



Creative Guide

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★ MOLOCO Creative Guide Summary

Native Ad Requirments

Specifications >

Text	Less than 90 letters including margin (line breaks and emojis applicable)	✓
App Icon	256 x 256 resolution or higher	✓

Native Image Requirments

Native Image	1200 x 628 resolution	✓
File format : JPEG , JPG , PNG , GIF File Size : Max. 500KB		

Native Video Requirments

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 Requirments

Specifications >

Required size for different countries (Please refer to specifications) ✓							
USA/AUS	EMEA	KOR	JPN	SEA	CHN	TWN	
9pcs	8pcs	5pcs	6pcs	6pcs	8pcs	6pcs	

Video Ad Requirments

Specifications >

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 though the MMPs.

Refer to the next page on [how the deliver the creative to MOLOCO](#).

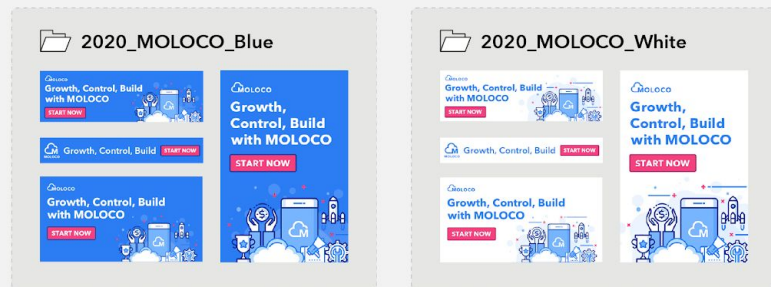
How to Deliver Creatives to MOLOCO

!! If the file name does not match the creative image provided, it will be difficult to accurately track the performance of the creative. Please refer to the guidelines below.

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.

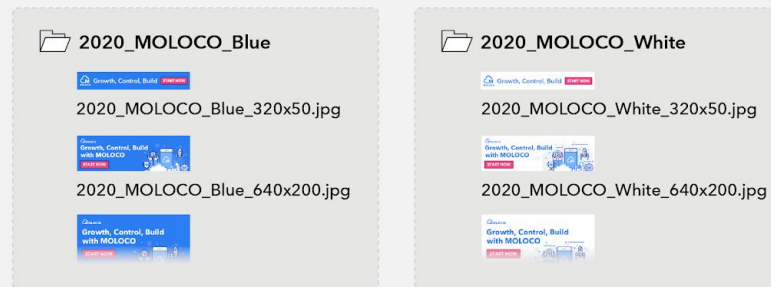
Example of Creative Folder Names:



Creative File Naming Guide

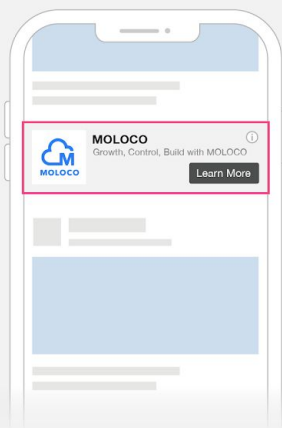
- ✓ Creative filenames of the individual creatives within each creative folder (or creative group).
- ✓ Creative filenames should be in English with no spaces. (use underscores instead of spaces)
- ✓ The Creative Filename provided will be the same image name in the reporting.
Thus, it is best to set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

Example of Creative Filenames:

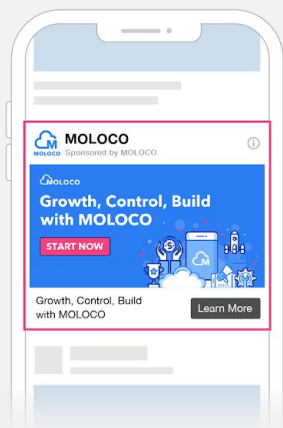


1. Native Ad Specifications

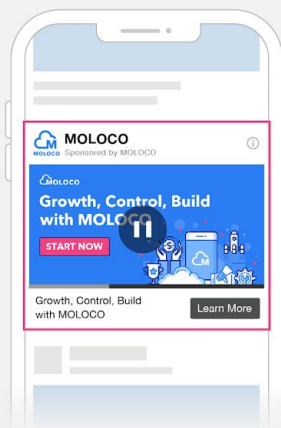
The Native Ad is comprised on the logo, native image and native video.
In order to take full advantage of all 3 components that make up the Native Ad,
[Please refer to the detailed guidelines provided on the following page.](#)



Example of Native Logo



Example of Native Image



Example of Native Video

Native Ad Common 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			

Native Video Guidelines

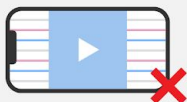
Videos must not contain any margins



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.

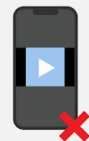
TikTok Inventory Guidelines

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.



