



# 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.



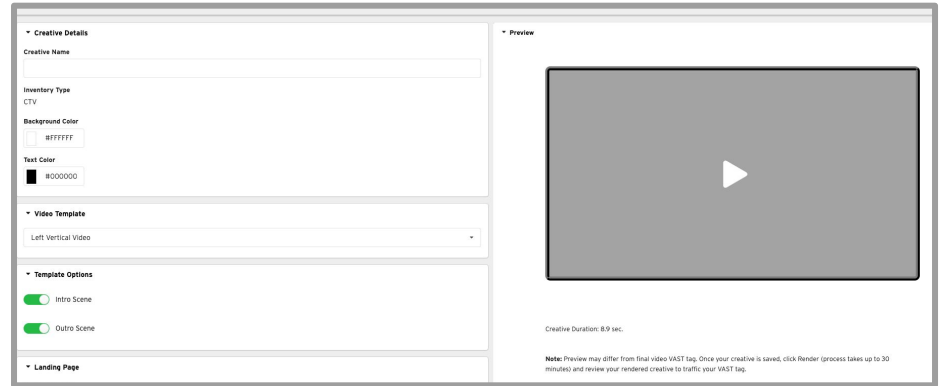
With Manual Asset option, you can bring any of your own video assets and build them into one of our templates (unbranded)

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



The screenshot shows a user interface for configuring a video creative. It is divided into two main sections: configuration on the left and a preview on the right.

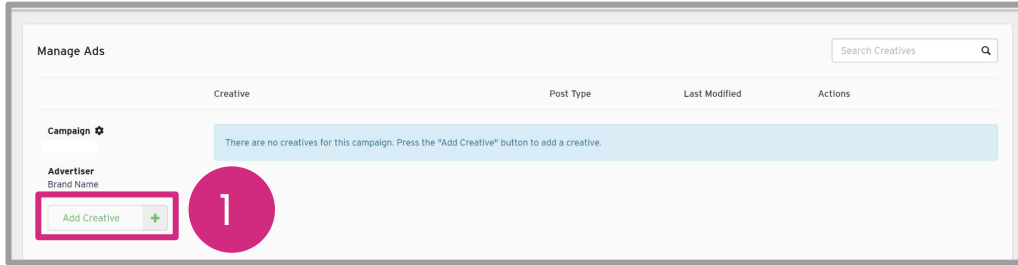
**Configuration Section (Left):**

- Creative Details:** Includes a text input field for "Creative Name".
- Inventory Type:** Set to "CTV".
- Background Color:** A color picker set to "#FFFFFF".
- Text Color:** A color picker set to "#000000".
- Video Template:** A dropdown menu currently showing "Left Vertical Video".
- Template Options:** Two toggle switches, both turned on: "Intro Scene" and "Outro Scene".
- Landing Page:** A section header for the landing page configuration.

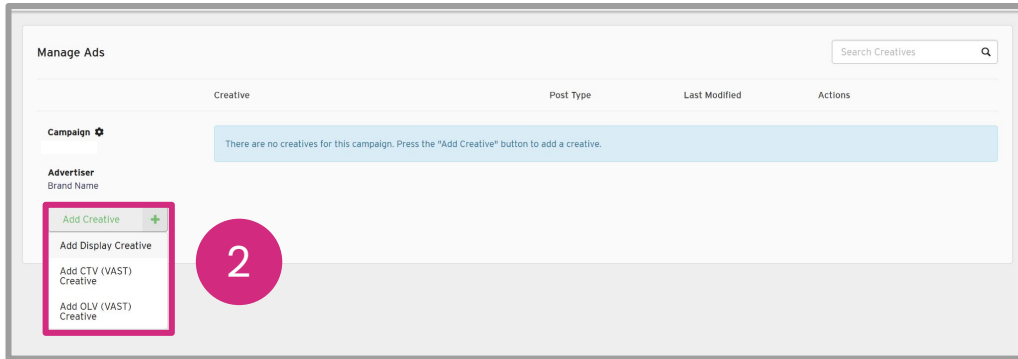
**Preview Section (Right):**

- Contains a large grey rectangular area with a white play button icon in the center, representing the video ad.
- Below the preview, it displays "Creative Duration: 8:9 sec.".
- A small note at the bottom reads: "Note: Preview may differ from final video-VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag."

