

Creative Diversification Cheat Sheet

VISUALS

Diversify visuals to increase relevance and reach new audiences.

- People + product
- Talent diversity
- Product diversity (hero + multi-product)

Lo-fi:

- Creator-led
- Brand-led

Polished:

- Videography – product
- Videography – lifestyle/people
- Graphic/animation

MESSAGING

Diversify messaging to inspire action through relevant motivators/barriers.

- Functional benefit
- Emotional benefit
- Urgency or scarcity
- Offer-based
- Social proof
- Aspirational
- Problem/solution
- Seasonal moment

Pro-tip: Leverage overlays to enhance visual + messaging relevance and attention.

- Graphic overlays and borders
- Text overlays
- Music and SFX overlays

Consider ways in which overlays can amplify seasonal connection and/or establish urgency.

PLACEMENTS + FORMATS

Diversify placements (ad types) to engage across Meta platforms and user preferences, maximizing reach.

Immediate:

- Short-form video
- Static
- Reels
- Stories
- Carousel
- Shop Ads
- Partnership Ads

Immersive:

- AR
- Live
- Messenger
- Long-form video

Interactive:

- Collection Unit
- Instant Experience
- Poll Ads
- Reminder Ads
- Lead Ads

Optimize for format (aspect ratio) to maximize nativity and visual impact.

- 9:16
- 4:5
- 1:1
- 16:9 (in-stream only)

Always consider mobile-first orientation, but if you have 16:9 video assets, consider stacking multiple shots to achieve 9:16-1:1.

Pro-tip: Leverage AI + Gen AI* enabled Advantage+ Creative to unlock faster ad creation and asset variations.

- Visual solutions: Adjust Visuals Add Image Template; Add 3D Animation; Expand Image*; Image Generation*; Background Generation*
- Copy solutions: Enhance Text; Highlight Comment; Text Generation*
- Audio solutions: Add Song from royalty-free Meta Sound Collection

MOBILE CREATIVE CONSIDERATIONS

Remember mobile creative considerations:

- Highlight the brand early, within first 3s
- Showcase product or service
- Static + Video work better together
- Short duration (6-10s for DR)
- Use thumb-stopping visual techniques
- Incorporate a strong CTA
- Design Reels sound-on
- Design for Feed and Stories sound-off, but delight with sound-on
- Diversify visuals, messaging, placements and formats
- Reels: make it entertaining, digestible, relatable
- Partnership Ads: empower the creator; tell a story; build for mobile