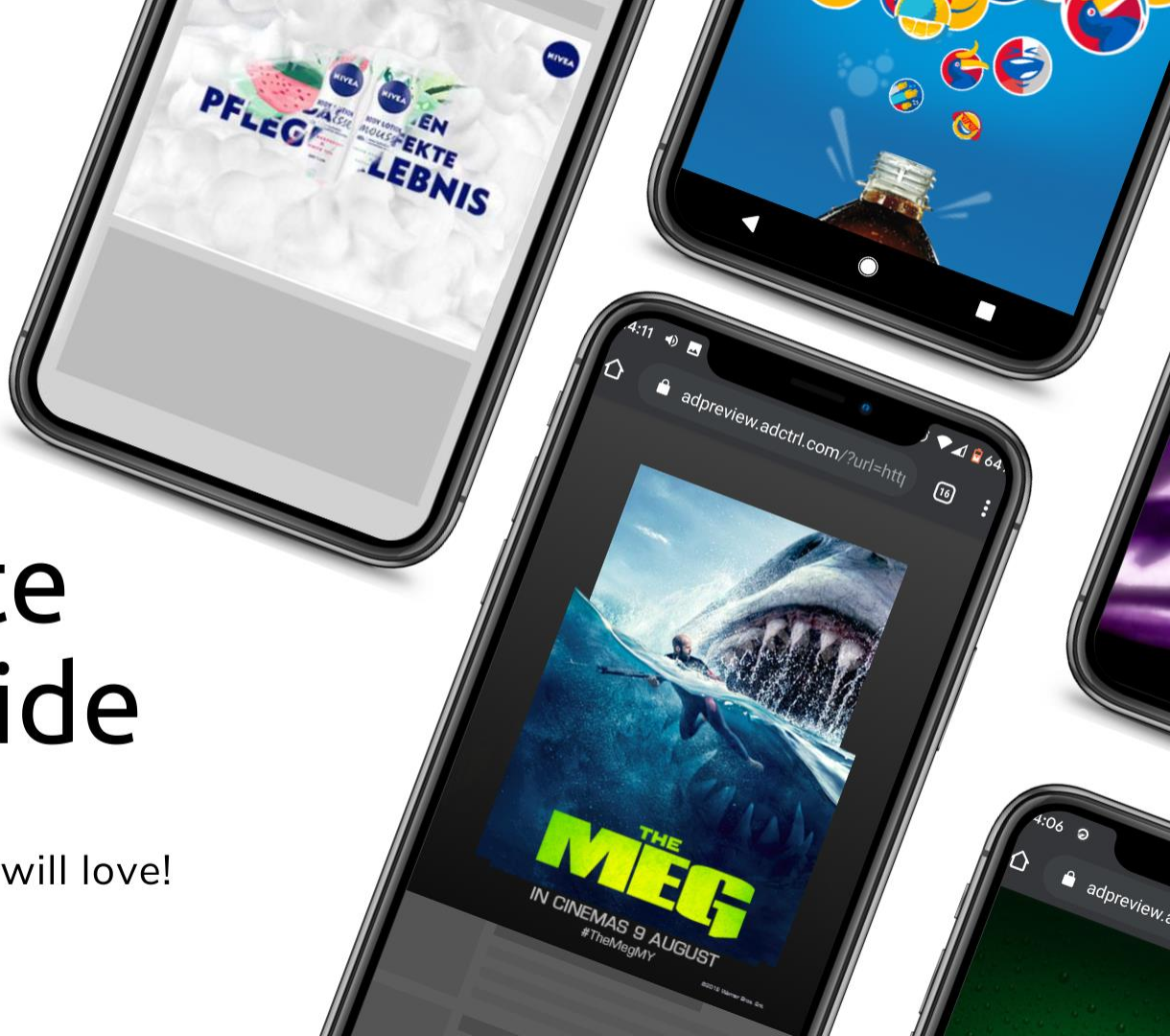
Adello

The ultimate creative guide

Engaging ads your audience will love!



Ads that cannot be overscrolled

No one wants rejection. «I'm not interested» from a potential client follows the same frustration we might have in private life. No marketer wants to get rejected by publishers who decline to publish their ads. Likewise, to see low ad performance because the ad did not catch the interest of the target audience is frustrating.

Adello has collected data on ad creatives from thousands of campaigns. Most designed by our in-house AdFactory showed outstanding performance. We have learned what makes advertising successful, want to share our findings with you. We hope you enjoy the insights of our ultimate guide on how to create successful ad creatives that publishers and potential clients will not refuse.

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Size | Dimensions | Resolution

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Size matters

First and foremost you need to choose the dimensions for your ad creative. Do you want to show a small banner, discreet and unobtrusive, perfect for conservative audience? Or do you want to provide catchy interactive ads for youngsters and even make a show out of it? There are many different creative sizes out there. The most popular mobile and tablet sizes are Rectangle, Mobile Banner, Tablet Horizontal Banner, News Feed, Carousel.
Other sizes: 300x50 px, 320x160 px, 300x600 px, 320x480 px, 728x90 px, 768x1024 px, 1024x768 px.

Rectangle
300x250 px

Mobile Banner
320x50 px

Tablet Horizontal Banner
728x90 px

News Feed
1200x628 px

Carousel
1080x1080 px

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Standard Resolution

300x250 px

High "Retina" Resolution

600x500 px

Make it clear

No matter what mobile or tablet ad format you choose, it's important to make sure your audience sees it clearly. No image quality lost.

