

Make the living-room moment count.

Use the assets you already have, then make them easier to recognize, remember and act on.

01 Audit existing video

Confirm you have a clean 16:9 master and rights cleared for paid media.

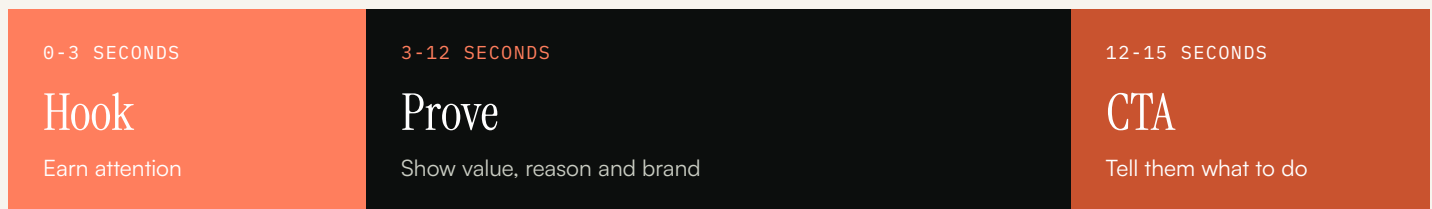
02 Prepare 15- and 30-second cuts

Test both lengths. Shorter spots force clarity; longer spots allow more story.

03 Design for recognition

Keep the brand visible, use one clear URL and make the first three seconds unmistakable.

A STRONG 15-SECOND SPOT LANDS IN THREE BEATS



LOGO + URL STAY VISIBLE ACROSS THE ENTIRE SPOT

A 30-second cut extends the proof. It does not delay the hook or weaken the CTA.

CTV specification cheat sheet.

FRAME	FILE	LENGTH
16:9	MP4 / MOV	15s / 30s
1920 x 1080	4 GB max	30 seconds max

MINIMUM VIABLE TEST MATRIX			TECHNICAL GUARDRAILS	
	15 SECONDS	30 SECONDS	AUDIO	-10 dB to -14 dB overall
HOOK A	VARIANT 1	VARIANT 2	BITRATE	15,000 kbps source target
HOOK B	VARIANT 3	VARIANT 4	FRAME RATE	23.98, 25 or 29.97 constant
			SAFE AREA	Logo, URL and CTA inside

CREATIVE QA MOVES THROUGH ONE CONTROLLED PATH



PREFLIGHT CHECKLIST

- Brand, URL and CTA remain visible. - Captions and supers stay inside safe area.	- Talent, footage and music rights are cleared. - Audio, duration and frame rate pass QA.
--	--

Plan 10 to 15 business days for audience setup, creative QA and launch.
Media floors and channel minimums are set on the discovery call.

Publisher acceptance requirements vary. Final files should be validated against the selected inventory before launch.