



What is an ad creative?

Creative is a 15-second ANIMATED advertising video that tells about your offer and calls for action.

Why use creatives?

- Using this type of video ads will significantly reduce the cost of your advertising. The click cost using creative is always lower than feed posts, as a result you will get more conversions to your account or website with the same advertising budget.
- Creatives have a better audience response which means it will understand your offer better and you will get more results from advertising.
- If you are selling a specific service, we highly recommend using creative, as the post will not be able to convey the information as a short animated video will do.

Creatives significantly reduce the cost of advertising in 1,5-3 times.

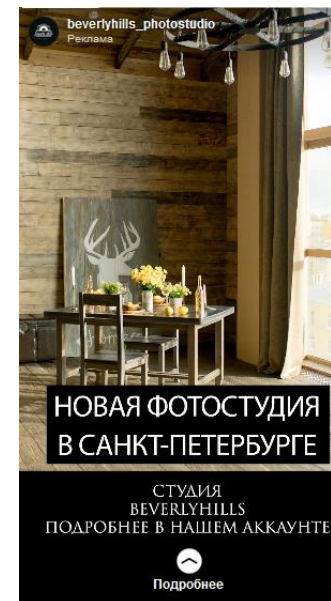
Creative examples



PLAY

Video clip with video inserts

4-5 video fragments that are changing rapidly. The purpose of the text is to give an understanding of your service and call for action - visit your account or website



PLAY

Video with photos (slide show)

4-5 photos that change quickly. The purpose of the text is to give an understanding of your service and call for action - visit your account or website

Creatives are developed with our design. There will be exactly the same videos with your photos / videos, text, music

Creative development cost



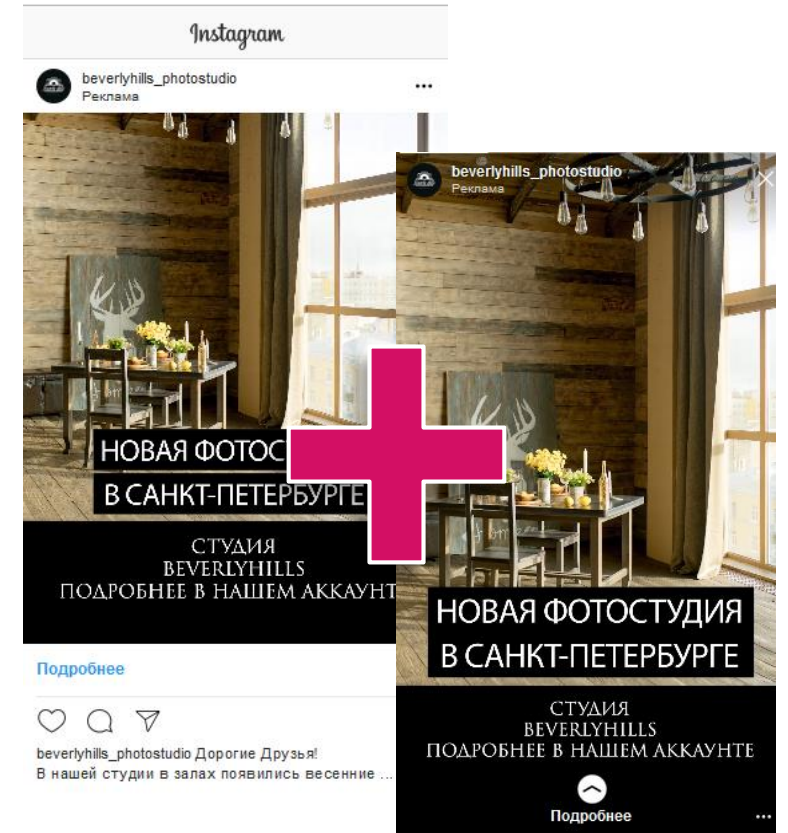
PLAY

Creative for a feed ad
20 euro (22\$)/video



PLAY

Creative for Stories
20 euro (22\$)/video



Feed+Stories
2 versions

25 euro (28\$)/1 video
in 2 formats

Creatives are cross functional!

We offer creative design in 2 versions:

- Video for advertising in the feed (4: 5 video)
- Video for advertising in Stories (9:16 video)

You can use 2 creative's versions for advertising on any social platform: Instagram, Facebook or Vkontakte.

QUESTIONS?



Contact us on social networks. We will answer all your questions =)



FACEBOOK

INSTAGRAM

WHATSAPP

VKONTAKTE



Learn more about our other services

TO THE MAIN PAGE