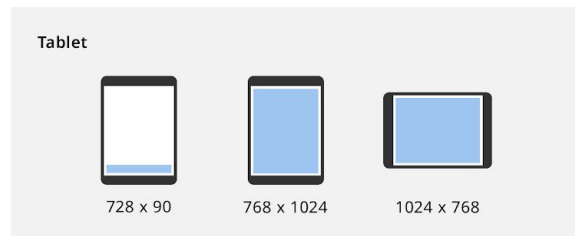
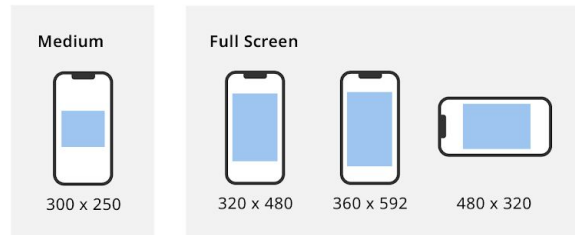
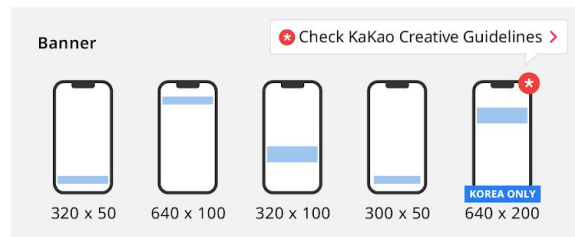
3. Video Sound is Required

Video without sound is not acceptable.

Please include sound for TikTok inventory. (Sound must be incorporated throughout the whole video playtime.)



2. Image Ad Specifications



Required Size for Different Countries ☒ Mandatory ☐ Optional **TIP** Add optional size to use all available inventories

Type	Dimension	USA/AUS	EMEA	KOR	JPN	SEA	CHN	TWN
Banner	320 x 50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	640 x 100	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	300 x 50	<input type="checkbox"/>						
	320 x 100					<input type="checkbox"/>		
	KOREA ONLY ★ 640 x 200			<input checked="" type="checkbox"/>				
Medium	300 x 250	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Full Screen	320 x 480	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	360 x 592				<input type="checkbox"/>			<input type="checkbox"/>
	480 x 320	<input type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tablet	728 x 90	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>	
	768 x 1024	<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
	1024 x 768	<input type="checkbox"/>	<input checked="" type="checkbox"/>				<input type="checkbox"/>	
Total		9pcs	8pcs	5pcs	6pcs	6pcs	8pcs	6pcs

Image Ad Requirements

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

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.

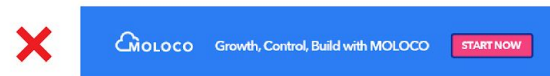
TIP Use appropriate phrases such as "Shop", "Order" for each campaign's characteristics and purpose.

Tips for Effective Image Ad Creatives

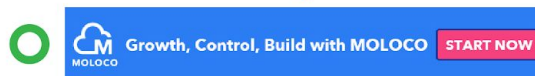
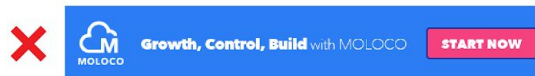
1. Small Banner Size



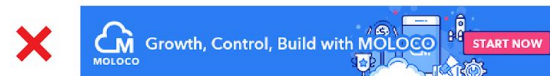
Avoid simply decreasing the size of a large banner.
Detailed editing job, including font size revision, is necessary.



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.

Tips for Effective Image Ad Creatives

2. Legibility Improvement



Keep logo > text > image > CTA format for clear delivery



Use plain text, without any extravagant effects.

3. Image



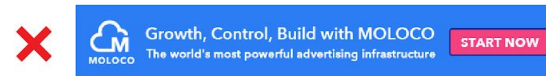
Use high resolution images for the creatives.



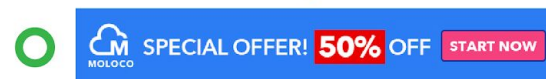
Use uncropped images.

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

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**

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.



Portrait - Short, Long 2 Types



Landscape - Short, Long 2 Types

The best video length for AD efficiency?



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

Video Sound



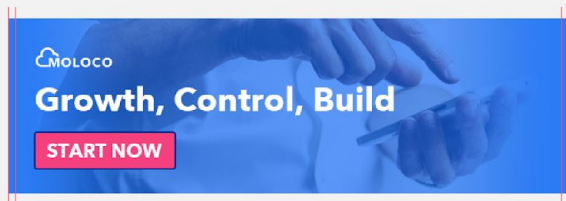
Make sure to have video sound in [Game Campaigns](#)

!! 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)



Original Creative size and applicable left/right areas



Example of expanded background

Cautions

!! GIF not acceptable

!! Revision may be requested if the creative is not accepted

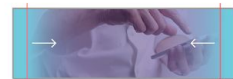
Left/Right Margins



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.

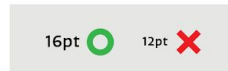
#FBFBFB #E9EAE9 #E4E6E7 #FFFFFF



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.



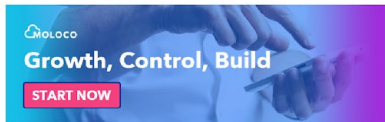
Use gradient fill on left/right margins if vertical gradient is applied.



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.)

Image Quality



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

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.

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

[Learn more >](#)

Image Ad Requirements

DoubleClick Ad Exchange Buyer Customer Service

[Learn more >](#)

Solutions for Denied Ad

Ad Exchange Policy and Guidelines

[Learn more >](#)



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