



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.



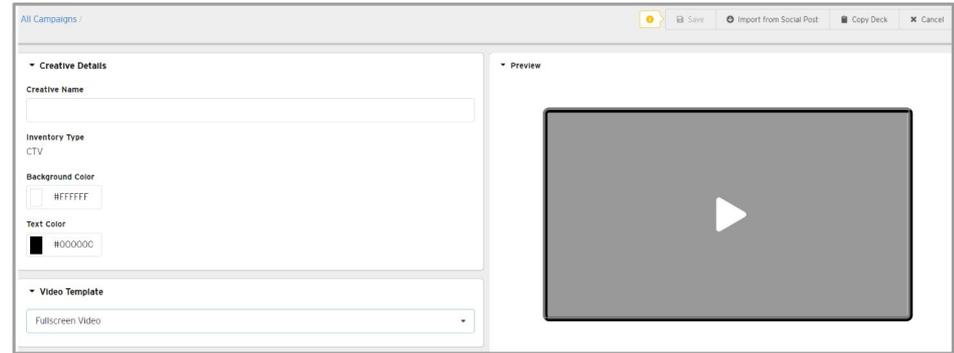
With Manual Asset option, you can bring any of your own video assets and build them into one of our templates (unbranded)

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

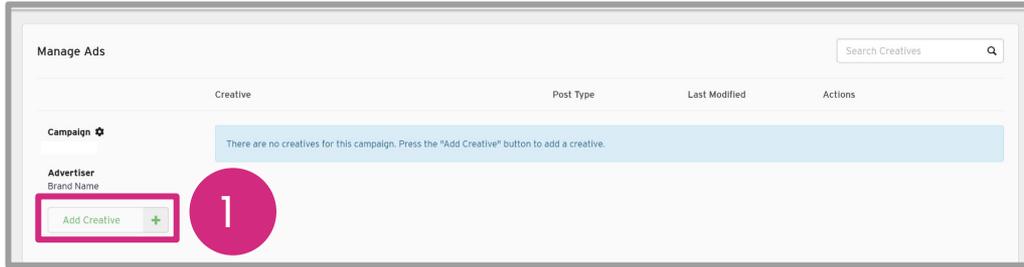
Benefits:

- 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

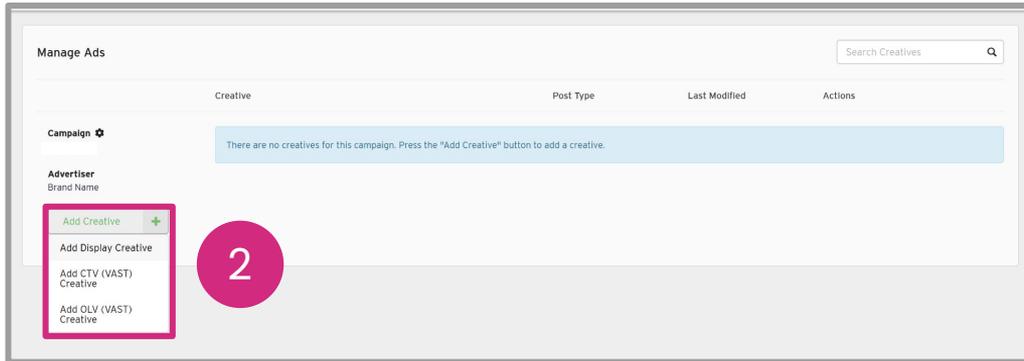
Check [here](#) for how to download video from Social Media Post



