

Retail Autos Creative Playbook



Outline

01 Best Practices for Retail Autos

02 Reels Creative Essentials

03 Creative Diversification

Disclaimer:

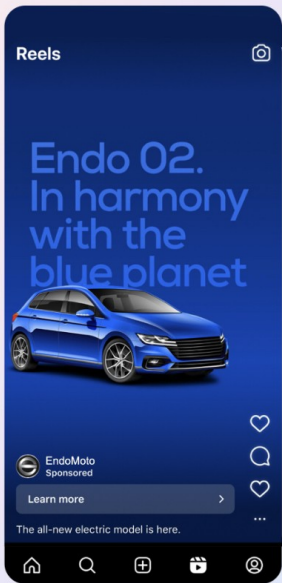
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01

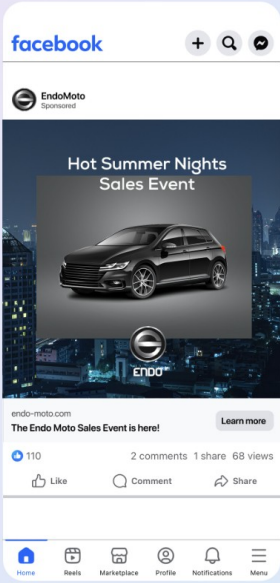
Best Practices for Retail Autos



The spectrum of Meta ad products designed to help dealers' needs and objectives:



