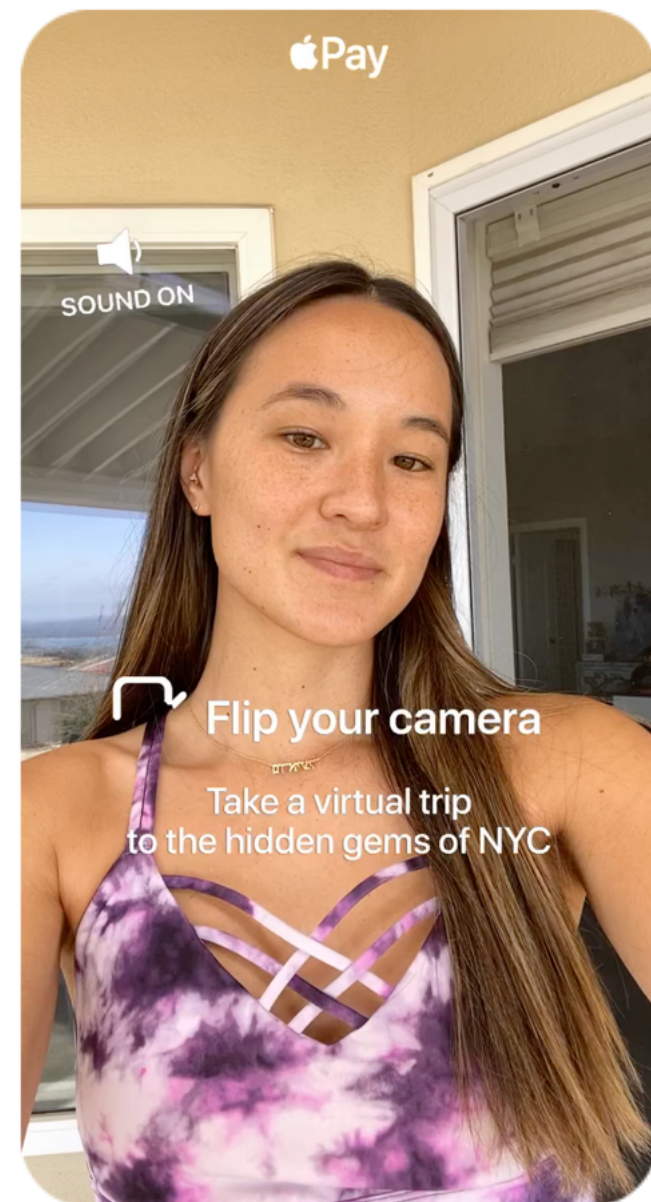


# Snapchat Creative Best Practices

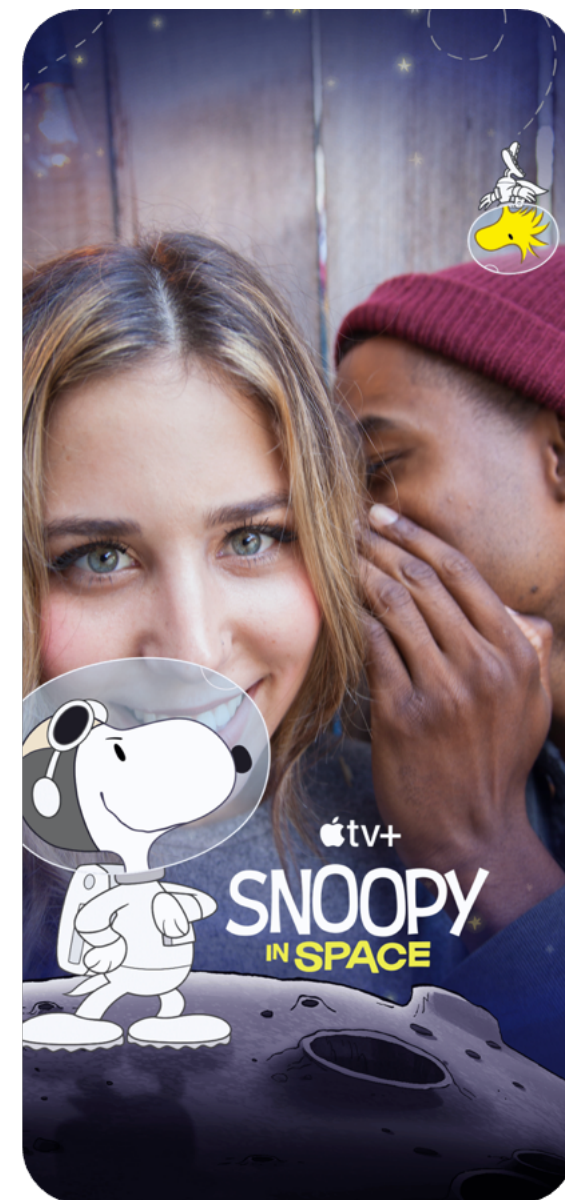


# Snapchat **Ad Formats**

## Camera

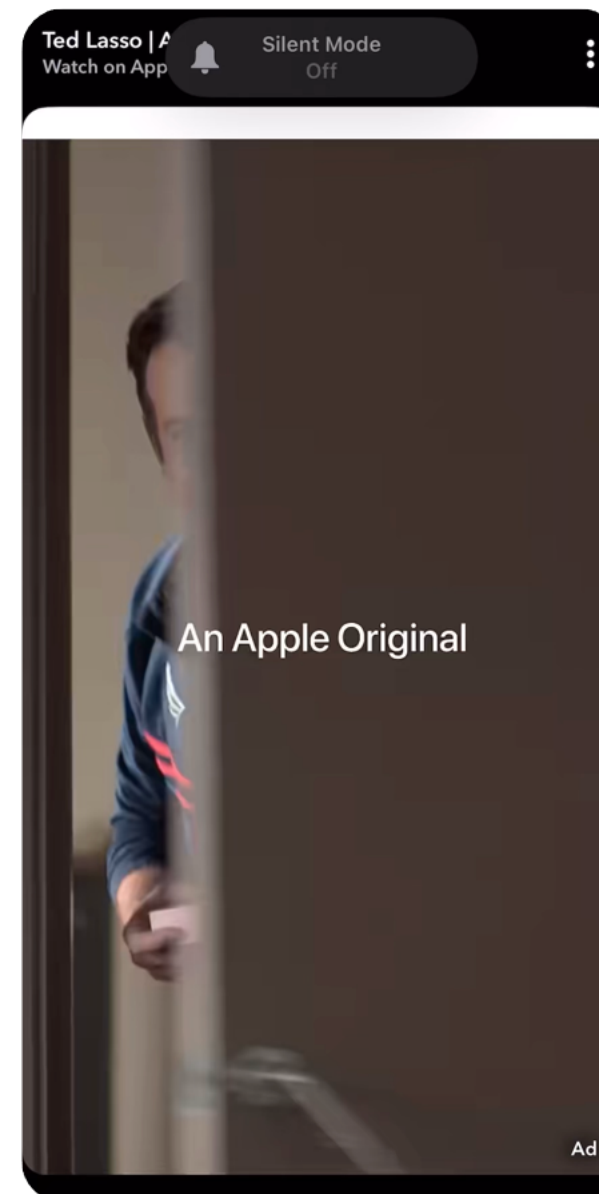


**AR Lenses**



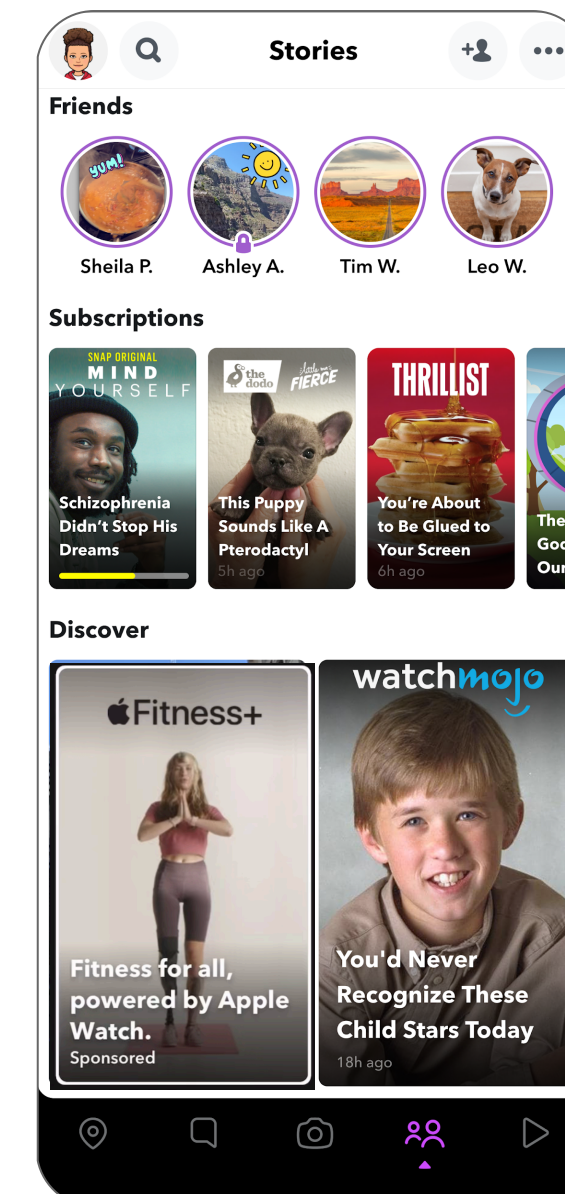
**Filters**

## Videos, Statics and Gifs



**Commercials**

06 forced view,  
up to 3 min



**Story Ads**

Series of 3-20 Snaps,  
or 1 video asset



**Snap Ads**



**Collection Ads**



# Snap Ads:

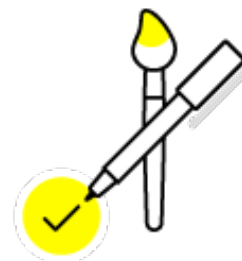
Full screen, sound on, and customised for your objectives.

