

Facebook & Instagram

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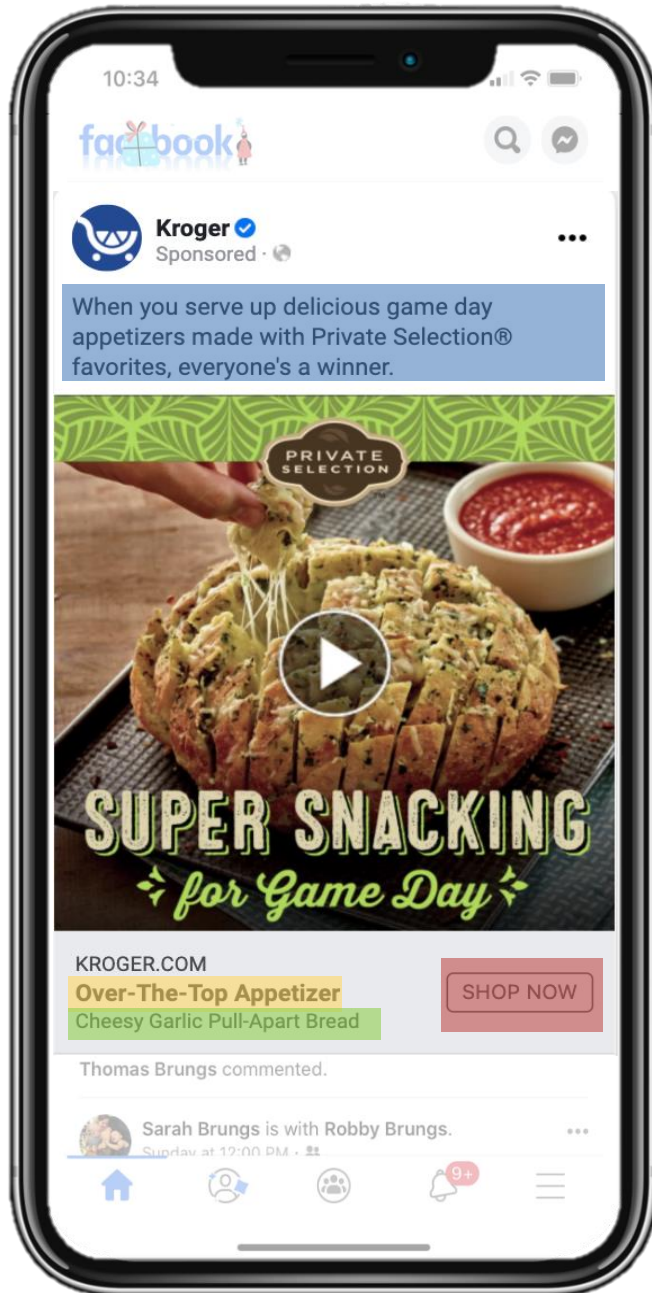
[Facebook/Instagram Story Ads](#)

[Best in Class Example Kroger Creative](#)

Requirements & What to Provide KPM

Ad Type	Creative Specs	Copy Specs	Best Practices	What to Provide to KPM
Image	<ul style="list-style-type: none"> 1:1 (square) Recommend 1080 x 1080 pixels PNG or JPEG 	<ul style="list-style-type: none"> Primary Text: 90 characters recommended Headline: 40 characters Description: 30 characters 	Image Best Practices Do not include a retailer call-out in the copy	<ul style="list-style-type: none"> Minimum of 2 creative units (minimum of 2 ads as a best practice) Copy for primary text, headline, description, CTA button Where the ad should be directing to Link to downloaded aspect ratio template
Video	<ul style="list-style-type: none"> 4:5 Recommend 1080 x 1080 pixels MP4, MOV or GIF 	<ul style="list-style-type: none"> Primary Text: 90 characters recommended Headline: 40 characters Description: 30 characters 	Video Best Practices Do not include a retailer call-out in the copy	<ul style="list-style-type: none"> Minimum of 2 creative units (minimum of 2 ads as a best practice) Copy for primary text, headline, description, CTA button Where the ad should be directing to Link to downloaded aspect ratio template
Carousel	<ul style="list-style-type: none"> Both image & video: 1:1 (square) 2-10 images per carousel Recommend 1080 x 1080 pixels PNG, JPEG, MP4, MOV or GIF 	<ul style="list-style-type: none"> Primary Text: 90 characters recommended Headline: 40 characters Description: 30 characters 	Carousel Best Practices Do not include a retailer call-out in the copy	<ul style="list-style-type: none"> Minimum of 2 creative units (minimum of 2 ads as a best practice) All images involved in each carousel Copy for primary text, headline, description, CTA button Where the ad should be directing to Link to downloaded aspect ratio template
Story	<ul style="list-style-type: none"> 9:16 Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text and logos to avoid covering these key elements with the call-to-action. PNG, JPEG, MP4, MOV or GIF 	<ul style="list-style-type: none"> Not recommended 	Story Best Practices	<ul style="list-style-type: none"> Minimum of 2 creative units (minimum of 2 ads as a best practice) CTA button Where the ad should be directing to Link to downloaded aspect ratio template

