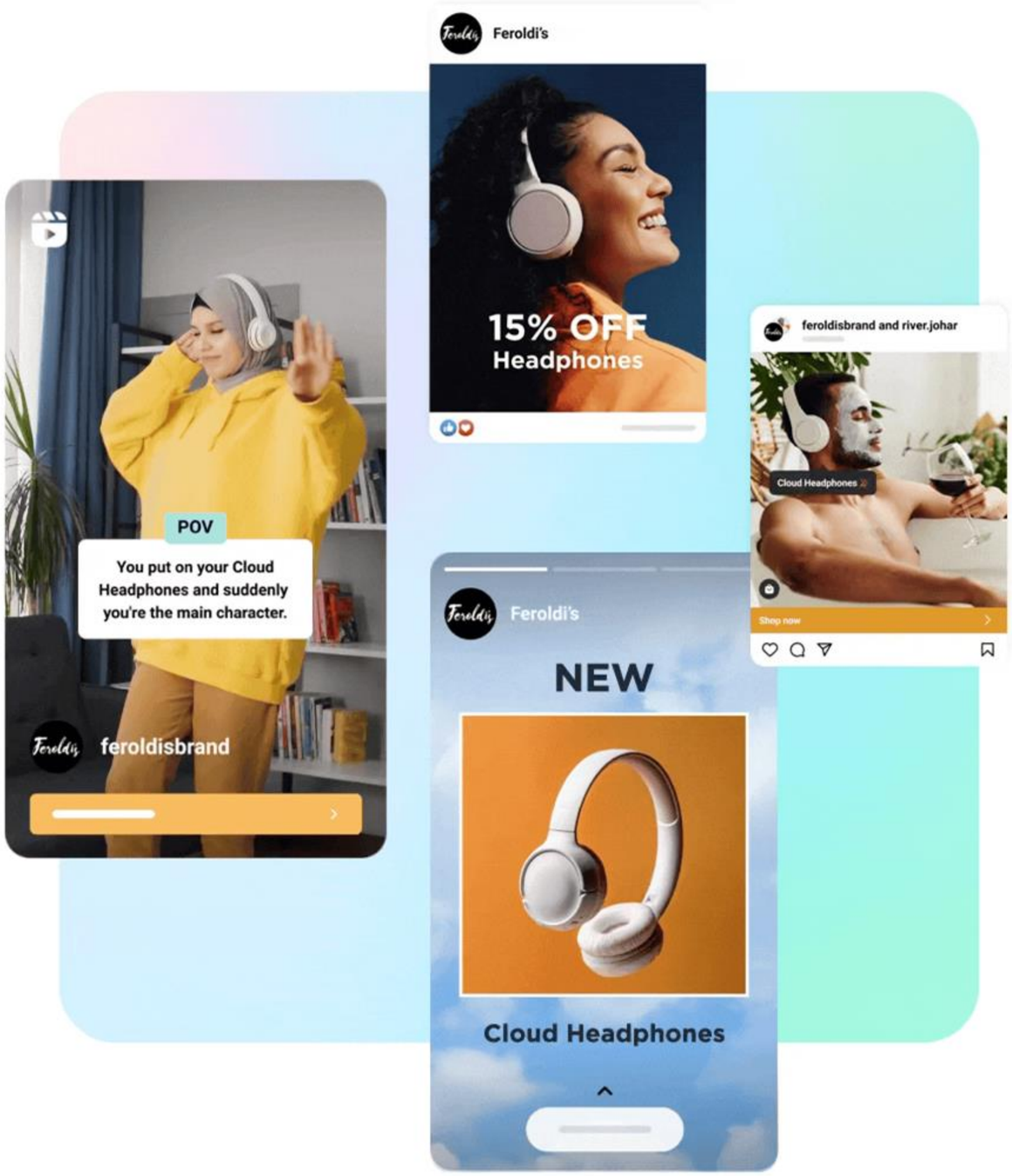
Meta

Creative Playbook

Creative on Meta

How to create ads that connect with more people and convert more often.



Creative Shop

How to use this playbook

Click on the section name to jump ahead

Understanding what good looks like

- What is creative diversification?
- Creative best practices for video and image ads

Putting theory into practice

- Building and fueling your creative operating system
- Diversifying through motivators
- Diversifying with creators
- Increasing asset volume by remixing
- Diversifying through formats - turning image into video and video into image
- Amplifying personalized, high quality creative at scale with Advantage+ creative

Over 3B people connect to the world around them in personalized ways, built around the things and moments that matter

In a world of non-linear, individual micro-moments, we expect every interaction with the brands we meet to be relevant, resonant and valuable.

>80%

of consumers surveyed prefer brands that offer personalized experiences

>50%

more spend with brands that offered personalization



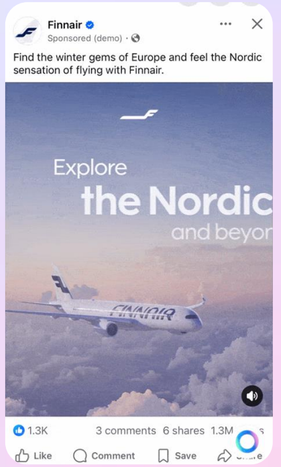












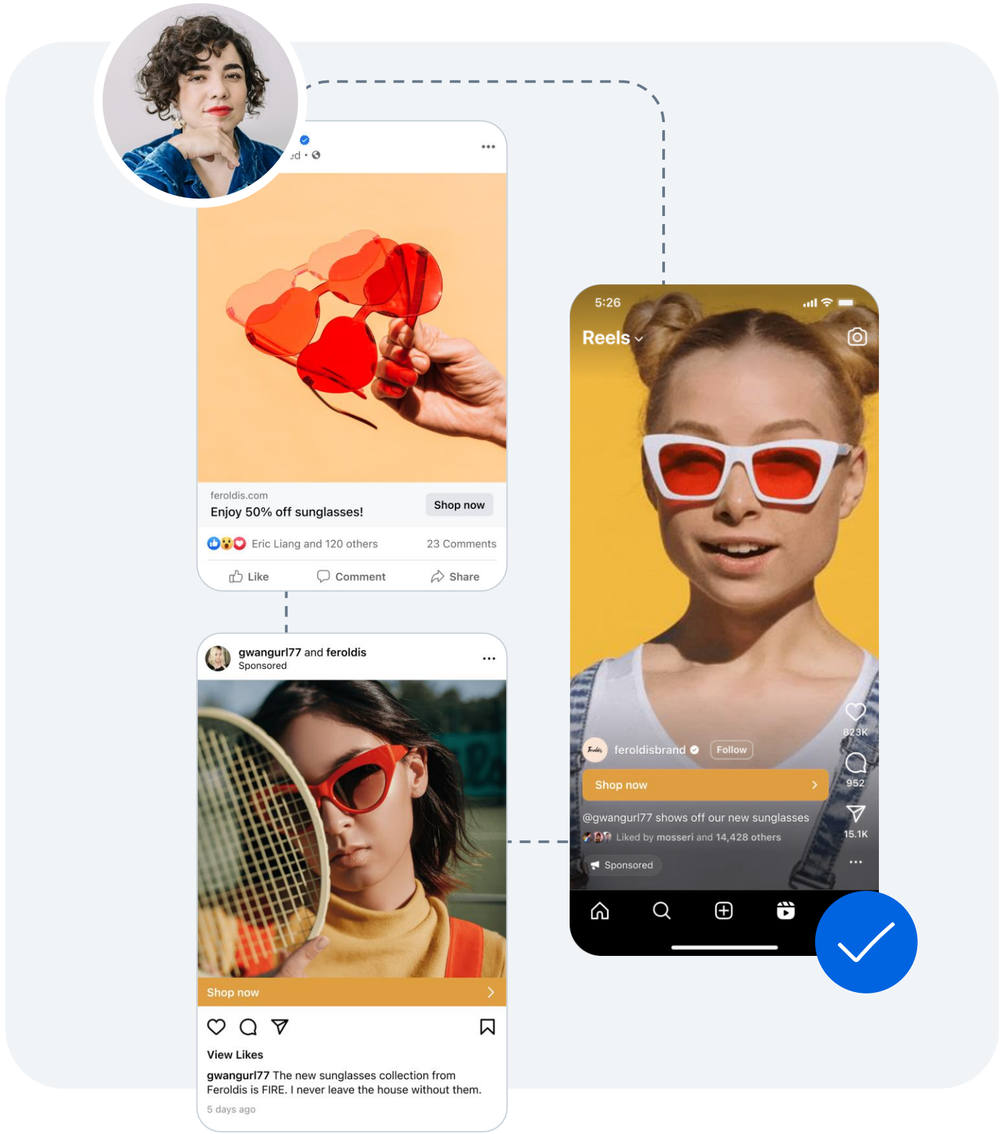



Source: Deloitte Digital, “Personalizing Growth: It’s a value exchange between brands and customers,” June 11, 2024

Diverse ad sets enable the Meta ads ecosystem to match the right ad to the right person at the right time

Ad sets that include a range of formats (video and image), and concepts (different visuals and messaging) give our AI-enabled recommendations engine the ability to deliver industry-leading personalization at scale.

We call this creative diversification.



Video drives outsized value by connecting you with your audiences on the surfaces where they’re most engaged

With its immersive storytelling and flexible creative canvas, video is increasingly where we interact with the things that resonate with us.

>60%

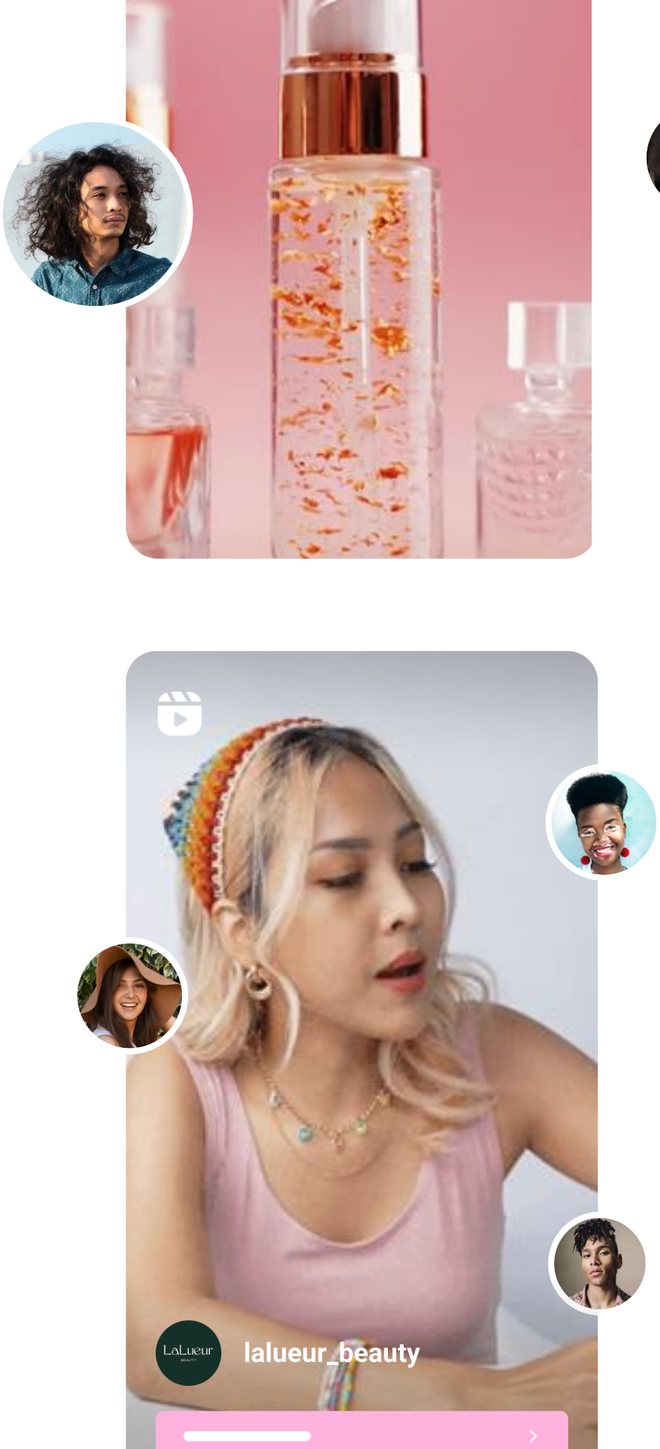
of time spent on Facebook and Instagram is now on video.[1]

+4.5B

reels are shared every day across Facebook and Instagram.[1]

79%

of people surveyed said they’d bought a product or service after watching reels.[2]



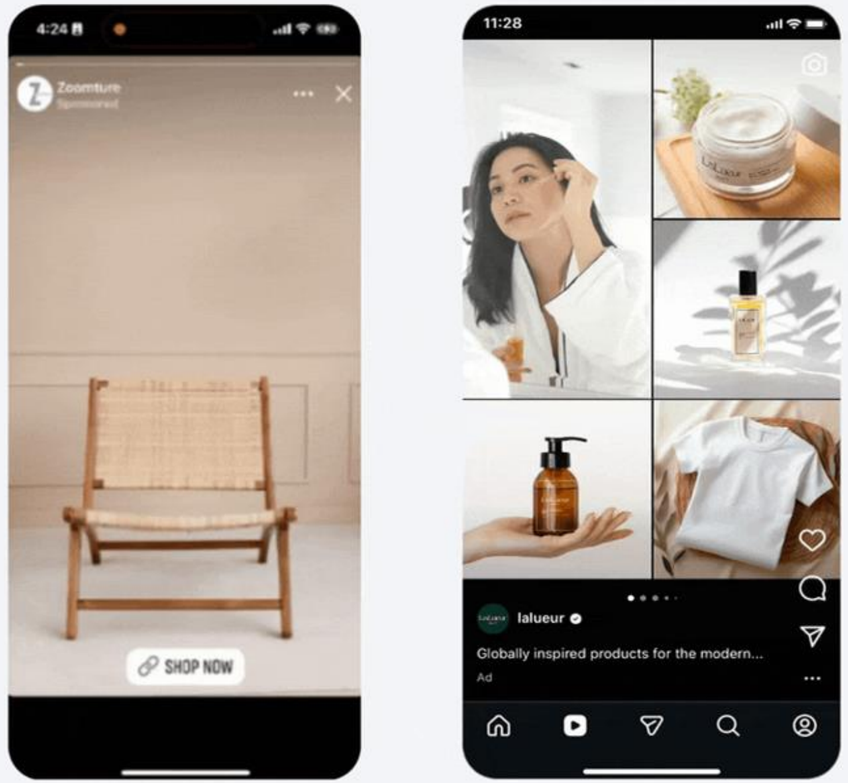
Source: 1. Meta internal data. May 2025. 2. Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users.

