



# Advertising Creative Guidelines

November 2020

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# Hello!

We've developed this quick guide to outline the do's and don'ts of creating News Break Ads including wording and design elements.

## **Section 1: Ad Copy**

1.1, Copy (2-4)

## **Section 2: Ad Images**

2.1, Graphics (5-8)

2.2, Color (9)

2.3, Text (10- 11)

2.4, Layout (12)

## 1.1 COPY

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In order to achieve better conversion goals and in compliance with our News Break ad standards, here are some do's and don'ts to make your News Break ads more effective.

### **A-1 Do: Write for the ad format: pay attention to the word counts.**

In-feed ads, your ad copy should be concise and to-the-point.

**Headline** - 46 characters are recommended:

**body** - 90 characters at the maximum:

**Call to action:** 2 words are recommended (25 characters at the maximum)

### **A-2 Don't: Be wordy.**

This applies to both headlines and body copy and call to action texts.

Long strings of text overwhelm readers, and when it comes to headlines, excess length will simply get cut off in a widget.



## 1.1 COPY

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### **B-1 Do: Write for what's true and relevant.**

**For headlines** - focus on directness. Try to be benefit focused, not features. Using words like 'you' makes the ad more personal and can demonstrate how your service actually benefits the user.

**For body texts** - be creative about including anecdotes, testimonials, expert quotes, and more to better engage your audience.

**For call-to-action copy** - include a clear CTA, whether it's signing up for a newsletter, make a phone call to your store, or completing a purchase. use copy that conveys value and relevance to the reader.

### **B-2 Don't: Exaggerate or use misleading headlines.**

Exaggerate headlines are usually considered as clickbaits even though you may not. They seem to be eye-grabbing, but ultimately do more harm than good by falsely depicting a page's contents.

You don't want to trick your readers, and hyperbolic headlines will likely annoy them more than enticing them. Moreover, these kinds of titles damage content integrity, making your site less trustworthy and dissuading potential customers from returning.

## 1.1 COPY

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### **C-1 Do: Respect your audience, be persuasive.**

Make your content more compelling and authoritative by including statistics, figures, and detailed examples for why your product or service is worth the purchase. Backing your claims with solid examples and evidence will help build credibility and make for a more convincing sell.

### **C- 2 Don't use offensive language.**

Don't use offensive or insulting language. Ad text should never be rude, indelicate, or bullying.



## 2.1 **GRAPHICS**

**Images and visuals are a critical part of marketing your product or service.**

- Always use shots of people using the product/service instead of product shots alone. It makes an emotional connection with the target audience

**Do:**



**Don't:**



## 2.1 **GRAPHICS**

- The ad image is upright, and the ad must not be displayed upside down or upside down