# Manual CTV Setup



1 Hover over the **Add Creative** button.



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

# Manual CTV Setup

All Campaigns | New CTV (VAST) Creative | Save | Import from Social Post | Copy Deck | Cancel

**Creative Details**

Creative Name

Inventory Type  
CTV

Background Color  
#FFFFFF

Text Color  
#000000

**Video Template**  
Left Vertical Video

**Template Options**  
 Intro Scene  
 Outro Scene

**Landing Page**  
Destination URL

Preview

Creative Duration: 0:9 sec.

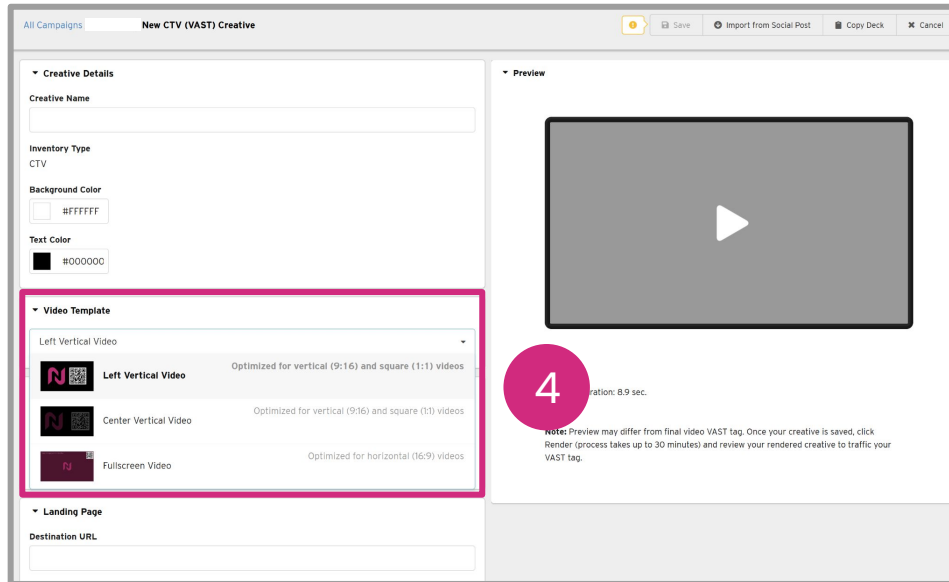
**Note:** Preview may differ from final video VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.

3

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

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

# Manual CTV Setup



4

Select a template in the **Video Template** section.

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

# Manual CTV Setup

All Campaigns | New CTV (VAST) Creative | Save | Import from Social Post | Copy Deck | Cancel

#000000

Video Template  
Left Vertical Video

Template Options

- Intro Scene
- Outro Scene

Landing Page  
Destination URL

QR Code

Brand  
Brand Name

Creative Duration: 8.9 sec.

Note: Preview may differ from final video VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.