Video can also help your catalog products come to life and help you convert audiences where they’re spending time

Catalog ads were once considered image-only environments. Today, video content like catalog product video is driving increased engagement and performance for your catalog.

> Campaigns with catalog product video that delivered to the Reels placement had
>
> **+33%**
>
> higher incremental conversions than those that did not.

Learn more



Single media
Facebook Stories

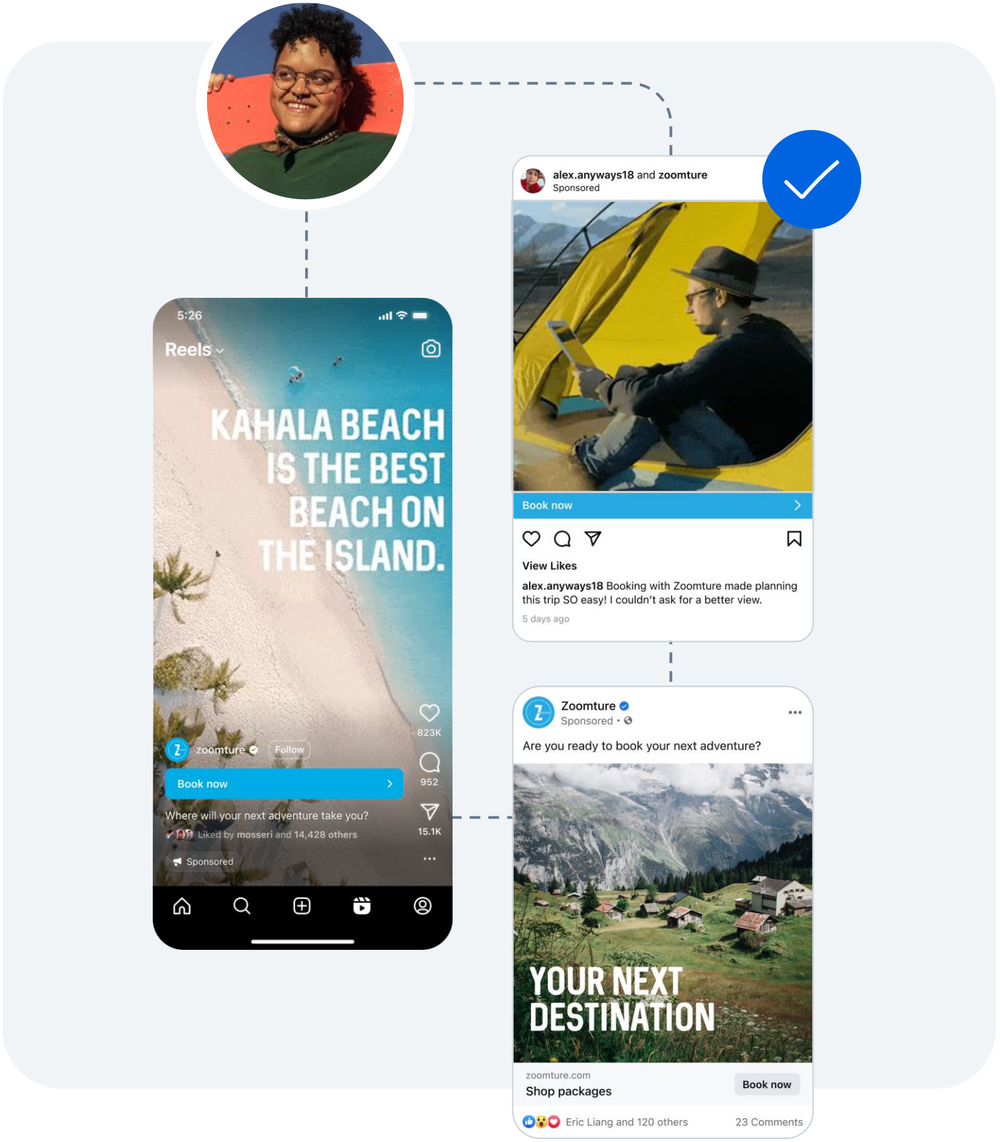
Carousel
Instagram Reels

Source: ML (GBDT) analysis of 1M+ ad sets with at least one Advantage+ catalog ad. Ads ran August-September 2024, globally, across verticals. Statistics shared are direct effects of input variables in a predictive model controlling for other features including ad set features (e.g., having vertical image, horizontal video, count of creatives, usage of Advantage+ products), and advertiser features (e.g., region, vertical). All variables were defined by one or more ads in the ad set having the feature.

Whilst opting into more placements ensures you're meeting them where they are

There are people who prefer to engage with content in Stories, those who love to scroll in Feed, and those who spend most of their in-app time in Reels.

Make sure you're opted into as many placements as possible - either by opting into Advantage+ placements, or by manually selecting a minimum of 6 placements to maximize your performance efficiently and at scale.



Aim for a mix of formats, visuals and messages at the ad set level to drive creative diversification

Creative diversification can help you efficiently convert new audiences. It also combats the creative fatigue that can occur when your audience keeps seeing the same creative assets over and over again.

Formats

Always create at least three different formats with a mix of video and image assets

- 9:16 video with audio
- 4:5 or 1:1 video
- 1:1 or 4:5 image

Visuals

Use different creative approaches to maximize differentiation. For example:

- Polished, brand-led
- Lo-fi or UGC
- Product-focused
- Creator craft ed
- Animation or illustration

Messages

Use different messages to augment differences. These are only a few examples.

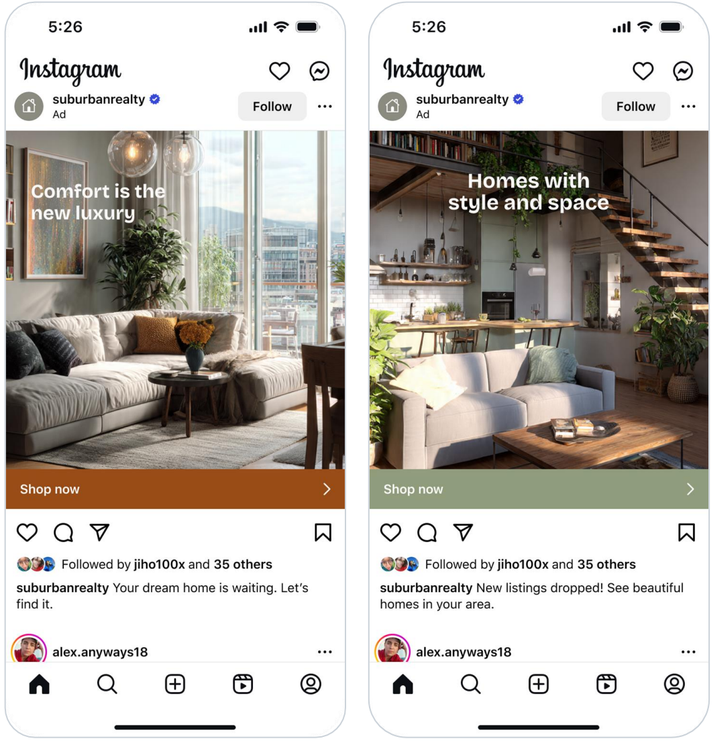
- Motivators and barriers
- Emotional benefits
- Functional benefits
- Product use or demo
- Deals and sales

Advantage+ placements

Once you've added your assets to your ad set, always make sure you have Advantage+ placements turned on, or manually select a minimum of six placements.

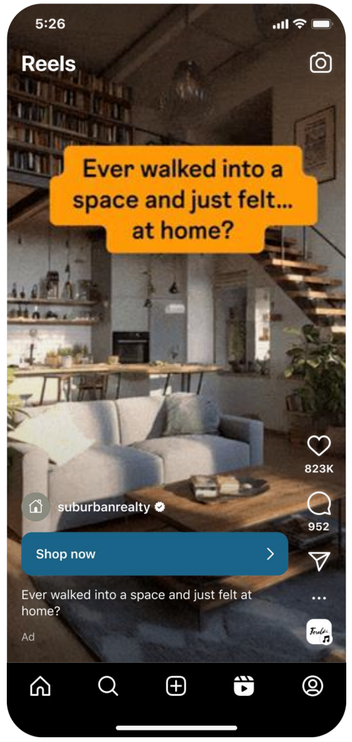
By changing different elements of your creative, you can increase the diversity of your ad set

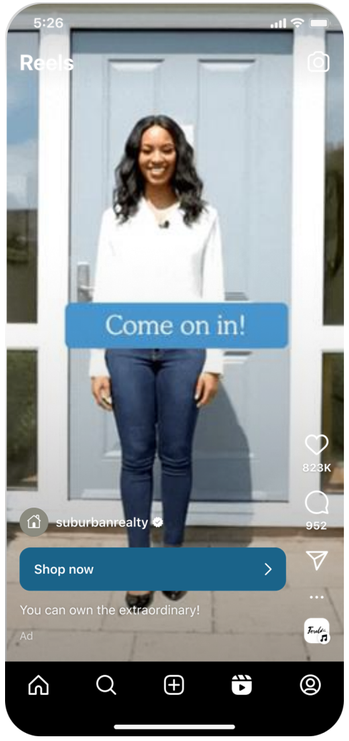
Less differentiated → More differentiated



Similar visuals, similar messages

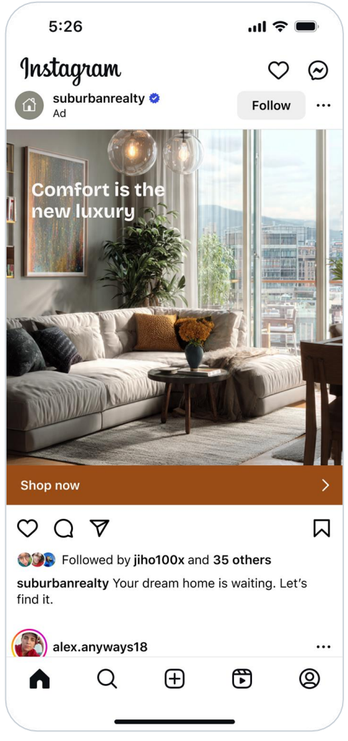
Similar format (both 4:5 image)

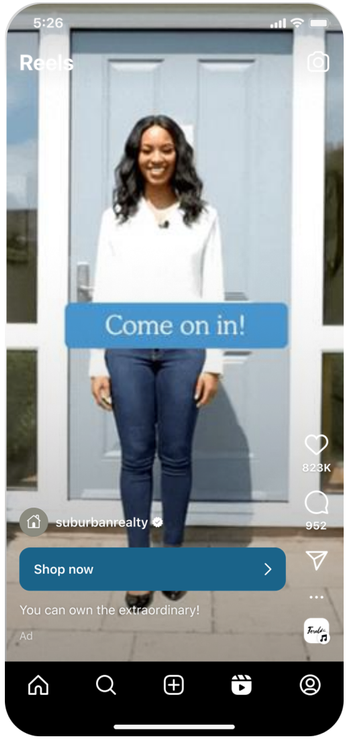




Diversified visuals, diversified messages

Similar format (both 9:16 video)





Diversified visuals, diversified messages

Diversified format (4:5 image and 9:16 video)

Successful ad sets feature a mix of images and videos

For large advertisers running campaigns with direct response objectives, we found that ad sets that included at least

- an image (1:1 or 4:5 aspect ratio)
- a video (1:1 or 4:5 aspect ratio)
- and a vertical video with audio (9:16 aspect ratio)

had a **9.1%** lower CPA than ad sets that did not include one or more of those creative assets.