## Instant Impact

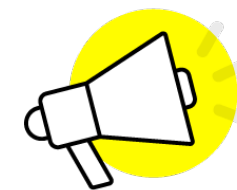
- :03 - :180s videos and cinemagraphs or .jpg static images
- Present between User Stories and Premium Content
- Optional swipe up to website, long form video, deep link, or camera



Feature key message and branding within 2s



Build with KPI / Objective in mind - Always include a CTA



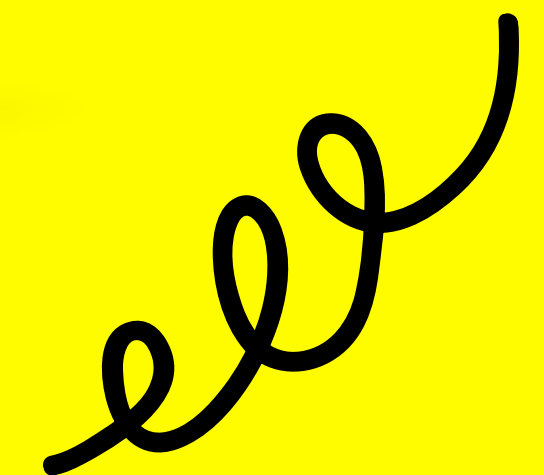
Use purposeful sound design



Feature 1 singular message



Snap Ad Specs





# Commercials:

## 6 Second non-skip, premium storytelling.

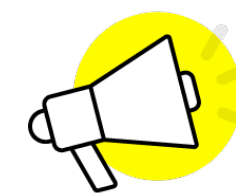
- :03 - :180s videos and cinemagraphs, **first :06 seconds are non-skippable**
- Premium environment within Snapchat's curated content & games
- Must include motion + audio (no stills)
- Optional swipe up to website, long form video, or camera



