

WAVO

**CREATIVE
OVER
EVERYTHING**

**A Wavo guide to developing digital advertising
creative for the music industry**



Wavo

Creative Best Practices

On behalf of everyone at Wavo, we are thrilled to be working with you on the campaign process. Below, you will find some tried and tested tips and protocols to ensure you and your team have the best possible experience working with us.

PRO TIP

Facebook videos outperform static images by an average of 300% (CTR). Be sure to include video with the creatives you provide to maximize your ROI.

Creative Specifications

We're strong believers in efficiency. For that reason, we want to make sure we have the right materials before getting started to give you the best quality service in a timely manner. We recommend giving the following specs to your design and/or management team, depending on who handles creatives. Should there be any issue with sizing, please let us know and we'll work to find a solution. Here are the appropriate specs for each ad platform:

Wavo Boost

Aspect ratio: 16:9

Max file size: 1MB

Use artwork, press shots, live shots, etc.

GIFs tend to perform better

Multiple creatives for A/B testing are encouraged

Instagram Stories

Aspect ratio: 9:16

Max time: 120 seconds (15 seconds recommended)

Video size: 1080x1920 recommended

File type: MP4, MOV

Max file size: 4GB

Facebook/Instagram In-Feed

Aspect ratio: 4:5

Max time: 120 seconds (15 seconds recommended)

Video size: Minimum width of 500px

Max file size: 4GB

Images, GIFs, and videos are accepted

Multiple formats for A/B testing are encouraged

Facebook Copy

The ad will be coming from your artist's page, so we ask that you provide copy for the ad text (we can develop and recommend copy if needed). Ads placed in mobile will only show three lines of text before the "see more" prompt, so keep copy brief and to the point.

Creative Specifications cont.

Youtube Trueview

Please provide the link to the video on Youtube

Google Display

Static images or GIFs in the following formats:
300x250, 336x280, 728x90 or 300x600

Google Search

Image carousels are now supported in Search ads
Include up to 5 static 16x9 images

Twitter

Images

Aspect ratio: 1.91:1
Image size: 1200x628
File type: PNG or JPG recommended

Videos

Aspect ratio: 16:9, 9:16 or 1:1
Max time: 2 minutes and 20 seconds (15 seconds recommended)
File type: MP4 or MOV
Max file size: < 1GB strongly recommended
Video size: 720x1280 (portrait), 1280x720 (landscape) or 1200x1200 (square)

Snapchat

Aspect ratio: 9:16 video
File type: MP4, MOV with H.264 compression
Max time: 10 seconds
Video size: 1080x1920
Brand name and headline must be added (e.g. artist name or logo)

Spotify Audio

Audio File

Max time: 30 seconds
File types: WAV, MP3
Max file size: 1MB
Audio: WAV - 16-bit 44.1 kHz
MP3 - at least 192 kbps
Normalized to -14 dB LUFS integrated
All peaks should stay below -1 dB TP

Companion Display Unit

Dimensions: 640x640
File type: JPG
Max file size: 200KB

Content Regulations

Facebook and Google have recently expanded their content regulations and restrictions. To ensure that your advertising content gets approved we have included their basic content policies below. **Failure to comply with these set specifications will result in your creative material being denied by the platform.**

Youtube Trueview

- No swearing
- No guns
- No drugs (includes alcohol and cigarettes)
- No nudity or sexually explicit content
- No violence



Facebook/Instagram

- Less than 20% text on the creatives
- No guns
- No drugs (includes alcohol and cigarettes)
- No swearing
- No nudity
- No violence



Snapchat

- No on-screen CTAs
- No swearing
- No guns
- No drugs
- No nudity
- No violence
- No letterboxing on majority of creative
- No YouTube, Facebook, IG or Twitter URLs



Twitter

- No swearing
- No guns
- No drugs (Includes alcohol and cigarettes)
- No nudity
- No violence