Facebook Creative Overview



Primary Text: 90 characters

- Try to include product and/or brand name(s), CTA, and language that aligns with campaign objectives.

Headline: 40 characters

- Brief landing page title or description, coupon mention, CTA

Link Description: 30 characters

- Try to keep short, might cut off depending on platform the ad is being viewed on.

Call to Action (CTA) Button

Call to Action Buttons on Facebook/Instagram

Note: below are recommendations, there are more options available by KPI. Please work with your KPM team if wanting an option not shown below.

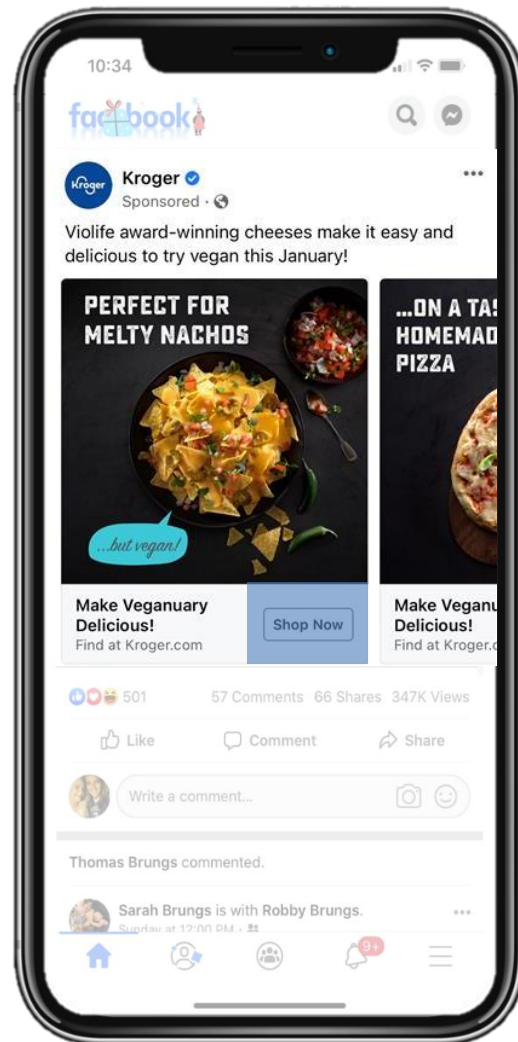
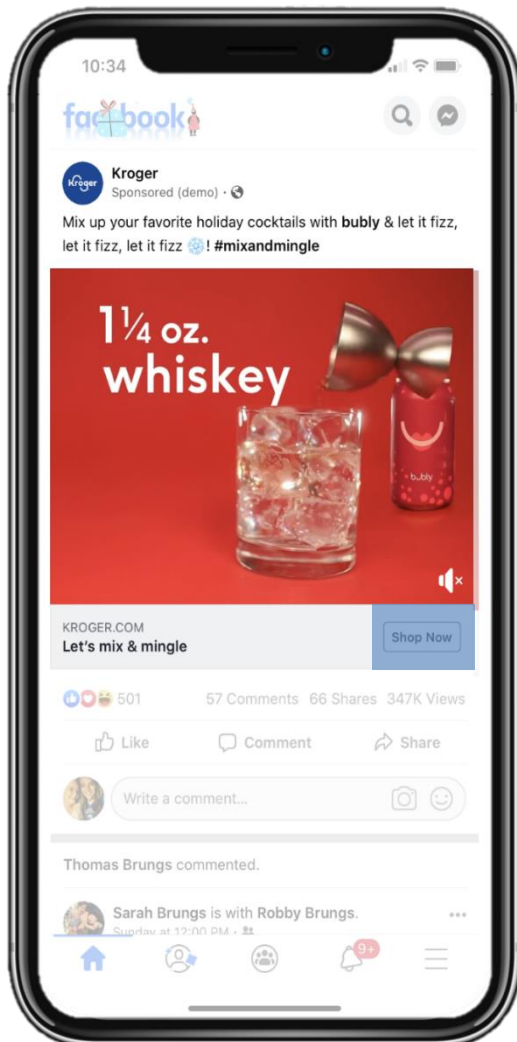
Recommended CTA Button Options (highlighted in image below):

