MOLOCO
Creative Guide

www.molocoads.com
# MOLOCO Creative Guide Summary

## Native Ad Requirements
- **Text**: Less than 90 letters including margin (line breaks and emojis applicable)
- **App Icon**: 256 x 256 resolution or higher

## Native Image Requirements
- **Native Image**: 1200 x 628 resolution
  - File format: `JPEG, JPG, PNG, GIF`
  - File Size: Max. **500KB**

## Native Video Requirements
- **Video**
  - **Portrait**: 9:16 ratio, 6sec ~ 100sec
  - **Landscape**: 16:9 ratio, 6sec ~ 100sec
  - **Resolution**: `720 x 1280 / 1280 x 720 recommended`
  - **File format**: `MP4`
  - **Playback speed**: **Higher than 24FPS**
  - **Thumbnail**
    - **Portrait**: Equal ratio & size to corresponding video dimension
    - **Landscape**: Equal ratio & size to corresponding video dimension
    - **File format**: `JPEG, JPG, PNG, GIF`
    - **File Size**: Max. **500KB**

## Image Ad Requirements
- **Specifications**
- **Required size for different countries (Please refer to specifications)**
  - USA/AUS: 9pcs
  - EMEA: 8pcs
  - KOR: 5pcs
  - JPN: 6pcs
  - SEA: 6pcs
  - CHN: 8pcs
  - TWN: 6pcs

## Video Ad Requirements
- **TIP**: Using Native video and thumbnail as Video Ad creative is available
- **Portrait Video**
  - **Short**: 9:16 ratio, 6sec ~ 15sec
  - **Long**: 9:16 ratio, 16sec ~ 100sec
- **Landscape Video**
  - **Short**: 16:9 ratio, 6sec ~ 15sec
  - **Long**: 16:9 ratio, 16sec ~ 100sec
  - **Resolution**: `720 x 1280 / 1280 x 720 recommended`
  - **File format**: `MP4`
  - **Playback speed**: **Higher than 24FPS**

## End Card
- **Portrait**
  - Equal ratio & size to corresponding video dimension
- **Landscape**
  - Equal ratio & size to corresponding video dimension
  - **File format**: `JPEG, JPG, PNG, GIF`
  - **File Size**: Max. **500KB**

---

## Final Checklist

Make sure to check all of the necessary components listed below before sending the creatives!
- Did you include the app icon, image, and text for the Native Ad?
- Did you check the mandatory creative sizes for each geo?
- Did you check that all creatives meet the file size requirement of 500KB or less?
- Did you prepare both portrait and landscape videos with end cards matching the same ratio as the videos?
- Did you check the Kakao Inventory guidelines for the 640x200 image size? (Only for campaigns targeting Korea.)

Do you want to check the performance by creative?

You can get reports regarding the performance of each creative group as well as each individual creative.

You can check these reports from the dashboards provided by MOLOCO or add the correct parameter to the tracking links to get the performance directly through the MMPs.

Refer to the next page on how the deliver the creative to MOLOCO.
How to Deliver Creatives to MOLOCO

Creative Folder Naming Guide

- Separate creatives based on the concept (theme) and message.
- Folder names should be in English with no spaces. (use underscores instead of spaces)
- The Creative Group name will be set as the Folder Name provided. Thus, it is best to set a clear name to know which creatives are apart of which creative group.

Example of Creative Folder Names:

- 2020_MOLOCO_Blue
- 2020_MOLOCO_White

Creative File Naming Guide

- Creative filenames of the individual creatives within each creative folder (or creative group).
- Creative filenames should be in English with no spaces. (use underscores instead of spaces)
- The Creative Filename provided will be the same image name in the reporting. Thus, it is best to set a clear name to easily track the performance by each individual creative.

Example of Creative Filenames:

- 2020_MOLOCO_Blue_320x50.jpg
- 2020_MOLOCO_Blue_640x200.jpg
- 2020_MOLOCO_White_320x50.jpg
- 2020_MOLOCO_White_640x200.jpg
1. Native Ad Specifications

The Native Ad is comprised on the logo, native image and native video. In order to take full advantage of all 3 components that make up the Native Ad, please refer to the detailed guidelines provided on the following page.