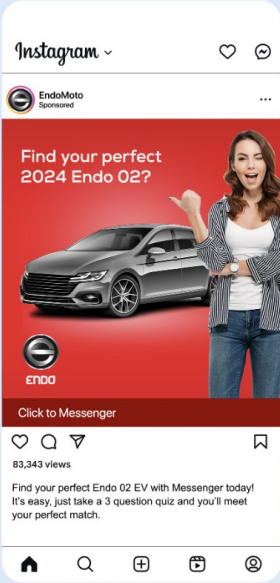
Reels



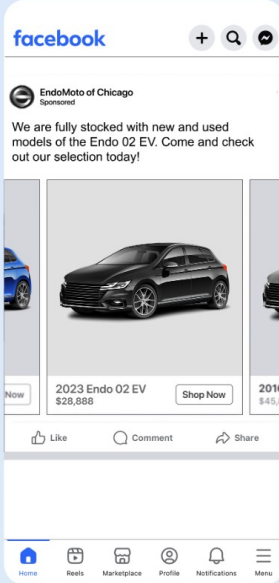
Feed:
Image + Video



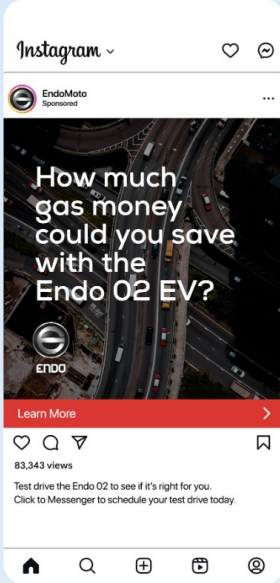
Stories



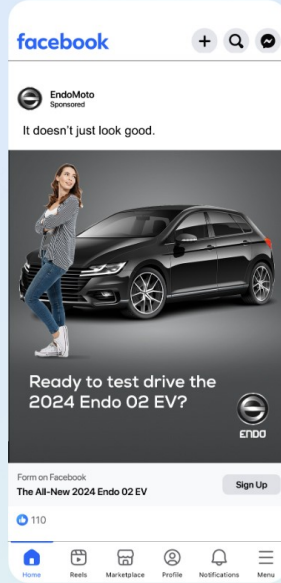
Click to
Messenger



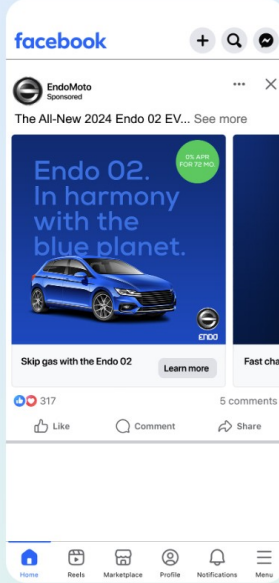
Automotive
Inventory Ads



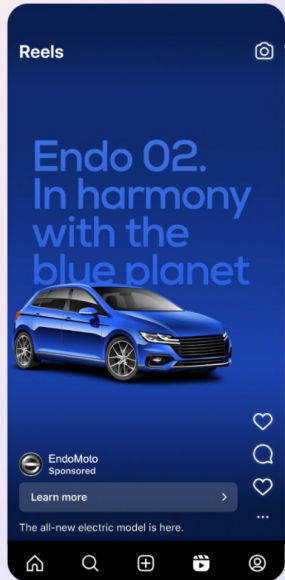
Instant
Experiences



Lead Ads



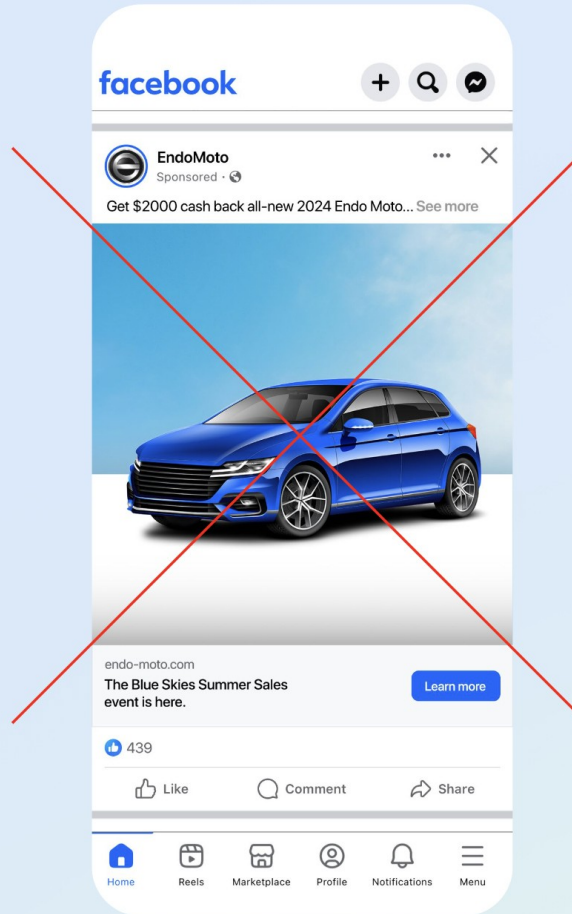
Carousel Ads



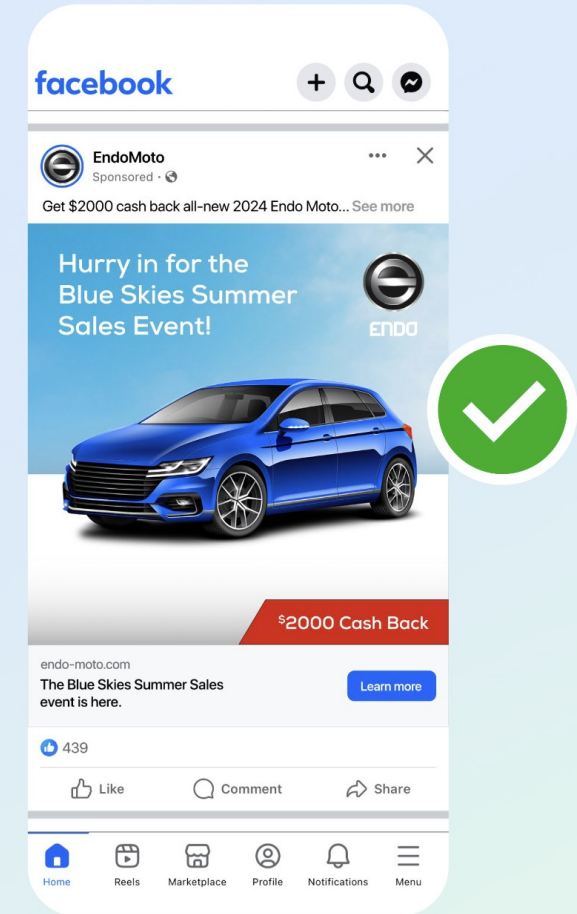
However this playbook will focus on some best practices, **and how to build for Reels.**

Add branding and messaging to image ads

Be sure to include branding and any main messaging or CTA within your image creative to help it get across quickly as people view their feeds.



