, but Better
So Sugar

The advertisement is presented on a monitor screen with a pink and purple gradient background. It features a QR code on the left, a central text block, and a large image of a blue Poppi can with purple berry graphics on the right. The can is set against a space background with stars and a planet. A small yellow and black robot is visible in the bottom right corner of the can's image. To the right of the can, there is a vertical strip showing a city street at night with neon signs.