Tell Simple  
6-Second Story



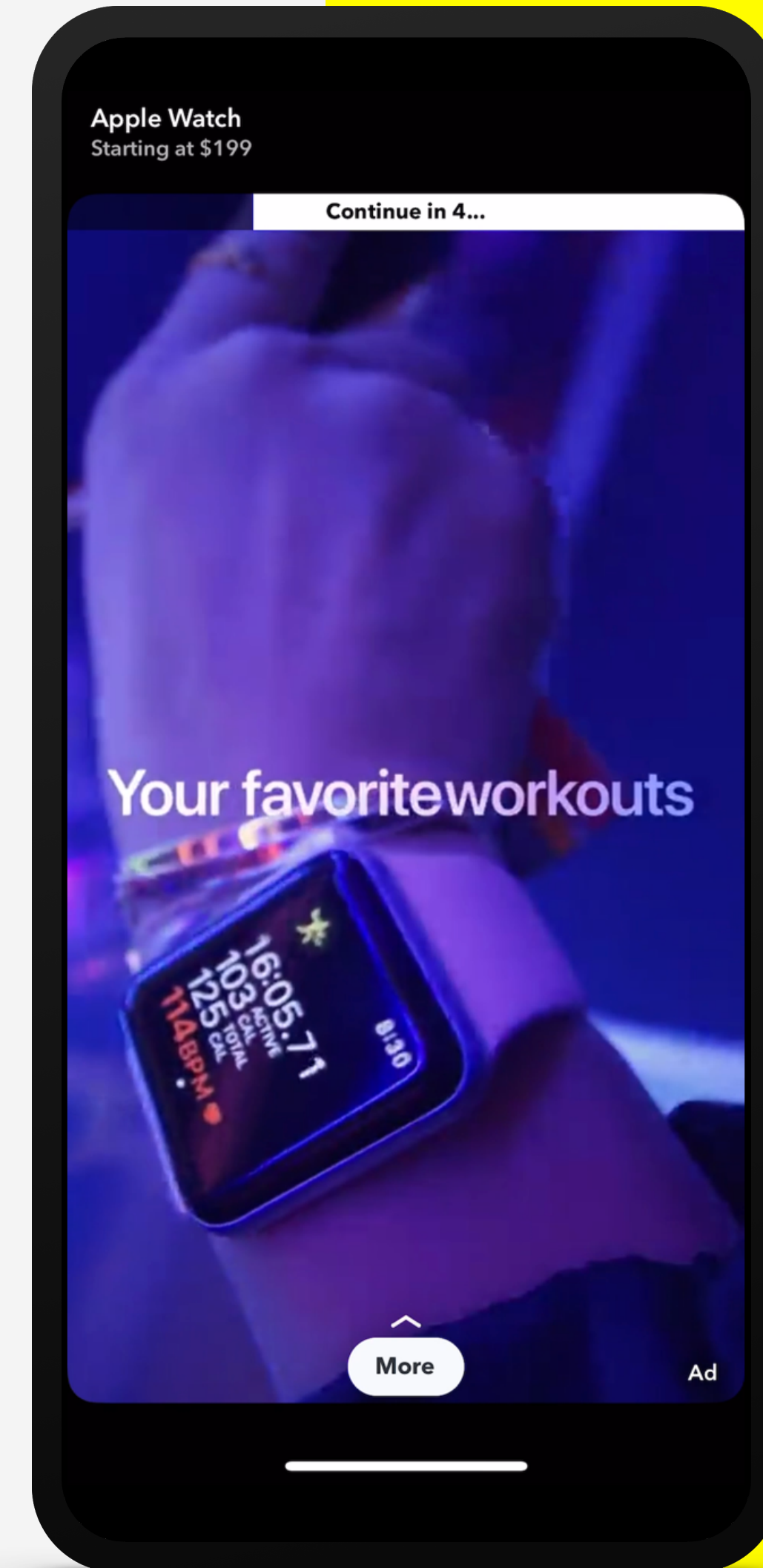
Capture  
attention quickly



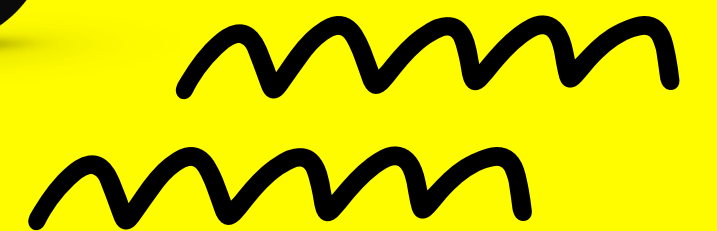
Use purposeful  
sound design

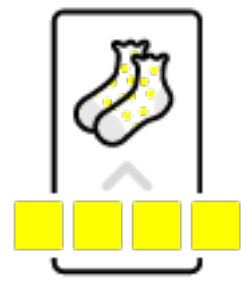


Feature branding  
and a clear message  
before :06



Commercial Specs





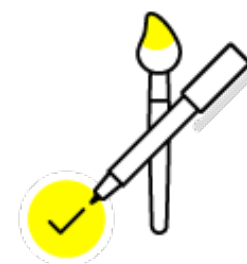
# Collection Ads:

Features 4 tappable tiles to showcase multiple products, giving Snapchatters a frictionless way to browse and buy.

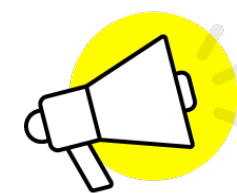
- :03 - :180s videos and cinemagraphs or .jpg static images
- Includes 4 tappable Tiles that can link to unique URLs



