



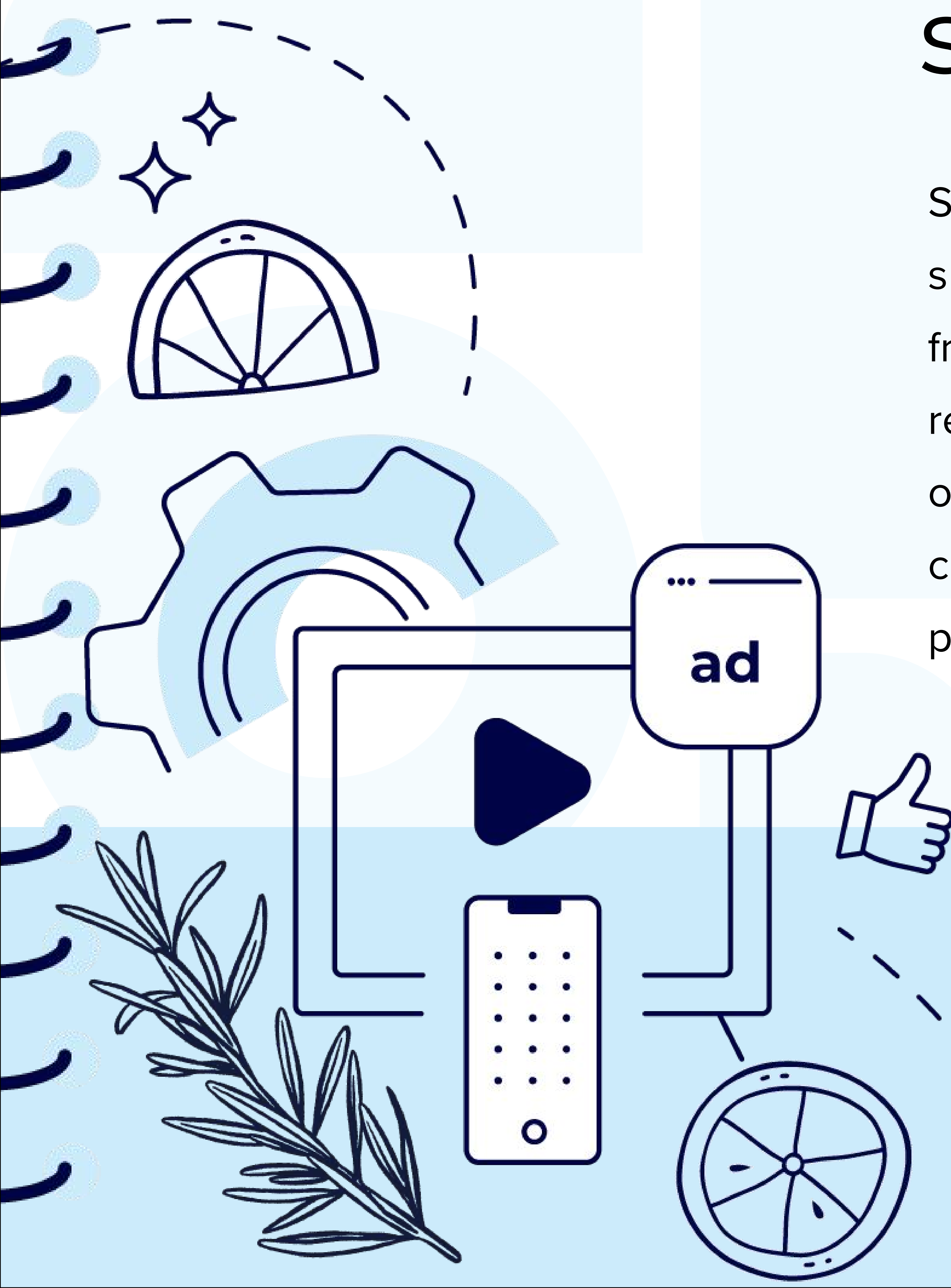
Creative cookbook

Swipe to explore our
**recipes for advanced
creative success**

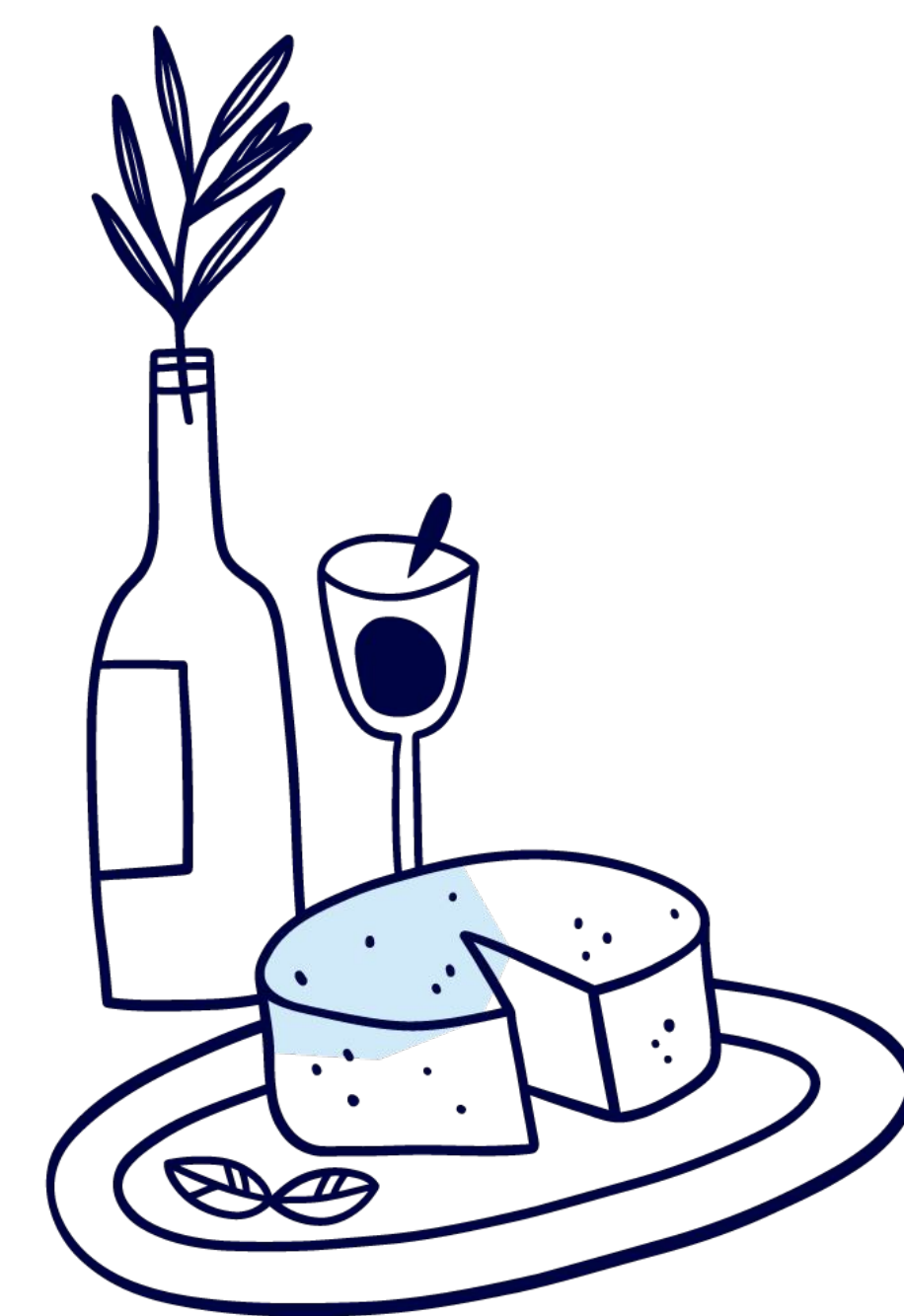
From big screen to cart:

How to cook up the perfect shoppable ad experience

Shoppable ads have the ability to transform passive viewers into active shoppers directly from their TV screens. As your brand explores the next frontier of interactive advertising, we've pulled together a "cookbook," recipes for success and top tips to shorten the path to purchase, based on our work with thousands of shoppable campaigns. Every recipe in this cookbook is designed to give advertisers more control and measurable proof that creative decisions drive performance.



