Manual CTV/OLV creative setup

How to create a CTV/OLV (VAST) creative in Nova

Tech Specs and FAQs

The following Asset specs and recommendations are for Video/CTV product. Product Technical Specifications can be found **here**

1. Brand Logo

File type: jpg or png
Recommended image aspect ratio: square (1:1)
Min: Width 400px x Height 400px
Max: Width 1000px x Height 1000px

2. Brand name: 30 characters

3. QR Caption: Recommended length of less than 400 characters

4. Destination Url/QR Landing page or **QR Code with Destination URL embedded**

5. Caption: Recommended length of less than 40 characters

6. Media: Video

Video File type: mp4 or .mov
Recommended video ratio: 9:16
Min: Width 720px
Recommended height: 1080px
It is pertinent that the video file has the highest quality available
Recommended duration: 6s/15s/30s.

Note: Assets imported from Social Networks using 1-click will always be compatible
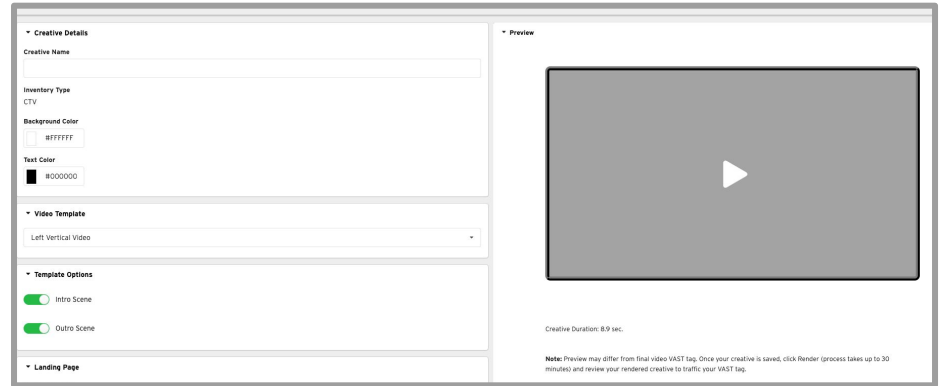
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With Manual Asset option, you can bring any of your own video assets and build them into one of our templates (unbranded)

Manual asset upload works for YouTube, Facebook, LinkedIn, Tiktok, Snapchat, Pinterest, etc.

Benefits:
- No need to wait on a social posting or launch kick off
- Can create Social Display ads even if no post exists or is planned, if you have the assets
- Add creative variation by uploading the same assets into different social media templates

Check here for how to download video from Social Media Post

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Manual CTV Setup

1 Hover over the **Add Creative** button.
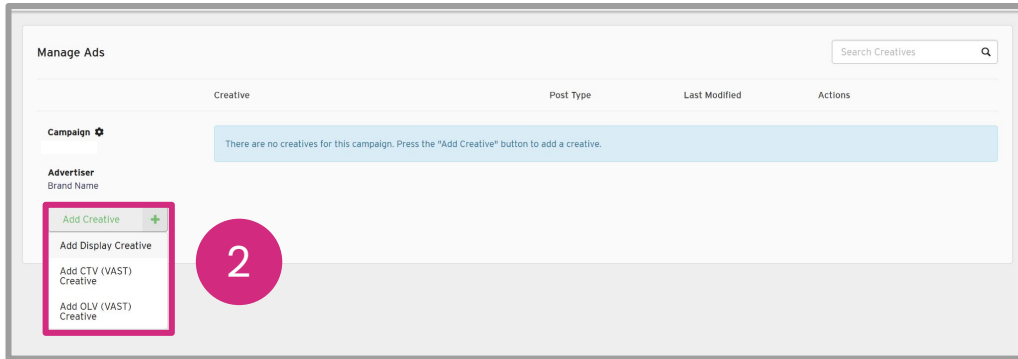
2 Select the **Add CTV/OLV (VAST) Creative** button.

Manual CTV Setup

3 Add **Creative Name** In **Creative Details**.

Optional: Select **Background Colour** and **Text Colour** if desired.