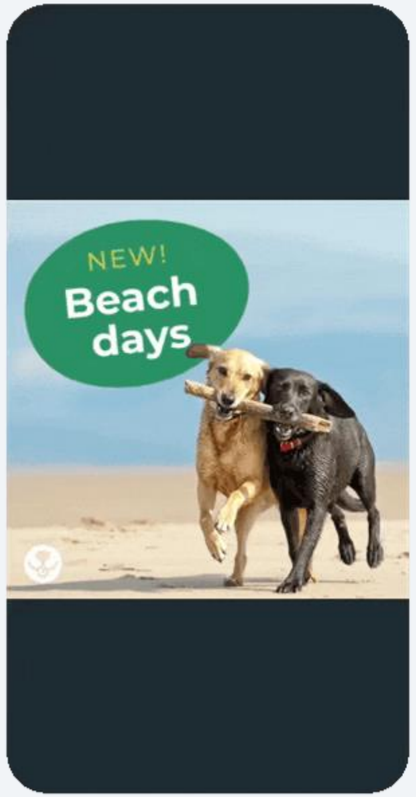


Image
(1:1 or 4:5 aspect ratio)



Video
(1:1 or 4:5 aspect ratio)



Vertical video with audio
(9:16 aspect ratio)

Source: Causal inference modeling (Double Machine Learning) of a sample of 1m+ DR objective ad sets globally from large advertisers targeting at least 6 placements (including Reels) and not using Placement Asset Customization. Ads ran April 18th, 2025 through June 12th, 2025, globally, across verticals. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage+ products), and advertiser features (e.g. vertical, country). All variables were defined by one or more ads in the ad set having the feature.

The right mix of assets, especially prioritizing 9:16 video with audio, drives campaign efficiency

Ensure that at least 20% of your ad set is made up of 9:16 video with audio

↓ **7%** lower cost per action

Ad sets where at least 20% of creative assets were 9:16 video with audio demonstrated 7% lower cost per action compared to ad sets where less than 20% of assets were 9:16 video with audio. [1]

Ensure 9:16 video with audio is prioritized, followed by images and then other video formats

↑ **3%** higher incremental conversions

Ad sets that had a mix of asset types, with the highest volume being 9:16 video with audio, followed by image, followed by other (non-9:16) video assets, demonstrated 3% higher incremental conversions compared to campaigns without 9:16 video with audio assets. [2]

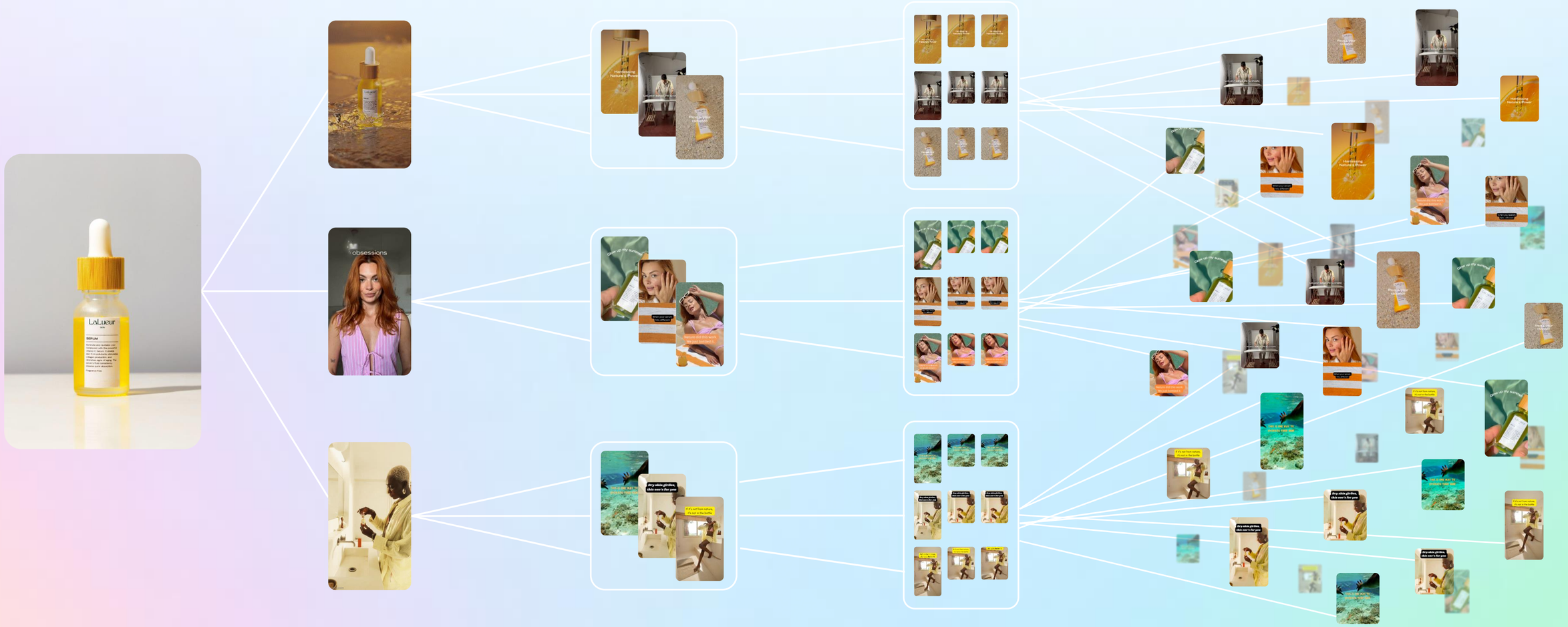


Source: 1. Causal inference modeling (Double Machine Learning) of a sample of 200k+ brand objective ad sets globally from large advertisers targeting at least 6 placements (including Reels) and not using Placement Asset Customization. Ads ran January 14 to February 10, 2025, globally, across verticals. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage+ products), and advertiser features (e.g. vertical, country). All variables were defined by one or more ads in the ad set having the feature. 2 Causal Inference Modelling analysis of over 530 thousand ad sets from Direct Responses ads run globally across large, medium and small advertisers in all verticals with a minimum spend of 10 USD between Sep 3, 2025 and Sep 30, 2025 and non zero CPA. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage+ products), and advertiser features (e.g., region, vertical). All variables were defined by one or more ads in the ad set having the feature.

When the possibilities of creativity meet the personalization of our ads ecosystem, diversification supercharges results

Diversify your formats, visuals and messages at the ad set level

Enable personalization of your creatives at the impression level



Start with creative that's designed to perform

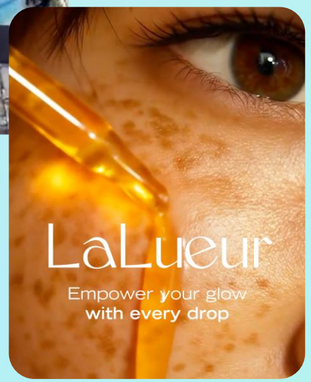
You'll need a great piece of creative before you start to diversify it. That's where some foundational best practices and creative considerations come in. The bottom line? Build ads that speak to people's interests, that offer something of value, and that use the language of the platform.

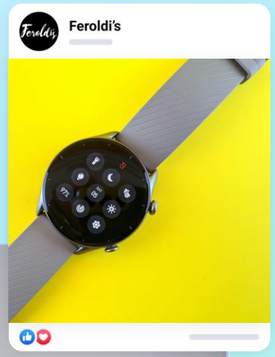
49% of brand impact across ad campaigns can be attributed to creative quality.

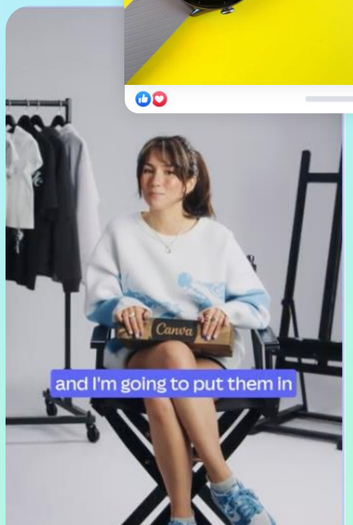
Source: Kantar Creative Effectiveness Awards rank most creative and effective digital and TV ads in North America," Kantar, Jul 24, 2024.



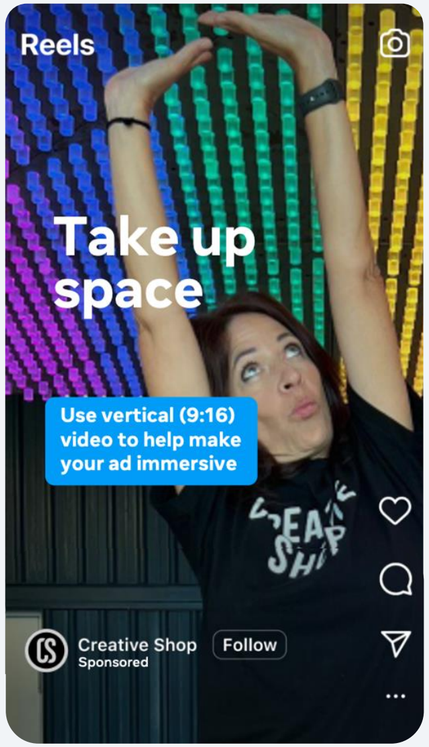




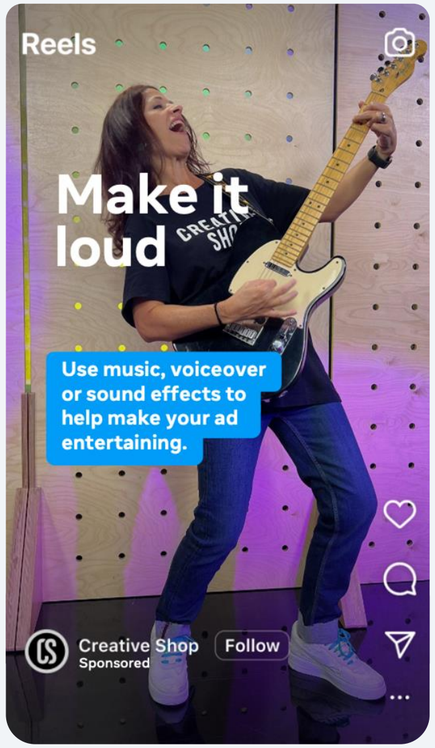




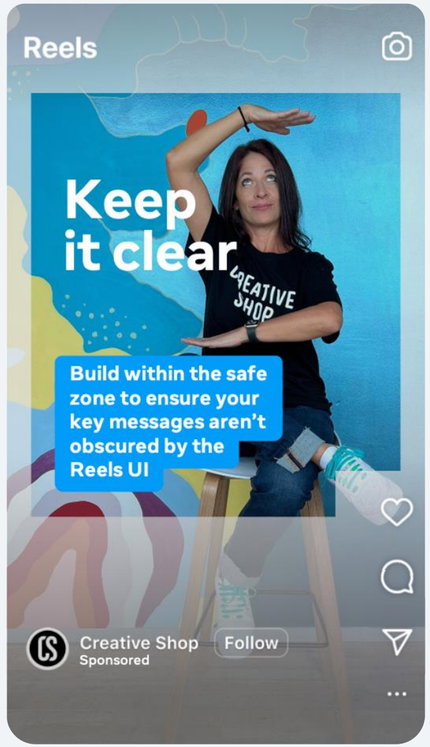
When creating video for Reels, always start with the creative essentials



Built for **vertical**



Built with **audio**



Built in the **safe zone**

9:16 video ads are the dominant video format on Meta technologies, so you should always prioritize their volume but also their quality.

Following the creative essentials is where every video ad should start.

9:16 video ads with audio, in the safe zone, resulted in on average:

34.5%

lower cost per action than image ads in Reels.[1]

15%

lower cost per action than non-9:16 video ads without audio in Reels.[2]

Sources: 1. Statistical global meta-analysis of 15 split tests of Reels-only campaigns where advertisers used a still image asset in one campaign and 9:16 video with sound on respecting safe zones in another campaign. Advertiser verticals included eCommerce, Retail, and Consumer Packaged Goods and included small and medium businesses. This approach outperformed with 99.9% confidence. 2. Statistical global meta-analysis of 15 split tests of Reels-only campaigns where advertisers used a business as usual video asset in one campaign and 9:16 video with sound on respecting safe zones asset in another campaign. Business as usual was defined as any video that was smaller than 9:16 and did not include audio. Advertiser verticals included eCommerce, Retail, and Consumer Packaged Goods and included small and medium businesses. This approach directionally outperformed, with 70% confidence.

Then, layer on additional creative elements to communicate your message in the “language of Reels’”

Hooks



Use the first 2 seconds to capture attention through audio, video or text.

Visual dynamism



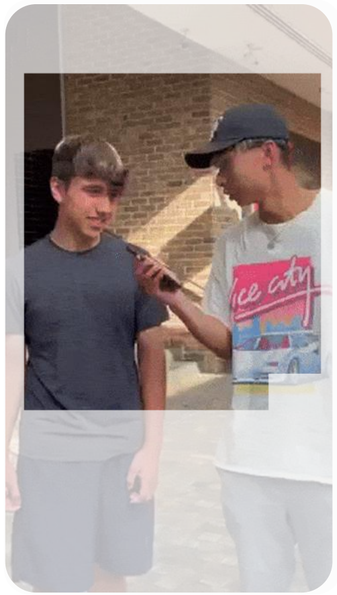
Use multiple fast shots to create pace or transitions such as match cuts to create a sense of magic.