- Color
- Clickability
- Ease



Look + feel

Nail the presentation

Be mindful of color choice to quickly catch consumer attention.



1. Color

Choose colors wisely to evoke emotions and influence viewer behavior. For example, **the color red** creates a sense of urgency and encourages action.



2. Path to action

Think about the number of clicks it takes to get to the desired action—and cut out as many of them as possible. For example, have a “Click to add product to cart” option, as opposed to having consumers open a page.

Make it as **quick and easy** as possible **for consumers** to take action.



- Motion
- Audio
- Accessibility



Sound + motion

Whip up a little movement



1. Don't shy away from motion!

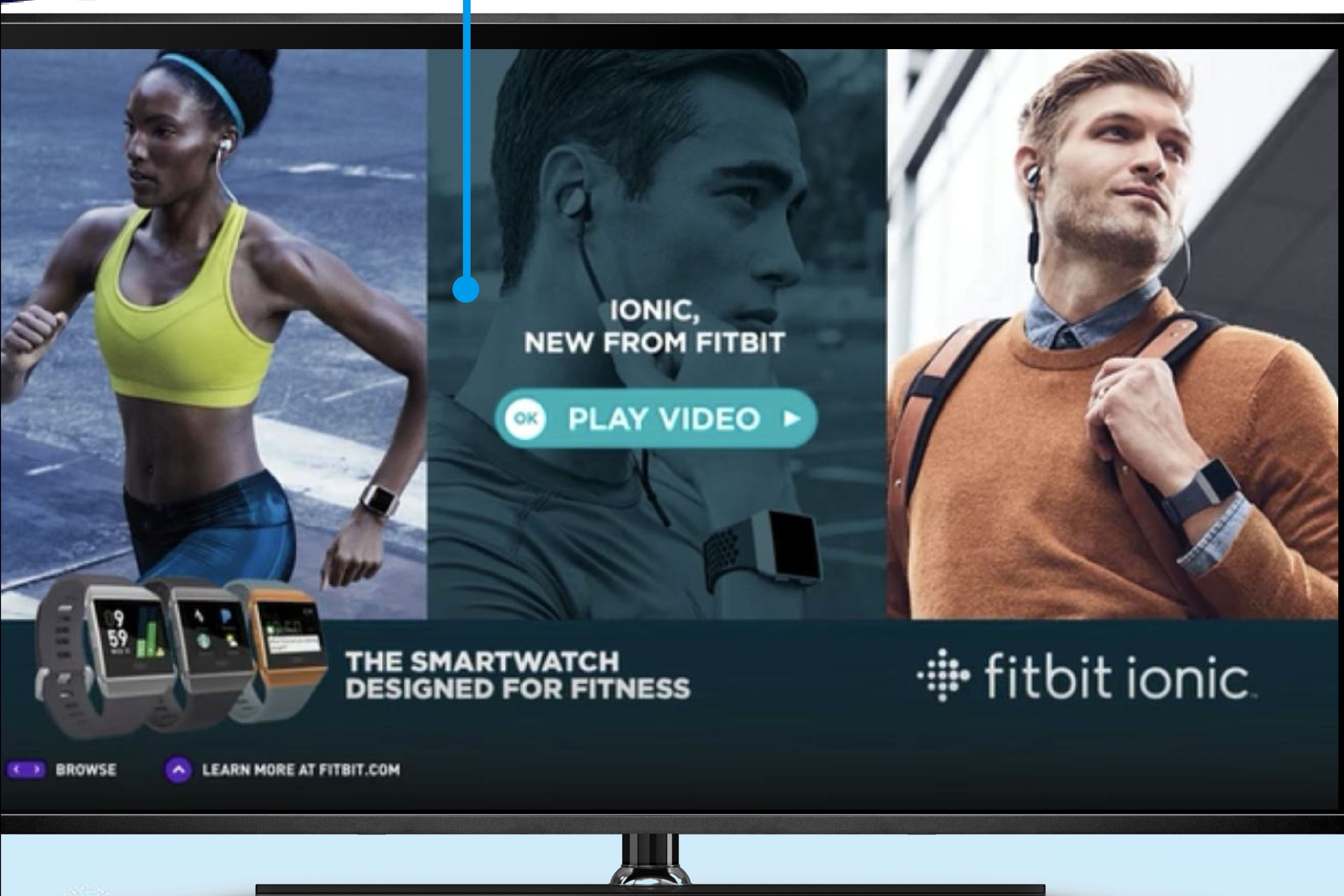
Our eyes are drawn to even the most subtle movements. When designing video or display, think about how frame, overlay, or canvas movements can draw viewers to click or engage.