Manual CTV Setup
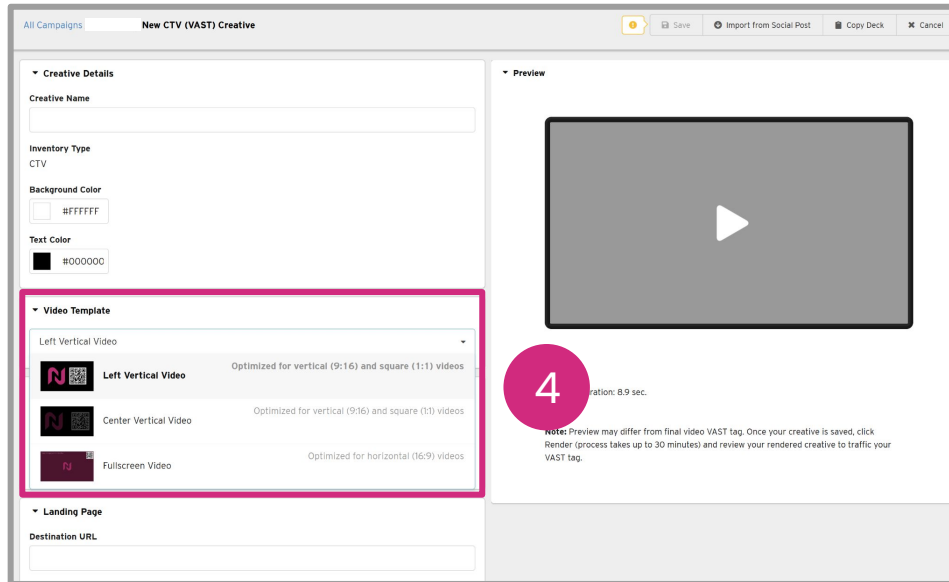
Select a template in the **Video Template** section.

The **Template Options** section will change based on the chosen layout.

Manual CTV Setup

Left Vertical Video includes toggle options for the **Intro Scene** and **Outro Scene**.

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Manual CTV Setup

Template Options

Intro Scene

Outro Scene

Caption Position

Left

Media Position

Center

CTA Position

Right

Social Network Icon

Background Media Blur Effect

Caption Background Color

b

b

Center Vertical Video contains customization options for on-screen object positions like Caption Position, Media Position & CTA Position

There is also a toggle for the **Background Media Blur Effect**, **Social Network Icon & Caption Background Color**