Manual CTV Setup

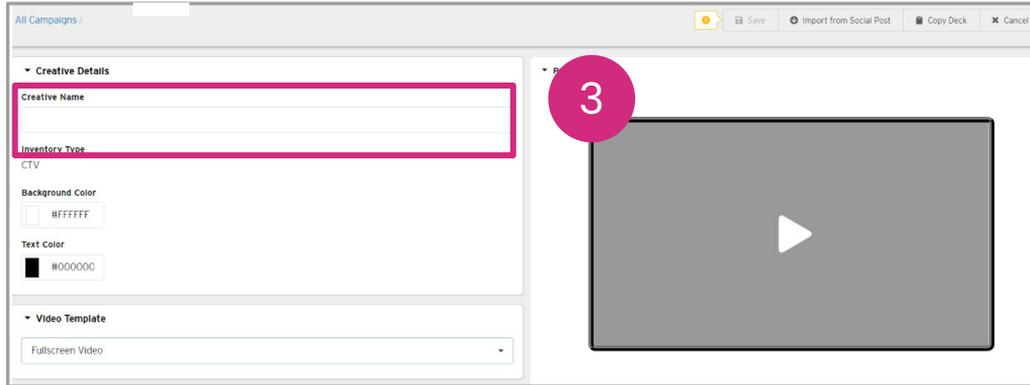


1 Hover over the **Add Creative** button.



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

Creative Name

Inventory Type
CTV

Background Color
 #FFFFFF

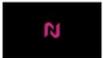
Text Color
 #000000

4

Video Template

Vertical Video

 **Vertical Video** Optimized for vertical (9:16) and square (1:1) videos

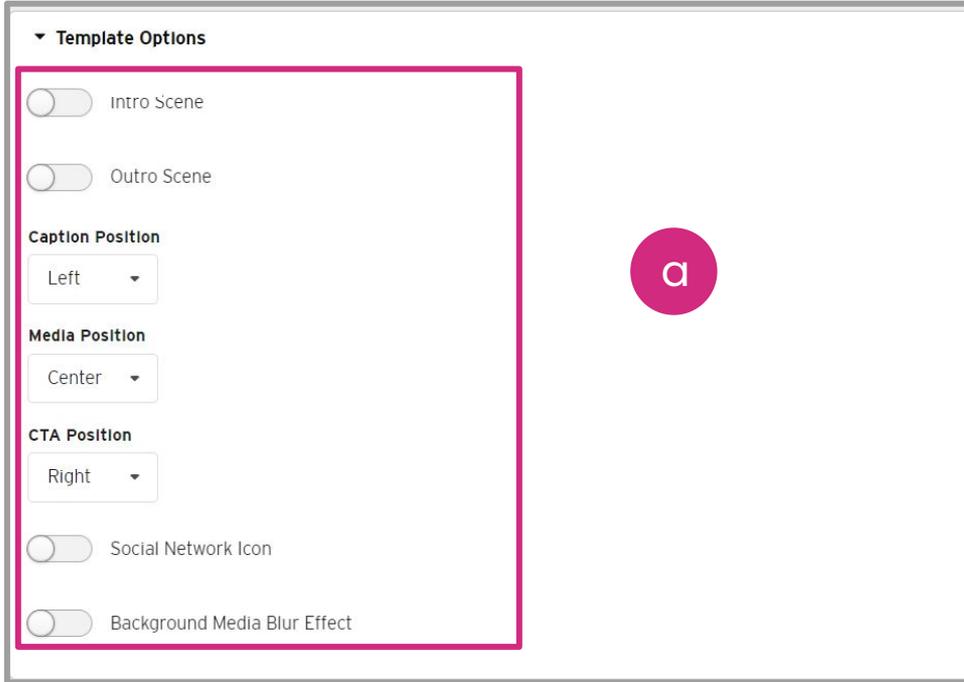
 **Fullscreen Video** Optimized for horizontal (16:9) videos

4

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

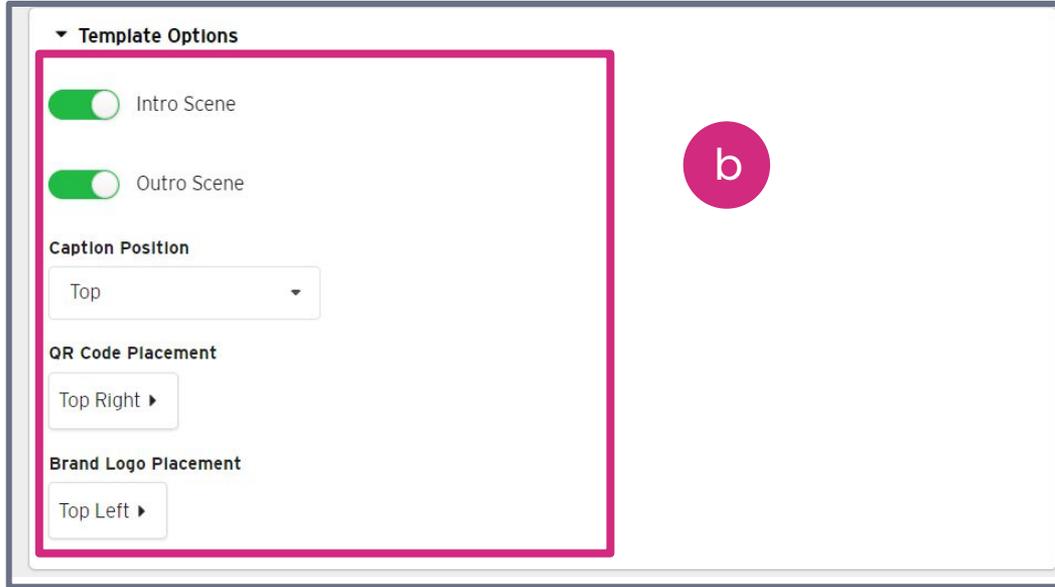
The **Template Options** section will change based on the chosen layout.