Without branding/messaging



With branding/messaging

Include a call to action

Meta's products are built to be strong performers in direct response.

This means that retail automotive advertisers must think about the desired action they want from people on every ad.

Your call to action should be clear. Some examples to consider on your next video or image ad:

GET OFFER

RESERVE YOURS

SCHEDULE SERVICE

VALUE YOUR TRADE

GET PRE-QUALIFIED

CONFIRM AVAILABILITY

SCHEDULE TEST DRIVE

LEARN MORE

SEE DETAILS

A Short-Form Video Blueprint

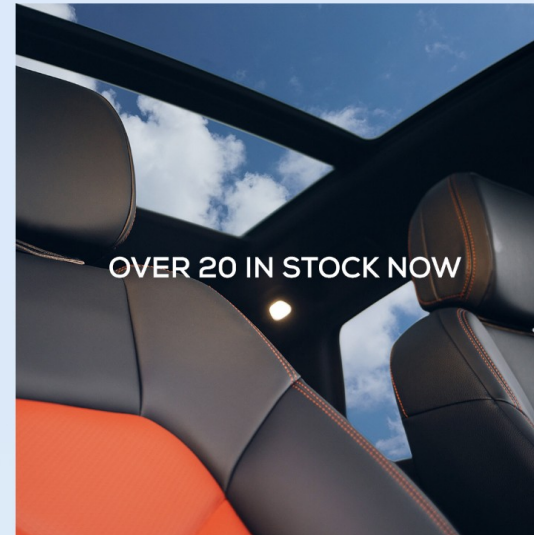
Within OEM program guidelines, here is a way you can personalize assets:



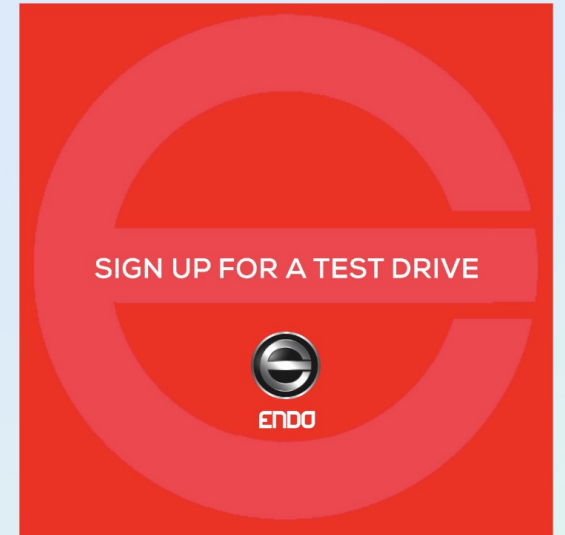
Highlight your dealership
:00-02



Show the vehicle and message
:02-05



Spotlight the features
:05-10



Call to action or localization
as your end card
:10-12

02

Reels Creative Essentials



Reels is where...



Brands are tapping into
community & culture

3.5 billion

People reshare Reels over
3.5 billion times every day¹



Brands are reaching
valuable audiences

85%

of people surveyed say they
have followed a business after
watching Reels²



Brands are turning
attention into action

2/3

of people surveyed say that
Reels ads have helped them discover
a new brand, product, or service²

Accelerate your Reels with these creative essentials:

1

Build for vertical video

Use 9:16 video to make your ad feel immersive

2

Build within the safe zone

To ensure your key messages aren't obscured by the Reels UI

3

Build for sound-on

To help make your video captivating




Pro Tip:

Build within the safe zone to more easily adapt this asset for 4:5 video

The Meta Sound Collection brings free, high-quality music and sound effects to all accounts to inspire video creation and expression.

In the collection, you'll find 15,000+ music tracks from established composers and songwriters and 1500+ sound effects.


Sound Collection content can be used anywhere on Facebook and Instagram, and users are free to edit and mix the sounds into their videos.



Sound collection


Tracks

Sound Effects




Ways to use Sound Collection


Great music for your videos




Spring Is Here
Lyle Workman




Nostalgic Piano...
Daria Novo




Butterflies
Giulio Cercato




Linger
Julia Gartha



Notun Shuru (N...
Jazzy Sadhu



Pomp And Circ...
Mike Block



Cyber...
Ross

Quick picks

Electronic

Pop

Hip hop

Cinematic

Latin

Indian

African

Chill

Sort by

Genres

Moods

Durations

Vocals

Tempos

Recently Ad...