In order to take full advantage of devices high pixel density (aka retina), consider producing the images in double the resolution (@2x)

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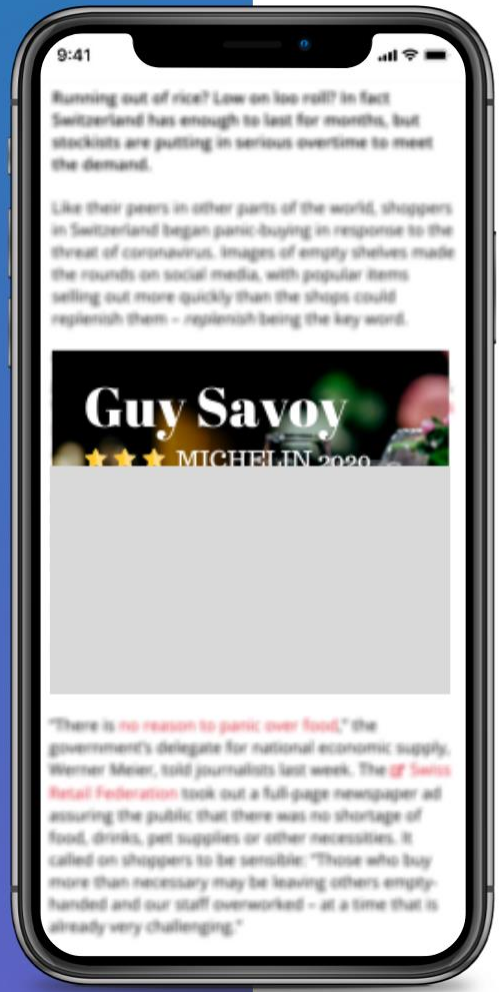
Do not overdo

Too big is not always good



Be careful, too high a resolution increases ad size thus slowing down publishers' page display. Even worse, if creative's size slows down the process of displaying only the banner – this means that users scroll through the content of a publisher before your ads appear in it. You will pay for ads your audience will not see. Still a common mistake.

Recommendation: limit the maximum size of your creative. Recommended size of standard banners is up to 120 KB.

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Text | Image | Logo | Call to Action

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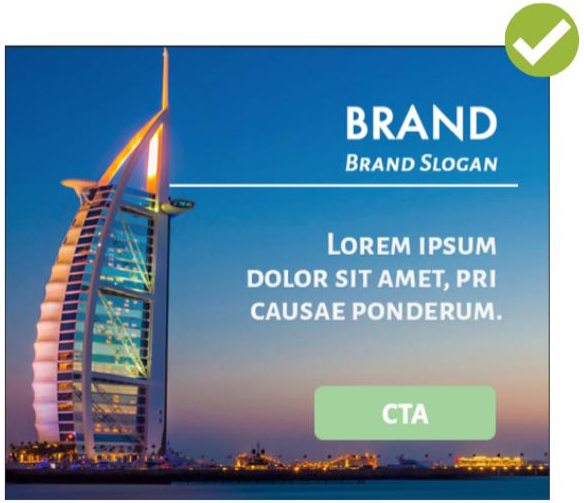
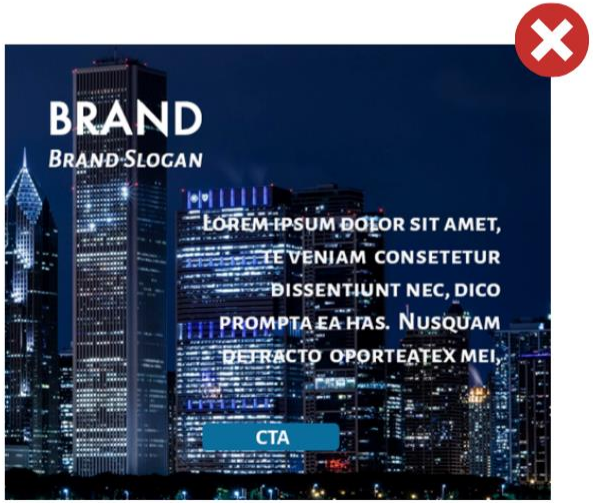
Keep it simple

Especially when it comes to mobile advertising. Even if it is the full screen format size, do not overload the creative with information. Rich background image, full product description, several references - it all only confuses. To avoid unreadable text and long sentences, try to use single points of attention, signs, numbers. Like on the road traffic, you need less than a second to slide your look on the road sign and your brain already understands what does it show. What's your main point, your message and call-to-action? Recommended font size for logo and references: 16 px. Minimum size for general text: 20 px





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Words matter. Every. Single. One.

Grammar. Check again, then again, then give to colleagues for proof-reading. Nothing destroys the customers' trust faster than poor grammar in an advertisement. Unless it's a part of your campaign, like the one of Snickers.

So take some time for final polishing, ask others' opinions, and make sure your ads are perfect.

