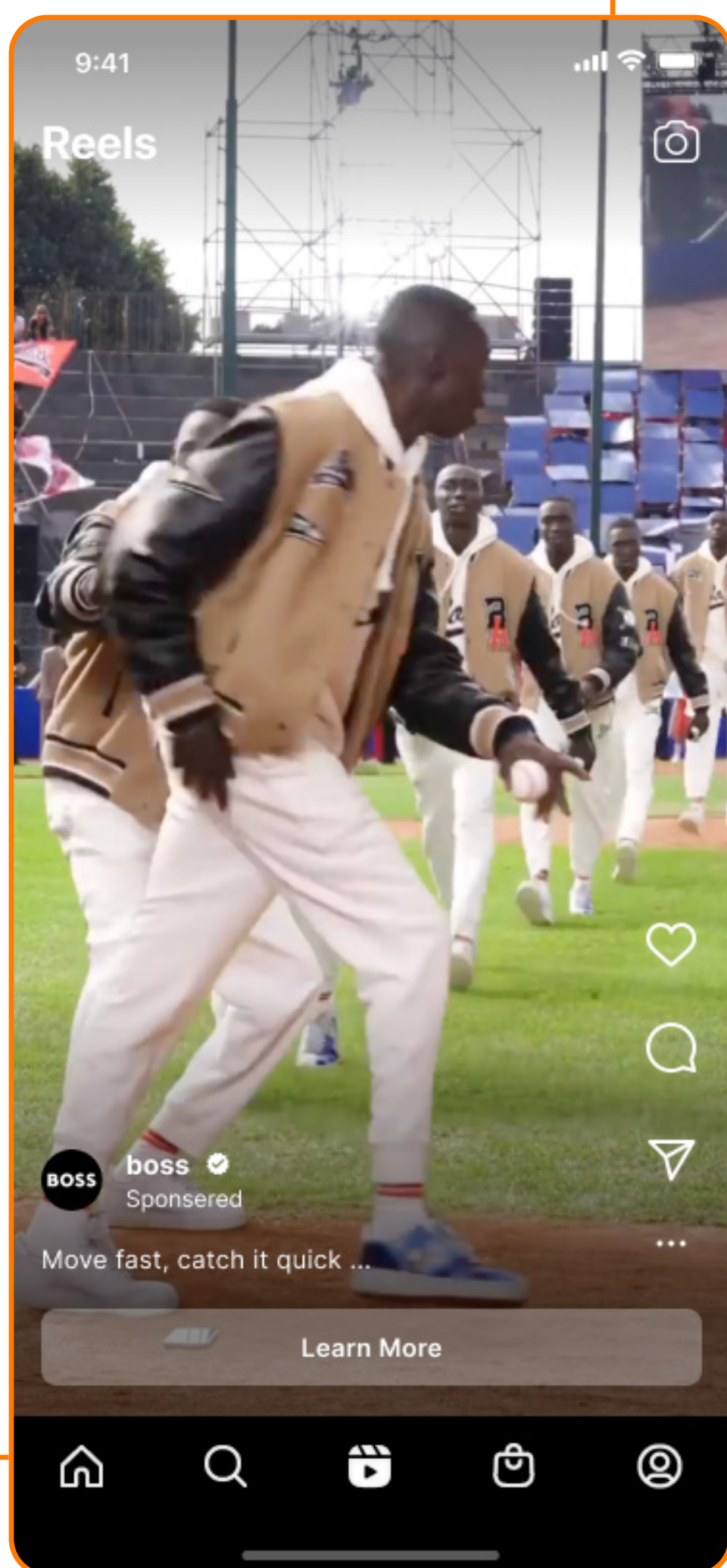# How to build effective Reels ads

from
∞ Meta

Entertaining storytelling drives discovery for your brand

Reels is the future of video storytelling on Instagram — in fact, it already makes up 20% of the time spent on the platform.[1]

Integrate Reels into your creative strategy to drive:

Passionate engagement
Engage audiences with expressive brand storytelling at the intersection of entertainment and personal connection.

Meaningful reach
Reach people where they connect around video that they love.

Cultural relevance
Drive cultural relevance with creator partners who are authentic and relatable storytellers.

