

SPONSORED BRAND VIDEOS

SHORT, SIMPLE, DIRECT.

- **Simple is key** - No need for a full production or big budgets.
- **The product is the star of the video** - Focus on the product & create an awesome first impression.
- **Educate** - Teach your customers about the benefits of the product.
- **Don't rely on audio**, assume the audio will be always off.
- **Read & comply with the Amazon's Ad Policy.**

FOCUS ON THE PRODUCT

- Don't let them skip your video, show the product within the first 1-2 seconds, in a clear way. The customer should understand what it is immediately.
- Products should be seen in any size screen. Don't make it too small, or difficult to see on a mobile device.

CALL TO ACTION (CTA)

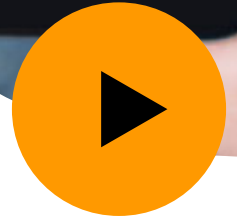
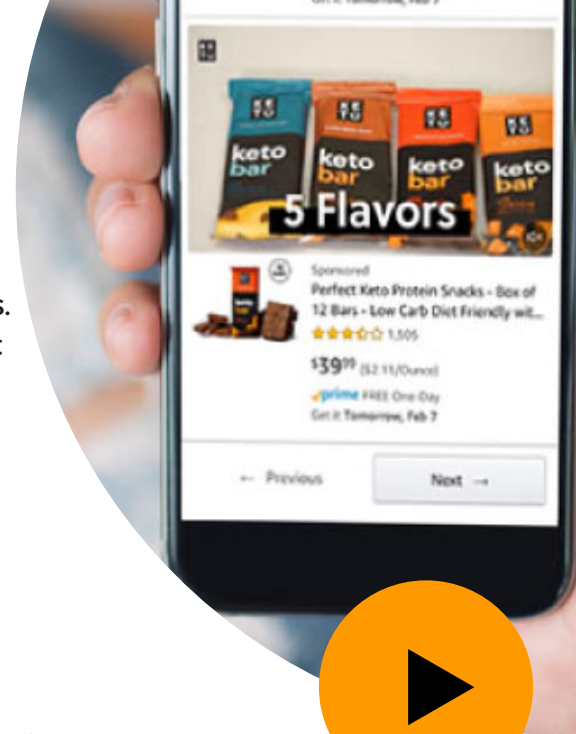
- Include the correct CTA (e.g - Learn More)
- Avoid punctuation, "shop now", CTA redirecting to the store or "click".
- Advertisers should be familiarized with SBV's Ad Policies ahead of time to avoid video moderation rejections.

ON-SCREEN TEXT

- Don't add information that is not needed, avoid small footer/legal/disclaimer text.
- If needed include footer/legal/disclaimer text. ensure the text meets the minimum text size.

VIDEO SAFE AREA

- Don't start the video with your brand logo. Wait until sign-off to show your logo.
- As of 2021 the upper right corner of the video is now safe.
- Lower right corner reserved for audio button so no text or logo to be included there.



0:06-0:45 SECONDS

- Minimum video length of 0:06 seconds and a maximum video length of 0:45 seconds.
- Important to see a product and learn the value. Take advantage of the video loops.

CLOSED CAPTIONS

- The audio is off by default on SBVs.
- Videos that rely heavily on voiceover, recommended include "burned in" captions.
- Currently, SBV does not have the ability to auto-generate or accept separate Closed Caption files.
- When creating captions for video: Caption text should be white against a 80% opaque black bounding box.