Choose




Choose

Choose

Choose

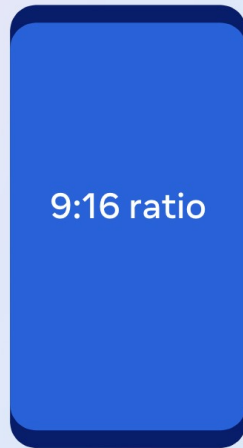
Choose

13,922 tracks found

Track	Artist	Genre	Tempo
<input type="checkbox"/>    Up Down	GEEZ	Pop	Fa

Consider building for Reels first

Following these guidelines helps you adapt assets for other placements more easily:

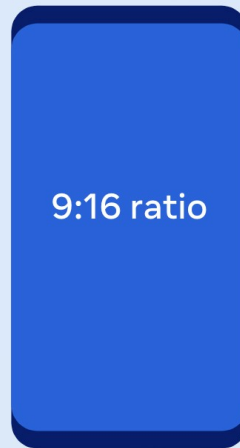


Reels

Build for 9:16 video, sound on, following the safe zone.

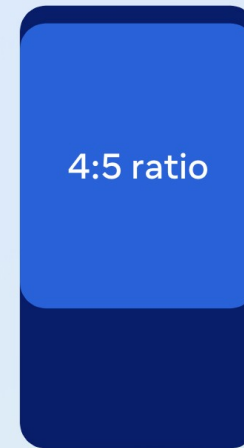
Add titles/captions to convey any VO or messaging.

:15 or less for core campaign assets, longer for specific moments/objectives.



Stories

Follow the Reels guidelines to adapt assets for Stories more easily.



Feed

Follow the Reels guidelines and crop to 4:5 to adapt assets for Feed more easily.

Note: some additional reframing may be necessary.

How can Reels help dealerships?

Reels can help...

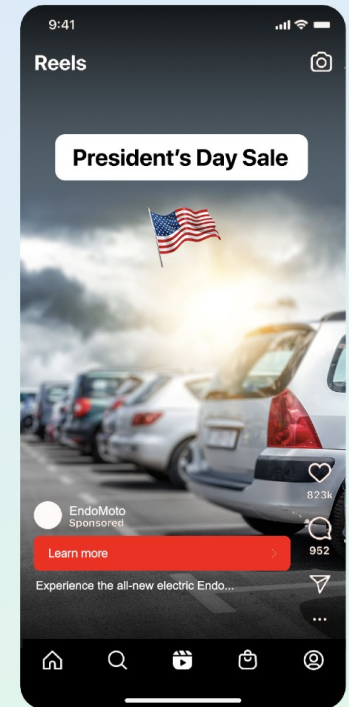
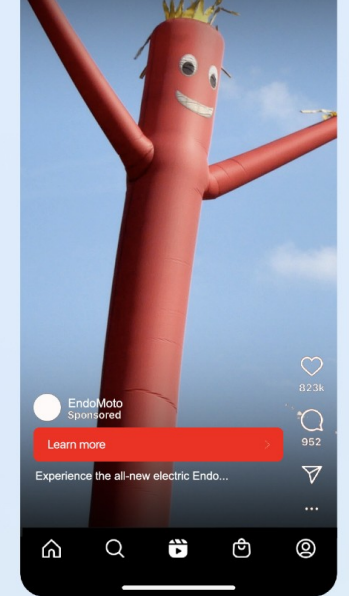
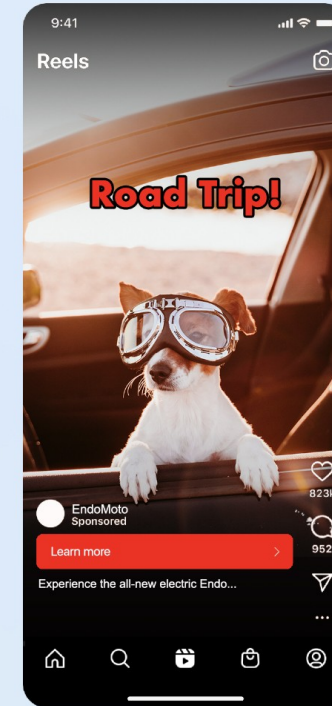
Humanize your dealership.