Awareness KPI

- Learn more
- Shop now

Consideration KPI

- Learn more
- Watch more (video only)
- Get offer (coupons only)
- Shop now



*This creative example required additional approvals due to the adult beverage content.

Overall Best Practices

Facebook & Instagram Copy (not recommended on story ads):

What to Include:

- In the primary text: Product and/or brand name(s), CTA, and language that aligns with campaign objectives.
- In the headline: Brief landing page title or description, coupon mention, CTA.

Facebook & Instagram Creative:

[Get Inspired & Check Out](#) Great Examples of Creative on Facebook & Instagram

- We recommend at least **2** creatives per campaign in order to help with delivery & measurement.



Short & Powerful
Incorporate brand identity
early and grab attention
fast



Frame for Mobile
Assets that are framed for
square and vertical
formats



Design for Sound Off
If video, ensure message
is clear with sound turned
off



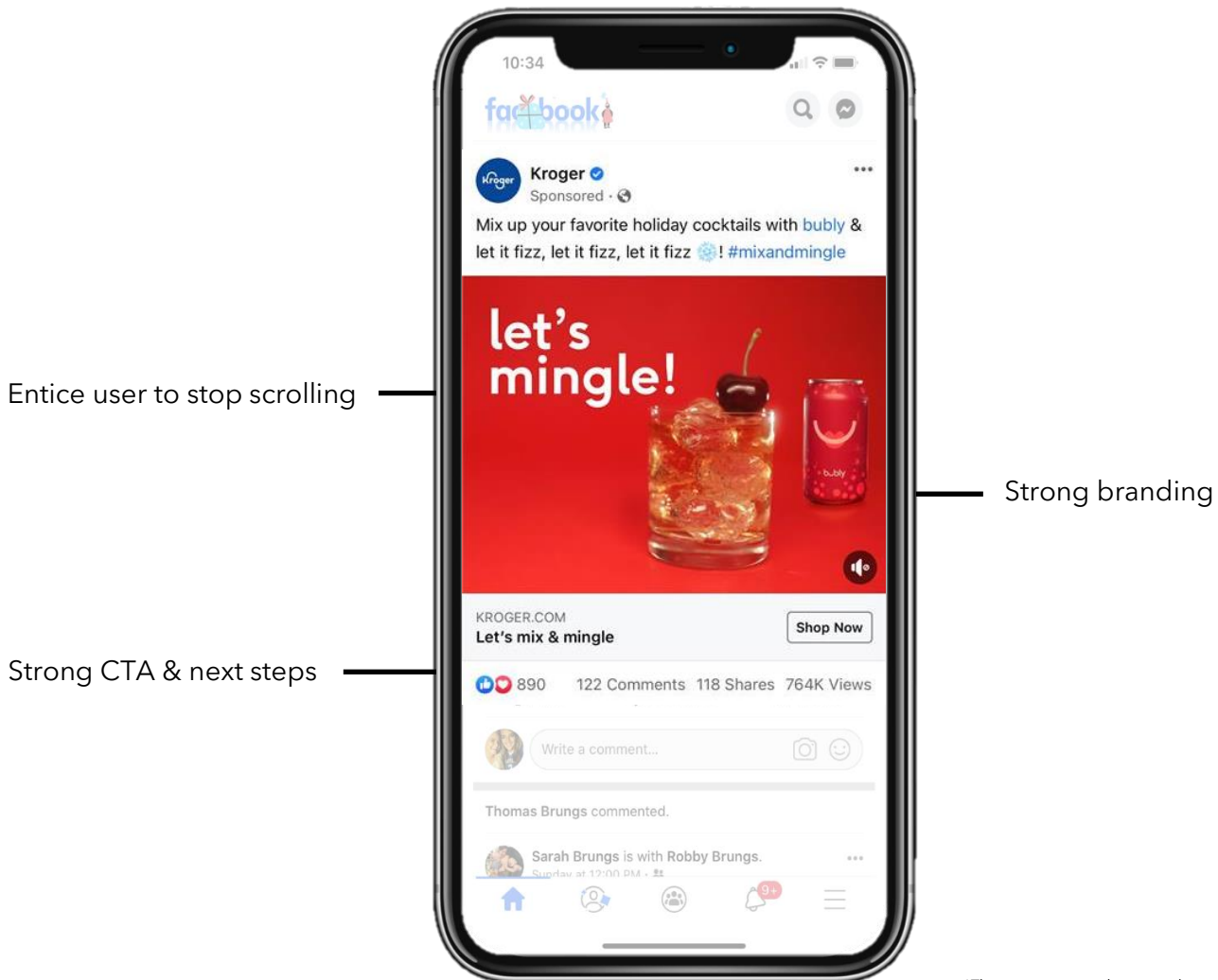
Less is More
Creating fewer (but
better) assets gets more
impact