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

# 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**



# Manual CTV Setup

All Campaigns / New CTV (VAST) Creative

#000000

**Video Template**

Fullscreen Video

**Template Options**

Intro Scene

Outro Scene

**Caption Position**

Top

**QR Code Placement**

Top Right

**Brand Logo Placement**

Top Left

**Landing Page**

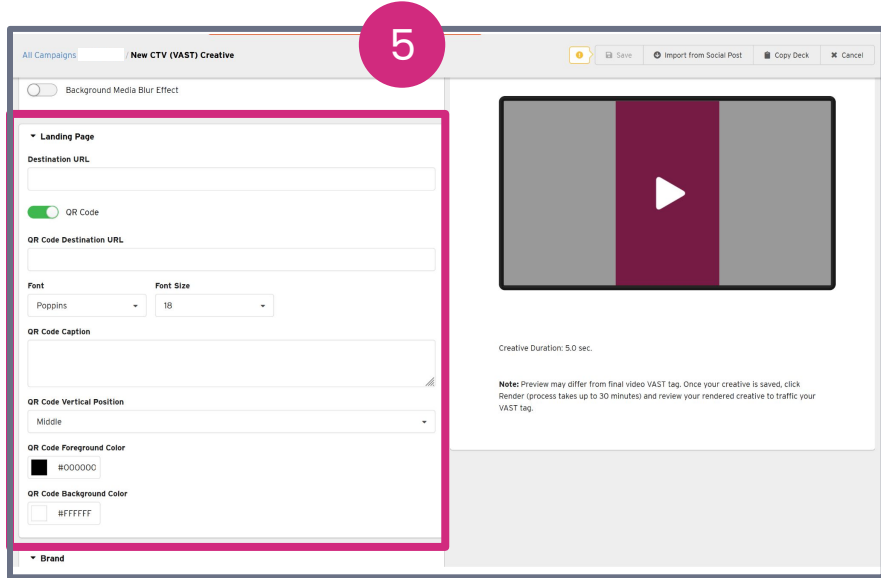
Save Import from Social Post Copy Deck Cancel

Creative Duration: 9.8 sec.

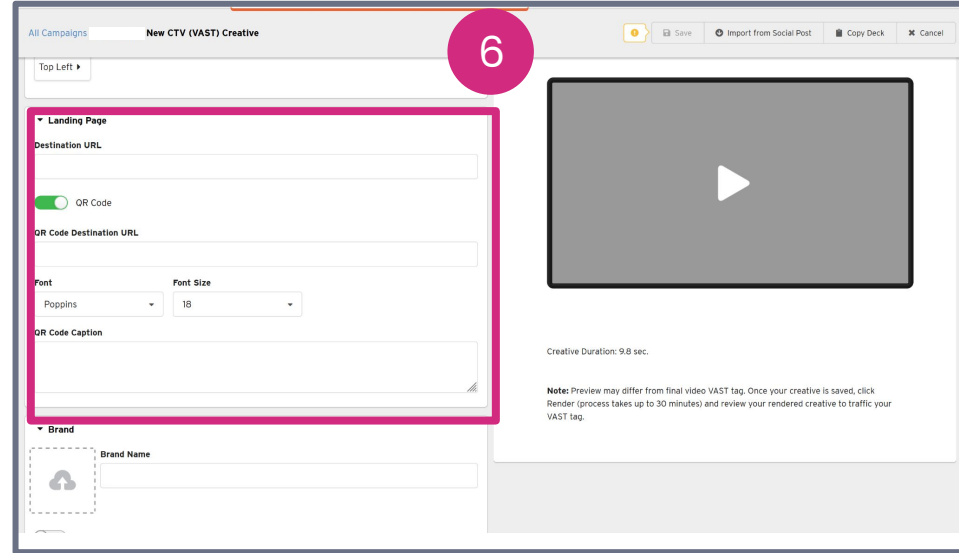
**Note:** Preview may differ from final video VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.