Short creative performs best



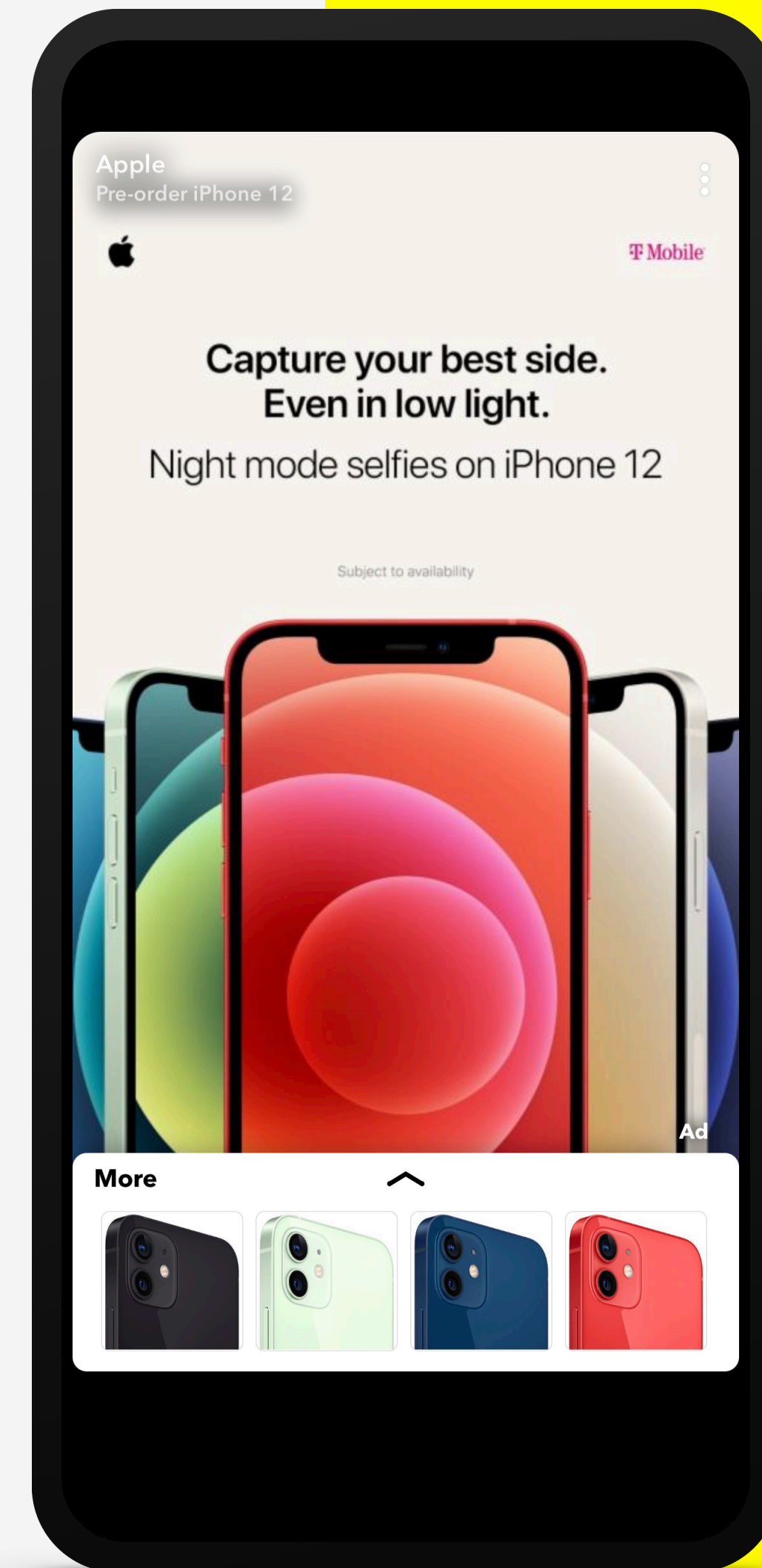
Simple creative to draw attention to the tiles



Use purposeful sound design



Use compelling tiles; relevant to the creative



Collection Ad Specs



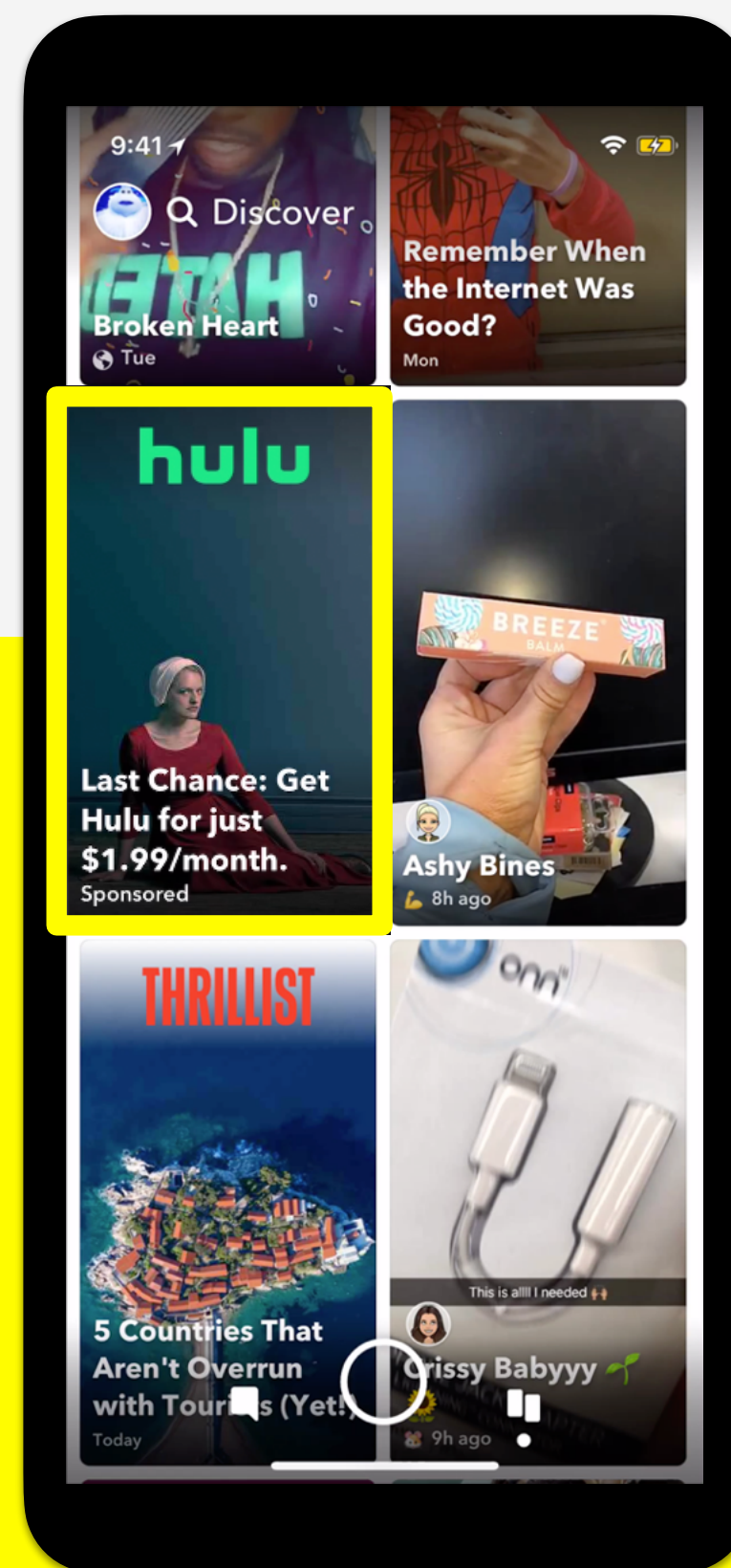
# Story Ads:

Tell a longer narrative story through a curated selection of 1 to 20 images or video ads.

- Auto-advance or tap to advance
- Present alongside premium content in Discover
- Over 60% watched with sound on
- Optional swipe up to website, long form video, or deep link

Tile

Content



Feature branding and a clear message



Create curiosity gap with strong headline & image



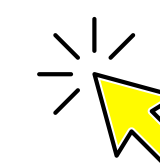
Lead with Consumer Benefit



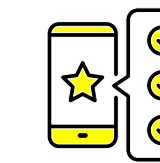
Test & Learn with Multiple Versions



Align Tile -> Content Narrative



Be Overt with CTAs

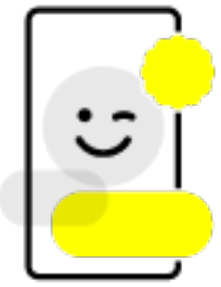


Use End Cards to Drive Objective



Digestible length to prioritise engagement. End with payoff

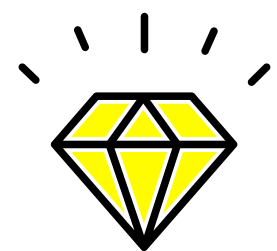
## Story Ad Specs



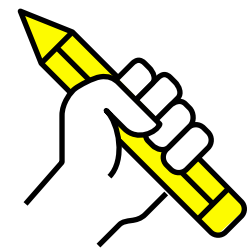
## Filters:

Take part in Snapchatters' conversation with creative overlays that add context to photo & video messages post-capture.

- Static overlay applied post-capture
- Enhance Snapchatters' conversations as brand ambassadors
- Great to showcase who, what, when, where why
- Increase Awareness and Consideration