Audio techniques



Up-level your audio from background music to a creative technique for maintaining attention.

Text overlays



Label, highlight and amplify your story, but **don’t forget to keep your messages inside the safe zone**.

Human presence



Use real people such as customers, creators or employees to make your ad relatable.

We’ve seen that using at least one additional creative element can help to achieve:

13% higher ROAS

16% lower Cost per actions

29% higher conversion rate

11% higher reach across Reels, Stories and Feed

Source: Results are based on 10 lift studies that were run from April 2023 to May 2023 by global advertisers from various verticals including Ecommerce, CPG, Retail, and Tech. Results are in comparison to campaigns with only BAU creatives.

Your image ad is your digital billboard

Keep it simple and single minded to capture attention



THE VISUAL

Make it bold

The viewer's eye naturally lands on the center of the creative asset first. Select images that are visually arresting and ensure your main subject is centered in your image.

Use human presence

Include people in your creative wherever possible by using imagery that features them interacting with your product or service in authentic, everyday settings.

THE TEXT

Keep it brief

Use bold headlines to make a statement. With limited real estate, it's important to focus on saying one thing and saying it well.

Rewrite your headline as a "hook"

Make sure your text overlays use the language of the platform, not the language of the boardroom. ("Want the warmth of fleece, but even softer?", not "the warmest, softest fleece around")

THE BRANDING

Keep it clear, but integrated

Branding works best when it's clear, but doesn't overpower your creative.

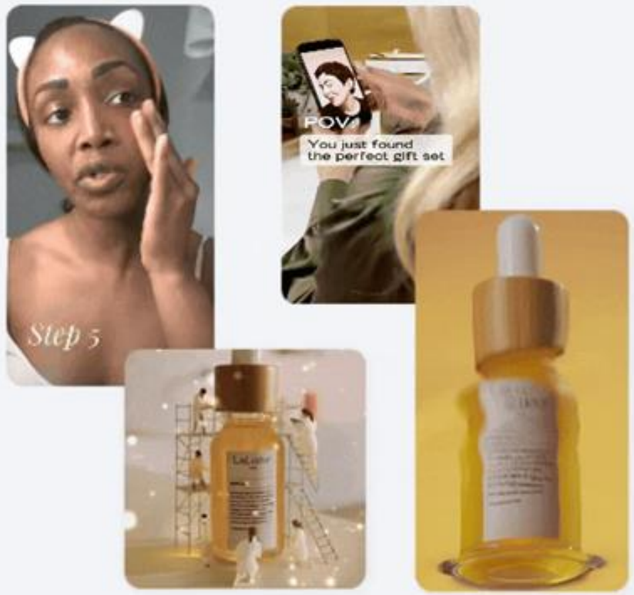
Think about using brand elements beyond your logo such as colour, typography or shapes.

Let’s recap: you can drive creative diversification through formats, visuals and messaging

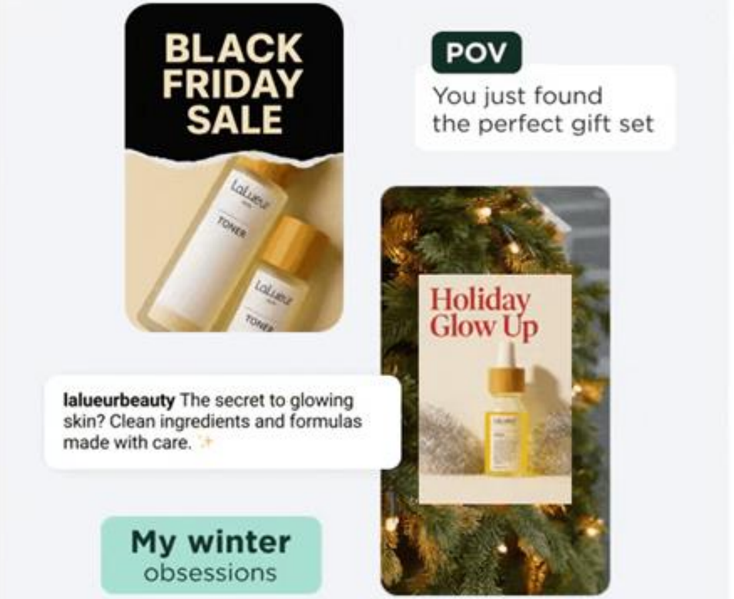
Formats
Ensure a mix of videos and images



Visuals
Pursue contrasting visual styles



Messaging
Explore varied messages



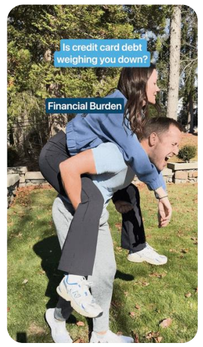
Constructing your creative operating system

Creative strategies to help you create new ideas and iterate on winning concepts.



Stop thinking in singles.
Start building in systems.

Building for diversity and volume requires a shift in the creative mindset from one-off assets to a creative operating system. Next, we'll dive into how to build and fuel it.



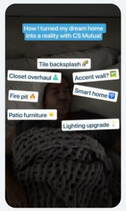
FROM

One-off assets

Creative assets built to appeal to predefined audiences based on generalised demographic data.





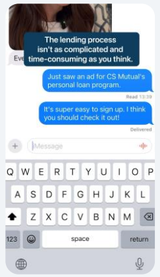


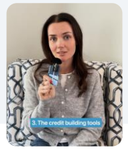


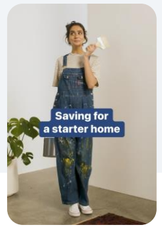
TO

A creative operating system

A sustainable approach developing assets at high diversity and high volume that harnesses the potential of the Meta ads auction to reach new audiences









From a single asset to a system of ideas

Diversify your formats, visuals and messages at the ad set level

Enable personalization at the impression level

Concepting

Develop motivators and build distinct creative against each one, with or without creators.

Remixing and iteration

Remix your video to create different hooks, or add new hooks and messages.

Format adaption

For each, adapt for 4:5 video and image aspect ratios.

Automated personalization

Opt-into a range of generative AI features to amplify the personalisation of each asset.

Your product or service



CONCEPT 1

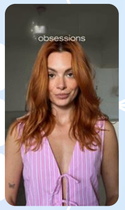
- Motivators
- Barriers
- Benefit



- Ad + hook 1
- Ad + hook 2
- Ad +hook 3

CONCEPT 2

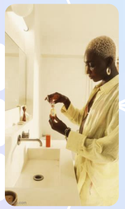
- Motivators
- Barriers
- Benefit



- Ad + hook 1
- Ad + hook 2
- Ad +hook 3

CONCEPT 3

- Motivators
- Barriers
- Benefit

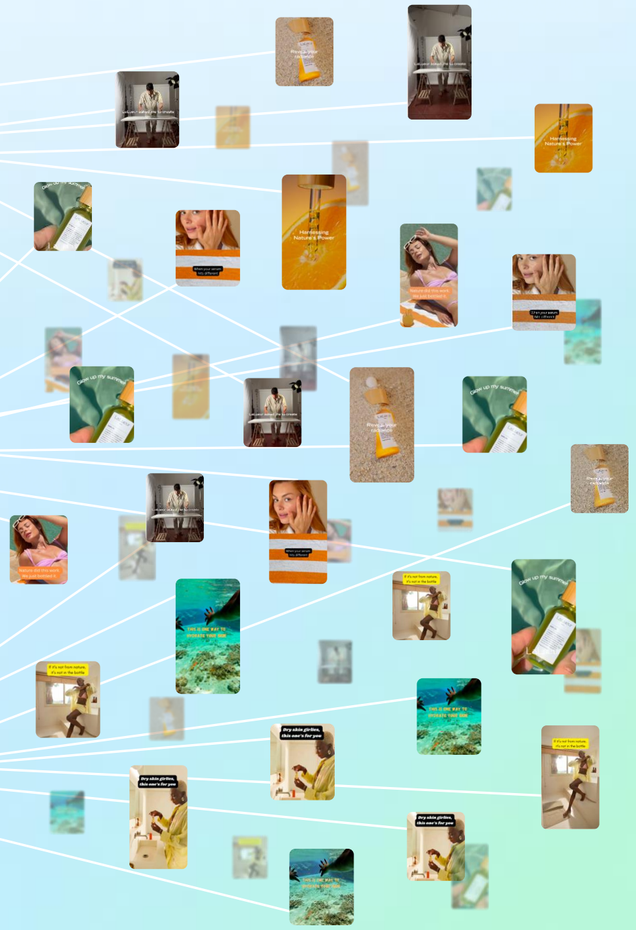


- Ad + hook 1
- Ad + hook 2
- Ad +hook 3









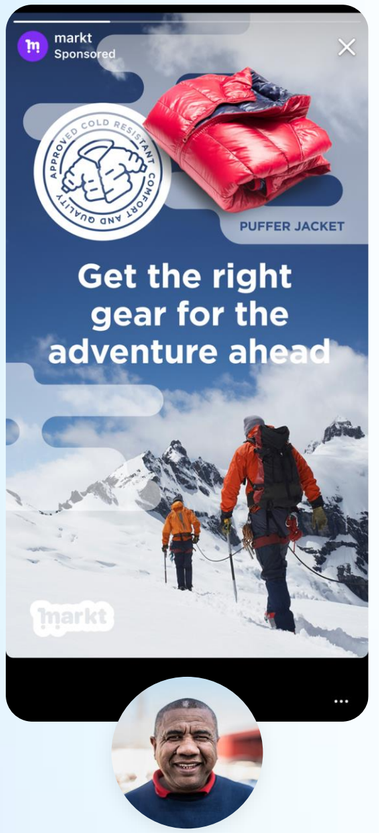
Build meaningfully different creative through motivators

Motivators are insights into what drives your customer. They are the “why” behind the scroll, the click and the conversion.

“My son wants a coat that is trendy, stylish and warm.”







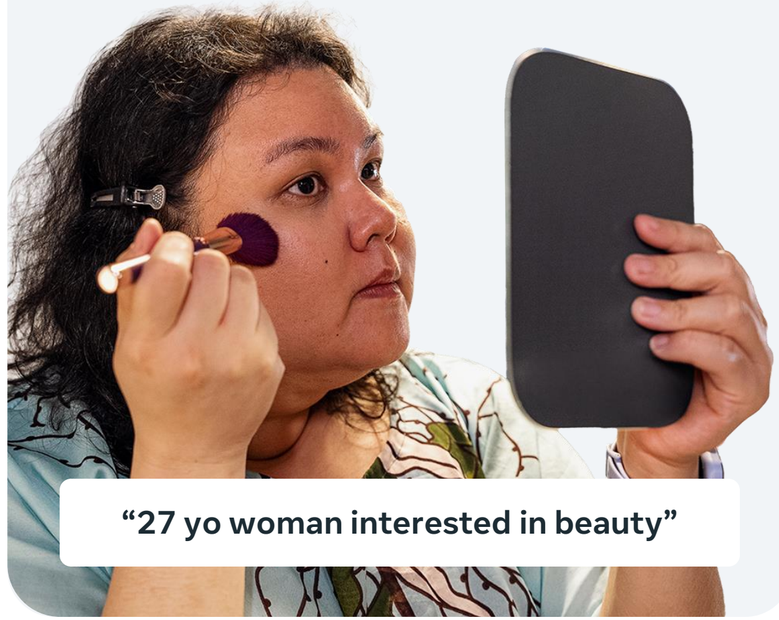
“I want to get my sister a high quality coat she can wear skiing!”

Motivators help you beyond the superficial and into the specific - to uncover the **real** reasons why people buy

People come to Meta technologies to connect with the the things that matter to *them*. If you want your ad to be one of the things that matter, then you need to build people-first.

Demographics

External, broad, “who I am”



Motivators

Intrinsic, specific, “how I behave”



Distinct motivators inspire diversified creative. And when the canvas is limitless, why paint yourself into a corner?

Even within a single format (in this case, 9:16 video), motivators can inspire visually distinct creative styles.