**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



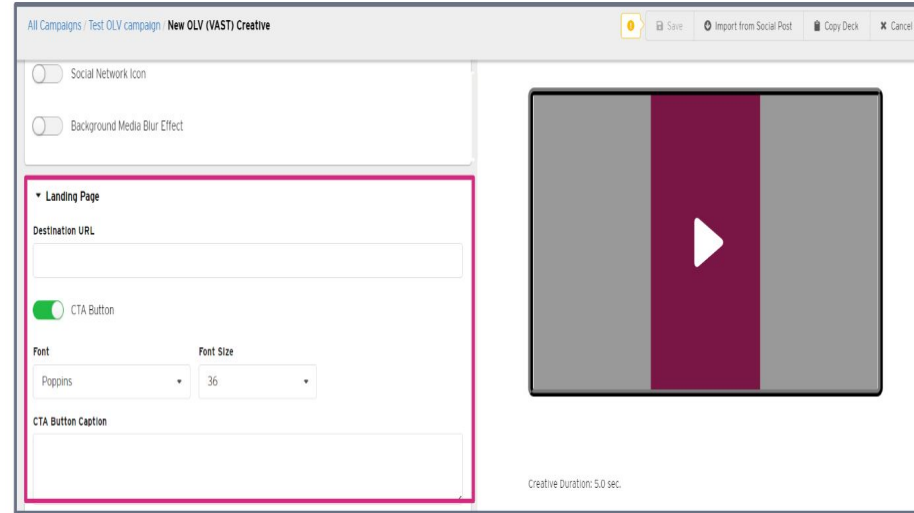
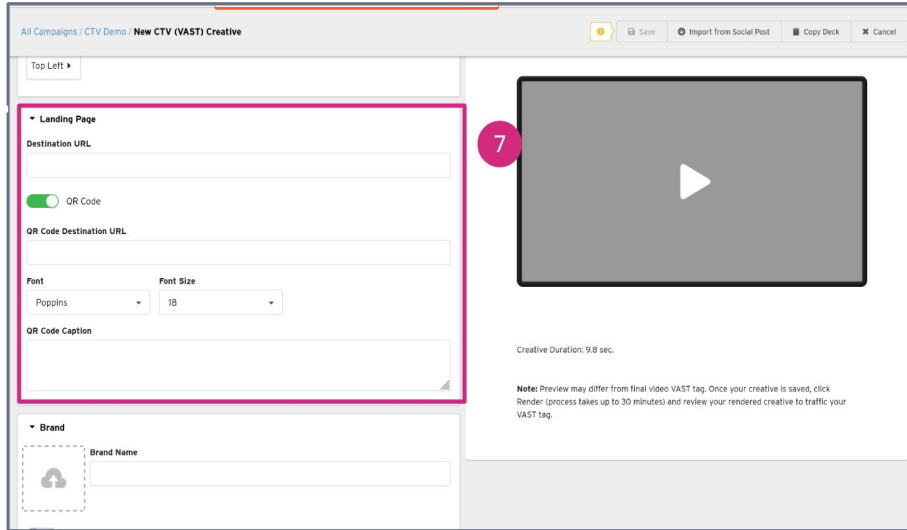
5 Add the **Destination URL** in the **Landing Page** section.



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**.

# Manual CTV Setup

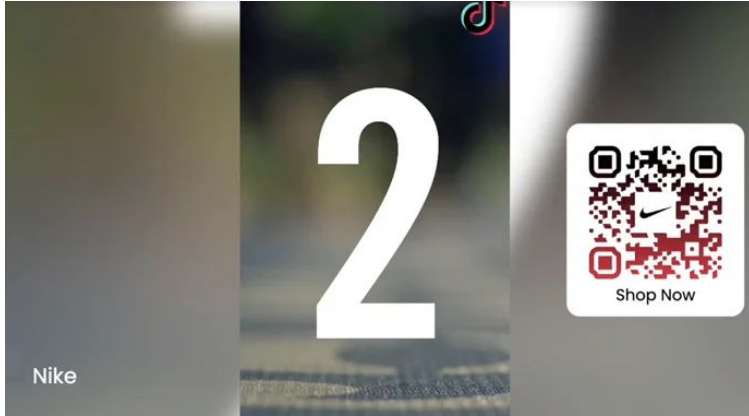
## QR Code/CTA Button



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.*

# Manual CTV Setup

Customized QR codes for CTV



QR Code

QR Code

Custom Image Upload

Warning: Custom QR Code Images are not verified or tracked by Nova.

QR Code Image

A screenshot of a user interface for setting up a QR code. It features a toggle switch for 'QR Code' which is turned on. Below it is a dropdown menu for 'QR Code' currently set to 'Custom Image Upload'. A yellow warning box states 'Warning: Custom QR Code Images are not verified or tracked by Nova.' At the bottom, there is a section for 'QR Code Image' with a dashed box and a cloud upload icon.

