

Awareness campaigns

When KPIs are reach, impressions or viewability.

Recommendations

- **Format type**
 - All format types are great options (photo, video, link, carousel)
 - Select creative that is visually appealing and likely to stand out

Social icons

- Keep social icons on, benefit from format familiarity

Call-to-action button

- Customize label and color to inspire audiences

Measurement

- Add third-party brand safety and viewability verification partners like MOAT, IAS, DoubleVerify

[Click to see an example](#)



The image shows a Facebook post from Starbucks. At the top left is the Starbucks logo and the name "Starbucks". To the right is a blue Facebook icon. Below the header is the text: "To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time." The main content is a video thumbnail featuring a woman with braids holding a Starbucks drink. Overlaid on the video is the text "HOW TO SIP" in yellow, "A.S.A.P." in large yellow letters, and "AS SUMMER AS POSSIBLE" in a yellow and purple banner. A white play button is centered on the video. At the bottom of the video is a yellow banner that reads "NEW Strawberry Funnel Cake Frappuccino® Drink". Below the video are three icons: a thumbs-up, a speech bubble, and a share icon. At the very bottom is a green bar with the text "LEARN MORE" and a white right-pointing arrow.