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Manual CTV Setup

Fullscreen Video shows toggles for **Intro Scene** and **Outro Scene** as well as some customization options like Caption Position, QR Code Placement & Brand Logo Placement.
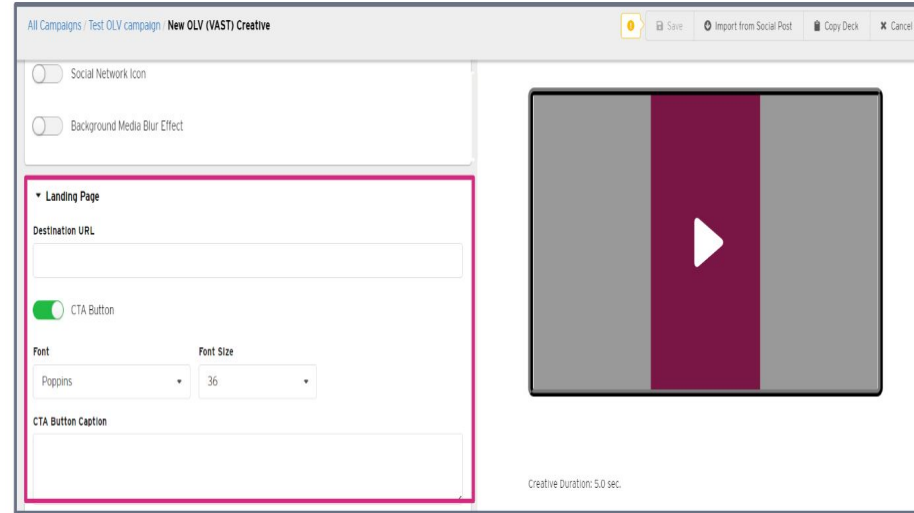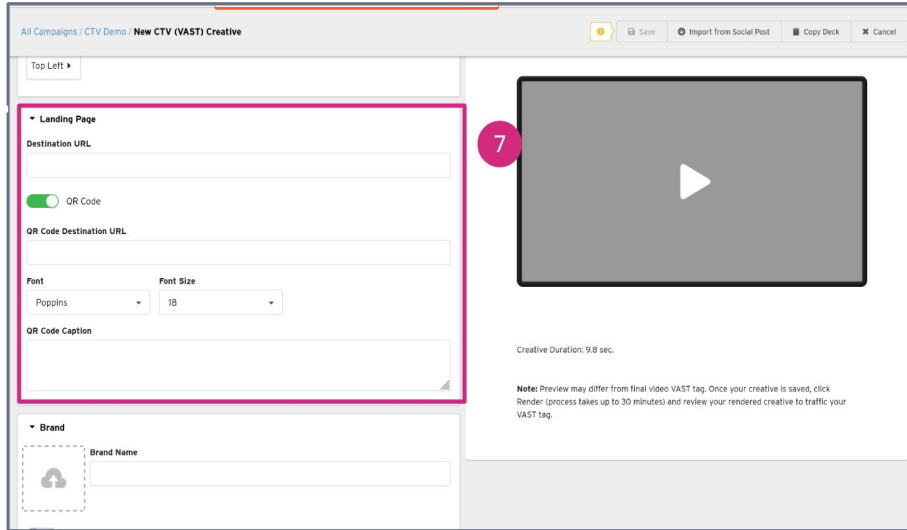
Manual CTV Setup
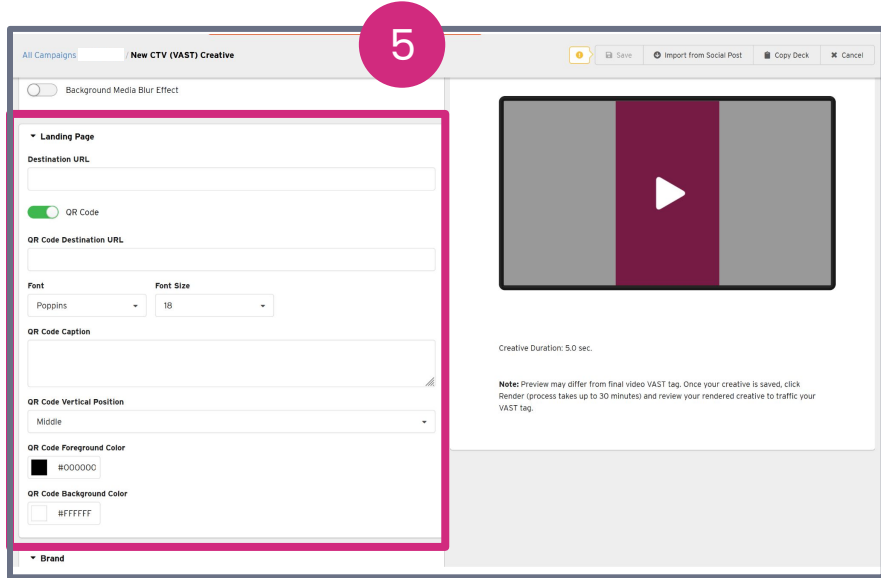