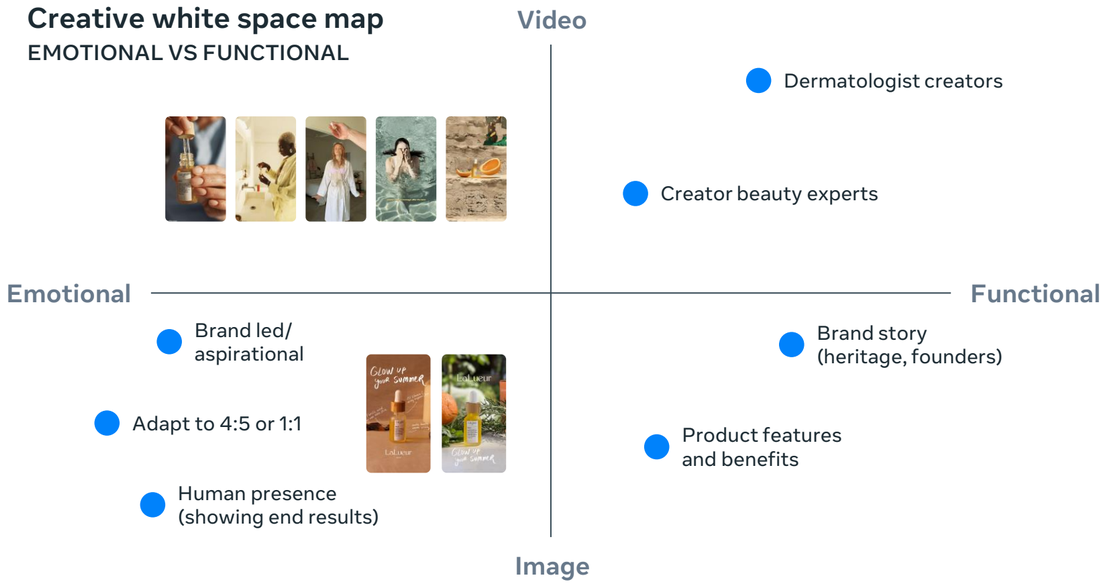
“I want a brand I can trust with only natural ingredients.”	“I need a thoughtful gift for a friend.”	“This product was recommended by a creator I trust.”	“I’m looking for expert-backed science.”	“I’m open to try something new.”
				
Polished brand-led	**Lo-fi / UGC**	**Creator tutorial**	**Product benefits**	**Creator craft**

Not sure where to start? Here’s a simple way to work out where your areas of opportunity are.

Try taking your current most high performing assets and mapping them against an axis like this. Switch out the y axis to suit your brand or category, and do as many as you like consider hi-fi vs lo-fi, functional benefit vs emotional benefit, product focused vs people focused, creator vs brand or single benefit vs. stacked benefits.

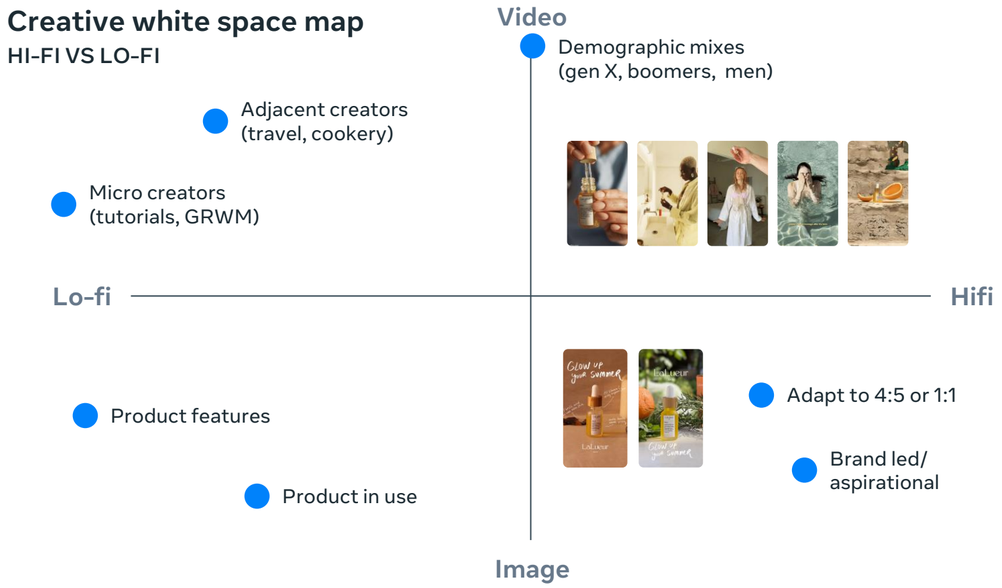
LaLueur

Creative white space map
EMOTIONAL VS FUNCTIONAL



LaLueur

Creative white space map
HI-FI VS LO-FI



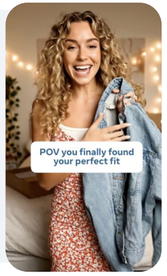
From motivators, to messages, to more: here's how to use motivators to crack new concepts

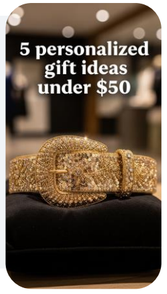
Download worksheet

Start with motivators and work through to your creative concept to ensure you're building for people, not just placement

MOTIVATOR/BARRIER	PRODUCT OR SERVICE BENEFIT	MESSAGE THEME	TEXT HOOK	CONCEPT
I want to express my style with unique pieces that make a statement.	Exclusive range of limited edition apparel and accessories from independent designers	Stand out from the ordinary	How to shop like a stylist	**Expert voice** A creator with fashion expertise talks through product range, top picks, and styling tips
I am unsure about fit and am concerned about choosing the wrong size.	Online sizing guide, virtual try-on, free returns	Fashion that fits	POV: you finally found your perfect fit	**Demo** Highlight innovative fit-finding features, visualize the feeling with try-on / unboxing
I need a budget-friendly gift idea ASAP.	Gift guides curated by occasion and price point, express delivery	Thoughtful and affordable gifts	5 personalized gift ideas under $50	**Listicle** Showcase curated gift ideas with native-style text overlay to signal categories and price point







Resource constrained and can’t create new videos? Amplify differences in messaging, layout and backgrounds

The same product could appeal to different people by introducing itself with tailored visuals *and* messaging.

FOMO

“I can't resist the hype”



Savings

“I love great deals”



Treat

“I want to refresh my wardrobe”



Quality

“Product quality is my priority”



Result

“I want to look good every day”



Gifting

“I love finding the perfect gift”



Find your motivators

The same product could appeal to different people by introducing itself with tailored visuals *and* messaging.

Start with your product

What makes it unique? What are your product benefits, and how could those translate to emotional benefits?

Jot down all your product features and benefits

Dive into the comments

What are people saying about your product/category? What are their doubts, and what's holding them back from buying?

Comments, reviews and surveys are a great place to start.

Institutional knowledge

Can you use internal data (CRM, platform demo data, etc.) to inform distinct buyer personas?

Ask the community

Is there a creator that is connected to your target community?

Collaborate with them to gather top questions or needs in your category.

Get a bit emotional

What is the overarching emotion?

Get familiar with how using your product makes your audiences feel.

Competitive white space

Is there an unaddressed motivation you can claim or a collective assumption about the product or category you could challenge or subvert?

Need something a little more off the shelf?

If you don’t have time to create your own motivators, swipe one of these motivator maps that are available for 11 different verticals.

If you’re in any of the following businesses, then we’ve got you covered:

- Travel
- Beauty and identity
- Fashion and self-expression
- Eating and drinking
- Health and wellness
- Subscribe and stream
- Saving and investing
- Lifestyle and luxury shopping
- Gaming

Download motivator maps

MOTIVATOR MAP
Insurance

Freebies	Fun	Future	Firsts	Feelings
I can connect to my insurance provider easily on my devices	I invest in myself by using the very best	I want all my coverage in one place without any surprises	I want to feel protected	I need new insurance for a new stage of life
I want to know my insurance provider process claims quickly	I want to own a service that feels high class	I want to connect with those in my network effortlessly	I want to feel like my insurance has my back	I want to get better value for my investment
I want insurance with great customer service	I want to be accepted among my peers and neighbors	I need an insurance I can always count on	I want the ability to customize my coverage	I have improved my record so I want better premiums
I want exclusive access and VIP treatment	I take pride in tailoring my coverage to my needs	I want form and function that can adapt to my lifestyle	I want an provider that helps me fulfill my planning goals	I’m changing an aspect of my lifestyle and need coverage
I want flexible deductibles and plans as my priorities evolve	I do my research and know what’s best	I want to know my personal information is safe and secure	I want to protect something of high value to me	I’m familiar with this brand and unfamiliar with insurance

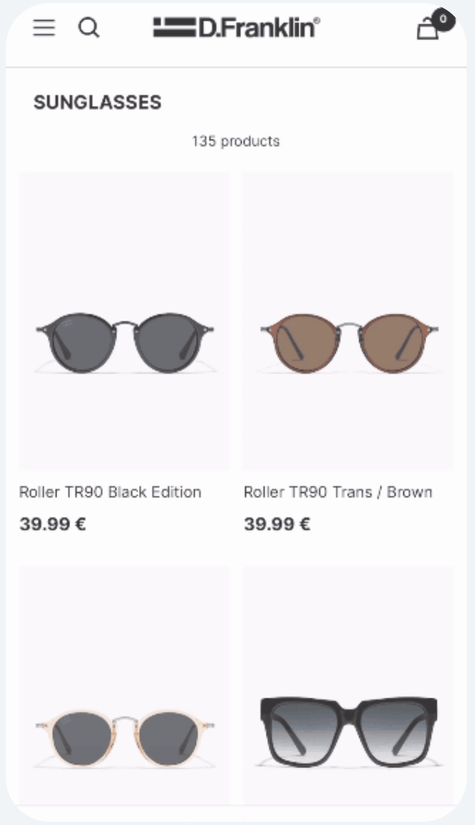
Add creator voices to your ad sets to diversify the voices that speak for your brand

By adding a creator's voice to your business as usual campaigns, you'll be giving your brand a fresh perspective that may be able to introduce it to a new customer.

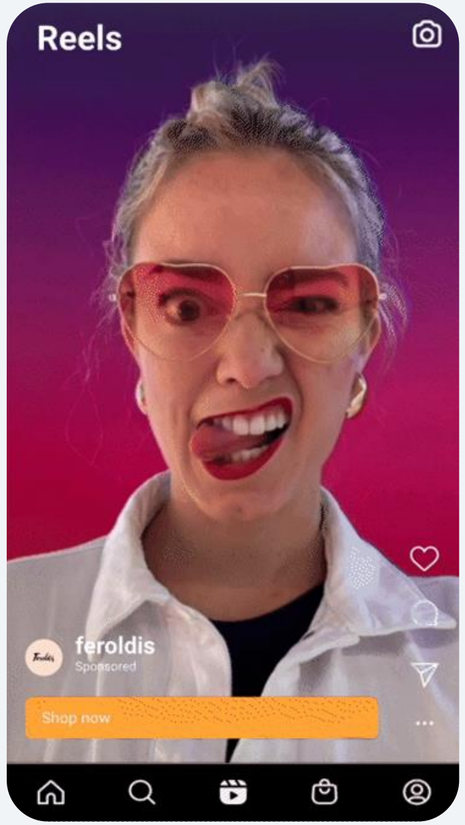
Creators are often highly trusted, and for many of us, they're the reason we might click on an ad.

> "[Traditional ads] don't always match with what I want… This video of a content creator … is what I'd call a subtle ad. If I saw that I'd be like yeah cool maybe I'd want to get it."
>
> **Chloe, UK**

Learn more



Product video



Creator video

Elevate your creator strategy by engineering diversity into your creator squad

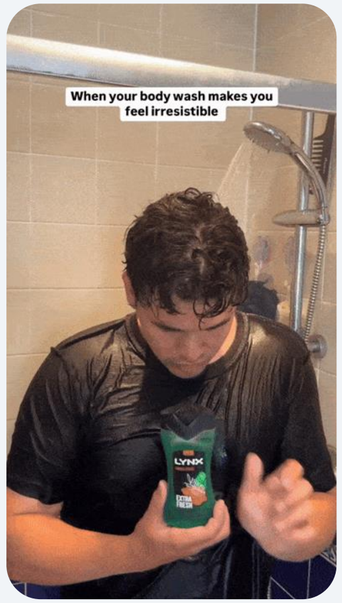
The more you diversify your creators, the more likely you are to unlock new audiences through their voices. Remember too that when it comes to creators, bigger isn't necessarily better. What's more important is to find a creator whose creative skills or persona can augment your brand story.