What to include:

- Recommend gif/video ads whenever possible over image ads as the Facebook & Instagram platform prioritizes ads with movement in them.
- Branding at point zero.
 - Ensure brand name, product, logo, retailer (if applicable) are at beginning of video or clearly visible if an image ad.
 - Put your hero front and center.
 - Consolidate your message to 15 seconds or less (if video).
- Clear messaging and/or call-to-action.

Facebook & Instagram Image Ads

- Use high-resolution images, at least 1080 x 1080px.
- Show off your product, service, or brand. People scroll through Facebook & Instagram quickly. Show what you're selling, your brand, or your logo to communicate your message efficiently.
- Avoid too much text on the image itself. We've found that images with less than 20% text perform better, though there is no limit on the amount of text that can exist in your ad image.
- Focus on a single focal point in your image. If there's too much going on in your image, it may be tough for someone to understand the message you're trying to convey.

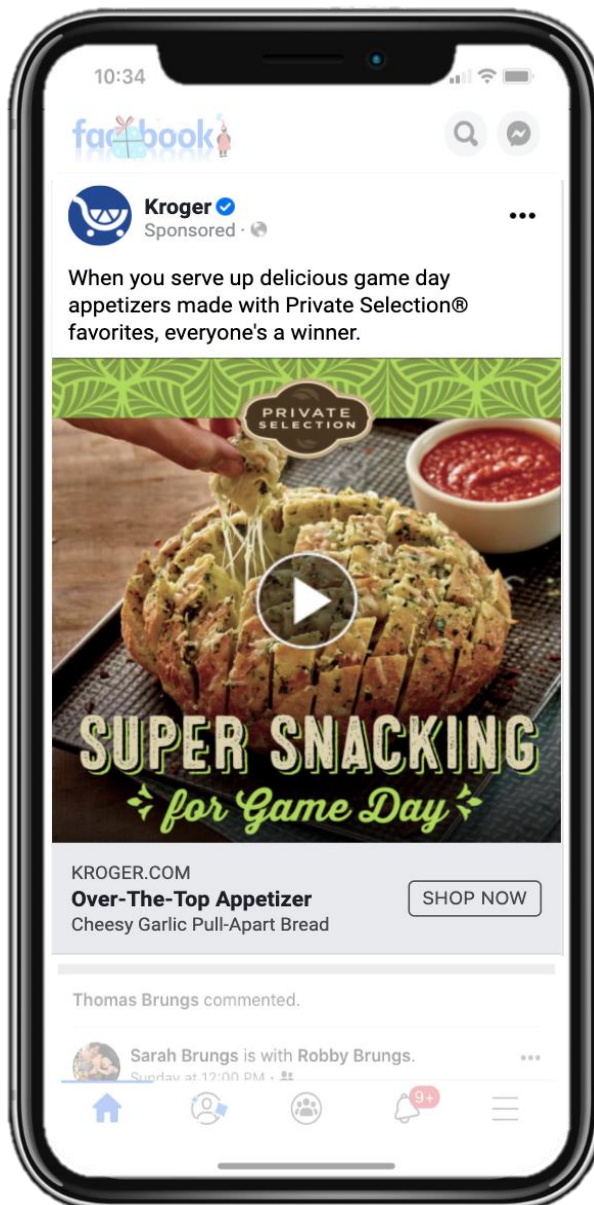


**This creative example required additional approvals due to the adult beverage content.*

Facebook & Instagram Video Ads

Creative Examples

- Recommend gif/video ads whenever possible over image ads as the Facebook & Instagram platform prioritizes ads with movement in them.
