

Creative Recommendations

REQUIREMENTS

Use of Typography	Legibility	Image Quality	Border-Free	Video Tile
Use typography sparingly as type-heavy creatives are very hard to read in the living room experience. Creatives that heavily use supporting text, and cover more than 40% of the pixel area with messaging, will be alerted for re-submission. For the Launcher Ad, it is highly recommended that only the logo or logotype is used.	Creatives with too small text will be alerted for re-submission. Refrain from using text smaller than 22 px tall on the Launcher and 18 px tall on all Tiles.	Imagery that is pixelated, unclear or over-optimized will be alerted for resubmission.	Refrain from the use of borders, strokes, buttons, and other chrome / interface elements in creatives.	Video Tile creative should be a still image screen grab from the original video (wide screen high definition). The still image should be a full bleed, crisp image that does not include any black bars, copy or interface elements. For maximum impact, choose screengrabs with a singular, clear focus.

RECOMMENDATIONS

Storytelling	Keep It Simple	Brand-Focused
Engage users by providing an immersive storytelling experience with the visuals you choose. Use the various offerings we provide to layer your brand story and entice the user.	Embrace simplicity to ensure your message gets through. When choosing imagery, go beyond simply picking a beautiful image. Choose imagery that is not only high quality and tells a great story about a product features, but that will also be visually compelling from across the room. That is the imagery that will be the most effective for a Smart TV execution.	Improve ad effectiveness by minimizing complex interactions and providing a singular focus. Creative should be big-concept and focused on brand-awareness. The primary TV experience is passive and requires a lower level of cognitive awareness.