Lifestyle influence



Peer-to-peer perspectives



Comedy creators



Subject matter expertise



Lifestyle influencers x videographers

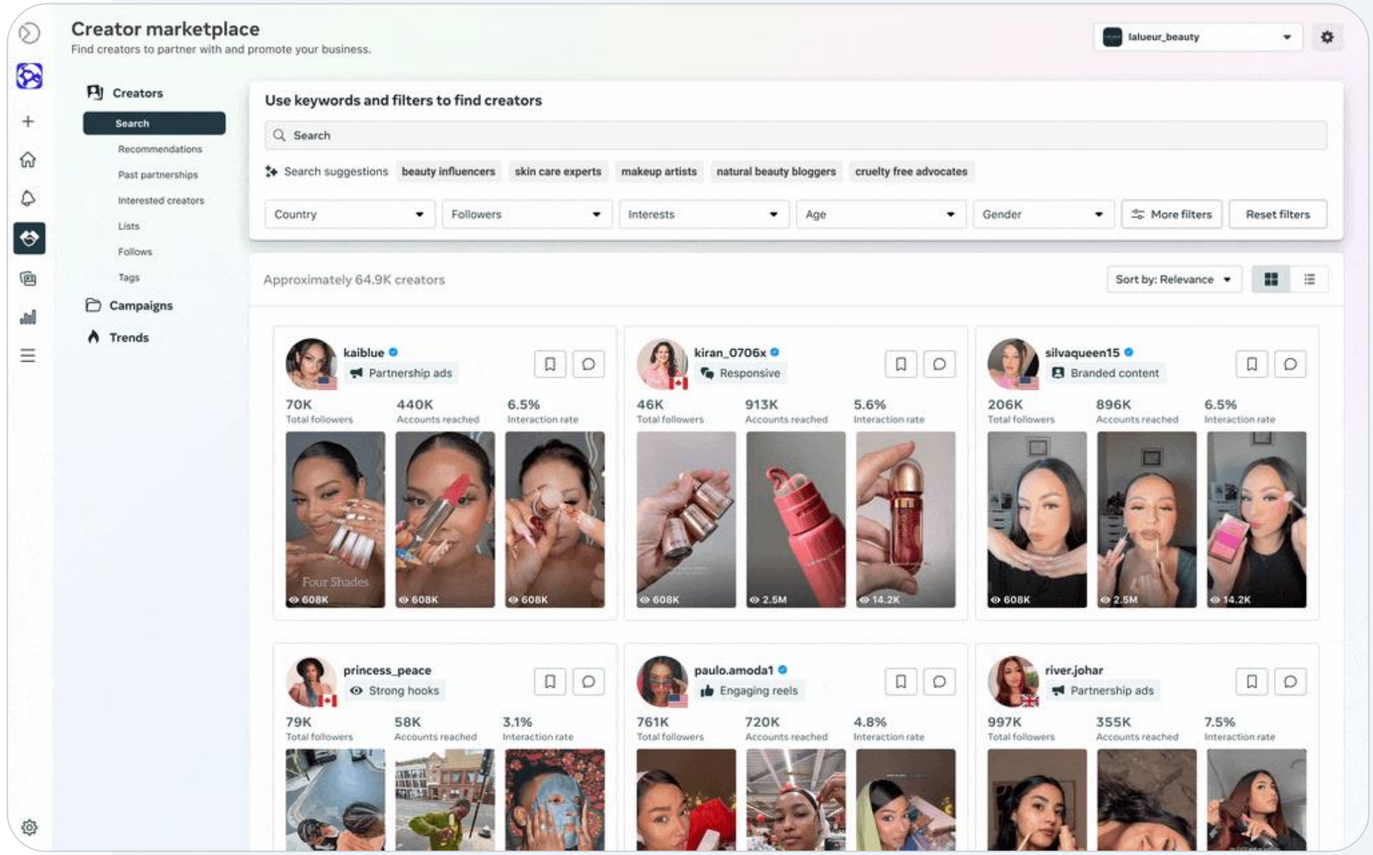


Craft creators

Find creators for your ad campaigns with Instagram's creator marketplace

- AI-enabled keyword search recommendations
- Hook rate
- Interaction rate
- Showing creator's past and live partnership ads and past partners

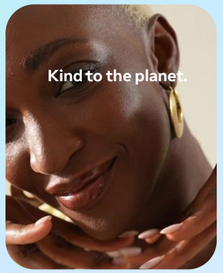
Learn more



Increase your asset volume by remixing your video

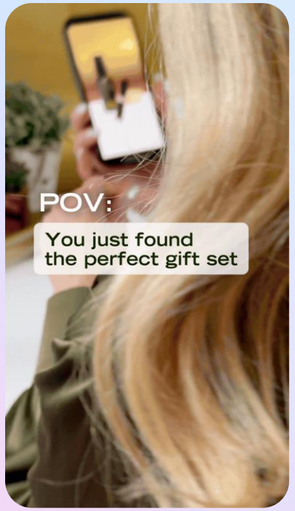
A higher proportion of 9:16 video in your ad set drives better performance, so increasing volume is key to fueling an effective creative operating system.

But volume is most meaningful if the assets are meaningfully different. Here are some ways you can scale your creative range.















An easy hack for increasing the volume of video in your campaign? Lean into hooks.

A hook is the first couple of seconds of a video, when we decide whether to keep watching, or whether to keep scrolling.

Hooks that resonate sound like:

- A text from a friend
- A quiet confession
- A truth they didn't want to say out loud but finally are
- Like it came from the comment section

What's more, a well crafted hook isn't just for video - it can grab attention for your image ads, too.

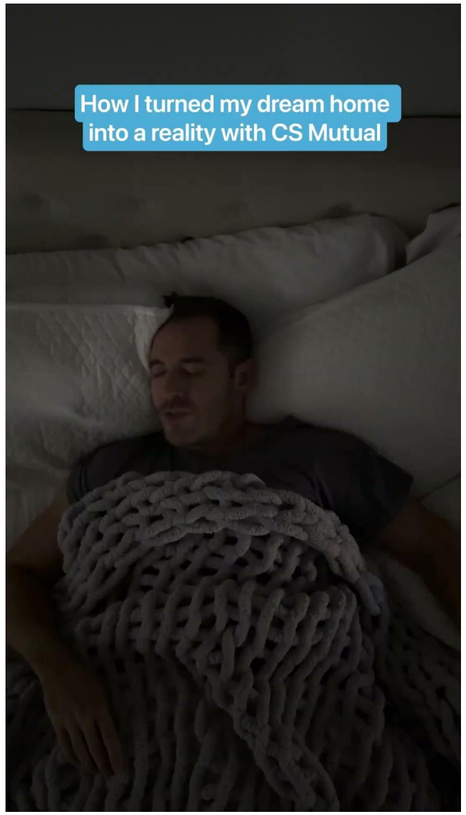




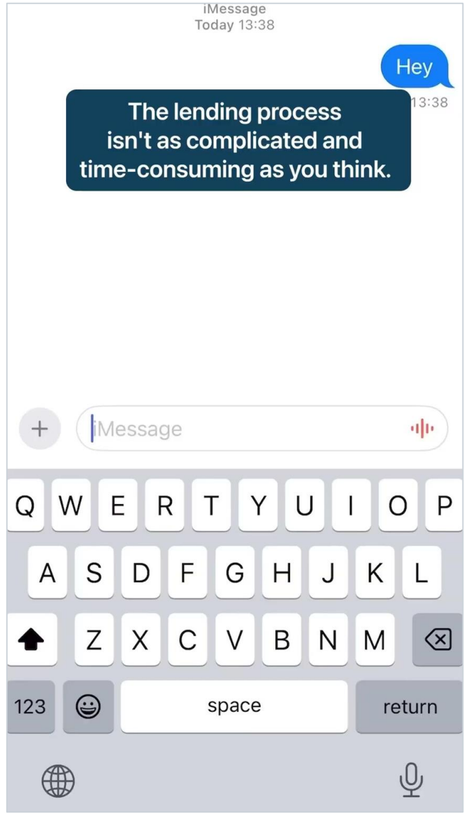
Film multiple hooks for each video based on distinct motivators to increase diverse asset volume



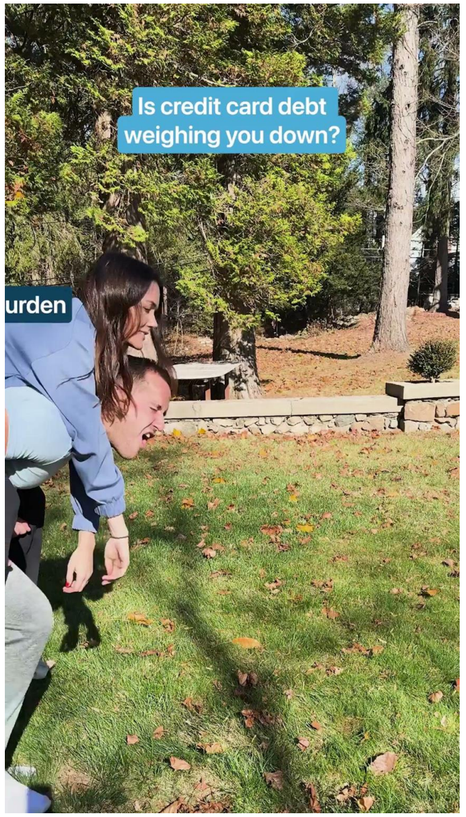
Ad body + hook 1



Ad body + hook 2



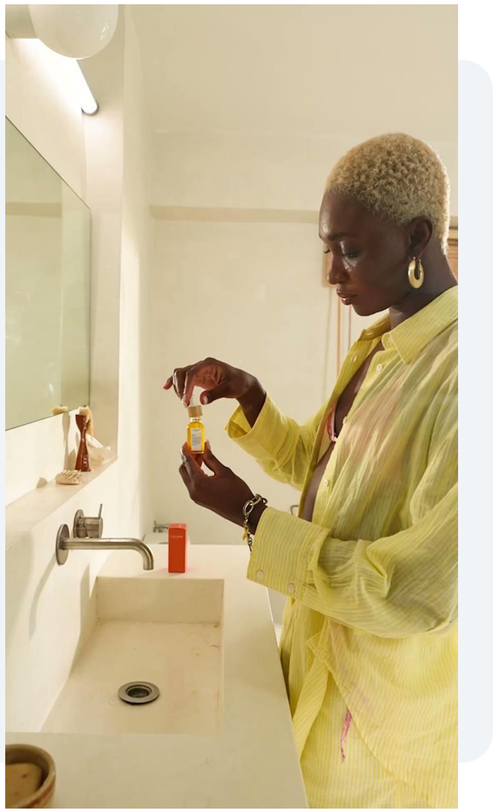
Ad body + hook 3



Ad body + hook 4

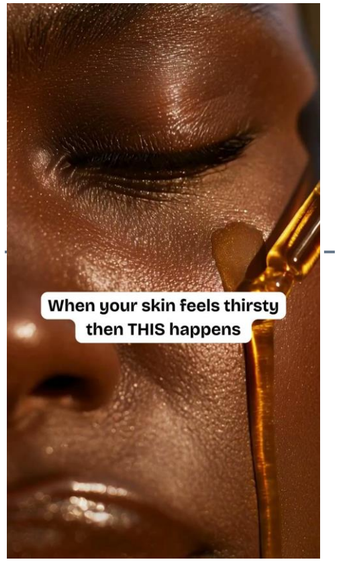
Remix your existing creative to create new videos

Identify different sections of your video with visual impact and bring them up front to create a new set of remixed reels



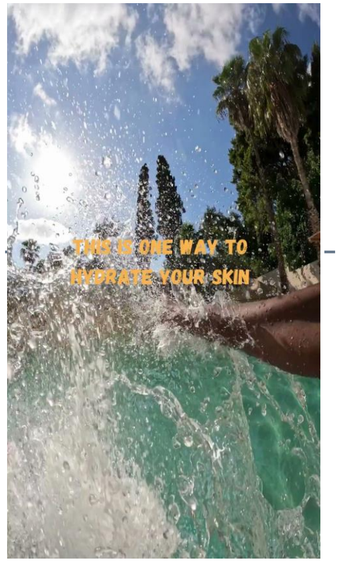
Original video





Remix 1





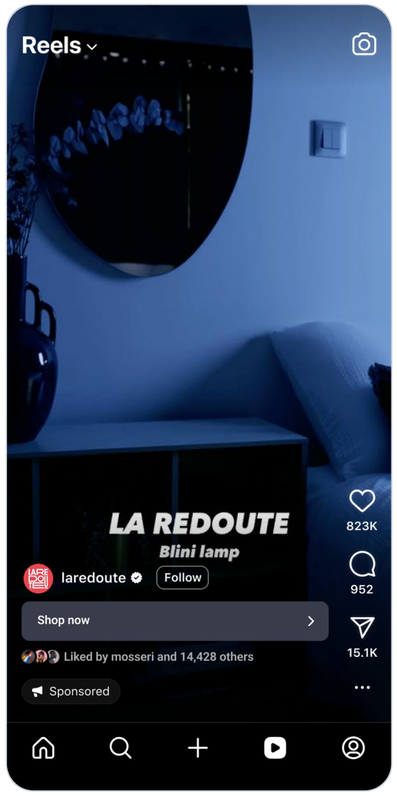
Remix 2





Remix 3

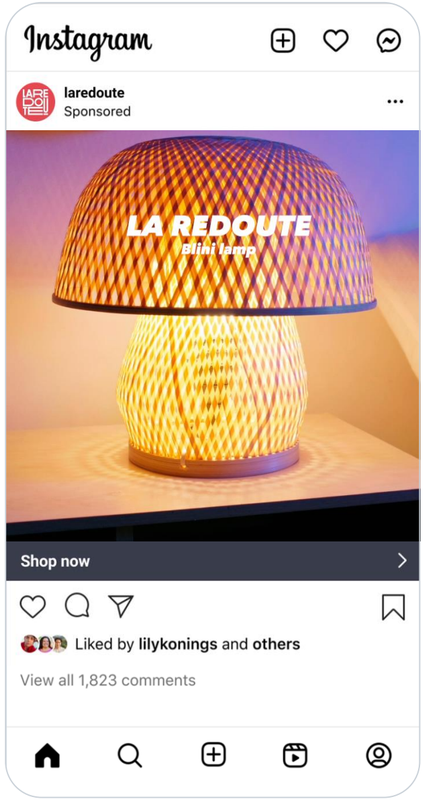
Double your video coverage by creating in 9:16, then adapting for 4:5 video (don’t forget the image asset)



9:16 video



4:5 or 1:1 video



4:5 or 1:1 image

Shooting from scratch but don’t have the resource to create three different formats?