5 Add the **Destination URL** in the **Landing Page** section.
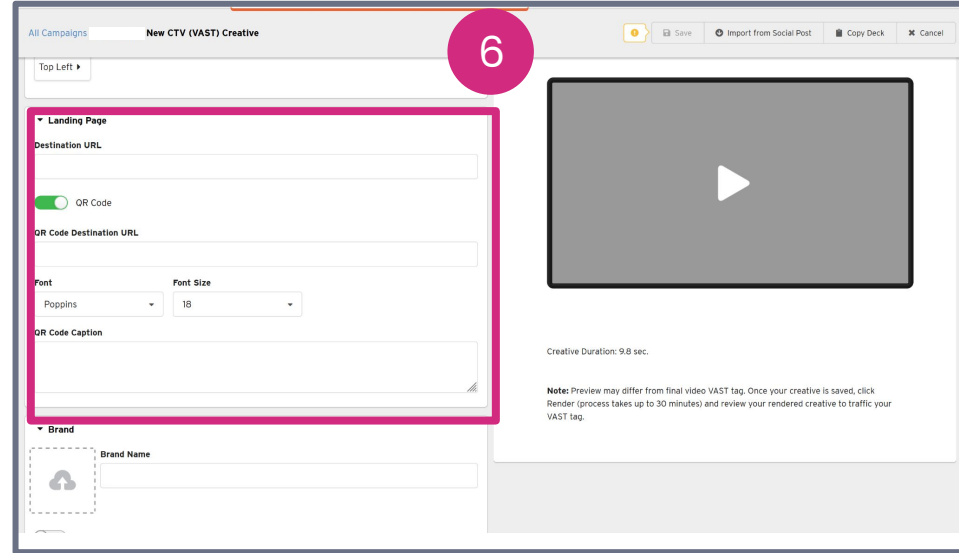
6 Toggling the QR Code on allows a separate **QR Code Destination URL** to be added. Customization options exist. The QR Code colours can only be edited when the video template is **Center Vertical Video.**
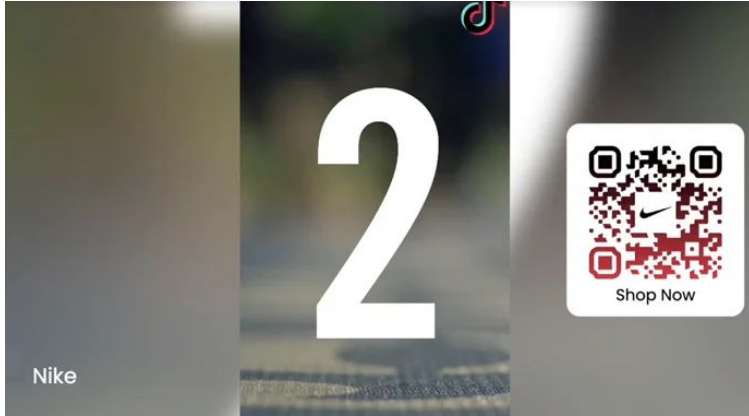
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Manual CTV Setup