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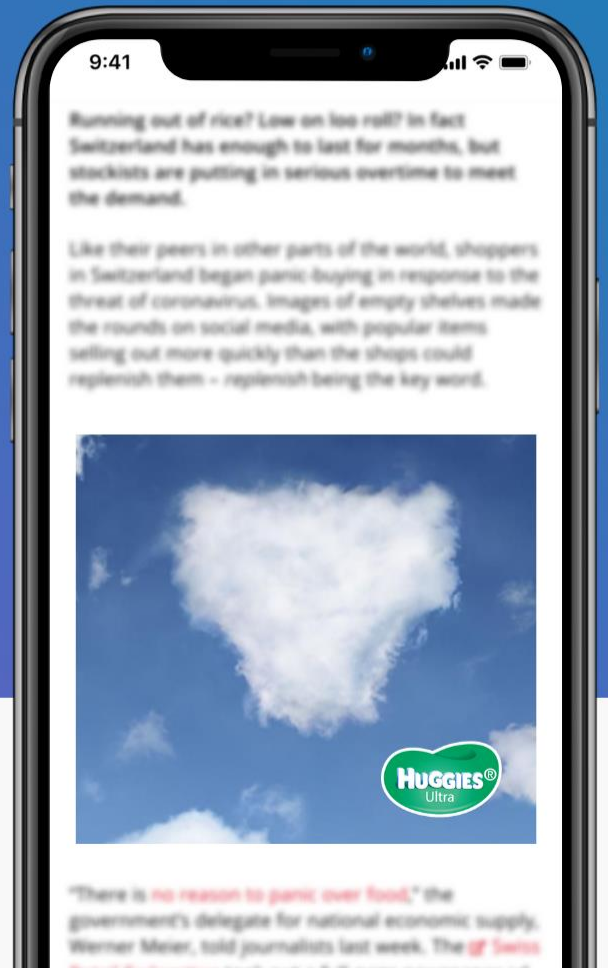
The power of associations

The same rule applies to the images you are going to use for ad creatives. Play with associations. If you advertise childcare products, think about babies. What are they associated with? Innocence, tenderness, cleanness, softness, lightness. That's why you often see diapers flying in the sky like a soft, fluffy cloud. Likewise, contrasts to well-known associations can make your brand stand out.



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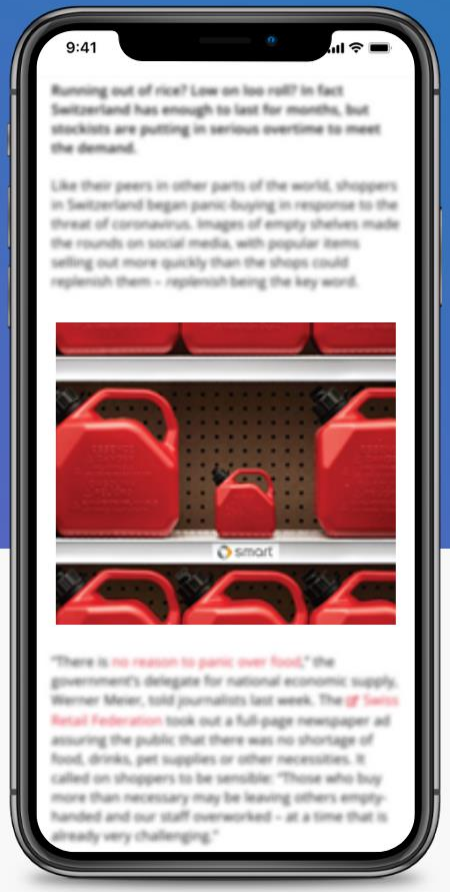
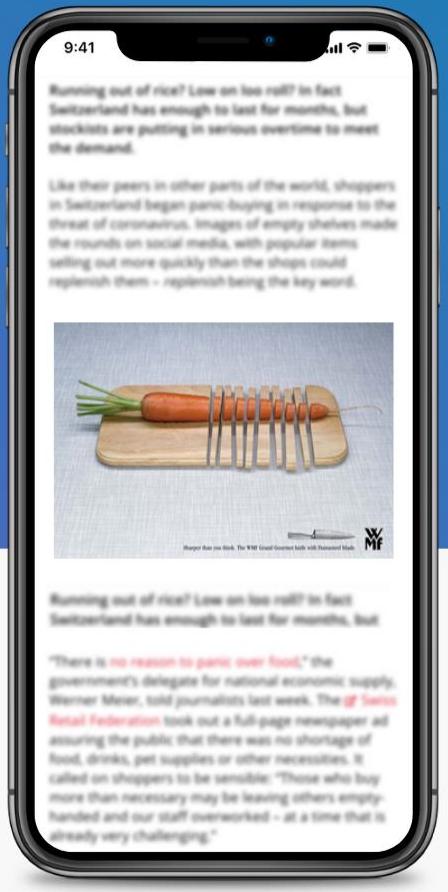
Advertising 101 still holds true

Do not forget about traditional art styles, like metaphor, metonymy, synecdoche, hyperbole. Highlight characteristics of your product/brand in a creative way, like Smart shows minimal fuel consumption or WMF highlights the sharpness of their knives





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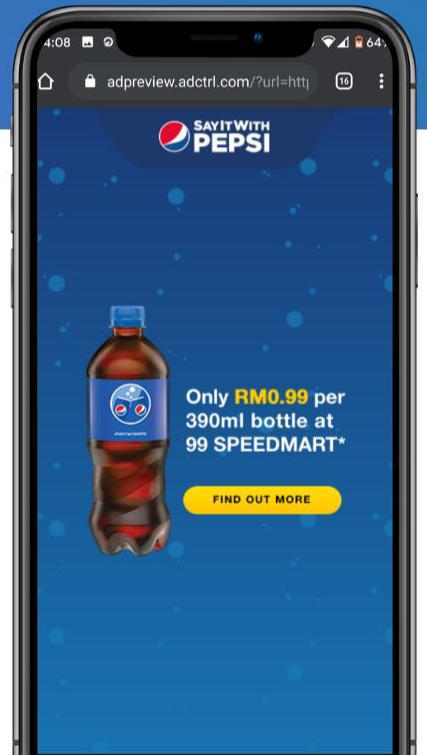
Know your heroes

Logo. This is one of the most essential elements of an ad creative. Your audience should know the brand of who serves them advertising. This is also one of the requirements to pass publishers' control.