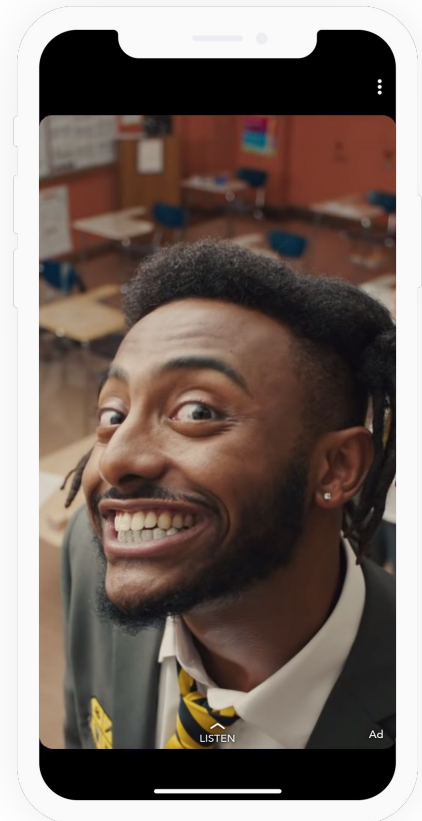
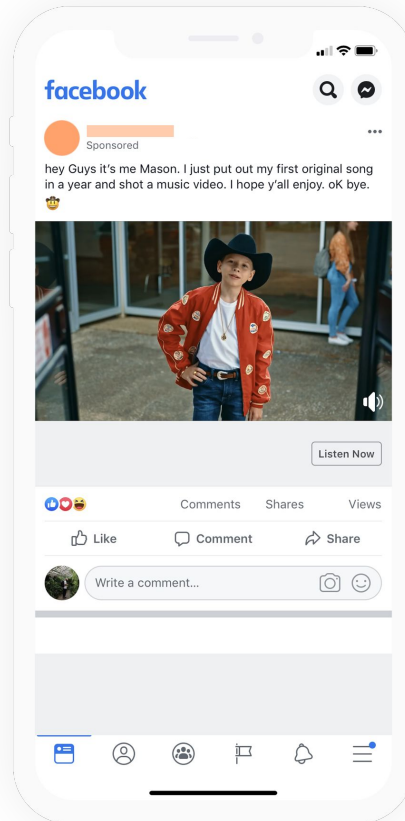
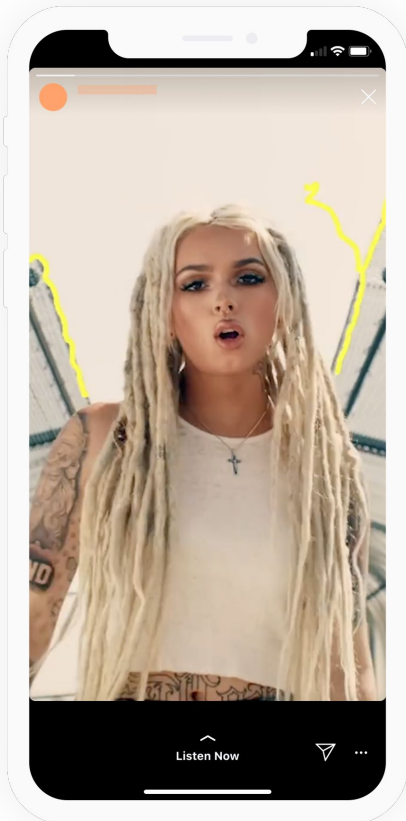
Spotify

- No swearing
- No guns
- No drugs (Includes alcohol and cigarettes)
- No nudity or explicit adult content
- No violence



Examples of High-Performing Creatives

Below are some examples of creatives that reflect some of the best practices we've identified after running thousands of campaigns. A major factor in the success of promotional creatives is that they are videos and have engaging preview thumbnails.



For illustration purposes only – examples do not depict Wavo campaigns

Trends that lead to better performance

- ✓ Playing the hook/chorus at the start of the creative
- ✓ Prominently displaying a human face
- ✓ Showcasing the artist's personality
- ✓ Bright/high-contrast colors
- ✓ DIY/user-generated content
- ✓ Engaging live footage
- ✓ Short copy
- ✓ Using emojis in the copy
- ✓ HD videos

PRO TIP

Raw, unedited live footage tends to perform better than professionally edited content in events campaigns.