Manual CTV Setup



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

Manual CTV Setup



▼ Template Options

Intro Scene

Outro Scene

Caption Position

Top ▼

QR Code Placement

Top Right ▶

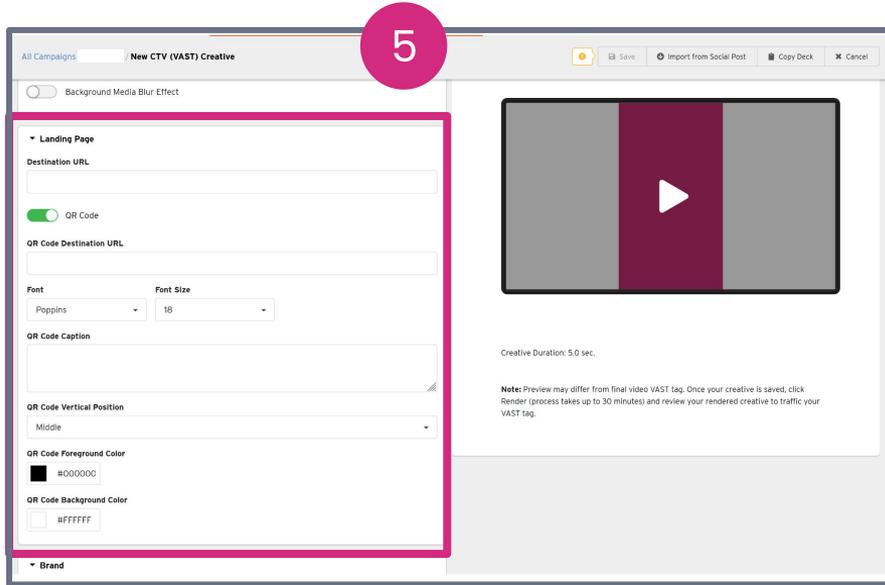
Brand Logo Placement

Top Left ▶

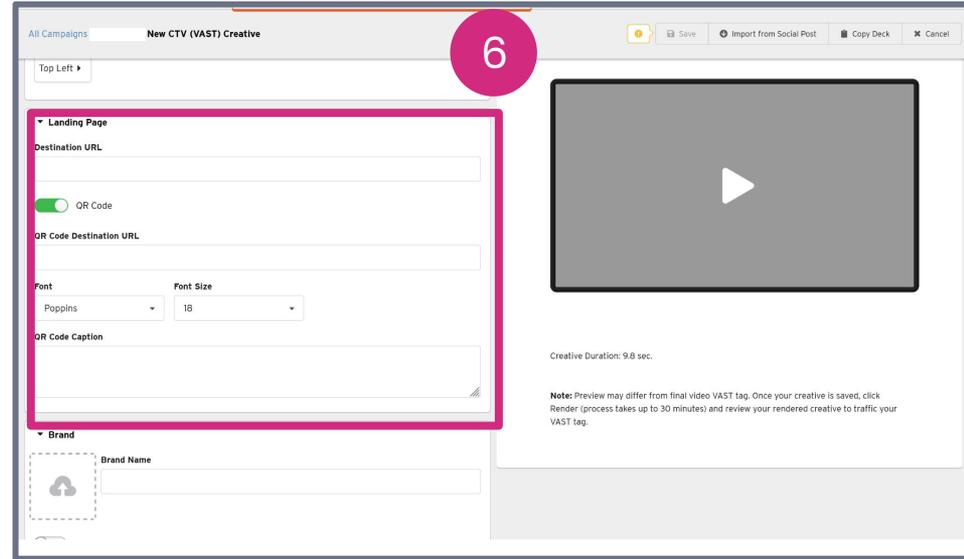
b

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 **Vertical Video**.

Manual CTV Setup

All Campaigns **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

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.