QR Code/CTA Button

Allows a separate **QR Code/CTA Button Destination URL** to be added. Customization options exist. The QR Code and CTA Button colour can only be edited when the video template is **Vertical Video**. *The QR Code is only available for CTV creatives and the CTA Button is only available for OLV creatives.*

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Customized QR codes for CTV

- To customize QR codes under any CTV creative, navigate to the QR Code section of the creative.
- The default is "standard", click the dropdown box and select **Custom Image Upload**
- Drag and drop the custom QR code onto the QR Code Image upload (or just click it and select the image to upload)
- There are no specific minimum height/width requirements; standard QR codes should suffice.
- Support (PNG/JPG) image formats.
- Tracking is not enabled on customized QR code uploads.

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(Required) Upload **Brand Logo** and input **Brand Name**. Customization can be made to the font and the logo can be rounded.

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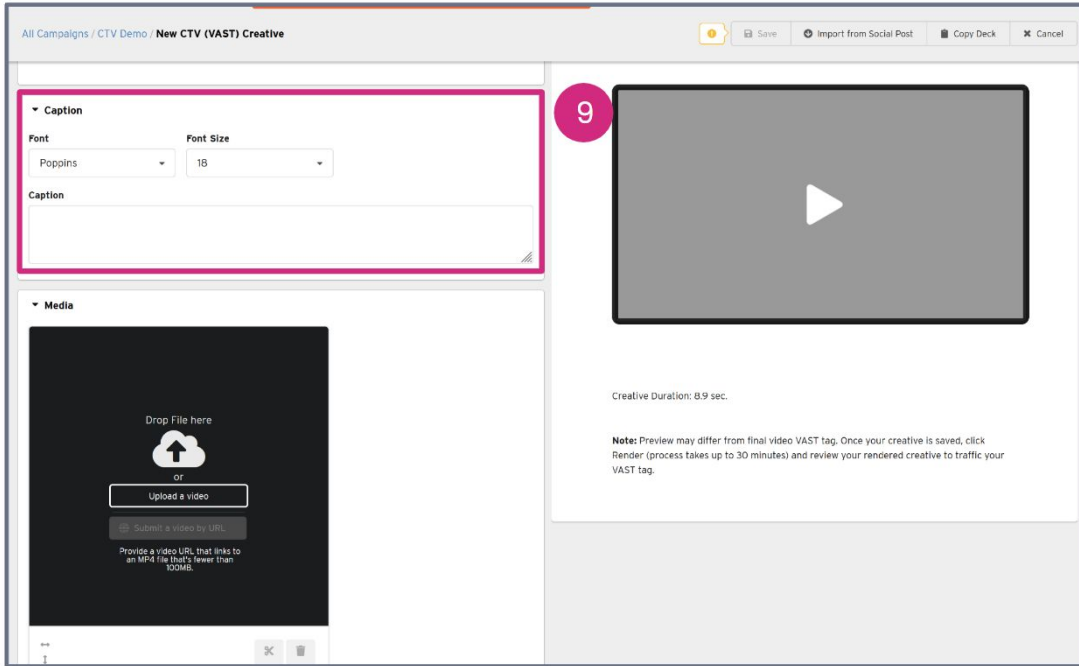
Manual CTV Setup

9 Add a **Caption**. Customise the font.

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10 In **Media**, upload a video.
If desired, the video can be directly trimmed in-browser and also muted.

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11 **Trackers** can also be added.

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12 In real-time, view the **Preview** section to see how the video will look.

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13 Save the CTV.

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Render the CTV to generate the VAST tag.

This may take up to 30 minutes.

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Approve   Reject

Just so you know   ✕

You must Approve your video creative before it can be trafficked. If you Approve your creative, it can no longer be modified. If you are not satisfied with this render of your creative, Reject the creative to continue editing.

The video is not available yet.
Please check back later.

15
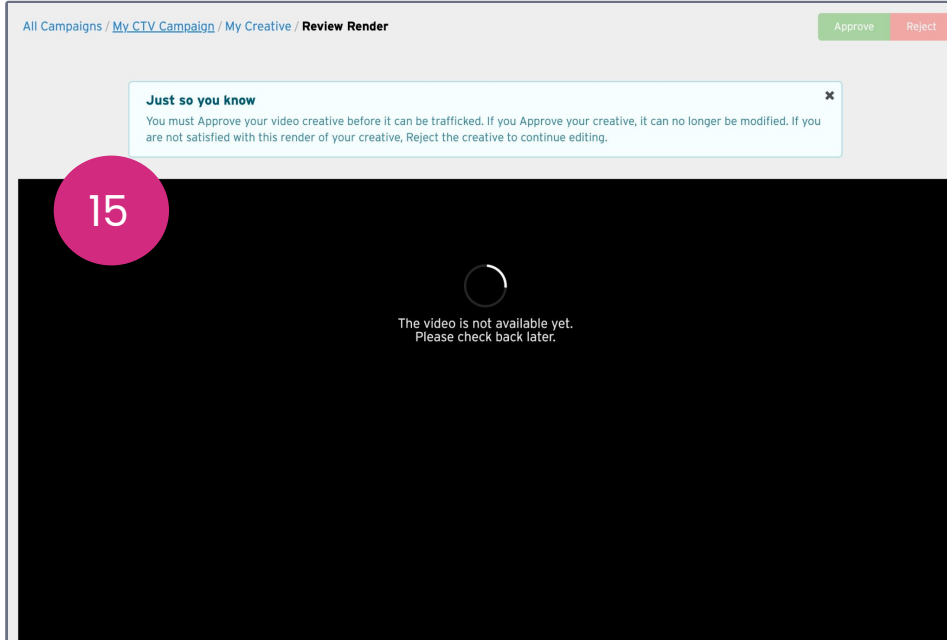
15 If rendering is not yet complete, you will see a warning message. Wait a few more minutes and try again.