2. No audio? No problem.

Remember, your ads should be accessible for all viewers and environments. Subtitle tracks make it easier for all consumers to understand how to take action.

Engage viewers with a creative mix of **videos + overlays**.



- Clarity
- Branding
- Action
- Timing

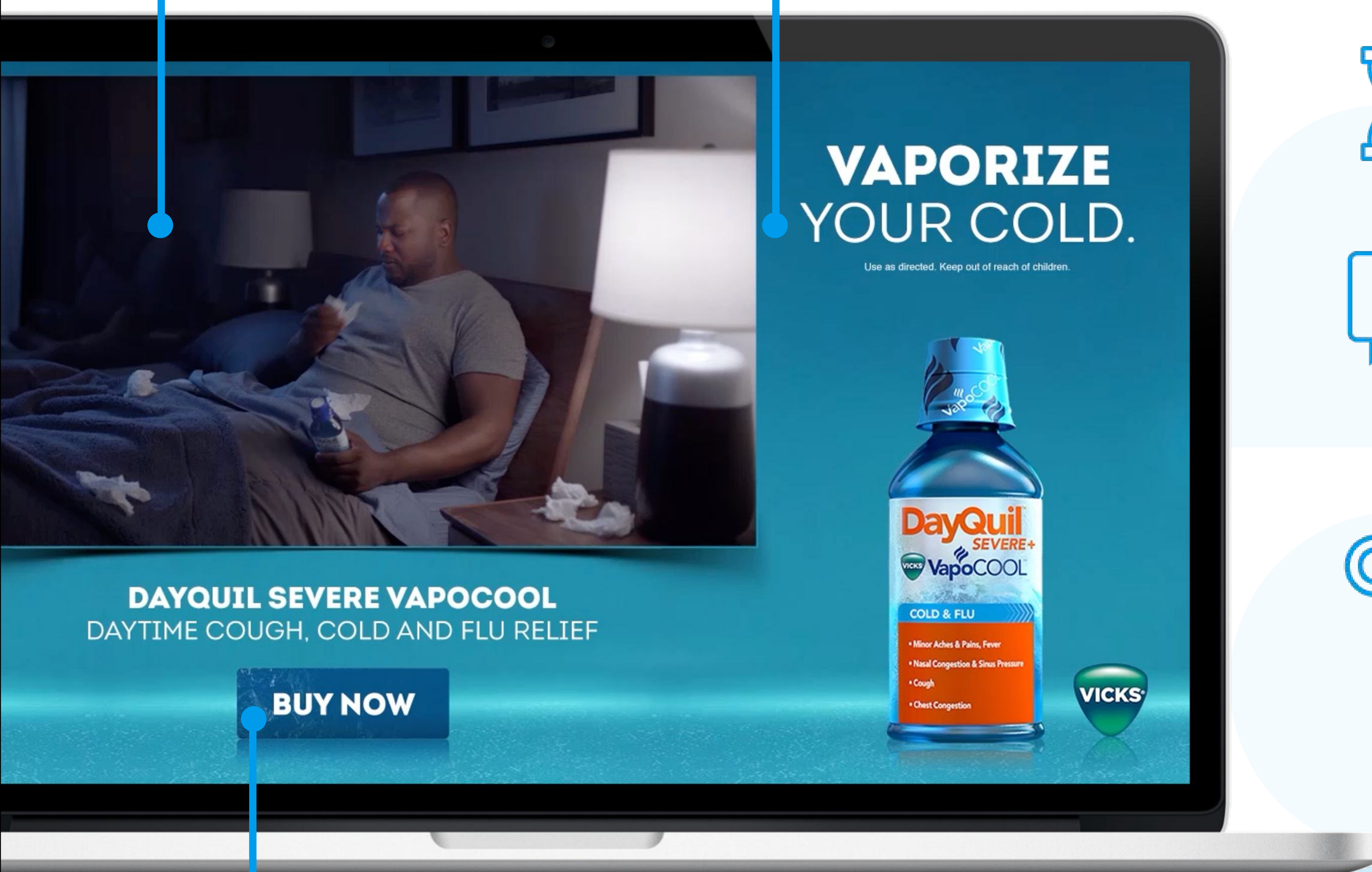


Words + CTAs

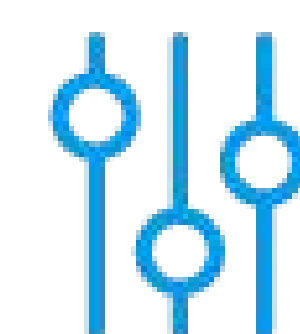
Cook up the perfect blend

Make your branding clear with product images, prominent messaging, a clear logo, and brand colors.

Highlight your product message quickly with simple, catchy hooks.