- 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.

# Manual CTV Setup

All Campaigns / CTV Demo / New CTV (VAST) Creative

Save Import from Social Post Copy Deck Cancel

**Brand**

Brand Name

Rounded Logo

Font Poppins Font Size 18

**Caption**

Font Poppins Font Size 18

Caption

**Media**

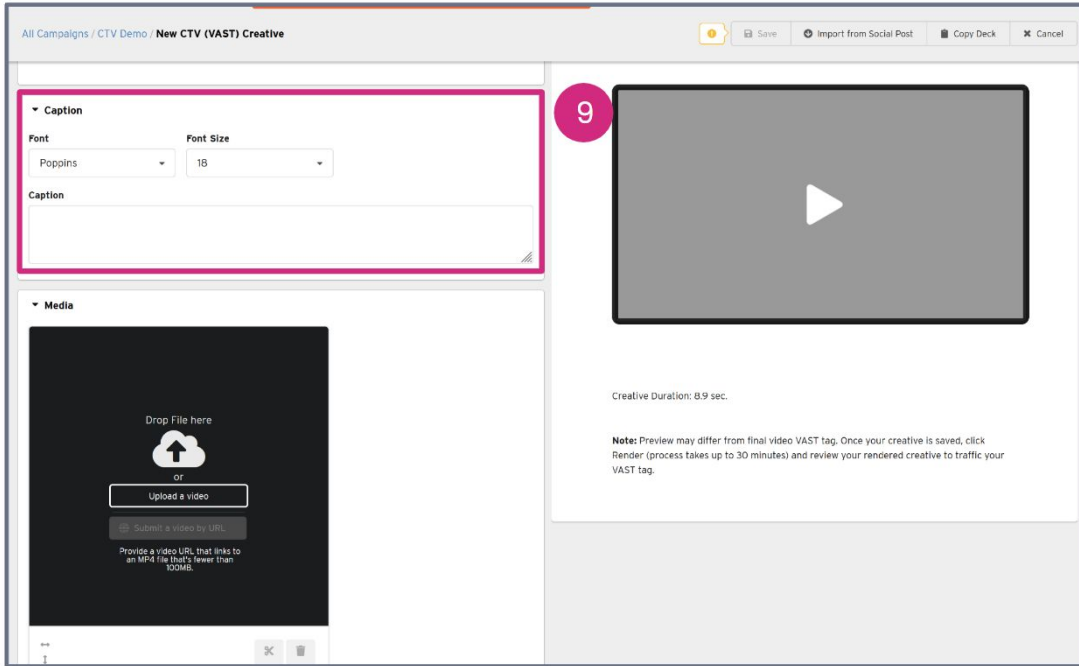
8

Creative Duration: 8.9 sec.

Note: Preview may differ from final video VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.

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

# Manual CTV Setup



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

# Manual CTV Setup

All Campaigns / CTV Demo / New CTV (VAST) Creative

Media

Drop File here  
or  
Upload a video  
Submit a video by URL  
Provide a video URL that links to an MP4 file that's fewer than 100MB.

Mute video

Trackers

10

Creative Duration: 0:9 sec.

**Note:** Preview may differ from final video VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.

10

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

# Manual CTV Setup

The screenshot shows the 'New CTV (VAST) Creative' editor. On the left, a sidebar titled 'Trackers' contains several categories: Start, First Quartile, Mid Point, Third Quartile, Complete, Mute, Unmute, Pause, Full Screen, and Accept Invitation. Each category has a text input field with a placeholder 'Enter one or more URLs'. A pink box highlights this entire sidebar. To the right is a video player with a play button and a 'Creative Duration: 8.9 sec.' label. A pink circle with the number '11' is positioned above the video player.

11 Trackers can also be added.

This screenshot shows the same 'New CTV (VAST) Creative' editor. The video player on the right is now highlighted with a pink box. Below the player, the text 'Creative Duration: 8.9 sec.' is visible. A pink circle with the number '11' is positioned to the left of the video player.