- To increase production efficiencies, shoot in 9:16 video, then adapt your aspect ratio for other video formats.
- To complete your minimum format mix, select the key frames from your video that will make the most impactful image ad.

You can also use those stills for your ad’s thumbnail in Ads Manager.

Pro tip

If you’ve created a product focused video, add it to your catalog for the relevant product for a low lift way of multiplying your formats.

Identify your winning assets, then iterate to increase your asset volume

Iterating on the creatives that are performing well in your ad account today is smart strategy and will help you increase your asset volume.

Pro tip

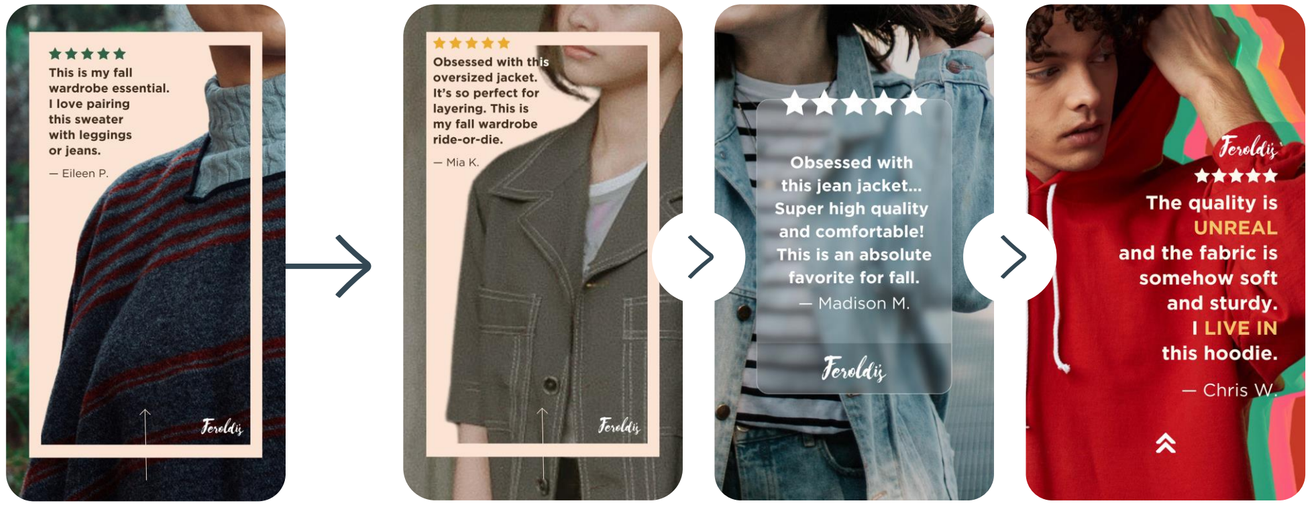
Iterations are a great way to increase asset volume, but ensure you keep balance with new concepts to reach new audiences.

How to iterate on winners

Identify your top performing assets. For each one, break down the components of the ad into individual parts. In this instance, the components are:

- The videography style (shown here as stills for simplicity)
- The use of a “frame device”
- The inclusion of a customer review as an overlay
- The product itself

Then, experiment with switching out just one of these variables to create a new asset, and determine which new asset performs performs well in your ad set.



Winning ad | **Iteration 1** | **Iteration 2** | **Iteration 3**

Other creative variables to remix:

The hook	The key benefit or message	The POV (who’s speaking, brand or creator?	The composition or visual framing

Diversify your formats by turning images into video… and video into image

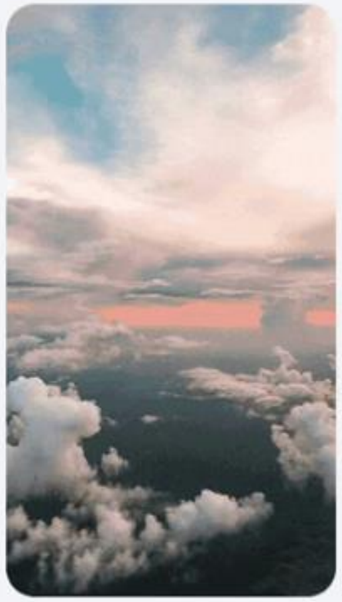
A higher proportion of 9:16 video in your ad set drives better performance, so increasing volume is key to fueling an effective creative operating system.

But image ads are also important, and if you're running an ad set that's 100% video, you'll need some images to help drive creative diversification.



No video? No problem. Here are some ways you can turn impactful images into engaging video.

Templates





Templates are an easy starting point for any video. Simply upload your existing assets, and customize as little, or as much as you want.

Video backgrounds





Video backgrounds are an easy way to bring some feeling into your static ads. Shoot your own, brief a creator or source them royalty-free.

AI enhancements





Your current video editing software may be able to apply simple enhancements. Instagram Edits has in-built image enhancement features.

Rethink how you brief creators so they can help you fuel your creative content machine

If you're partnering with a creator, think laterally about how they can help you create additional video content

Rather than giving a brief to a creator that focuses on outputs (e.g. "a reel and a story"), brief them to create **multiple inputs** to fuel your content machine.

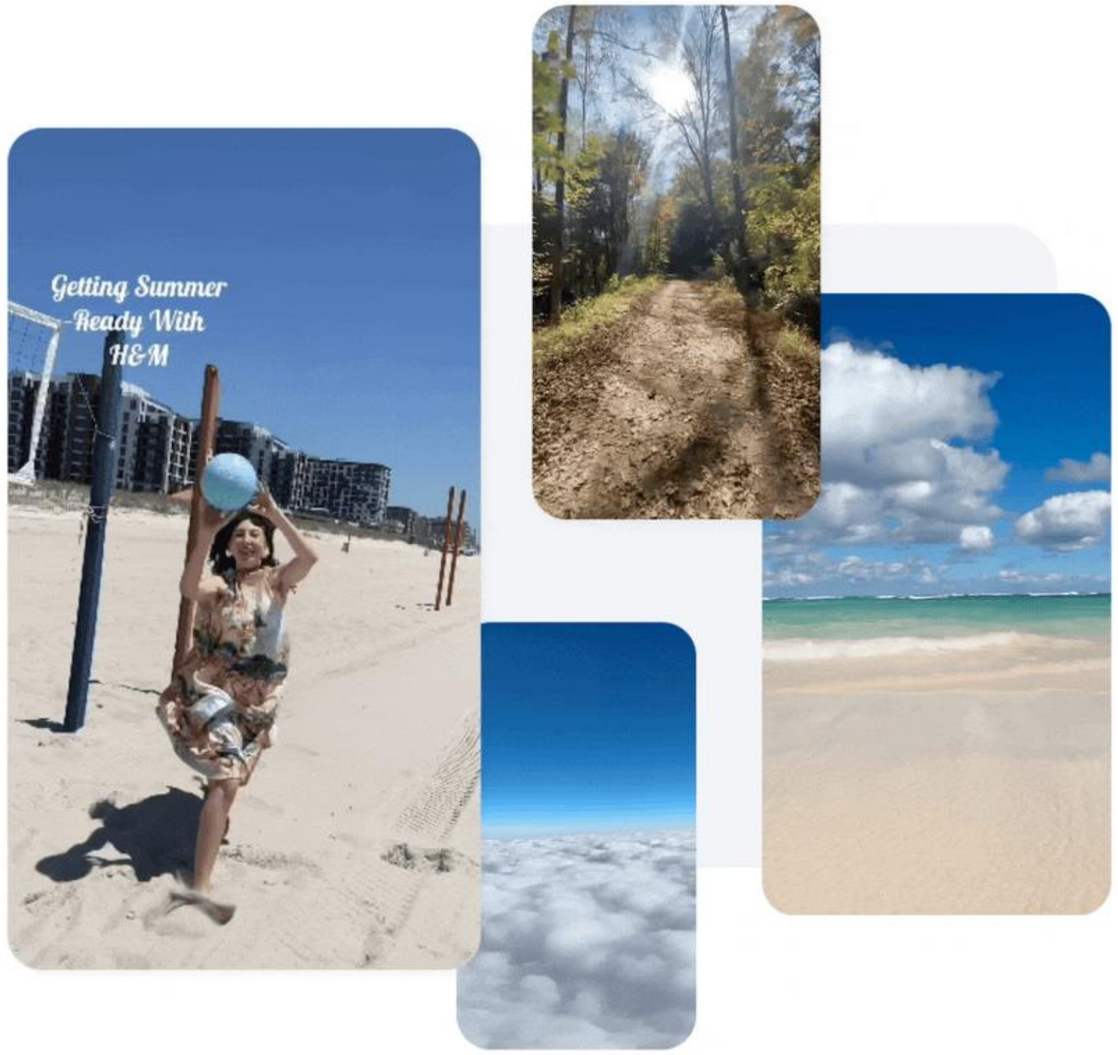
Traditional, narrow brief

"Create one reel, one story and one post"

→

Future-facing, expansive brief

"Create 2 x 9:16 videos, with 5 alternate hooks and 10 textural background videos"



Only have one image? Turn it into three, then turn it into a short video with a hook and some audio



4:5 image ads

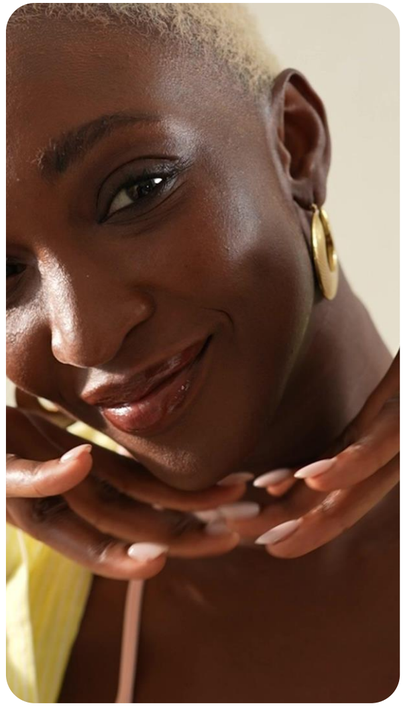


9:16 video

Get more mileage out of your video by creating scroll-stopping image ads for a diverse ad-set