Use **action-oriented CTAs**.



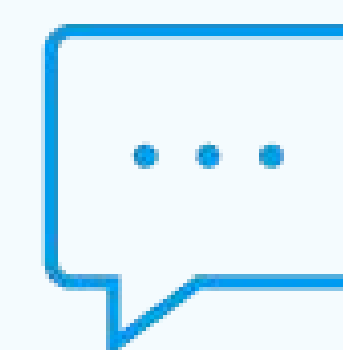
1. Prominent branding + CTAs = perfection!

This combination helps move consumers down the funnel. Prominent branding and clear CTAs work together to guide viewers seamlessly from awareness to action.



2. Get to the point

Don't wait longer than 3 seconds to identify your brand.



3. KISS!

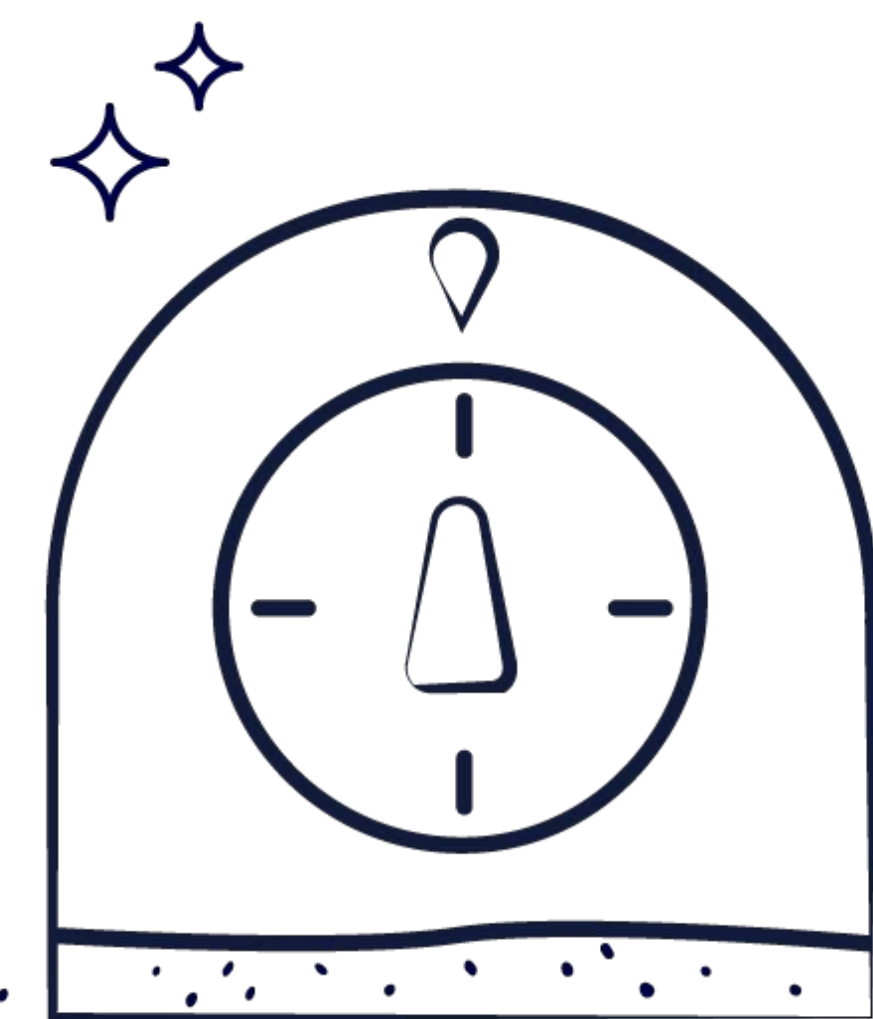
You read that right. KISS: Keep it simple, superstar. Use short sentences to increase readability and message retention.