Native Ad Common Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
<td>Less than 90 letters including margin</td>
</tr>
<tr>
<td></td>
<td>(line breaks and emojis applicable)</td>
</tr>
<tr>
<td>App Icon</td>
<td>256 x 256 resolution or higher</td>
</tr>
</tbody>
</table>

Native Image Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Image</td>
<td>1200 x 628 resolution</td>
</tr>
<tr>
<td></td>
<td>File format: JPEG, JPG, PNG, GIF</td>
</tr>
<tr>
<td></td>
<td>File Size: Max. 500KB</td>
</tr>
</tbody>
</table>

Native Video Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>Portrait: 9:16 ratio, 6sec ~ 100sec</td>
</tr>
<tr>
<td></td>
<td>Landscape: 16:9 ratio, 6sec ~ 100sec</td>
</tr>
<tr>
<td></td>
<td>Resolution: 720 x 1280 / 1280 x 720 recommended</td>
</tr>
<tr>
<td></td>
<td>File format: MP4, Playback speed: Higher than 24FPS</td>
</tr>
<tr>
<td>Thumbnail</td>
<td>Portrait: Equal ratio &amp; size to corresponding video dimension</td>
</tr>
<tr>
<td></td>
<td>Landscape: Equal ratio &amp; size to corresponding video dimension</td>
</tr>
<tr>
<td></td>
<td>File format: JPEG, JPG, PNG, GIF, File Size: Max. 500KB</td>
</tr>
</tbody>
</table>
### Native Video Guidelines

**Videos must not contain any margins**

The Native Video cannot contain any margin on the side to fit the correct ratio. For example: 16:9 or 9:16 ratio videos created by adding black margins on the sides to 1:1 / 4:3 / 3:4 ratio videos will not be accepted.

**Things to note when adjusting the size (ratio) of the video!**

Even if the margins are filled with images (as opposed to a plain black margin), the video will be rejected if the actual video size is not the correct ratio.

### Samsung Inventory Guidelines

**Caution regarding Mobile Device Image Usage**

Samsung inventories may be used for Android campaigns. However, using creatives containing competitors' products (such as iPhone, Apple Store Logo, etc.) are prohibited. (This applies to all creative formats including native image & video.)

**iPhone images in creatives will not pass the creative review.**

Only Galaxy phone images are acceptable.

**Tip** We recommend using neutral images that do not contain a specific phone's design to pass the creative inspection for Samsung Inventories.

### TikTok Inventory Guidelines

1. **NO Body Exposure**
   
   A person or a character with body exposure in the video is not acceptable.

2. **NO Black Margins for Landscape Videos**
   
   Black margins on horizontals are not acceptable.

3. **Video Sound is Required**
   
   Video without sound is not acceptable. Please include sound for TikTok inventories. (Sound must be incorporated throughout the whole video playtime.)
## 2. Image Ad Specifications

### Required Size for Different Countries

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimension</th>
<th>USA/AUS</th>
<th>EMEA</th>
<th>KOR</th>
<th>JPN</th>
<th>SEA</th>
<th>CHN</th>
<th>TWN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner</strong></td>
<td>320 x 50</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>640 x 100</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>300 x 50</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>320 x 100</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>KOREA ONLY</strong></td>
<td>640 x 200</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Medium</strong></td>
<td>300 x 250</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Full Screen</strong></td>
<td>320 x 480</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>360 x 592</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>480 x 320</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Tablet</strong></td>
<td>728 x 90</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>768 x 1024</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>1024 x 768</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>9pcs</td>
<td>8pcs</td>
<td>5pcs</td>
<td>6pcs</td>
<td>6pcs</td>
<td>8pcs</td>
<td>6pcs</td>
</tr>
</tbody>
</table>

*MOLOCO CREATIVE GUIDE*
Image Ad Requirements

1. Logo

Logo-missing creatives are not subject to AD inspection. Please include your company or service logo.

TIP: Avoid placing logos in the upper right corner region as it may be interfered with the Ad info button.

2. CTA Button

CTA button increases ad performance by leading audience to click the advertisement.

TIP: Use contrasting color for CTA button with the bg.
TIP: Use appropriate phrases such as “Shop”, “Order” for each campaign’s characteristics and purpose.

Tips for Effective Image Ad Creatives

1. Small Banner Size

Avoid simply decreasing the size of a large banner. Detailed editing job, including font size revision, is necessary.