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

Manual CTV Setup

All Campaigns | **New CTV (VAST) Creative**

Save Import from Social Post Copy Deck Cancel

▼ **Caption**

Font Poppins Font Size 18

Caption

▼ **Media**

Drop File here

or

Upload a video

Submit a video by URL

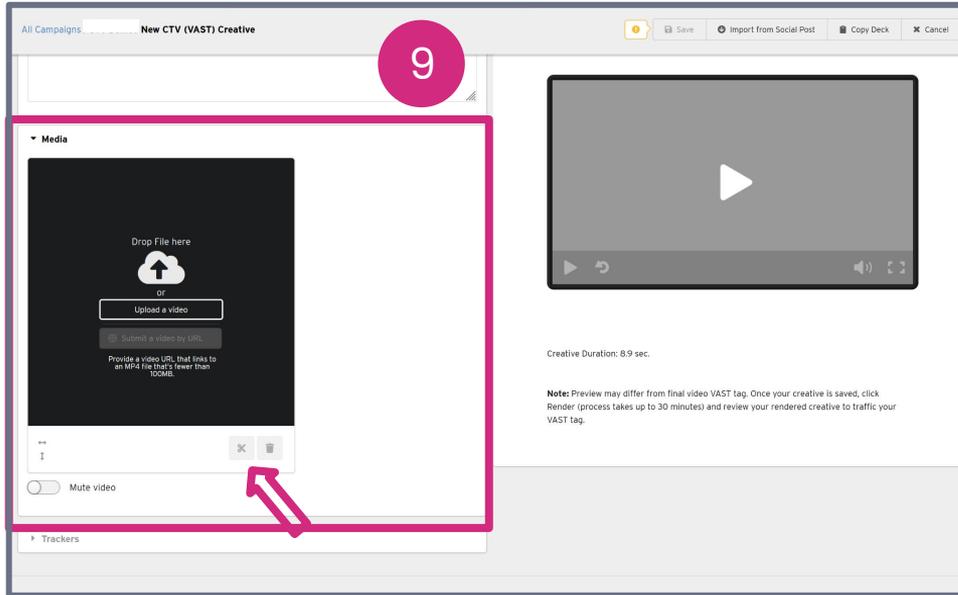
Provide a video URL that links to an MP4 file that's fewer than 100MB.

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.

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

Manual CTV Setup



9 In **Media**, upload a video.

If desired, the video can be directly trimmed in-browser and also muted.

Manual CTV Setup

All Campaigns / New CTV (VAST) Creative

Save Import from Social Post Copy Deck Cancel

Trackers

Start
Enter one or more URLs

First Quartile
Enter one or more URLs

Mid Point
Enter one or more URLs

Third Quartile
Enter one or more URLs

Complete
Enter one or more URLs

Mute
Enter one or more URLs

Unmute
Enter one or more URLs

Pause
Enter one or more URLs

Full Screen
Enter one or more URLs

Accept Invitation
Enter one or more URLs

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.