# Manual CTV Setup

All Campaigns | New CTV (VAST) Creative | Save | Import from Social Post | Copy Deck | Cancel

**12**

**▼ Creative Details**  
Creative Name  
Inventory Type  
CTV  
Background Color  
  
Text Color

**▼ Video Template**  
Left Vertical Video

**▼ Template Options**  
 Intro Scene  
 Outro Scene

**▼ Landing Page**  
Destination URL

**▼ Preview**

Creative Duration: 8.9 sec.

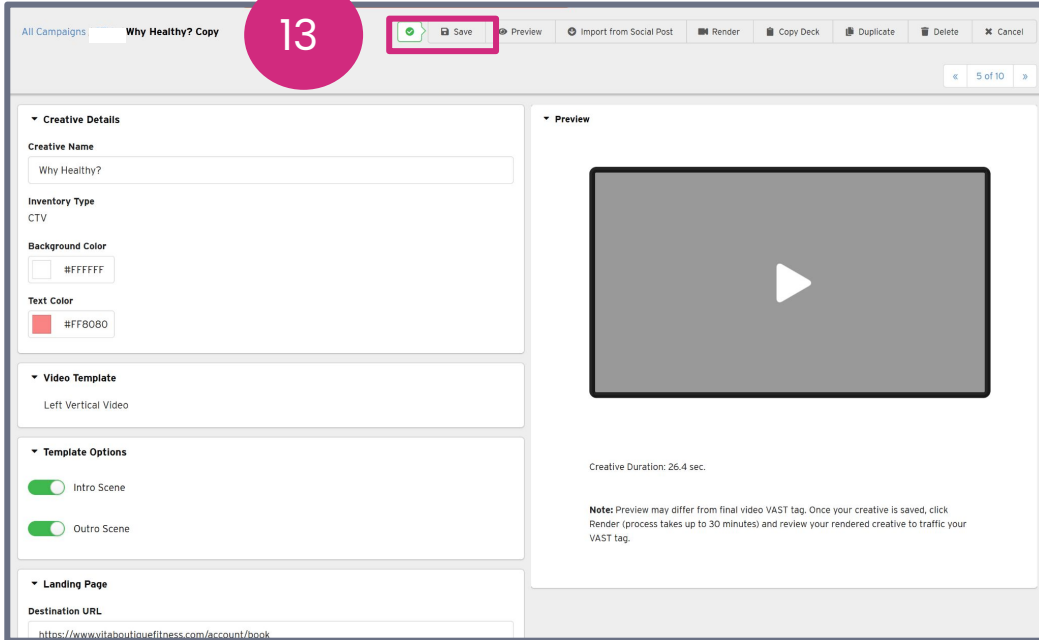
Note: Preview may differ from final video VAST tag. Once your creative is saved, click 'Render' (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.

12

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

# Manual CTV Setup

13



The screenshot shows the Nova CTV setup interface. At the top, there is a header with 'All Campaigns' and 'Why Healthy? Copy'. A pink circle with the number '13' is overlaid on the 'Save' button in the top toolbar. The toolbar also includes buttons for 'Preview', 'Import from Social Post', 'Render', 'Copy Deck', 'Duplicate', 'Delete', and 'Cancel'. Below the toolbar, the interface is divided into two main sections: 'Creative Details' and 'Preview'. The 'Creative Details' section includes fields for 'Creative Name' (Why Healthy?), 'Inventory Type' (CTV), 'Background Color' (#FFFFFF), and 'Text Color' (#FF8080). The 'Video Template' section is set to 'Left Vertical Video'. The 'Template Options' section has two toggle switches: 'Intro Scene' and 'Outro Scene', both of which are turned on. The 'Landing Page' section has a 'Destination URL' field with the value 'https://www.vitaboutiquefitness.com/account/book'. The 'Preview' section shows a video player with a play button and a duration of 26.4 seconds. A note below the player states: 'Note: Preview may differ from final video VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.'