**Do:**



**Don't:**

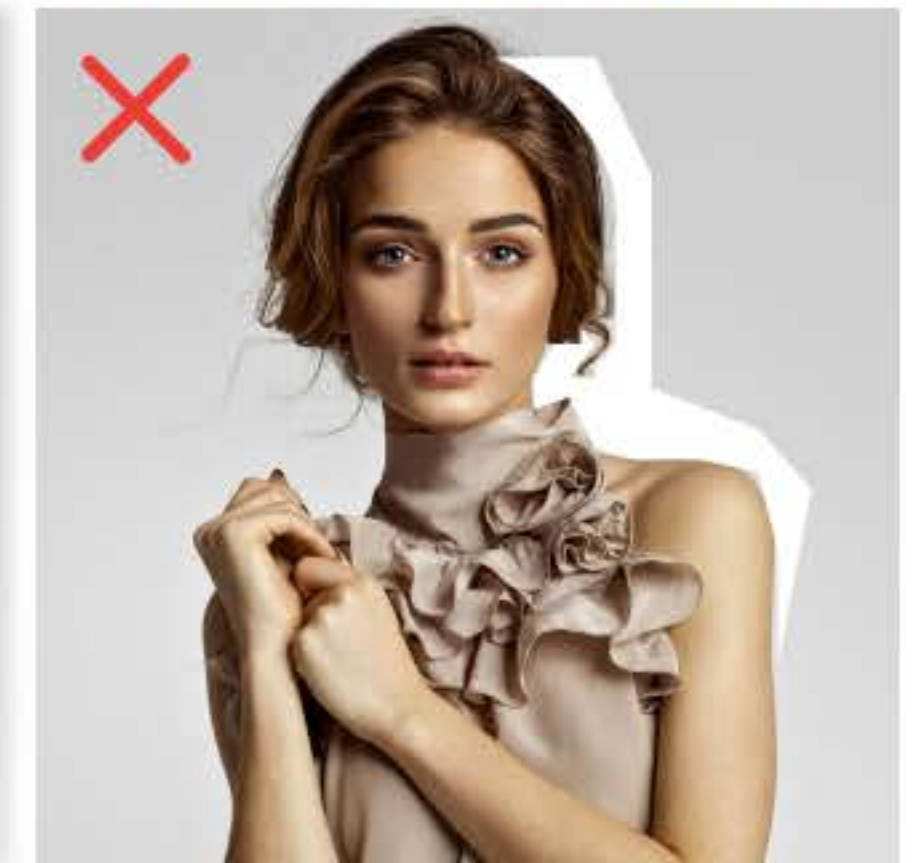
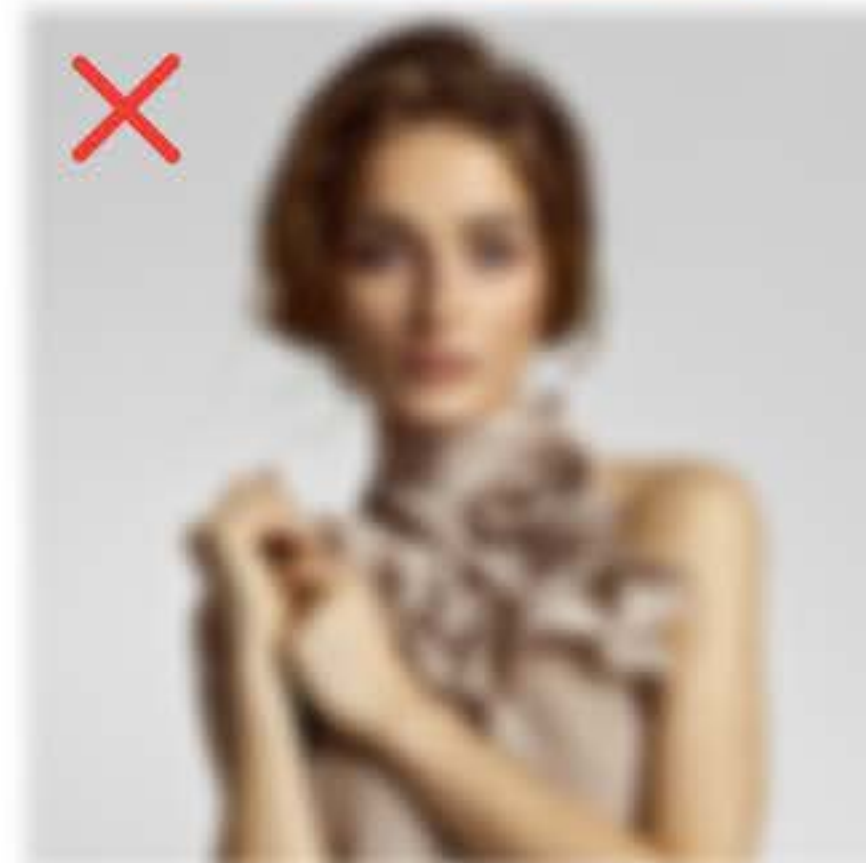
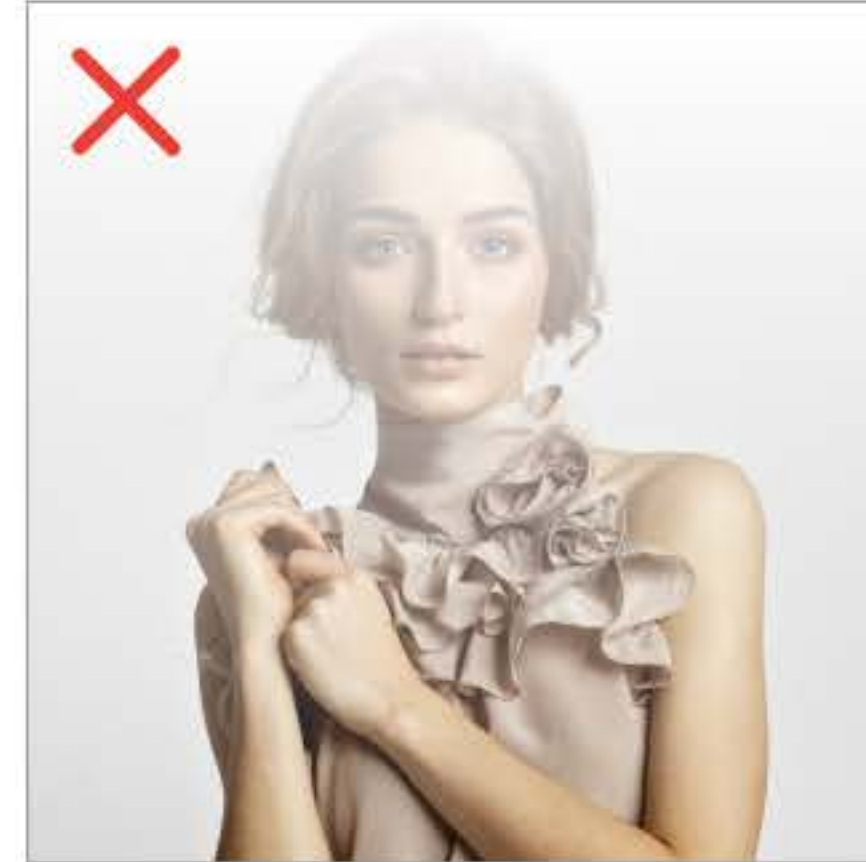