Build trust with your audience.

Make your dealership modern and relevant.

Promote events, services or special offers.

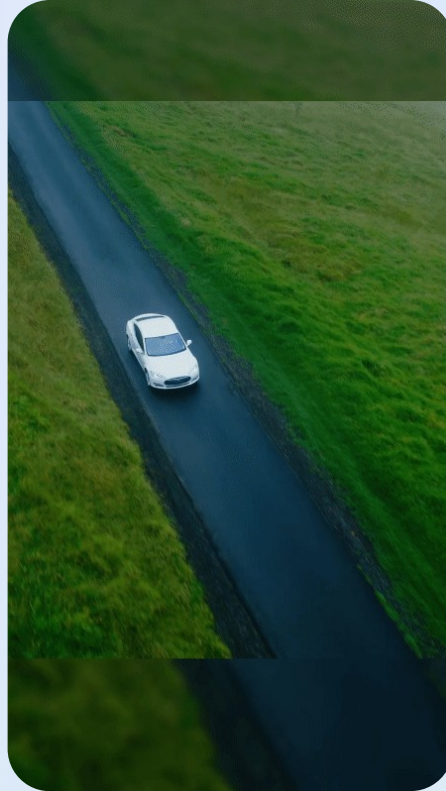
Make it easier to continually create content without the need for expensive production.



Ways to optimize **existing assets** for vertical video



Stack horizontal or square video to fill the space



Create a blurred background effect to fill the space behind a video



Use panning across wide images to reveal more within vertical



Bring simple animation to a series of still images to create video

Examples of **savvy dealers** playing with Reels



Created to entertain
Uses type overlays to help
reinforce messaging
Promotes a dealer sales event

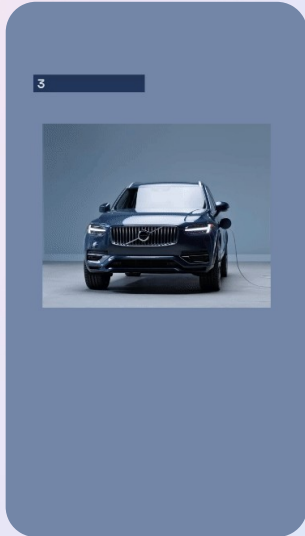


Human presence makes this relatable
Uses type overlays and sound effects
to add entertainment value.
Shows off vehicle features



Human presence makes
this relatable
Created to entertain
Promotes dealership experience

Try one of these **story types** as a jumping off point



#1

The Listicle

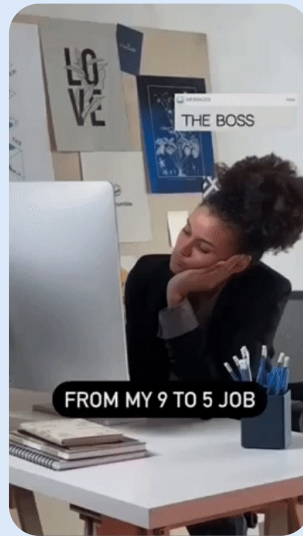
An editorial approach to storytelling that uses text overlays to break down a video into bite sized chunks.



#2

Product Demo

Shows off the capabilities or features of a product in an entertaining, casual way.



#3

Before & After

Dramatizes the benefit of your product or service for your consumer.



#4

Transition Sequence

Uses transitions such as jump cuts or swipe cuts to bring visual magic to a collection of video clips.



#5

The Photodump

Uses a mix of still images and video to take us through a simple story, often edited to music.

Creative Thought Starters

3 ways the **Listicle** could work for dealers

Top lux features you're going to love on a new EV.

3 easy steps to bringing your car in for service.

Must have accessories for your new [insert model].

3



Creative Thought Starters

3 ways the **Product Demo** could work for dealers:

Demo how easy it is to charge your new EV.

Check out how much gear we can put into the back of this SUV.

Let's get ready for your 1st drive in the all-new [insert model].