10 Trackers can also be added.

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

Save Import from Social Post Copy Deck Cancel

Mid Point
Enter one or more URLs

Third Quartile
Enter one or more URLs

Complete
Enter one or more URLs

Mute
Enter one or more URLs

Unmute
Enter one or more URLs

Pause
Enter one or more URLs

Full Screen
Enter one or more URLs

Accept Invitation
Enter one or more URLs

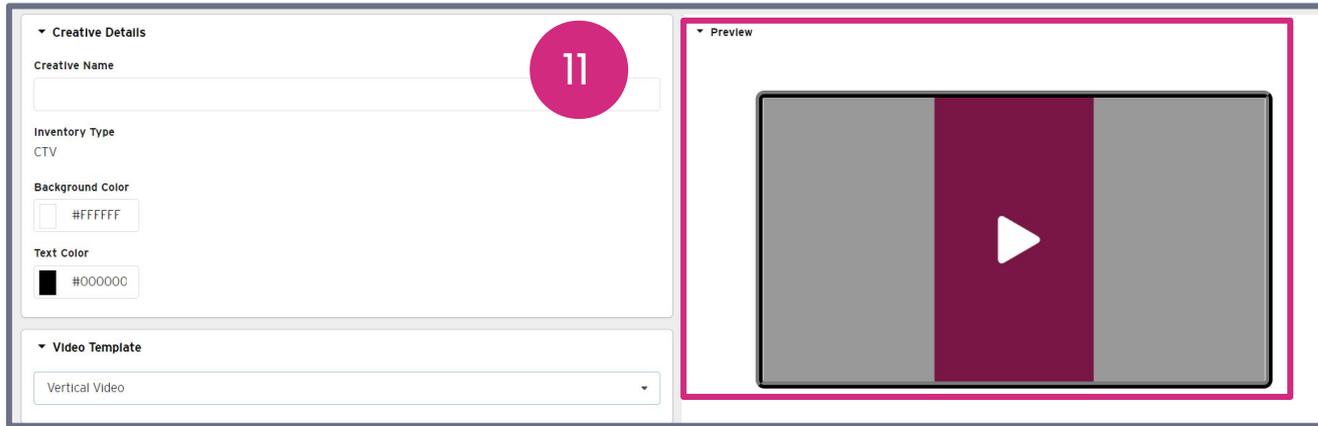
Close
Enter one or more URLs

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.

Manual CTV Setup

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



The screenshot displays the Nova CTV setup interface, divided into two main sections: Creative Details and Preview. The Creative Details section on the left includes a text input for 'Creative Name', a dropdown for 'Inventory Type' set to 'CTV', a 'Background Color' selector with a white color swatch and '#FFFFFF' code, and a 'Text Color' selector with a black color swatch and '#000000' code. The Preview section on the right shows a video player with a dark red background and a white play button. A pink circle with the number '11' is overlaid on the Creative Name input field, and a pink rectangular border highlights the Preview section.

▼ Creative Details

Creative Name

Inventory Type
CTV

Background Color
#FFFFFF

Text Color
#000000

▼ Video Template

Vertical Video

▼ Preview

Manual CTV Setup

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Save the CTV.

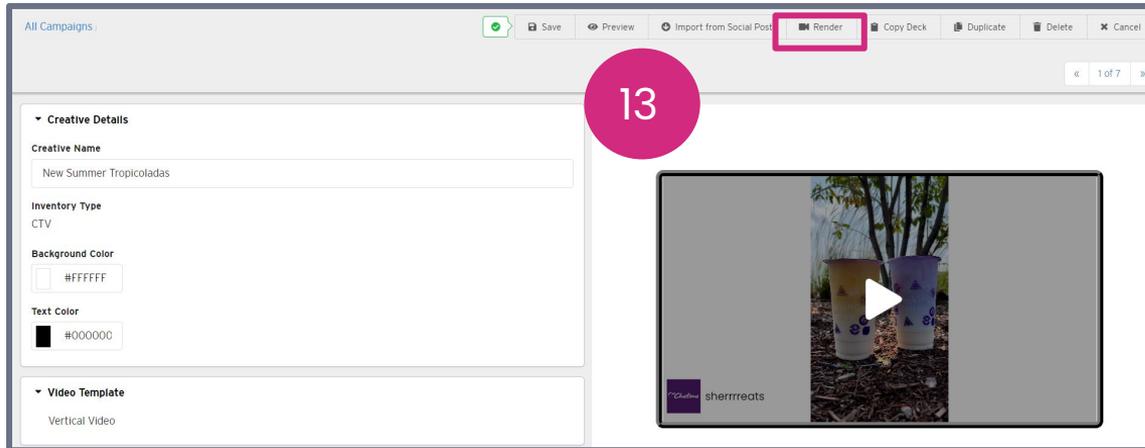
The screenshot displays the Nova ad management interface. At the top left, it says "All Campaigns / 1". The main interface is divided into two sections. On the left is a "Creative Details" sidebar with the following fields: "Creative Name" (New Summer Tropicolas), "Inventory Type" (CTV), "Background Color" (#FFFFFF), and "Text Color" (#000000). Below this is a "Video Template" dropdown menu set to "Vertical Video". On the right is a video preview window showing two tropical drinks in a natural setting. A play button is centered over the video. In the bottom left corner of the video preview, there is a logo for "sherrreats". At the top of the interface, a toolbar contains several buttons: a green play button, a "Save" button (highlighted with a red box), "Import from Social Post", "Copy Deck", and "Cancel". A pink circle with the number "12" is overlaid on the "Save" button.

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Manual CTV Setup

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Render the CTV to generate the VAST tag. This may take up to 30 minutes.



The screenshot shows the Nova ad management interface. At the top, a toolbar contains several buttons: Save, Preview, Import from Social Post, **Render** (highlighted with a pink box), Copy Deck, Duplicate, Delete, and Cancel. Below the toolbar, the interface is divided into two main sections. On the left is a 'Creative Details' sidebar with fields for 'Creative Name' (New Summer Tropicodas), 'Inventory Type' (CTV), 'Background Color' (#FFFFFF), and 'Text Color' (#000000). Below this is a 'Video Template' section with 'Vertical Video' selected. On the right is a large video preview area showing a video thumbnail of two tropical drinks with a play button in the center. A pink circle with the number '13' is overlaid on the interface, positioned between the 'Render' button and the video preview.