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All Campaigns / Why Healthy? / **Review Render**

16 Approve Reject

Just so you know
You must Approve your video creative before it can be trafficked. If you Approve your creative, it can no longer be modified. If you are not satisfied with this render of your creative, Reject the creative to continue editing.
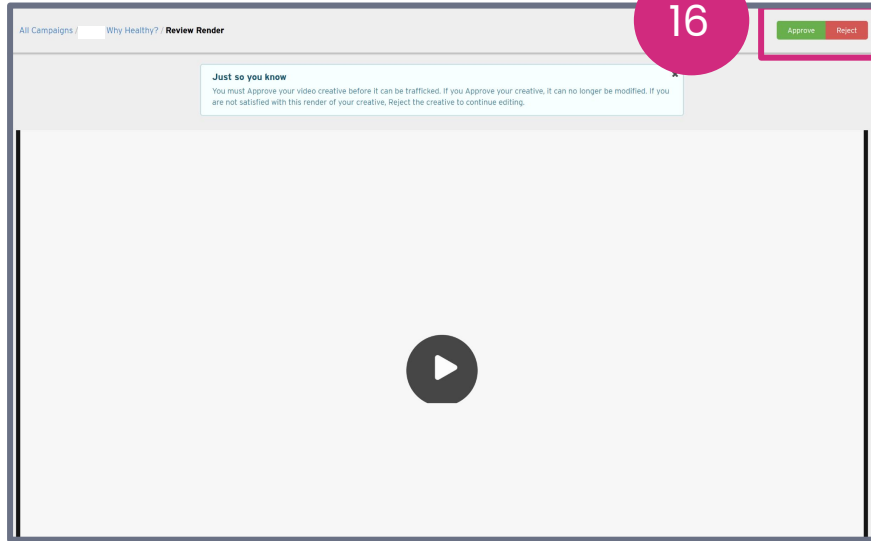
16 Select **Review Render** to **Approve** or **Reject** the creative.

Approving finalises the creative and it can no longer be edited. Rejecting the render returns the creative to the editing stage.
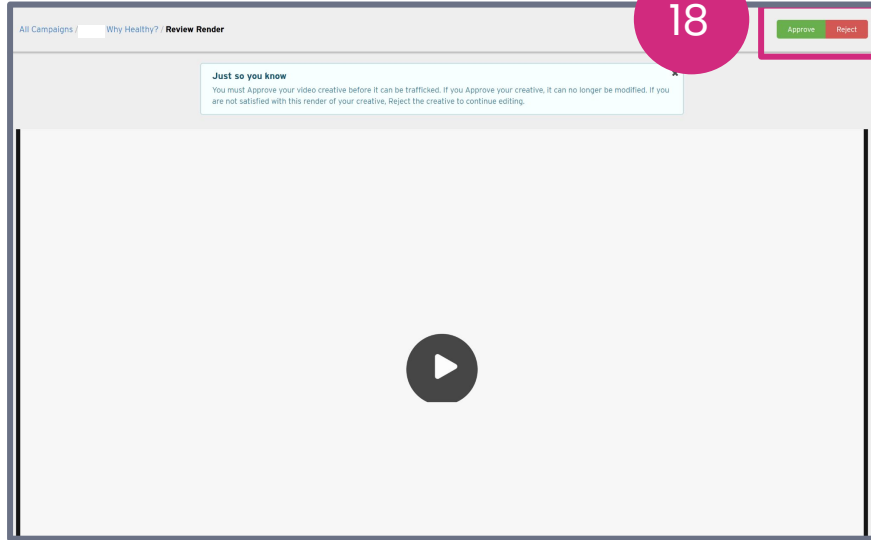
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Manual CTV Setup
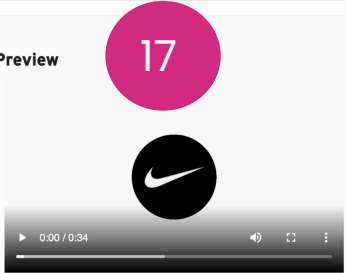
17 Clicking **Approve** will lock the creative and it can no longer be edited. It will then allow you to export your **VAST Tag.**

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If you're not satisfied, **Reject** the creative and resubmit another render once you've made changes. Rejecting the render returns the creative to the editing stage .

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Thank You!

For any follow-up questions,

please contact support@createwithnova.com

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