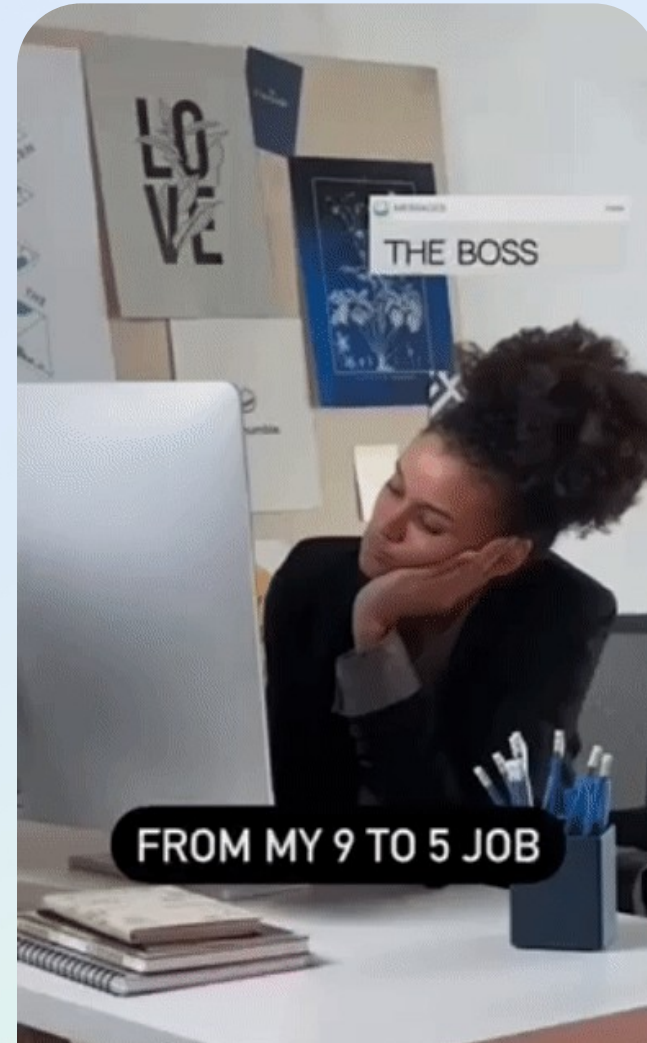
Creative Thought Starters

3 ways the **Before & After** could work for dealers:

Explore different use cases showing how an SUV can go from blazing a trail to showing up for date night.

Reveal your new inventory, going from a few models to a fully packed lot.

Show life before & after adding a unique accessory to a vehicle—like a hitch or a roof rack.



Creative Thought Starters

3 ways the **Transition Sequence** could work for dealers:

Use transitions to go from car to car, showing off new inventory.

Use interesting transition shots to quickly take us through the thorough process of CPO inspection.

Show the transition from someone selling a car to getting into a new one—all at the same place. With the snap of a finger.



Creative Thought Starters

3 ways the Photodump could work for dealers:

Cut through images to show off vehicle use cases via A Day in the Life.

Show off your team members, aka the people that make your dealership and service great, with a photodump of them around the dealership.

Using a series of images taken around the lot, show off your breadth of inventory.



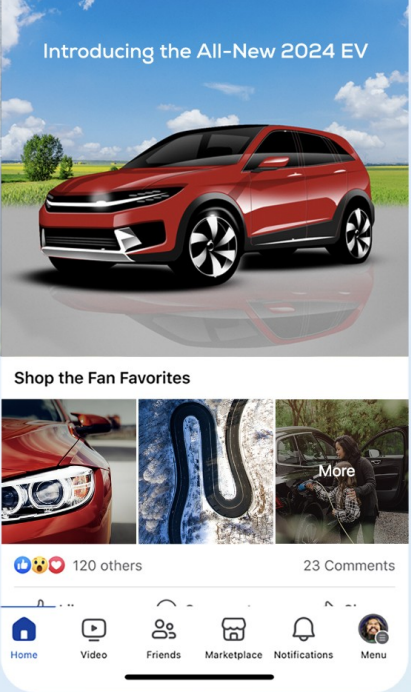
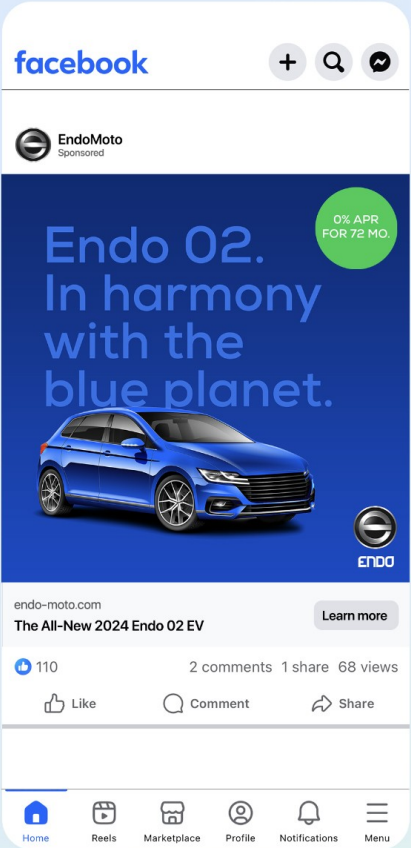
03