4. Make your CTAs action-oriented

Test and learn with CTAs such as "Scan to shop" or "Scan to add to cart" to guide consumers to take further action.

- Pacing
- Visibility
- Consistency



Timing + duration

Getting the timing right

Keep messaging brief but **meaningful** to reach consumers quickly and effectively.

Maximize the time a QR code or interactive element is shown on screen to give your audience the longest opportunity possible to engage.



1. **2 seconds** is just enough for a sentence of 3-to-4 words. More words = more time.

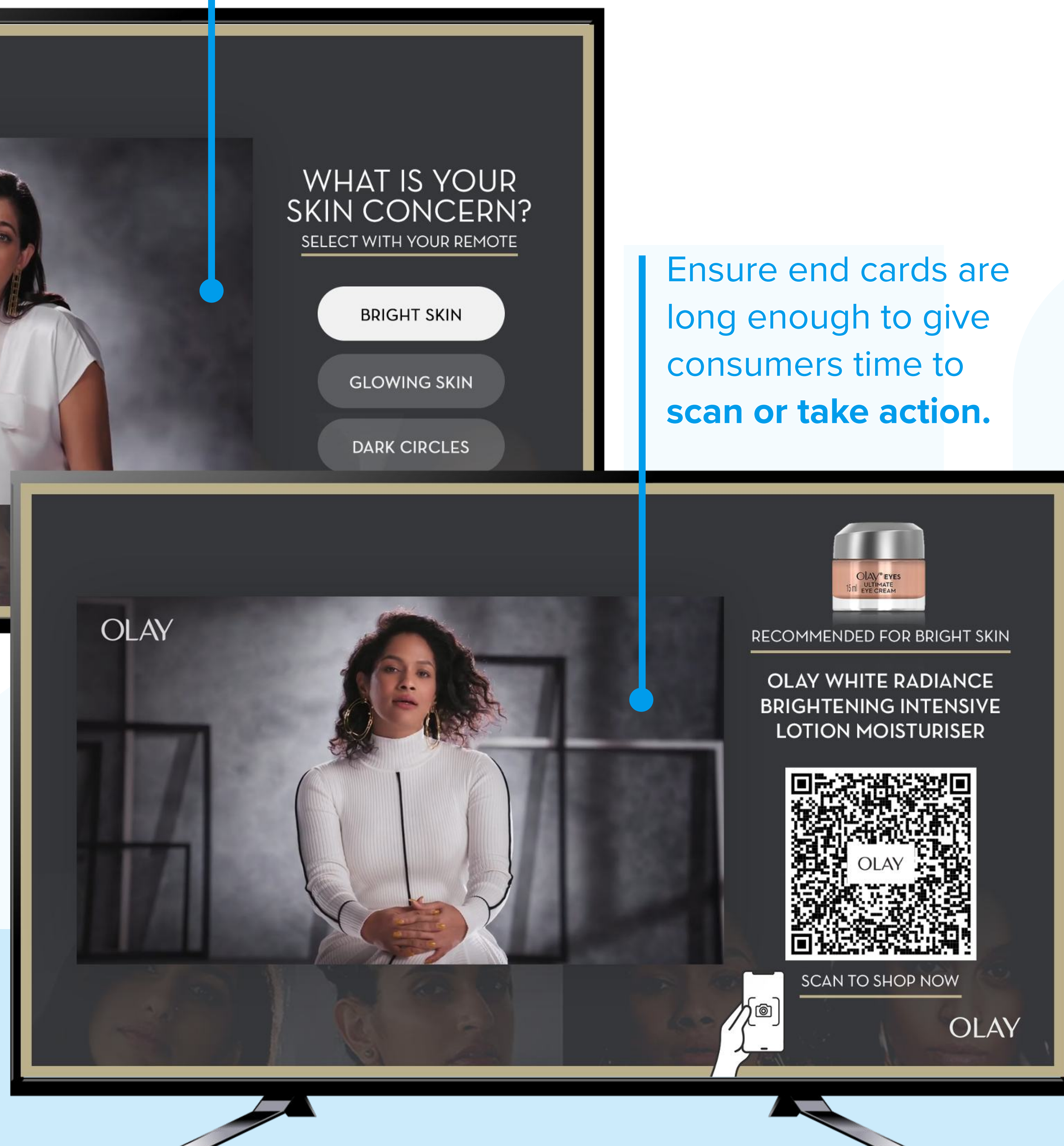