The Golden Rule: the landing page connected to your advertising should be as relevant as possible. If you are an online fashion reseller and advertise exclusive designer handbags, your audience should not land on pages with cheap mass-market products.
A frequent frustration: users see a great ad, tap on it and are then directed to the main page with no reference to the specific offer which sparked their interest. Avoid that mistake at all cost.



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Attention, Urgency, Action!

Call to action is extremely important in driving ad performance. The most effective advertisements usually consist of a clear, strong call to action. However, even the “loudest” call to action will not work, well if there is no urgency . “Only today”, “Limited offer”, “Limited edition” – this is what makes people click now, not tomorrow.

The recommended size for a call to action:
Minimum Width: 40px
Minimum Height: 40px

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Animation | Interactive creatives

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Everyone loves animations

Everyone loves animated advertising, some marketers even too much. Remember, your audience is not going to watch 8 seasons of animated advertisement like The Game of Thrones. Make sure the duration of animations is not exceeding 15 seconds and shown not more than 3 times.

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Stand out among competitors

Creating the right message and appealing design of your ads is the first step in attracting your audience in 2020. What is next? Go interactive!

With interactive ads you can turn traditional static ad into a game, awakening users from their digital sleep and inviting them to physically engage with the ad unit. This is an awesome way to encourage your audience to act, rather than passively scroll ads down.

We listed some of the most successful interactive creatives.
Scan QR code to see demo.

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Hypercube

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components	4 Frames
Format	Rectangular: 300x250
Video options	Max 1 video

Demo

https://m.adctrl.com/eo1fm6

Deliverable specifications
https://m.adctrl.com/ep0wdq

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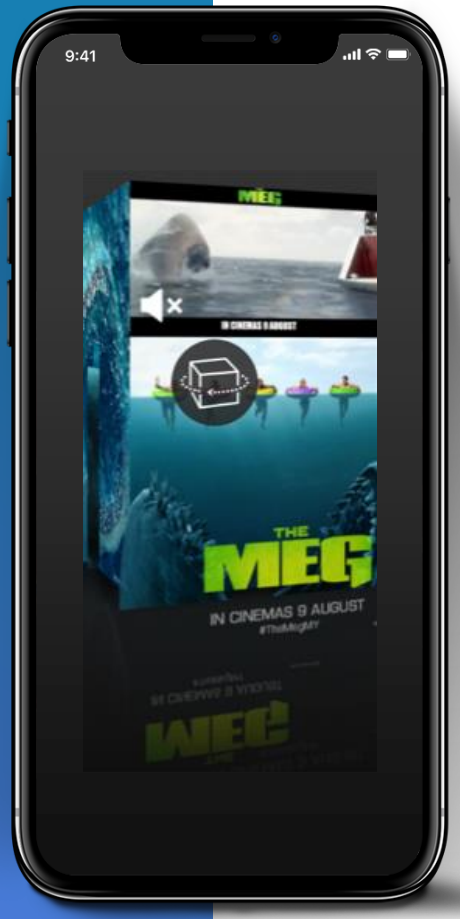
Hypercube – Interstitial

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components	4 Frames
Format	Interstitial: 320x480
Video options	Max 1 video



Demo

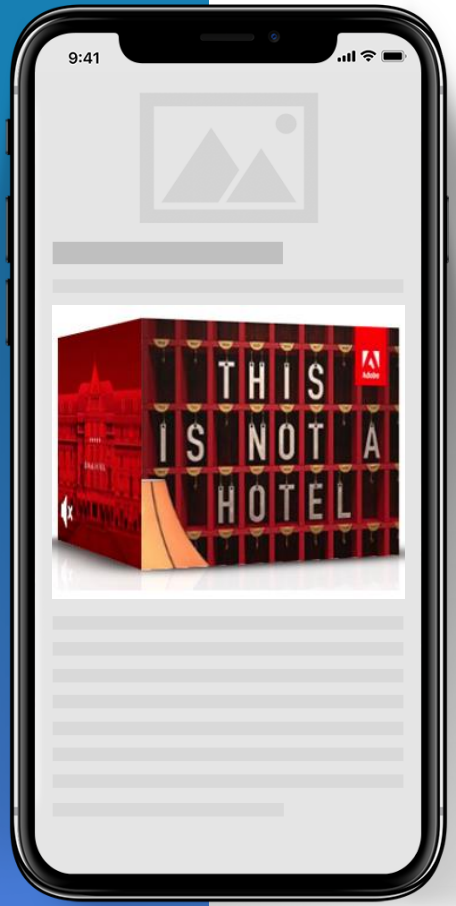
https://m.adctrl.com/odolno

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Demo

https://m.adctrl.com/qx38u3



Swipe Cube

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components	3 to 6 static images
Format	Rectangular: 300x250
Video options	Max 2 videos