Manual CTV Setup

All Campaigns / [My CTV Campaign](#) / [My Creative](#) / **Review Render** 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.

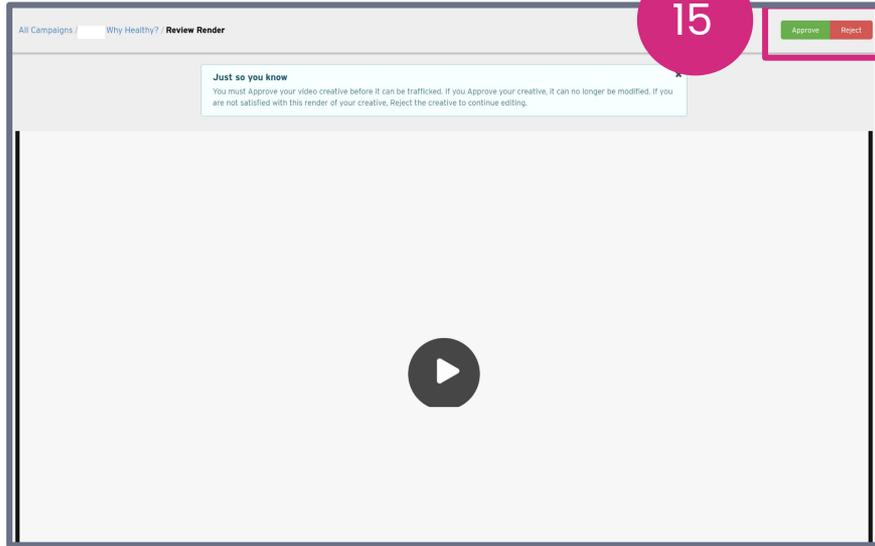
14

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

14

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

Manual CTV Setup



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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

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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

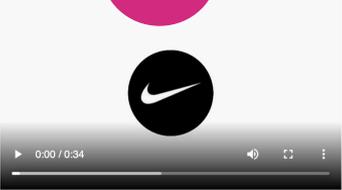
<https://polarcdn-terrax.com/hativeds/v1.4.0/xml/creative/748c79e0ddf142a89f> [Copy to Clipboard](#)

VAST 3.0

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

VAST 2.0

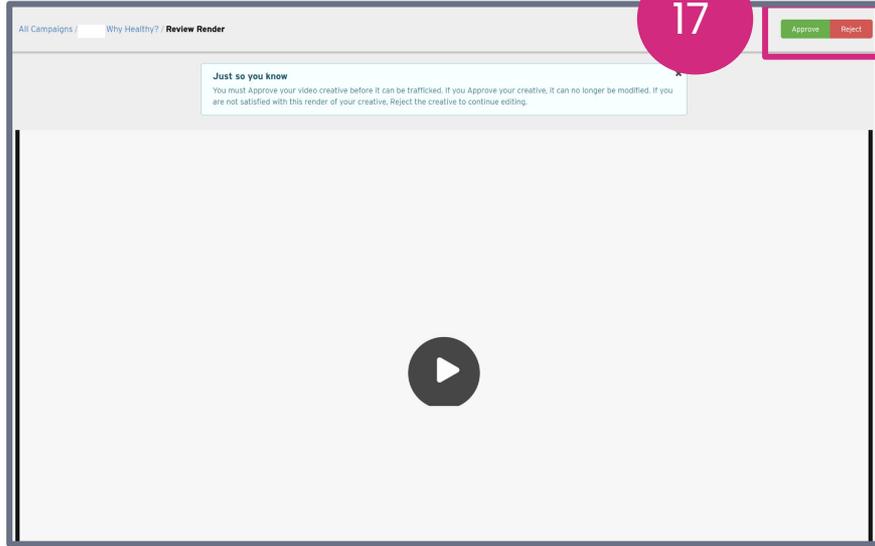
<https://polarcdn-terrax.com/hativeds/v1.4.0/xml/creative/748c79e0ddf142a89f> [Copy to Clipboard](#)



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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



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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 .

Thank You!

For any follow-up questions,
please contact support@createwithnova.com



CreateWithNova.com