2. Every image in a carousel should be on screen for **at least 2 seconds**.



3. End cards should be visible for **at least 4 seconds**.

Ensure end cards are long enough to give consumers time to **scan or take action**.

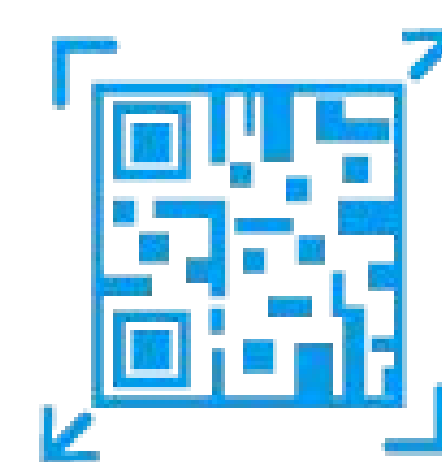


- Sizing
- Resolution
- Quality



Bringing it all together

The nuts and bolts



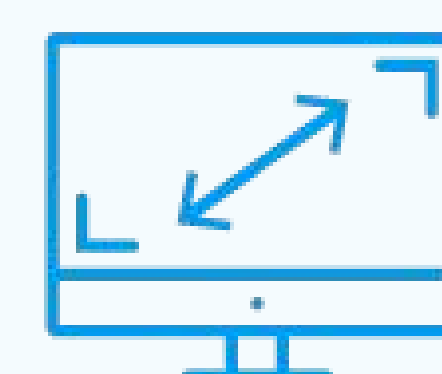
1. QR code sizing

Consider size—keep QR codes 400 x 400px at minimum to ensure viewers can properly scan.



2. HD or bust

HD video works best (e.g. 1920 x 1080px). Always.