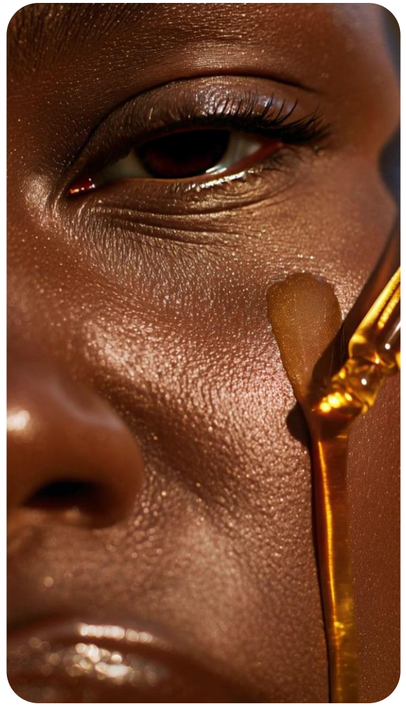
Original video



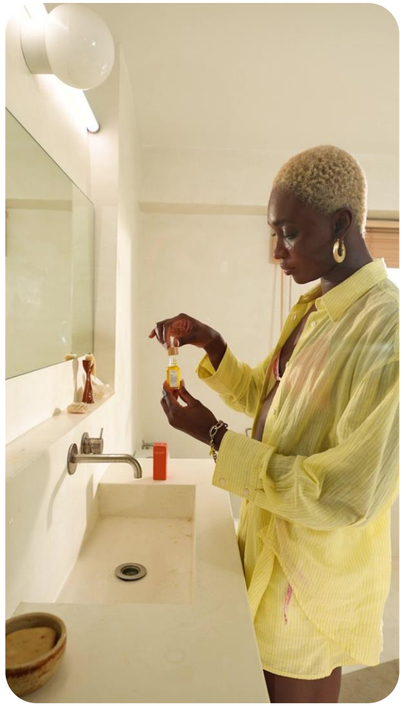
Raw image asset 1



Raw image asset 2



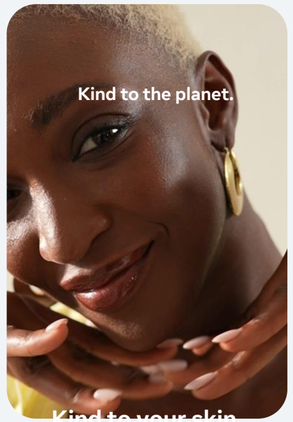
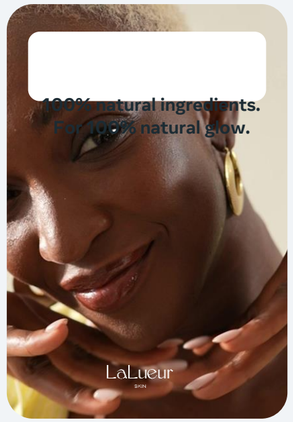
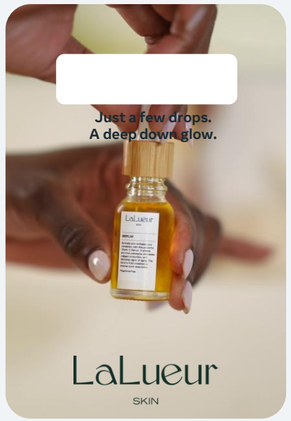
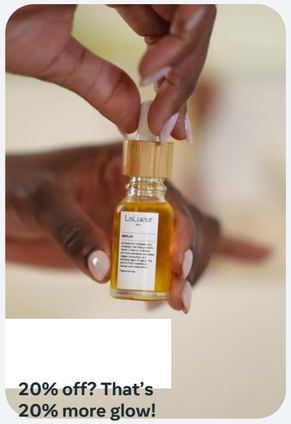
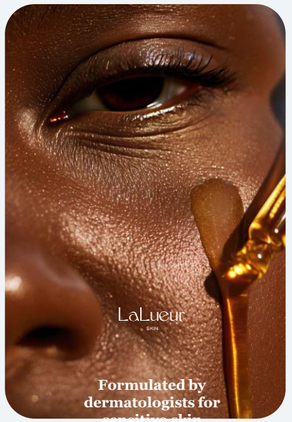
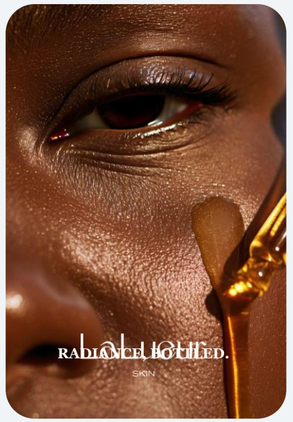
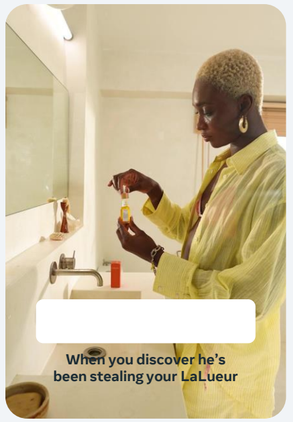
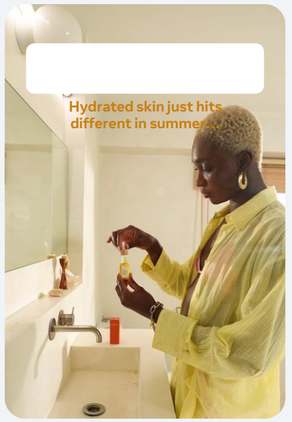
Raw image asset 3



Raw image asset 4

Then layer on a variety of different messages to improve volume and diversity

Message theme

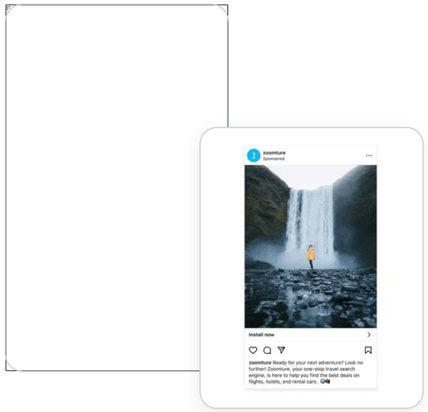
Eco-friendly	Natural ingredients	No-nonsense solutions	Promotional	Expert quality	Healthy glow	Relatable humor	Hydration
							

Amplify your creative with increased volume and high quality variations, at industry-leading speed

A range of improved and new generative AI creative features are now available in Ads Manager.

By opting into these features, we can tailor text, language, overlays and format to make each of your assets more relevant to every person you reach - at the impression level.

Opt-in to as many of them as you want to help you improve personality and quality, and amplify your creativity at scale.



Improve personalization
through creative quantity and diversity



Improve creative quality and performance
through optimizations

Find these features in Advantage+ creative

Head to Advantage + creative to transform single images or multiple images into engaging videos

Whether you have multiple images, or only one static, these features will transform your hero statics into engaging animated videos - complete with text overlays and music.

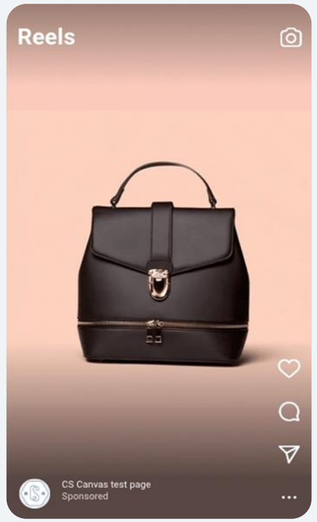
When more than 90% of assets leveraged the beta version of AI-enabled video generation, we observed:

↑ **10%** higher CTR

↑ **7.7%** higher CVR

versus assets that did not use the product.[1]

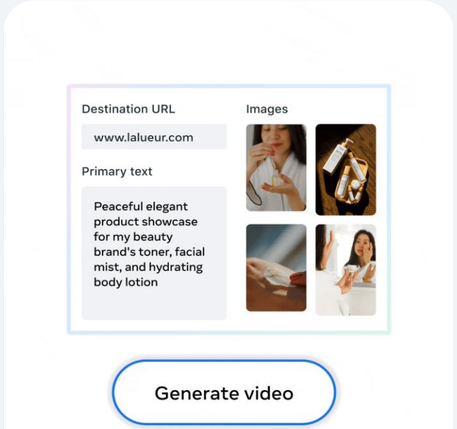
Add animation



Easily generate video creative from a single static image, no video assets required.

Nearly 2M
advertisers now using video generation tools.[2]

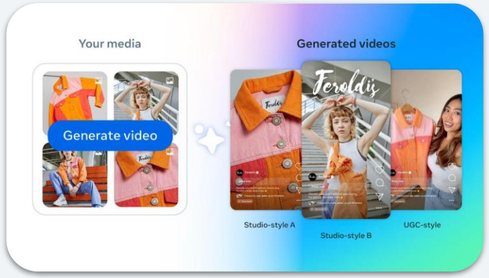
Video generation*



Transform multiple images into a dynamic multi-scene video, with text overlays and music.

*Currently in beta

UGC-style video with avatar*



We're also testing incorporating UGC-style videos with avatars in video generation for engaging storytelling

Source: 1. From a large-scale A/B test comprised of over 130k ads run globally across regions and advertiser verticals where the beta product is available. Results from December 21, 2025—January 3, 2026. Results may vary. 2. Meta Q2 2025 earnings.

Find these features in Advantage+ creative

Got video you want to adapt or improve? Turn 4:5 video into 9:16; add music, effects and more

Video expansion



Seamlessly adjust your video assets by expanding the aspect ratio.

2%
lift in conversion for Facebook Reels

AI-generated music



Add **AI-generated music** that is customized to the sentiment and tone of your ad creative.

Video highlights



Allow users to more easily digest your video ads by skipping to the highlights of the video.

Video effects



Make your videos more immersive by transforming them with higher contrast ratios and more vibrant colors.

AI sticker CTA



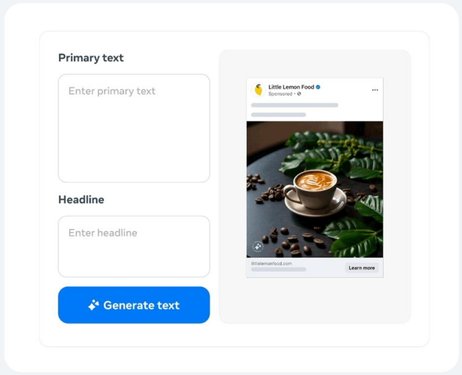
Help customers instantly understand what your video ad is selling by generating an image of the main product to serve as your CTA button.

Source: From a backend test comprised of over 118 million ads run globally across regions, verticals, and advertiser size, reading from July 1, 2025—July 21, 2025. 2. Q2 2025 earnings

Find these features in Advantage+ creative

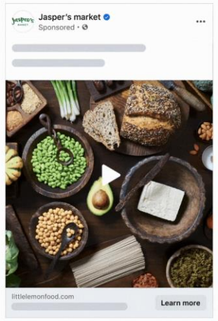
Tap into text and translation features to reach new audiences without changing your creative

Text generation



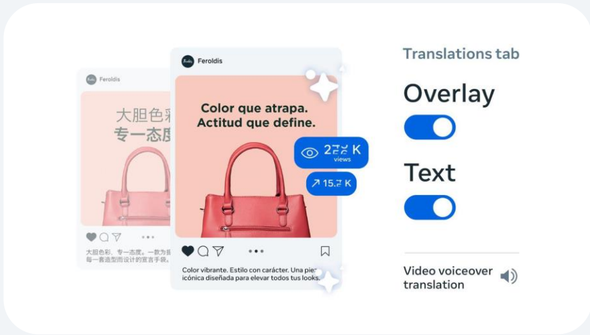
Instantly produce multiple captions for your ads to make them more appealing to a wider range of customers.

Automatic translation



Translate all language in your captions, voiceovers and image overlays into your customers' preferred language.

Voiceover translation



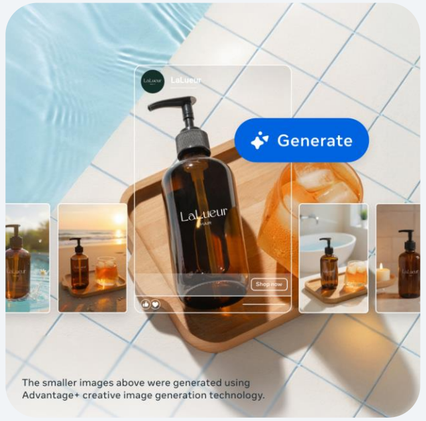
Translate the audio in your ad into your customers' preferred language.

Connect with customers all over the world through automatic translations of your captions, voicevers and overlays.

Find these features in Advantage+ creative

Want to enhance the quality of your image ads? Tap these performance-driving features

Image generation with text overlays



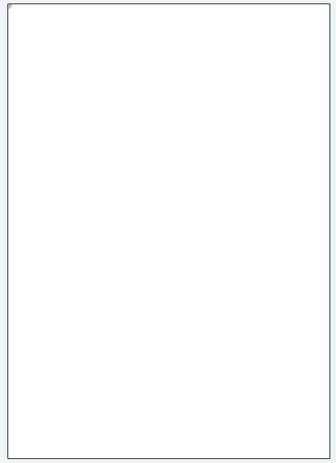
Generate up to 10 new assets inspired by your existing creative and headline text.

Enhance or expand images



Improve brightness or contrast, or cropping or expanding* to fit a given placement.

Background generation

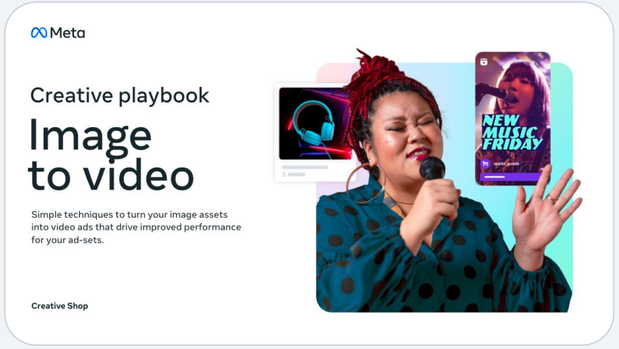


Easily diversify your background imagery behind your featured products (or any object you choose).

Want to improve the quality of your image assets without a reshoot, or turn one image into 10 without expensive rework? These features allow you to deliver diverse, high quality assets at industry-leading speed and are conveniently located in Ads Manager.

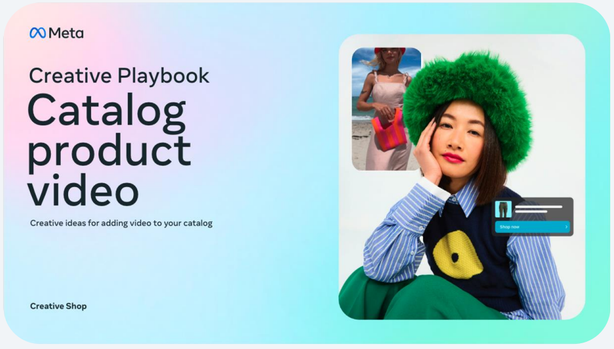
Want to know more?

No matter where you are in your creative journey, we have some handy tips to help. Click on the links below to download these playbooks.



If you have some video but it’s not in a vertical format, then this playbook has frameworks to edit 4:5 video and horizontal video into an aspect ratio that’s friendly to Reels.

Get the playbook



Want to explore up-levelling your creative beyond 9:16 video with audio? The Reels ads playbook breaks down additional creative elements like hooks and human presence to further improve your campaign performance.

Get the playbook



Creators are fluent in the language of Reels, and can create video that feels native to the surface. This playbook breaks down how to find, brief and work with them.

Get the playbook

Every connection is an opportunity.
It's Your World.

Meta