

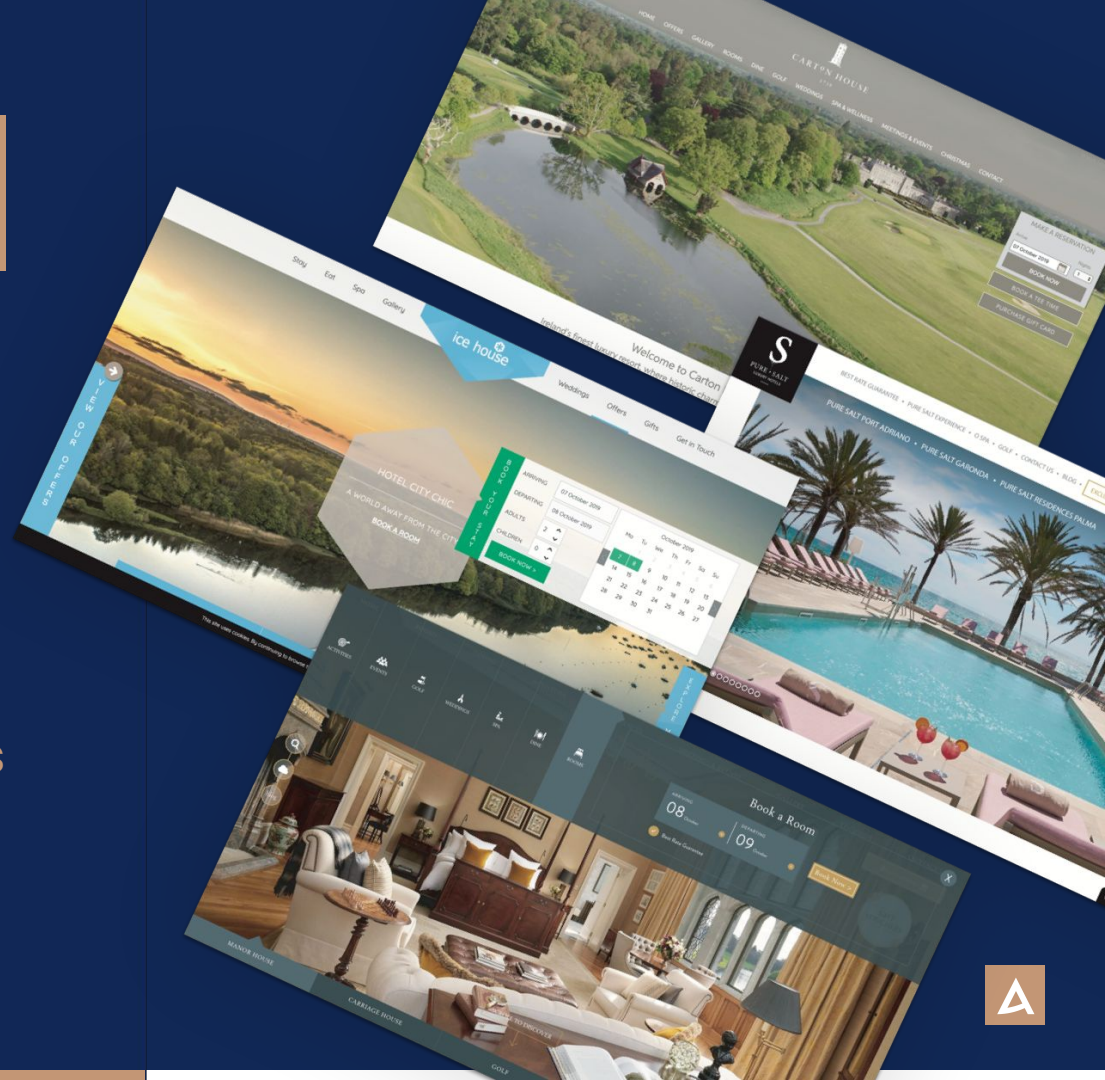
AVVIO

Know your guest

2020

Google Video Ad Brief

Best practices for the
creation of digital assets





Video Ad Requirements

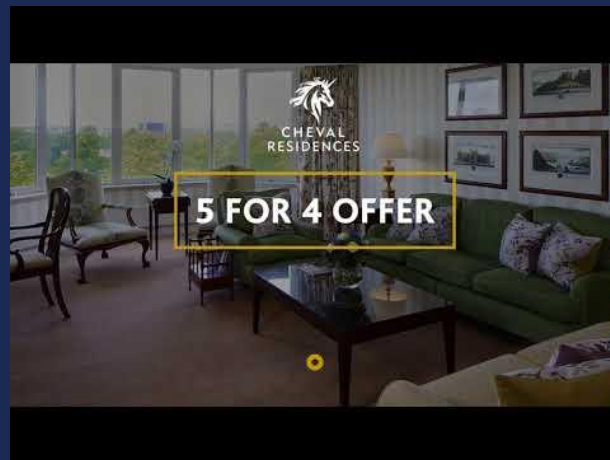
Google video ads show before, during, or after YouTube videos. 'Outstream' Video Ads also play on high quality websites through the Google Display Network.

- ❑ Videos must be **uploaded to YouTube** before being used for advertising.
- ❑ Your YouTube account needs to be **linked to Google Ads**.
- ❑ All ads should have a clear **call to action & branding**.
- ❑ Don't place text or important elements along the bottom of the video, or top right, as this will be covered over by YouTube.
- ❑ **Concentrate on the first 5 seconds of the ad story**, to avoid skips.
- ❑ Choose the video length carefully (next slide).

6 Second Bumper Ads

Bumper ads are unskippable. The 6 second format is ideal for delivering short messages and is often used to promote seasonal sales – e.g. Black Friday.

Hotels without video footage can create Bumper Ads out of static images.





31 Second Ads

These ads are skippable after 5 seconds. The longer format allows the story of the hotel brand to be shared.

While any length can be used, Google charges after a user watches the entirety of the video, or 30 seconds. As such, a 10 or 15 second ad can cost more to run.