13

Save the CTV.

# Manual CTV Setup

All Campaigns Why Healthy? Copy

Save Preview Post Render Copy Deck Duplicate Delete Cancel

5 of 5

**14**

**14**

**Creative Details**

**Creative Name**  
Why Healthy?

**Inventory Type**  
CTV

**Background Color**  
 #FFFFFF

**Text Color**  
 #FF8080

**Video Template**  
Left Vertical Video

**Template Options**

Intro Scene

Outro Scene

**Landing Page**

**Destination URL**  
<https://www.vitaboutiquefitness.com/account/book>

**Preview**

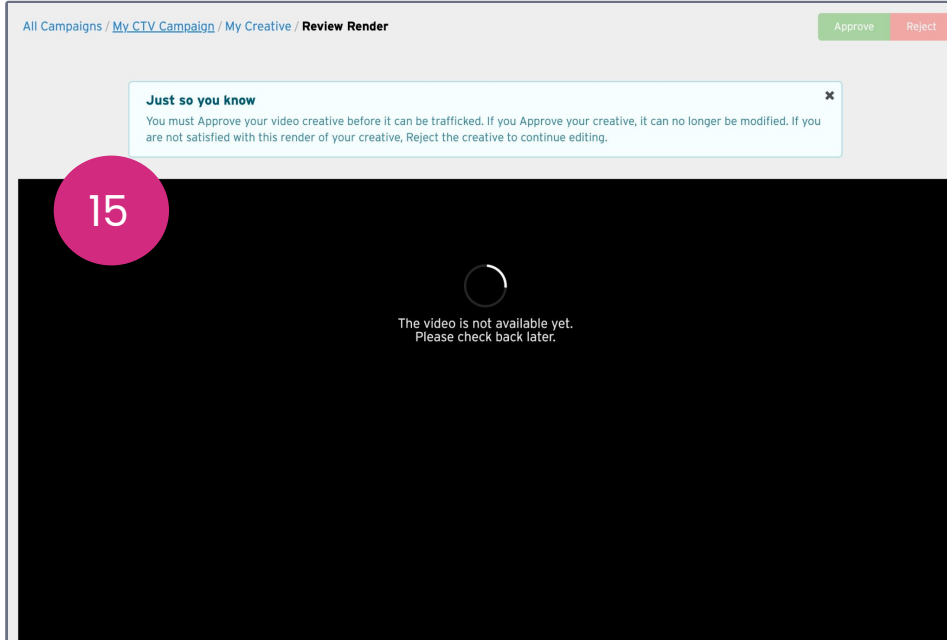
Creative Duration: 26.4 sec.

**Note:** Preview may differ from final video VAST tag. Once your creative is saved, click Render (process takes up to 30 minutes) and review your rendered creative to traffic your VAST tag.

**Render** the CTV to generate the VAST tag.

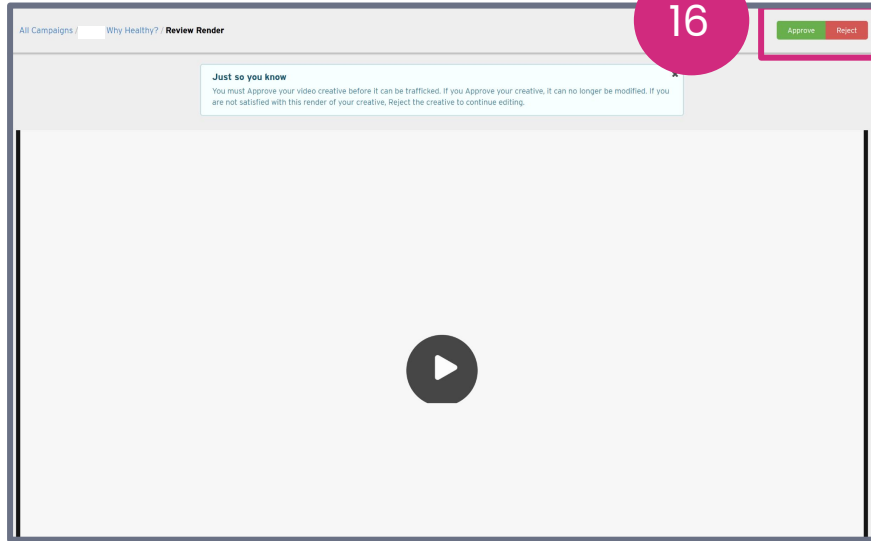
This may take up to 30 minutes.