Deliverable specifications
https://m.adctrl.com/ep0wdq

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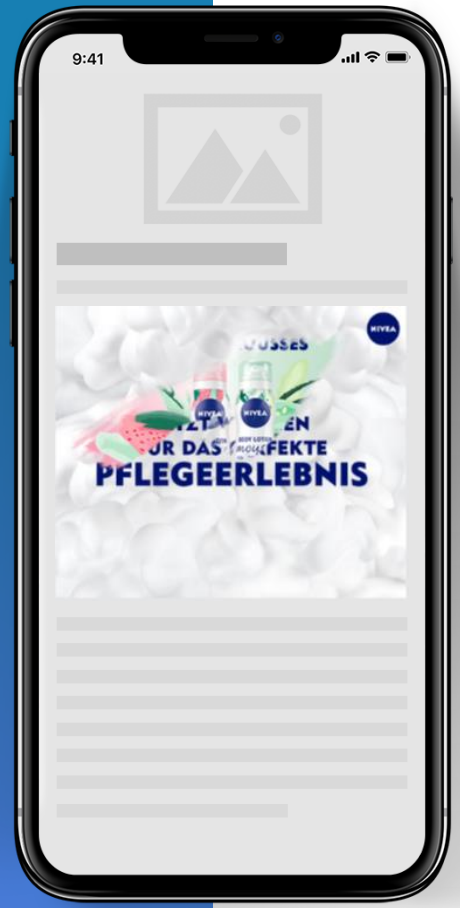
Demo

https://m.adctrl.com/gv39kc



Scratch Card

A winning ticket-like ad format where the User “scratches” the front page of the ad to unveil more content. Suitable for new and to-be-discovered products.

Rich media options

Creative components	2 static images: - Scratchable layer - Revealed layer
Format	Rectangular: 300x250
Video options	Max 1 video (on revealed layer only)

Deliverable specifications
https://m.adctrl.com/ep0wdq

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Demo

https://m.adctrl.com/yvz10y

Peeling Ad

A catalogue-like ad format where the user peels the front page to discover more content.

Rich media options

Creative components	3 static images: - Front page - Revealed layer - Back of the front of page (optional)
Format	Rectangular: 300x250
Video options	Max 1 video (on revealed layer only)

Deliverable specifications
https://m.adctrl.com/ep0wdq

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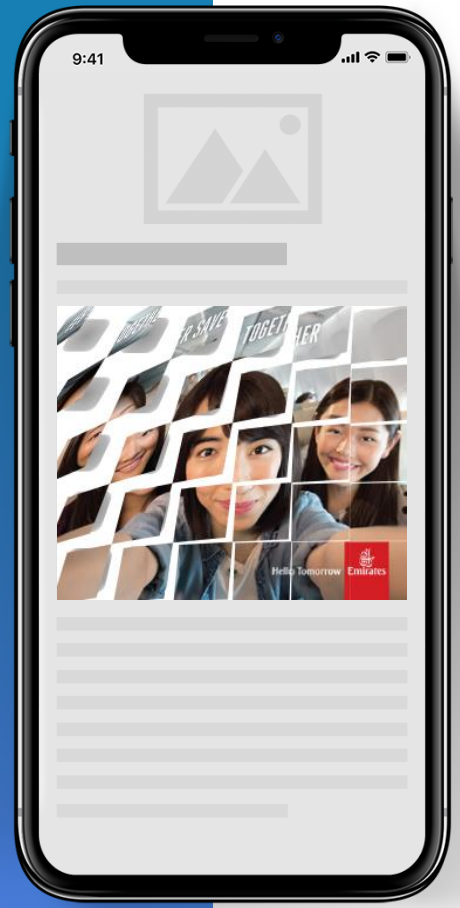
Tiles Ad

A tile-based card that the user flips to discover more content



Demo

https://m.adctrl.com/jb8qyn

Rich media options

Creative components	2 static images
Format	Rectangular: 300x250
Video options	No video

Deliverable specifications
https://m.adctrl.com/ep0wdq

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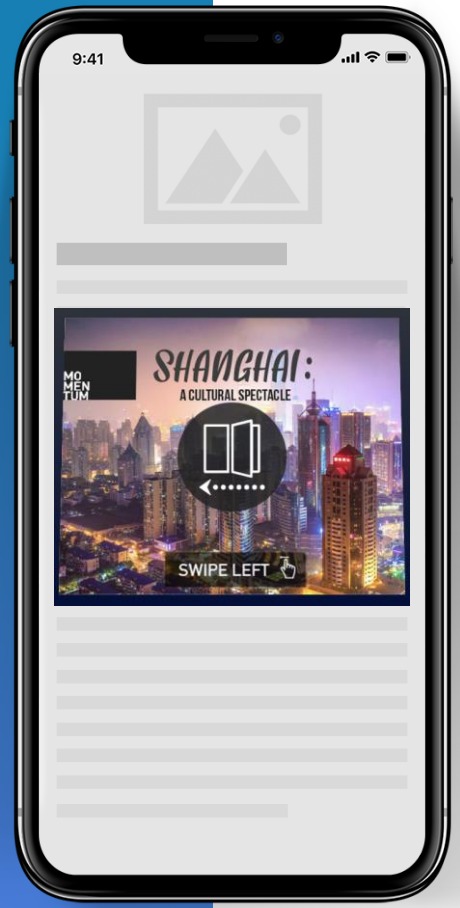
Booklet Ad

A book-like ad format where the user is flicking through the pages to discover more content.



Demo

https://m.adctrl.com/daia6a

Rich media options

Creative components	3 to 6 static images
Format	Rectangular: 300x250
Video options	Max 2 videos