Enhance content



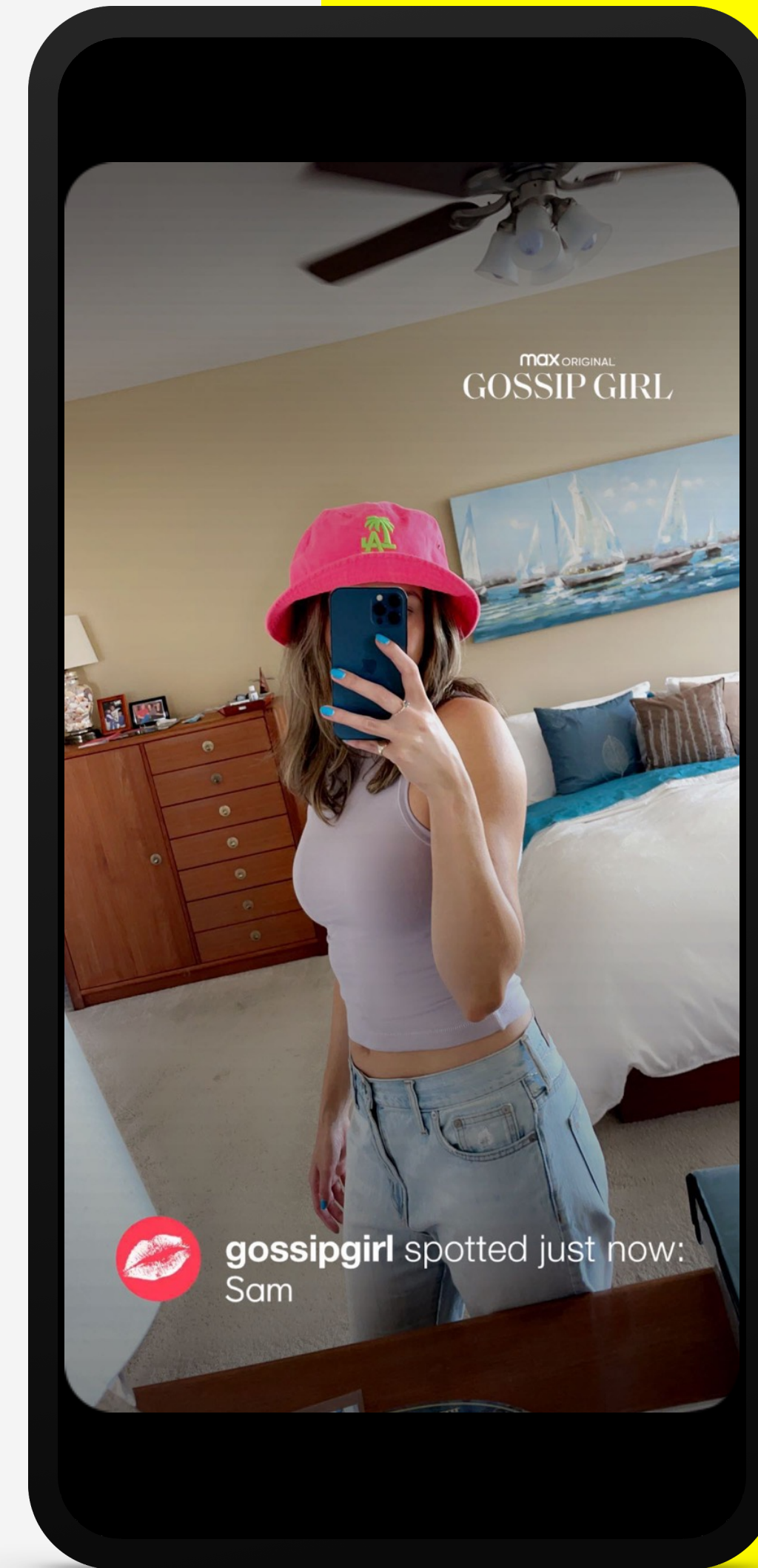
Include sharable copy



Add Relevance:  
Leverage Smart  
Technology to make it  
personal



Keep it simple!



Filter Specs



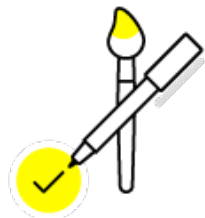


# AR Lens:

Immersive and sharable storytelling.


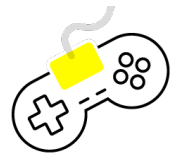

A powerful way to connect with consumers.

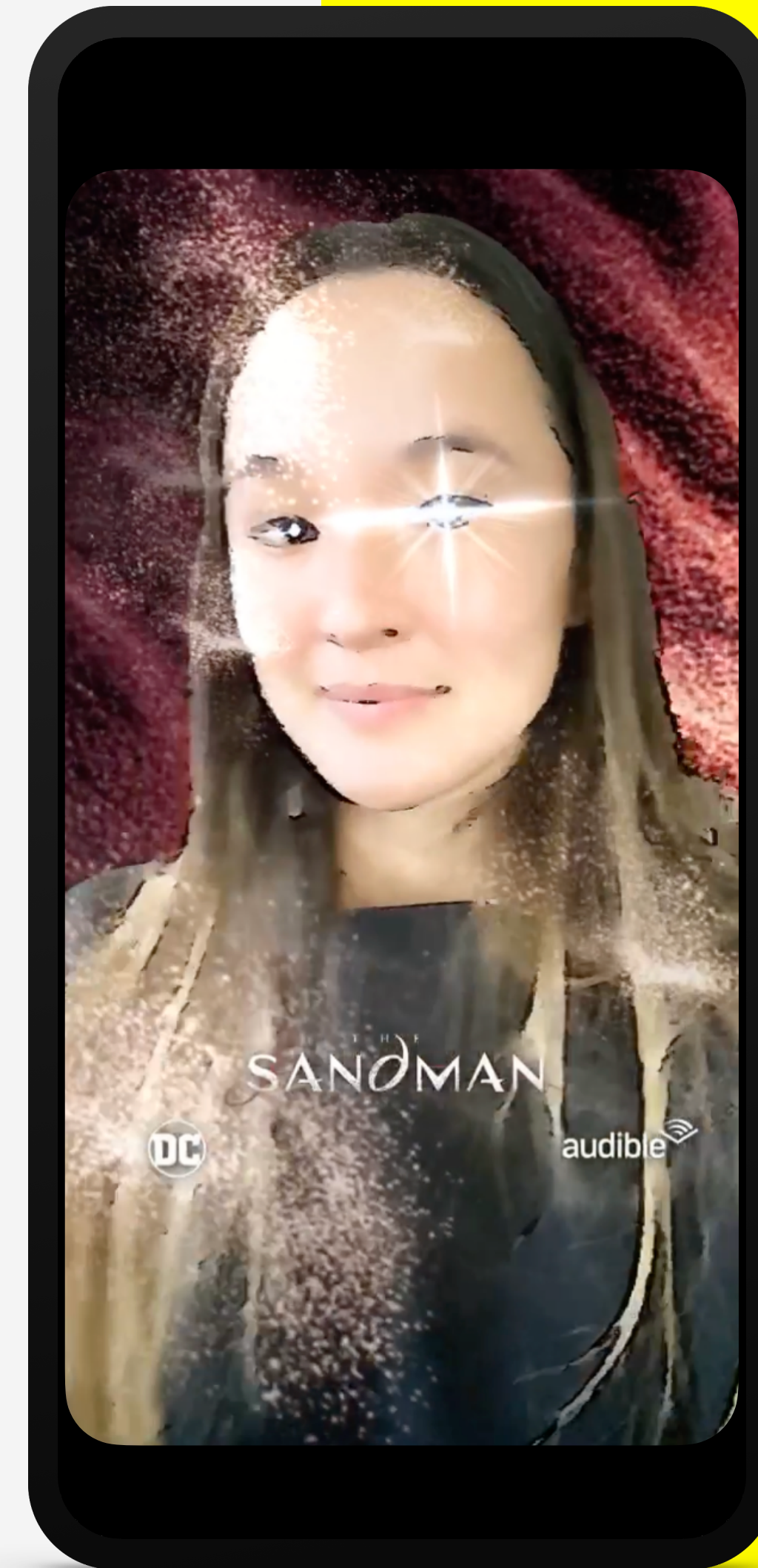
- Face and World Capabilities
- 4mb file size
- Optional attachment to website, long form video, or deep link
- **AR Best Practices vary based on objective**