Maintain a minimum of 10pt font size with letter-spacing for better legibility.

Avoid using excessively bold or thin fonts in small size.

Abbreviate AD copy if there is limited space for CTA button.
2. Legibility Improvement

- Keep logo > text > image > CTA format for clear delivery
- Use plain text, without any extravagant effects.

3. Image

- Use high resolution images for the creatives.
- Use uncropped images. Note that cropped images, especially portraits, may be inadequate to use in various sizes.

4. AD copy

- Keep AD copy concise and clear.
- Highlight promotional information. (ex. Sale, Special Price, Limited offers, etc.)
3. Video Ad Specifications

Video Ad consists of two types of videos and end cards. **Please refer to the requirements specified on the right.**

**Portrait Video & End Card**

**Landscape Video & End Card**

**What is an End Card?**
End Card refers to the image that appears after playing the video, leading audience to take action.

**Video Ad Requirements**

| Portrait Video | Short  | 9:16 ratio, 6sec ~15sec  | ✓ |
| Portrait Video | Long   | 9:16 ratio, 16sec ~ 100sec | ✓ |
| Landscape Video | Short | 16:9 ratio, 6sec ~15sec | ✓ |
| Landscape Video | Long  | 16:9 ratio, 16sec ~ 100sec | ✓ |

Resolution: 720 x 1280 / 1280 x 720 recommended
File format: .MP4  Playback speed: Higher than 24FPS

**End Card**

| Portrait | Equal ratio & size to corresponding video dimension | ✓ |
| Landscape | Equal ratio & size to corresponding video dimension | ✓ |

File format: JPEG, JPG, PNG, GIF  File Size: Max. 500KB

**Caution for End Cards!**
Black margins (shown above) may appear if end card and video do not have identical ratio.
Tips for Effective Video Ad Creatives

Using More Inventories

Have 2 versions of video (~15 sec and 16 sec~30 sec) to use all available inventories and increase the potential exposure of the AD. Have 4 versions of video (2 of Portrait, 2 of Landscape) is recommended.

**TIP** Adding a second to the 15 sec video or repeating 15 sec video to produce a 30sec video is acceptable.

The best video length for AD efficiency?

16sec~30sec videos provide most efficiency compared to longer videos (approximately 1 minute).

Video Sound

Make sure to have video sound in Game Campaigns. Video sound is required for TikTok inventory.
4. 640x200 kakao Creative Specifications

If the creative is exposed to a larger area than its size (640px), the color on 10px area of each sides of the creative will be expanded and applied to the background.

Please refer to the cautions specified in the right.
(Special caution for Right/Left margin cases)

Left/Right Margins
- Use solid color with identical HEX code
- Incorporate solid color that blends with its background color
- Fill the left/right ends with gradient if the background is an image

Background Color
- NO yellow themed background
- Use the following colors only for light grey. There is restriction in light grey color use.
- Avoid excessively bright or saturated colors. It is recommended to keep the total of 170% brightness and saturation.

Text
- Keep text in a legible size
- Avoid using Neon colored texts
- Avoid text-only creative. There may be restriction in campaign operation with creatives containing only text.

Please check the following page for more Tips.
Tips for 640x200 kakao Creatives

- Use gradient fill with identical colors if left/right margins are not solid-colored.
- Use gradient fill on left/right margins if vertical gradient is applied.
- Use gradient fill if solid colors on left/right margins cause awkward transition.
- Insert image in a portrait format if margins are disturbed.
- Unite left/right margin colors.
- For creatives with borders: delete the borders and use gradient fill with the same color.
Unauthorized Content

Unclear Relevance

All information in advertisement must be relevant to the product or service, and advertisers’ information must be accessible in all types of advertisement.

(Logo or Text that represents advertiser must be included.)

Misleading Content

Image Ad should not contain misleading images such as error message, warning message, like button, play button etc., that tricks the user into clicking.

Image Quality

All Ad should not contain excessively blurred images or GIF files with special effects that distract attention.

Adult Content

Image Ad should not contain adult-only material. In certain circumstances, advertisements with adult-only material are restricted to ensure safe and relevant information for all users.

References

Adwords Advertising Policy
Image Ad Requirements
DoubleClick Ad Exchange Buyer Customer Service
Solutions for Denied Ad
Ad Exchange Policy and Guidelines