## 2.1 **GRAPHICS**

- Do not use low-resolution, blurry, or distorted images

**Don't:**





## 2.1 GRAPHICS

- Do not use negative, ugly, horrible elements that may cause discomfort or disgust to users

**Don't:**



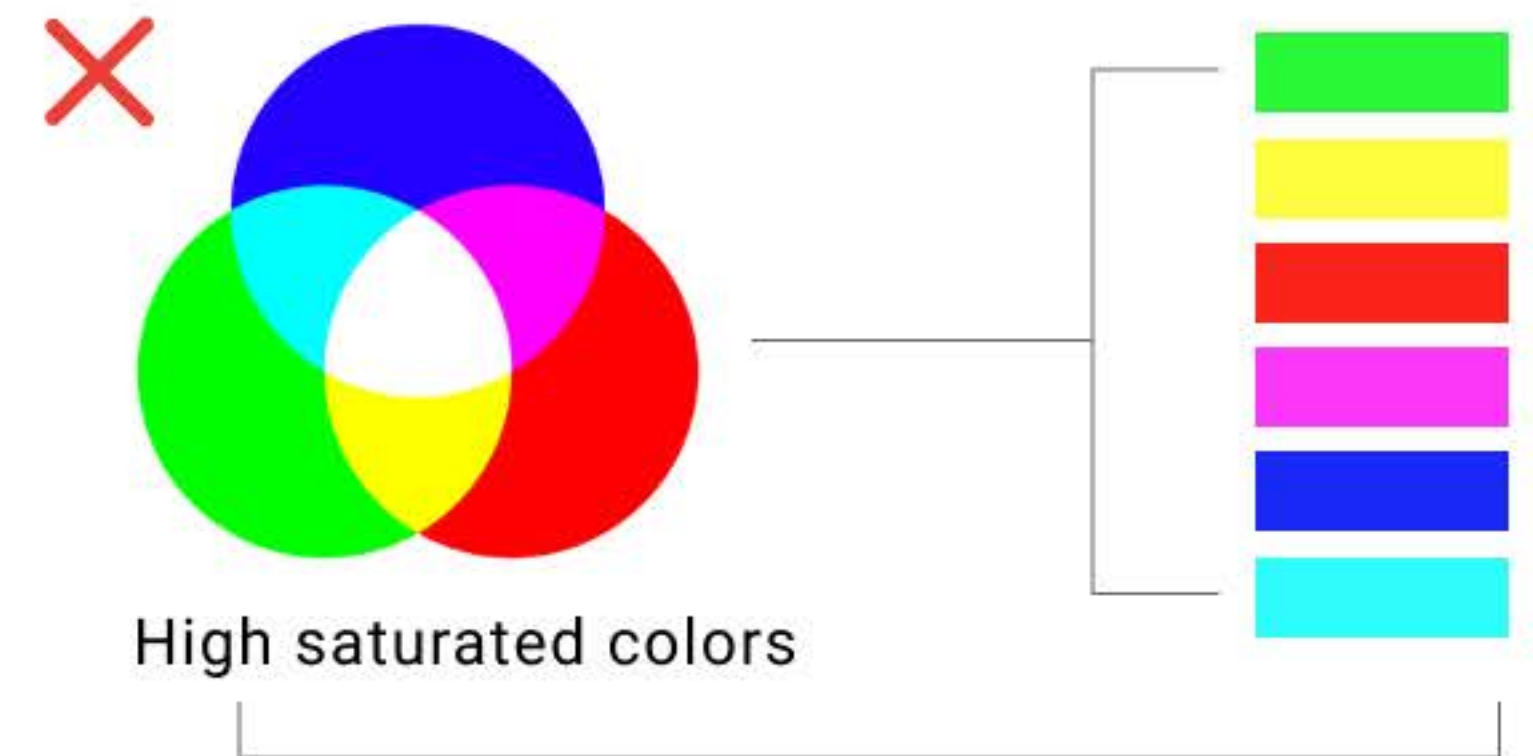
## 2.2 COLORS

- Do not use high-saturation background colors and text colors, and the contrast between background color and text color cannot be too large, or the color is too bright

**Don't:**



**Don't: use 6 highly saturated colors**





## 2.3 TEXT

**The main visual should be mainly pictures, not in the form of plain text pictures**

- The text in the picture should not exceed 30% of the picture length.

**Do:**



**Don't:**



## 2.3 TEXT

- Avoid text fragmentation, text overlap, etc.

**Don't:**





## 2.4 LAYOUT

- Material pictures shall not be stacked with pictures, and shall not be stacked with dense elements

**Do**



**Don't:**



THANKS