- Keep videos short, making sure that the most pertinent information is in the first 1-3 seconds of the video i.e. brand name, product, logo, content idea, etc. Shorter videos (15 seconds or less) are recommended.
- Put the most compelling part of your video at the very beginning to grab interest. We suggest you do this within the first 3 seconds.
- Design for sound off. People choose to watch videos with sound off in many situations, like public places. Use text, graphics and captions whenever possible.

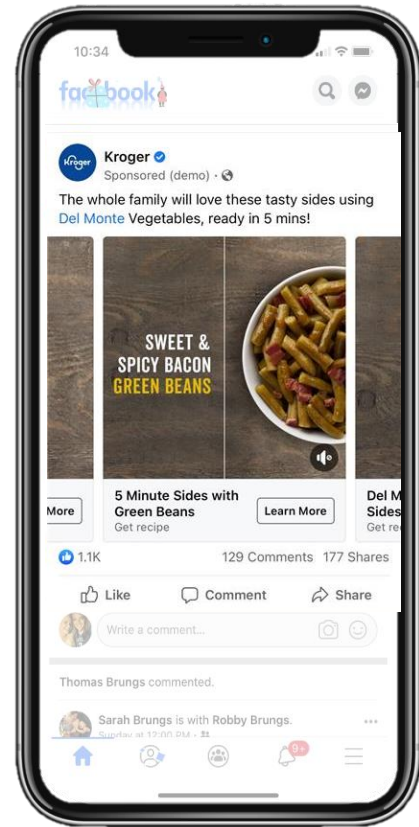
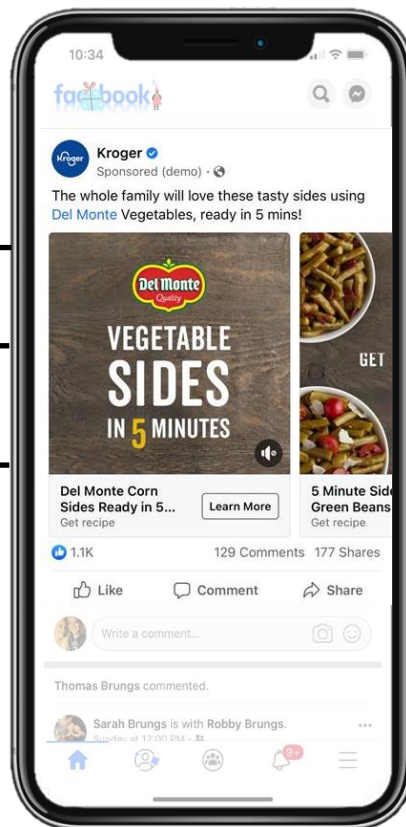


Facebook & Instagram Carousel Ads

- Recommended using for showcasing multiple products.
- Minimum number of cards: 2
- Maximum number of cards: 10
- **Ability to have different headline & link descriptions for each carousel unit.**
- Tell your story using all the available carousel components. Images and/or videos grab attention, but don't ignore snappy headlines, descriptions and call to action buttons that give context, detail and encouragement.
- Use images and/or videos that are cohesive and engaging. Take images and/or videos from the same shoot or that feel similar to each other. When using videos in your carousel ad, we recommend the square (1:1) aspect ratio for each video.



