

# VIDEO ADS' GUIDE



TRAFFIC FACTORY

# GENERAL RULES

1. Video ADs must be treated like a TV AD
2. Make sure you have a real Brand / Service / Product / Offer behind, or your AD will be subject to rejection.
3. No flashing elements included in the video
4. No videos without any information about the offer
5. Arrows informing where the user should click must be static and soft (Not too big, Not flashing, No neon colors, and not several arrows)

# VIDEO ADS MAIN RULES



VIDEO ADS MUST LOOK LIKE ADS ON TV  
PLEASE MAKE SURE TO HAVE YOUR VIDEO ADS WITH A REAL BRAND / SERVICE / PRODUCT / OFFER  
BEHIND!

# VIDEO ADS - GOOD EXAMPLE



VIDEO WITHOUT SOUND MUST HAVE CLEAR EXPLANATION WRITTEN ABOUT THE OFFER OR WILL BE REJECTED.  
2 BUTTONS ARE NOW AVAILABLE.

# VIDEO ADS - ARROWS

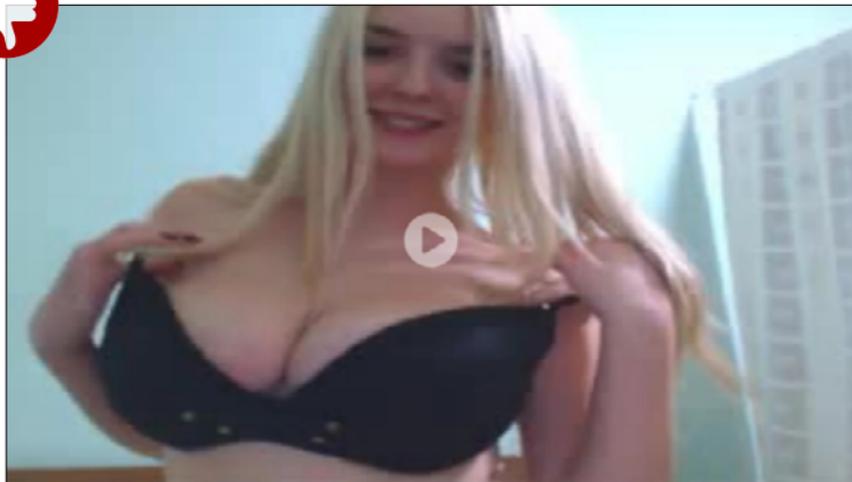


THE MAXIMUM SIZE OF THE ARROW SHOULD BE UNOBTRUSIVE IN COMPARISON TO THE SIZE OF THE VIDEO



NO FLASHING ARROWS / NO HUGE ARROWS  
NOT TOO MANY ARROWS / NO NEON COLORED ARROWS

# VIDEO ADS - "NO" EXAMPLES



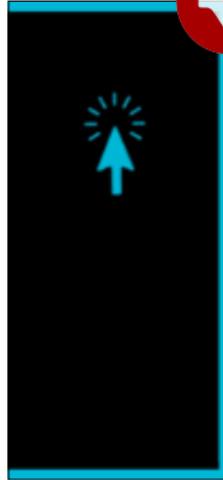
NO VIDEOS WITHOUT ANY INFORMATION ABOUT THE OFFER

# VIDEO ADS - "NO" EXAMPLES



NO AGRESSIVE POP MESSAGES INCLUDED IN THE VIDEO  
NOT TOO MANY POP MESSAGES COVERING THE VIDEO

# VIDEO ADS - "NO" EXAMPLES



NO FLASHING ELEMENTS  
DO NOT MISLEAD USERS

# TIPS

- » Don't forget to clearly explain what type of product or service you are promoting and how it works.
- » It is important to write or mention your brand name/ website in the video. Users will be able to remember it and get back to it at another time. This will increase your type-ins.
- » A video with an original script will more likely grab the user's attention and increase the number of views.
- » Do not neglect the quality of your video (Style, Color, Definition, Language) The video is a reflection of your product/ brand image.
- » Make sure that the language used in the video is clear and comprehensible to the users you are targeting.

# REJECTION REASONS

- » **DURATION**  
The video duration must be a minimum of 6 seconds, and a maximum of 20 seconds.
- » **DECEIVING**  
Your Video Ad has elements that are considered deceiving to users.
- » **VIDEO LIKE A BANNER**  
Your Video Ad resembles a banner Ad. Please work on the creative side of your video. Note that video ads must look like a TV ad.
- » **VIDEO WITH NO TEXT AND NO SPEECH**  
In order to allow you to promote your offer, we require further information relating to your website/services. **Please contact your Account Manager.**

Contact your account  
manager if you have any  
questions.