Deliverable specifications
https://m.adctrl.com/ep0wdq

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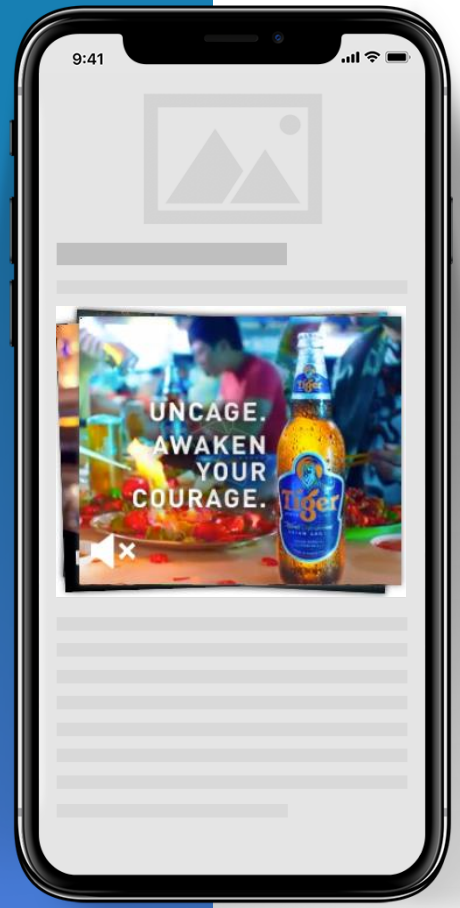
Demo

https://m.adctrl.com/73chaq



Card deck

A stack of cards displayed on top of each others. The user can swipe the cards away to reveal the one below.

Rich media options

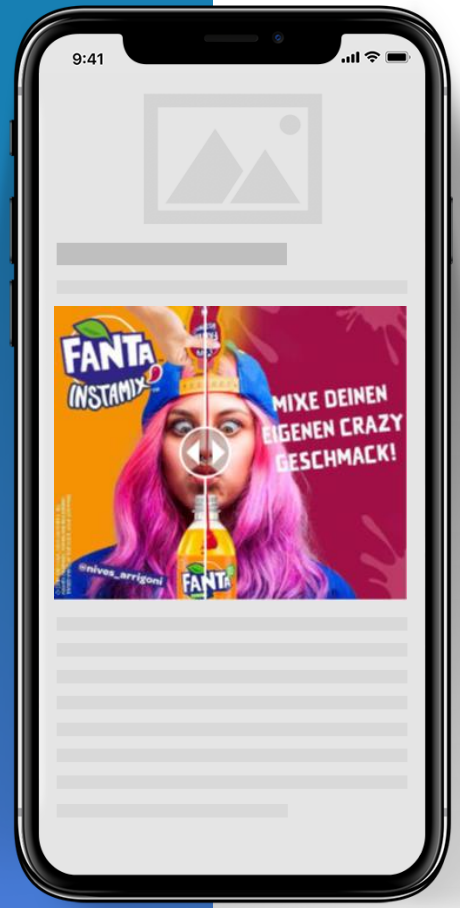
Creative components	3 to 6 static images
Format	Rectangular: 300x250
Video options	Max 2 videos

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Demo

https://m.adctrl.com/wvg7ce



Overlapping slider

Drag the slider left and right to visualize 2 different creatives.

Rich media options

Creative components	2 static images: - Before - After
Format	Rectangular: 300x250

Deliverable specifications
https://m.adctrl.com/ep0wdq

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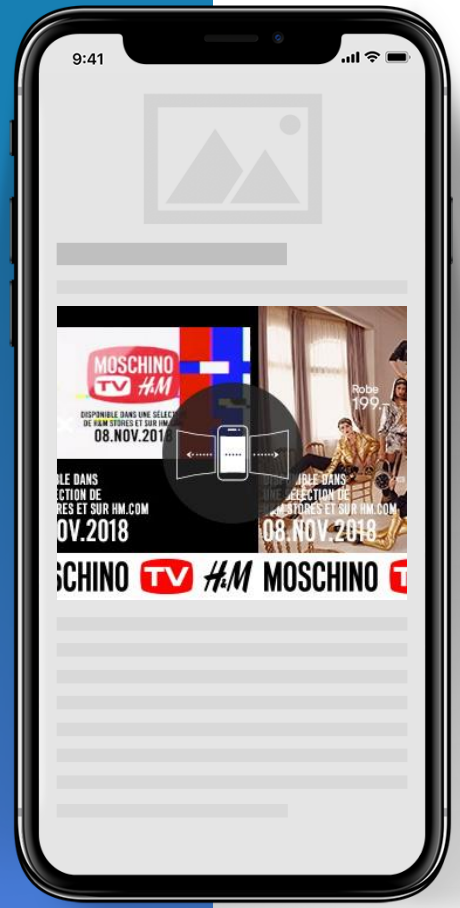
Panorama - Rectangle

Pan left and right to discover more content.



Demo

https://m.adctrl.com/g44o3s

Rich media options

Creative components	Creative storyboard
Format	- Width: 300px – 1000px max - Height: 250px
Video options	Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Vertical Panorama

Pan up and down to discover more content.

Demo

https://m.adctrl.com/wog64c

Rich media options

Creative components	Creative storyboard
Format	- Width: 320px - Height: 480px – 1200px max
Video options	Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Demo

https://m.adctrl.com/x39wsm

Gyroscope

Tilt the phone in all directions to experience a 3D environment effect.

Rich media options

Creative components	2 to 4 static images: - Background - Layer images with transparency
Format	Interstitial: 320x480
Video options	Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Demo

https://m.adctrl.com/8yv4sz

360° Panorama

Rotate the phone in all directions to experience an interactive 3D environment.

Rich media options

Creative components	360° image
Format	Interstitial: 320x480
Video options	Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

360° Panoramic video

Rotate the phone in all directions to experience a 360 immersive video.