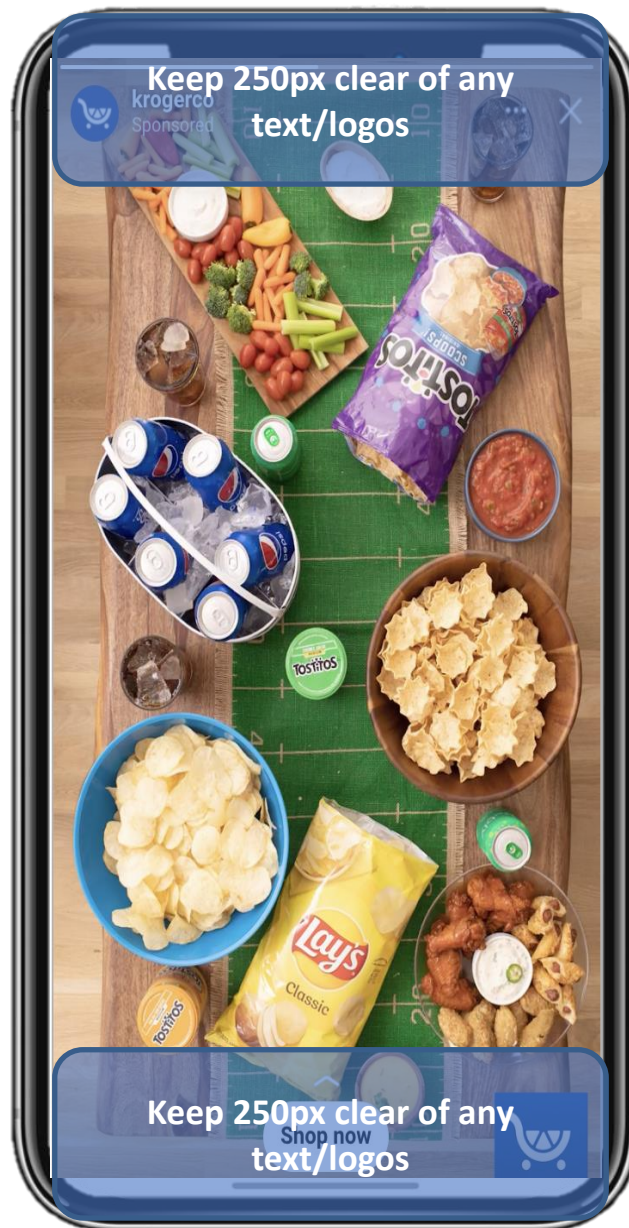
- Strong branding
- Entice user to stop scrolling
- Strong CTA & next steps



Facebook & Instagram Story Ads

Creative Examples

- Keep attention with speed: People consume Stories content much faster than other mediums. We recommend you create ads that capture the audience's attention from the first frame and use speed to keep their attention.
- Land takeaways with text overlays: When using text overlays in Stories, consider carefully what method works best with your creative. Use text to emphasize key messages, but keep your focus on one point.
- Pair text with focal point: Ads that include centrally located text, such as "add to cart," at a specific focal point are helpful in driving conversion metrics.



Best in Class Kroger Banner Creative

Facebook/Instagram Image Ad Examples

Image ads offer a clean and simple way to feature engaging imagery and copy. If you have a tangible product to promote, image ads are a great way to make it stand out. Learn more [here](#).



Facebook Carousel Ad Examples


Carousel ads can highlight different products, showcase specific details about one product, service, or promotion. Tell a story about your brand that develops across each carousel card. Learn more [here](#).





Facebook/Instagram Video Ad Examples

Facebook video ads allow you to quickly capture a user’s attention and show unique features of a product or tell your brand story. Learn more [here](#).

Facebook & Instagram:


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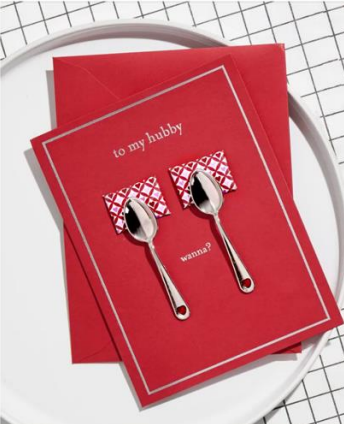

Your loved ones deserve to feel celebrated this Valentine's Day—give Papyrus.

#ExpressBeautifully #StayConnected

ELEVATE
THEIR
Valentine's Day

GIVE PAPYRUS


PAPYRUS
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ELEVATE
THEIR
Valentine's Day

GIVE PAPYRUS

PAPYRUS
Express Beautifully

Learn more

Krogerco Your loved ones deserve to feel celebrated this Valentine's Day—give Papyrus. ... more

Facebook/Instagram Story Ad Examples

Facebook video ads allow you to quickly capture a user's attention and show unique features of a product or tell your brand story. Learn more [here](#).

Recommended: This example shows an ad that utilizes the story specs to fill the entire screen.



This example shows a story ad that utilizes the in-feed creative specs.