Creative Diversification



What is Creative Diversification?

Creative diversification is when advertisers use different visuals, messaging and formats in their ad campaigns to appeal to different audiences. Marketers can use creative diversification to attract and convert new and existing customers.



Think of creative as the new targeting

Building differentiated creative can help reach new audiences and impact ads performance.

1. Top stat: FB Internal data. We found that the more visually distinct the creatives,* the higher the performance lift of diverse creatives over identical creatives. We saw that the lift in performance (in test vs control) was 32% when the creatives in the diverse cell were most visually distinct,* compared to 2% when the creatives in the diverse cell were most visually similar.*

These results were derived from a scaled backend test comparing the performance of two identical vs two non-identical (creatively diverse) creatives in 2703 ad sets across verticals from 04-04-2021 to 04-26-2021. This analysis was limited to static ads only.

*Visual similarity as defined by distance in a vector-based, ML-derived mapping of image contents.

9%

Incremental reach¹

32%

Increased efficiency¹

A visual example of the spectrum of diversification



Similar messaging,
similar visual style

Differentiated messaging,
similar visual style

Differentiated messaging,
differentiated visual style

Diversify through

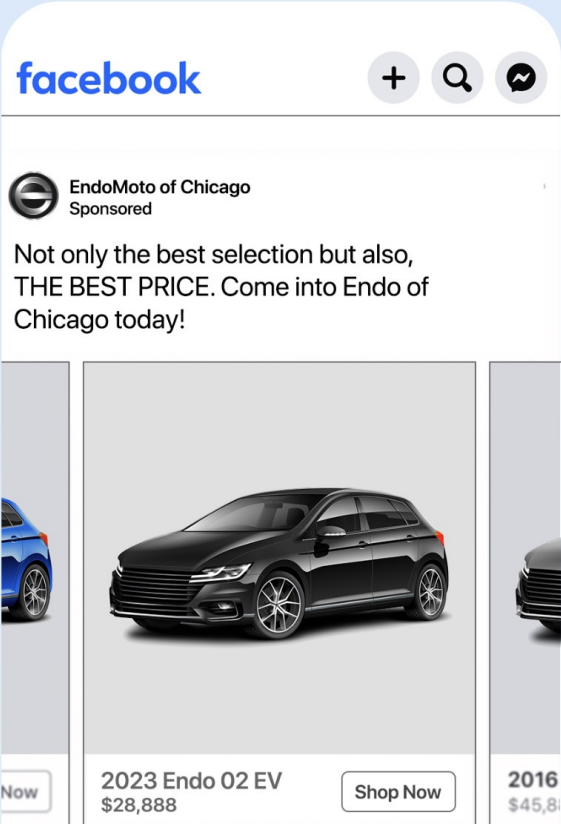
Creative

People are motivated to buy a vehicle for different reasons.
Your messaging strategy should highlight a variety of motivators.
A few examples:

KEY MESSAGE:
UNIQUE SHOPPING
EXPERIENCE



KEY MESSAGE:
PRICE + INVENTORY



KEY MESSAGE:
SEASONALITY



Diversify through Placements

Leverage multiple formats, including Reels, and placements to help grow your audience. Advantage+ placements will automatically find the most cost-effective placement for your ad and increases the chances that your target audience sees it.