Rich media options

Creative components	360° video
Format	Interstitial: 320x480

Demo

https://m.adctrl.com/z4sko0

Deliverable specifications
https://m.adctrl.com/ep0wdq

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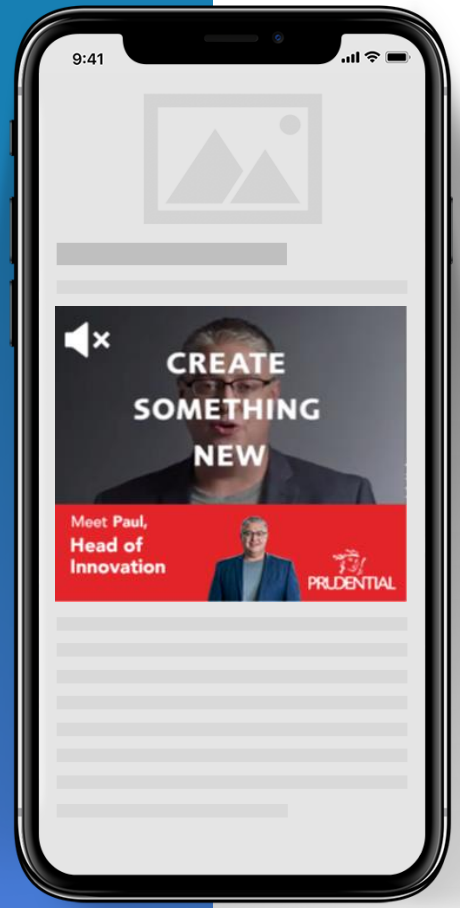
Rectangular Video

Video auto-plays muted, optionally an audio toggle button can be added.



Demo

https://m.adctrl.com/xcx7ms

Rich media options

Creative components	1 static image and 1 video
Format	Rectangular: 300x250
Video options	Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Interstitial video

Video auto-plays muted, optionally an audio toggle button can be added.

Demo

https://m.adctrl.com/t0aghk

Rich media options

Creative components	1 static image and 1 video
Format	Interstitial: 320x480
Video options	Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq

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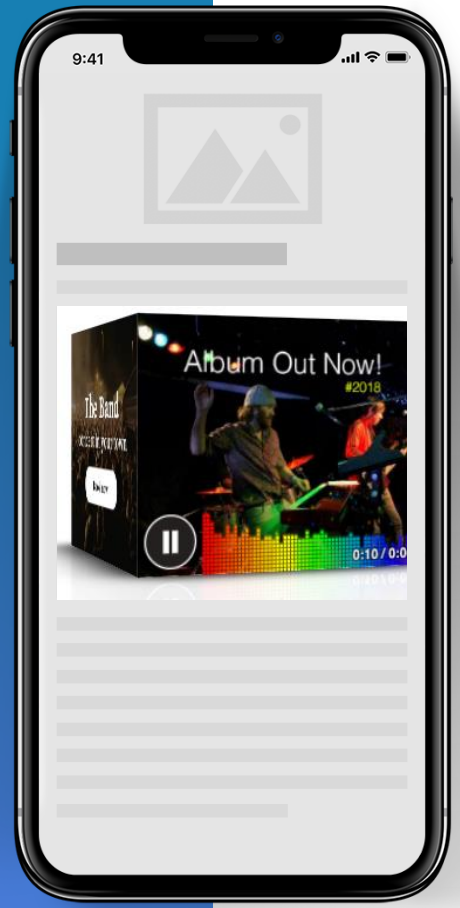
Hitstation

Showcase audio samples within a mobile optimized interactive ad format.



Rich media options

Creative components	3 to 6 images 1 to 2 audio tracks
Format	Rectangular: 300x250

Deliverable specifications
https://m.adctrl.com/ep0wdq

Demo

https://m.adctrl.com/kvng7v

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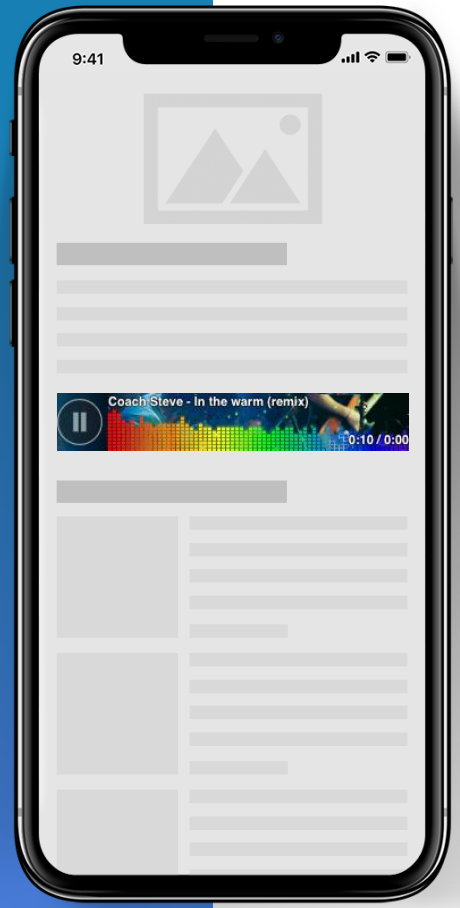
Audio Banner – Mobile banner