# Manual CTV Setup



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

# Manual CTV Setup



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.

# Manual CTV Setup

All Campaigns > Test CTV Campaign > Nike Running Shoes Copy > Ad Tag

Test CTV Campaign | Nike Running Shoes Copy

**Preview**

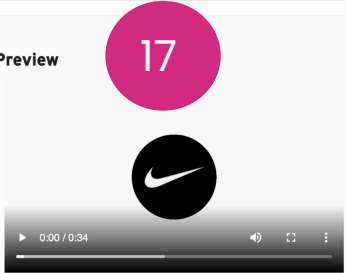
**VAST 4.2**  
<https://polarcdn-terrax.com/hativeds/v1.4.0/xml/creative/748c79e0ddf142a89f> [Copy to Clipboard](#)

**VAST 4.1**  
<https://polarcdn-terrax.com/hativeds/v1.4.0/xml/creative/748c79e0ddf142a89f> [Copy to Clipboard](#)

**VAST 4.0**  
<https://polarcdn-terrax.com/hativeds/v1.4.0/xml/creative/748c79e0ddf142a89f> [Copy to Clipboard](#)

**VAST 3.0**  
<https://polarcdn-terrax.com/hativeds/v1.4.0/xml/creative/748c79e0ddf142a89f> [Copy to Clipboard](#)

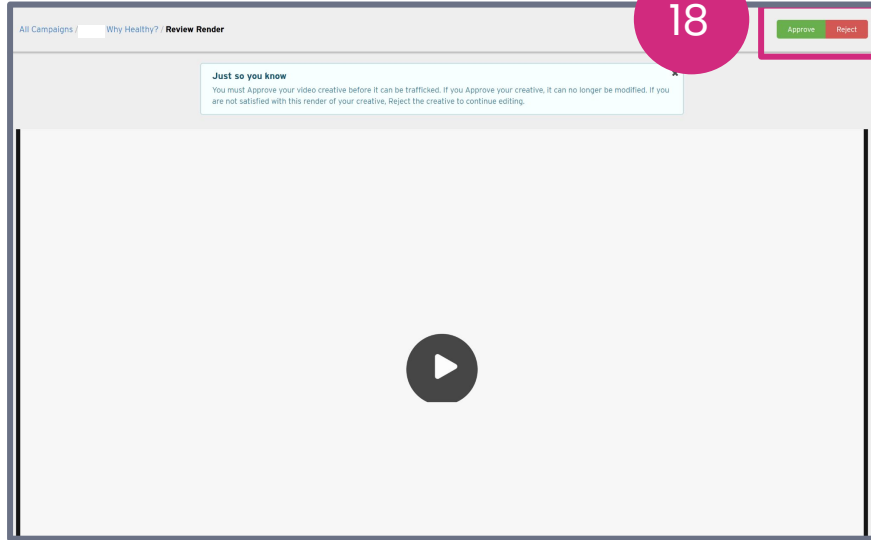
**VAST 2.0**  
<https://polarcdn-terrax.com/hativeds/v1.4.0/xml/creative/748c79e0ddf142a89f> [Copy to Clipboard](#)



17

Clicking **Approve** will lock the creative and it can no longer be edited. It will then allow you to export your **VAST Tag**.

# Manual CTV Setup



18

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 .

# Thank You!

For any follow-up questions,  
please contact [support@createwithnova.com](mailto:support@createwithnova.com)



[CreateWithNova.com](https://CreateWithNova.com)