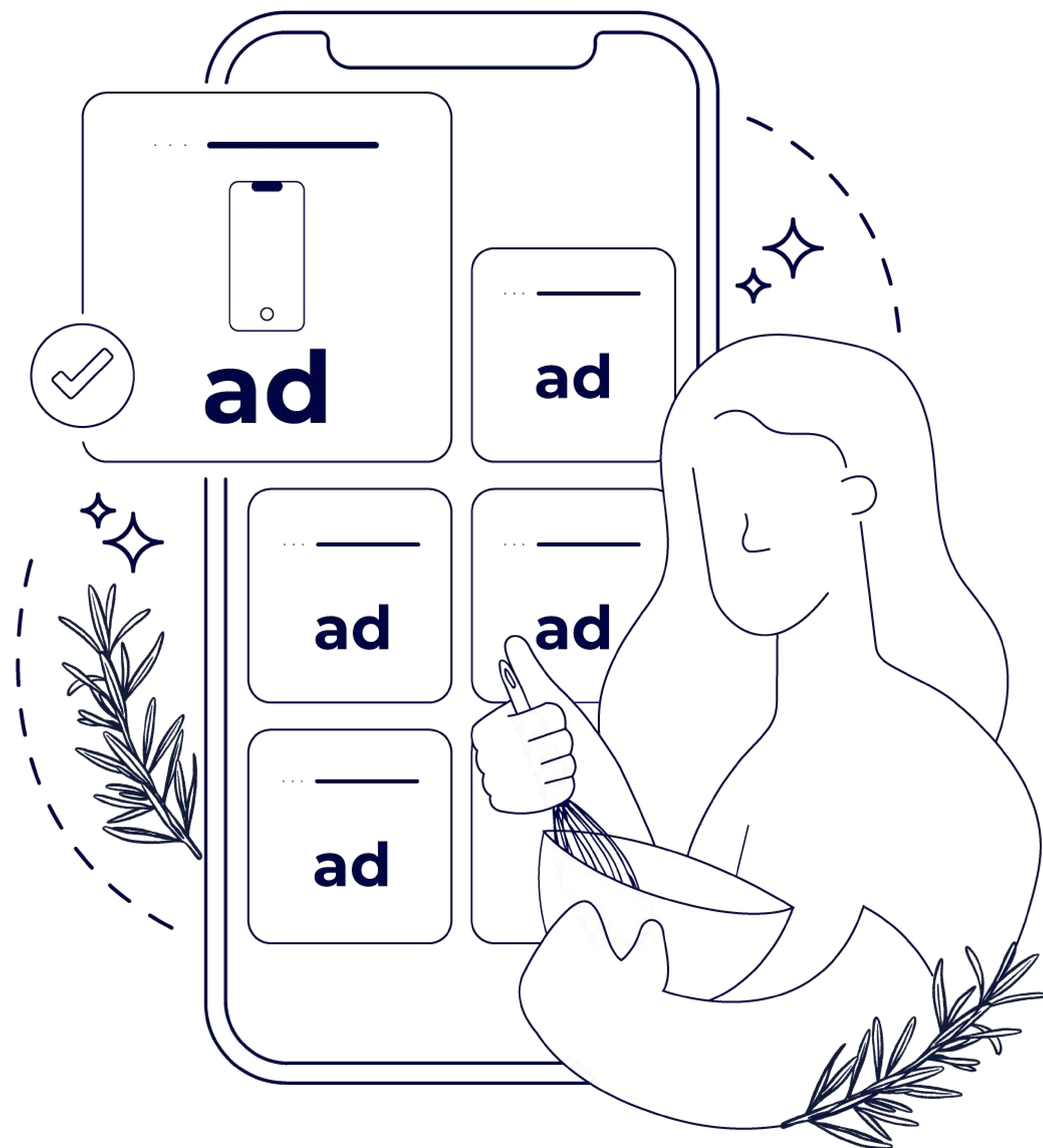
3. Resolution drives results

Whether you use custom or standard stock images, make sure they are large enough to fill the majority of the TV screen in high resolution.

Ensure **videos and images** are **high resolution or HD**.

Ensure **QR codes** are large enough to be **easily findable and scannable**.





That's a wrap!
Now it's time
to get cooking.

For more recipes to maximize
creative impact across TV and
digital, visit www.innovid.com.