## Shares

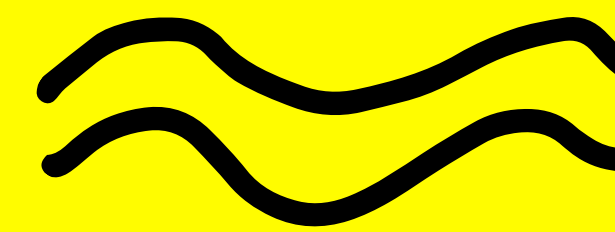
 <p>Simple creative, Beautification</p>	 <p>Contextually or culturally relevant</p>	 <p>Music / Sound</p>
--	--	--

## Playtime

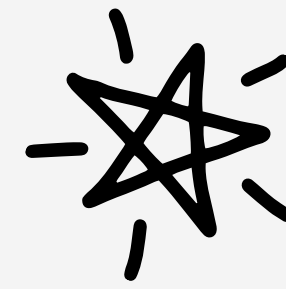
 <p>Complex creative, Multiple interactions</p>	 <p>Longer experience, Gamification</p>	 <p>Music / Sound</p>
--	--	--



AR Specs









# Snapchat Ad Format & Creative Best Practice Cheat Sheet

**Snap Ads** Snap Ad Specs


- Full screen, sound on, and customised for your objectives
- Videos viewed by choice within Stories
- Video, gif, cinemagraphs, still with action-oriented attachments
- Minimum 3s, can be up to 180s




Feature key message and branding within 2s



Build with KPI / Objective in mind - Always include a CTA




Use purposeful sound design




Feature 1 singular message

**Commercials** Commercial Specs


- Non-skippable six-second video Snap Ads
- Extended Play Commercials up to 180s
- Premium environment within Snapchat's curated content and games




Tell Simple 6-Second Story



Capture attention quickly




Use purposeful sound design




Feature branding and a clear message before :06

**Collection Ads** Collection Ad Specs

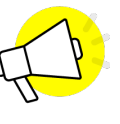
- Feature a series of products that Snapchatters can tap to get more details
- Can be created dynamically with the contents of uploaded Product Catalogs




Short creative performs best



Simple creative to draw attention to the tiles



Use purposeful sound design






Use compelling tiles; relevant to the creative




**Story Ads** Story Ad Specs

- Longer storytelling through a curated selection of 1-20 single image or video ads
- Action-oriented attachments

**Tile**

-  Feature branding and a clear message
-  Create curiosity gap with strong headline & image
-  Lead with Consumer Benefit




**Snap Content**

-  Align Tile -> Content Narrative
-  Use End Cards to Drive Objective
-  Digestible length to prioritise engagement. End with payoff




**AR Lenses** AR Specs

- Augmented reality experiences in your world or on your face that Snapchatters can play with and send to friends

**Shares**


-  Simple creative, Beautification
-  Contextually or culturally relevant
-  Music / Sound

**Playtime**


-  Complex creative, Multiple interactions
-  Longer experience, Gamification
-  Music / Sound

**Filters** Filter Specs


- Overlaid onto users Snaps allowing them to add a level of context and creativity to the moments they share.




Enhance content



Include sharable copy



Add Relevance: Leverage Smart Technology to make it personal



Keep it simple!



## For more information

Visit our website at  
[forbusiness.snapchat.com/go-global-with-snapchat](https://forbusiness.snapchat.com/go-global-with-snapchat)

Or contact your local APAC expert.