Showcase audio samples in an eye catching mobile banner



Demo

https://m.adctrl.com/2o7i9b

Rich media options

Creative components	1 image 1 audio track
Format	Mobile banner: 320x50

Deliverable specifications
https://m.adctrl.com/ep0wdq

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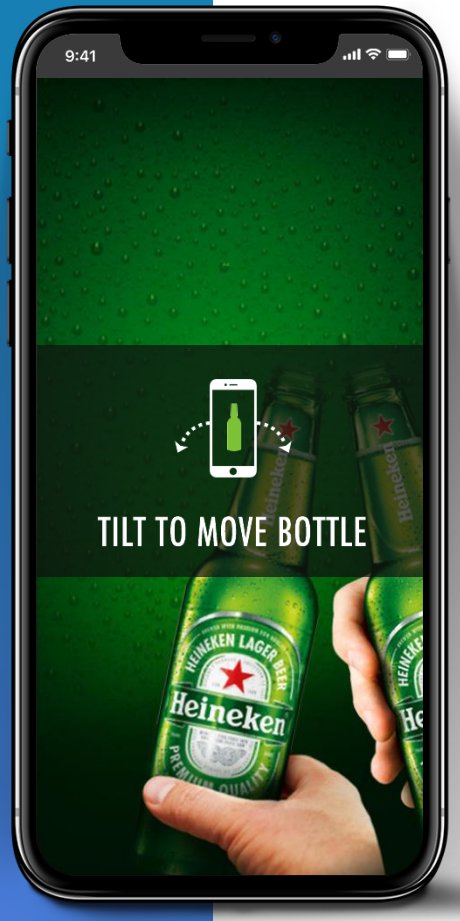
Custom - Heineken Cheers

Tilt the phone left or right to have a toast.

Demo

https://m.adctrl.com/c522fu



Rich media options

Creative components	Creative storyboard
Format	Interstitial: 320x480

Deliverable specifications
https://m.adctrl.com/ep0wdq

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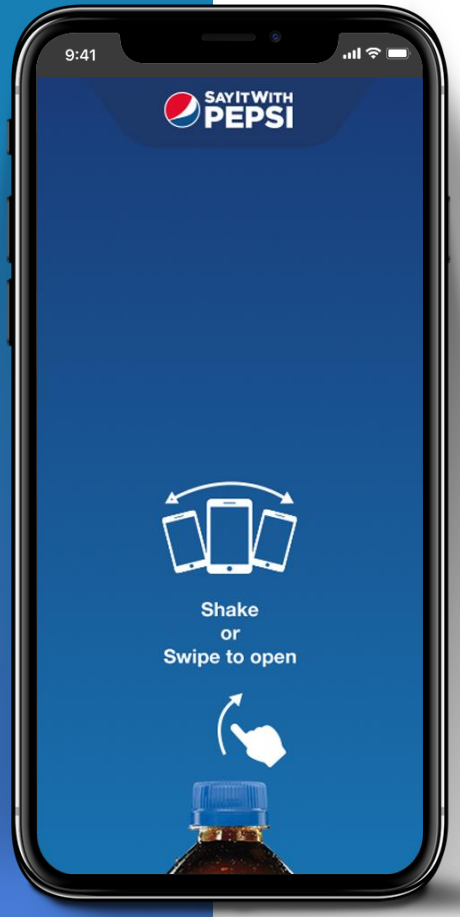
Custom - Pepsi Shake

Shake the phone to reveal an interactive animation.

Demo

https://m.adctrl.com/mkqtld



Rich media options

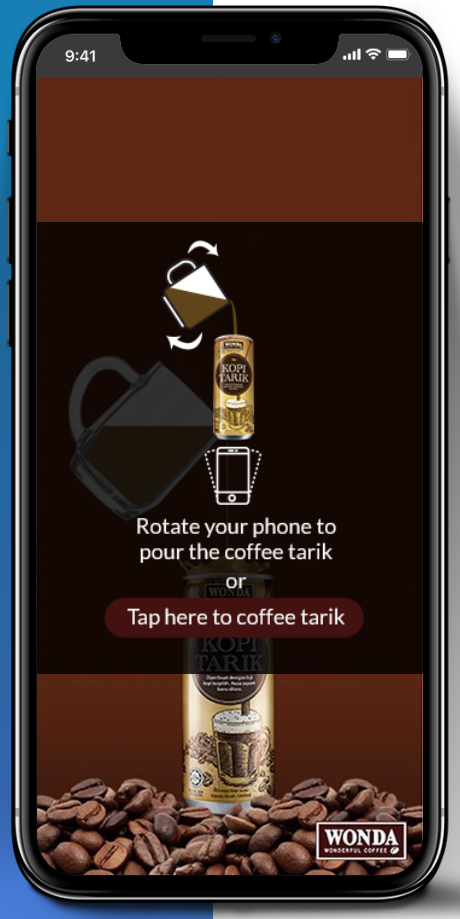
Creative components	Creative storyboard
Format	Interstitial: 320x480

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Custom - Coffee pouring

Tilt the phone the left or right to trigger a pouring effect.



Demo

https://m.adctrl.com/km4msh

Rich media options

Creative components	Creative storyboard
Format	Interstitial: 320x480

Deliverable specifications
https://m.adctrl.com/ep0wdq

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Prohibited content

Make sure your advertisement does not display any illegal content. Such as:

- Discriminatory content, including content that promotes discrimination by race, ethnicity, nationality, religion, disability, gender, age, or sexual orientation.
- Enabling or permitting piracy
- Misappropriation of copyright, trademark, trade secret, or patent
- Promoting or usage of counterfeit goods
- Content that intends to, or does, induce user action through misleading appearance or behavior, including, but not limited to, creatives that mimic video players, functional buttons, errors, or warnings about viruses, missing codecs, and corrupt disks.
- Obscene, pornographic, or adult content, including full nudity or depictions or descriptions of sexual acts.
- Hate speech or defamatory language
- Sale of, or instructions for creating, guns, bombs, ammunition, or weapons.
- Sale of drugs, illegal pharmaceuticals, or paraphernalia.
- Gambling.
- Displaying fake errors to induce user action or messaging that implies knowledge of a users' computer or operating system.
- Downloading or executing files without user consent

Questions left?
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