Reach the right people across the customer journey with full-screen, immersive video ads

Design with Reels in mind:

1. Take advantage of the full mobile screen and use immersive video to tell your brand story.
In our analysis of built-for-Reels ads, we found that vertical ads on average had a 48% lower cost-per-action compared with non-vertical ads.[1]

2. Keep in mind safe zones as they can impact your click-through rate.
On average, the click-through rate on ads within studies identified as violating the Reels UI Safety Zone are 28% lower than ads within studies which did not.[2]

### Reels ads design safe zones

12%

40%

20%

15%

100%
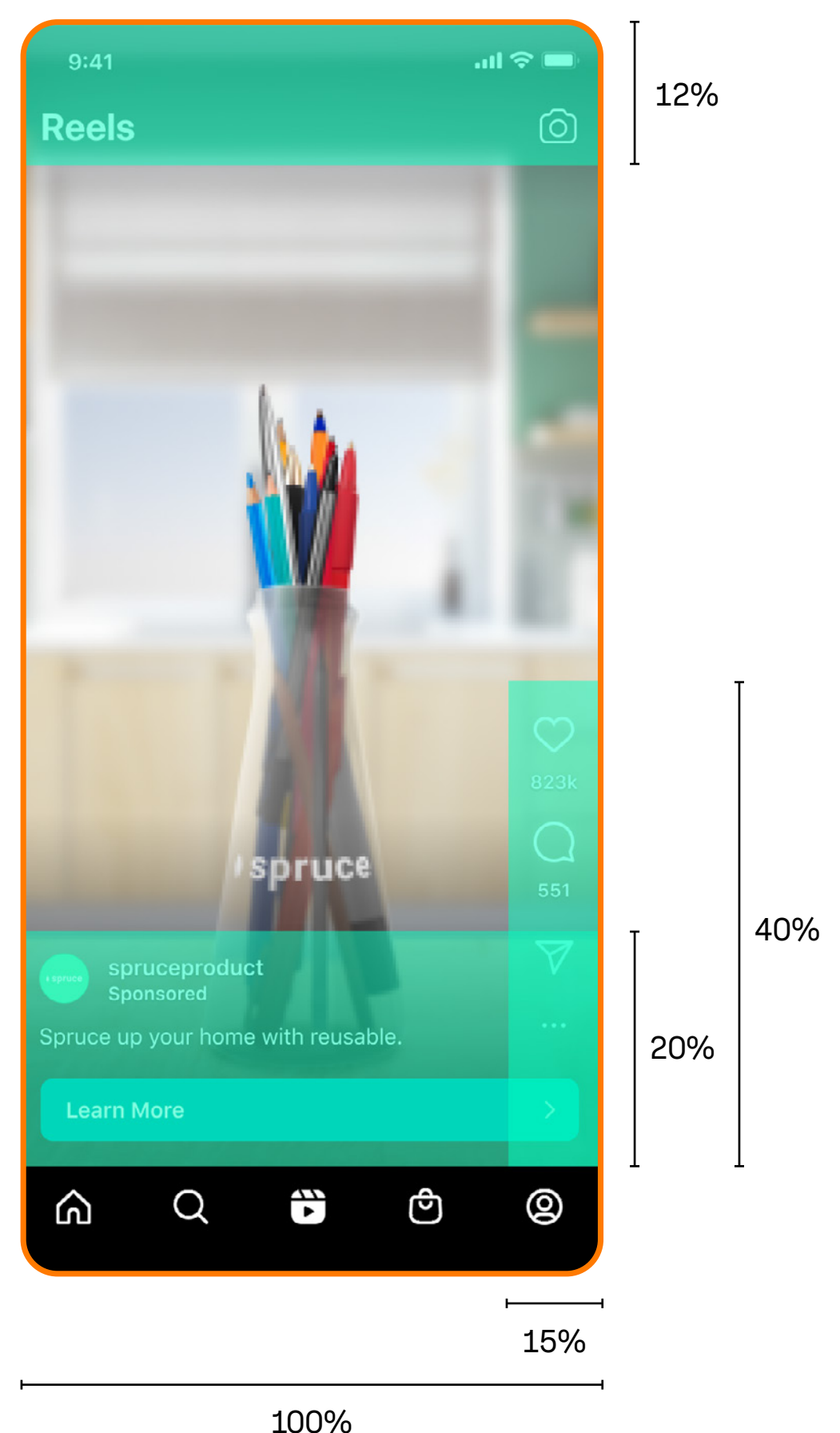
Tool tip

Tap one of our <u>fully-vetted Meta Business Creative Video Partners</u> to help you create impactful, entertaining video ads.

Sources:
1) Meta Internal Data, May 2022. Research findings do not guarantee future results.
2) Meta Internal Data — analysis of placement-level results for ads associated with 58 global Brand Lift studies that were self-identified at the time of study creation as testing the addition of Reels as a placement to a current campaign strategy. Studies run from June 2021 through March of 2022. An ad is determined to have violated the Reels safety zone if any portion of overlaid text, brand identity, or product label is obscured by any portion of Reels user interface or persistent Camera icon. Research findings do not guarantee future results.
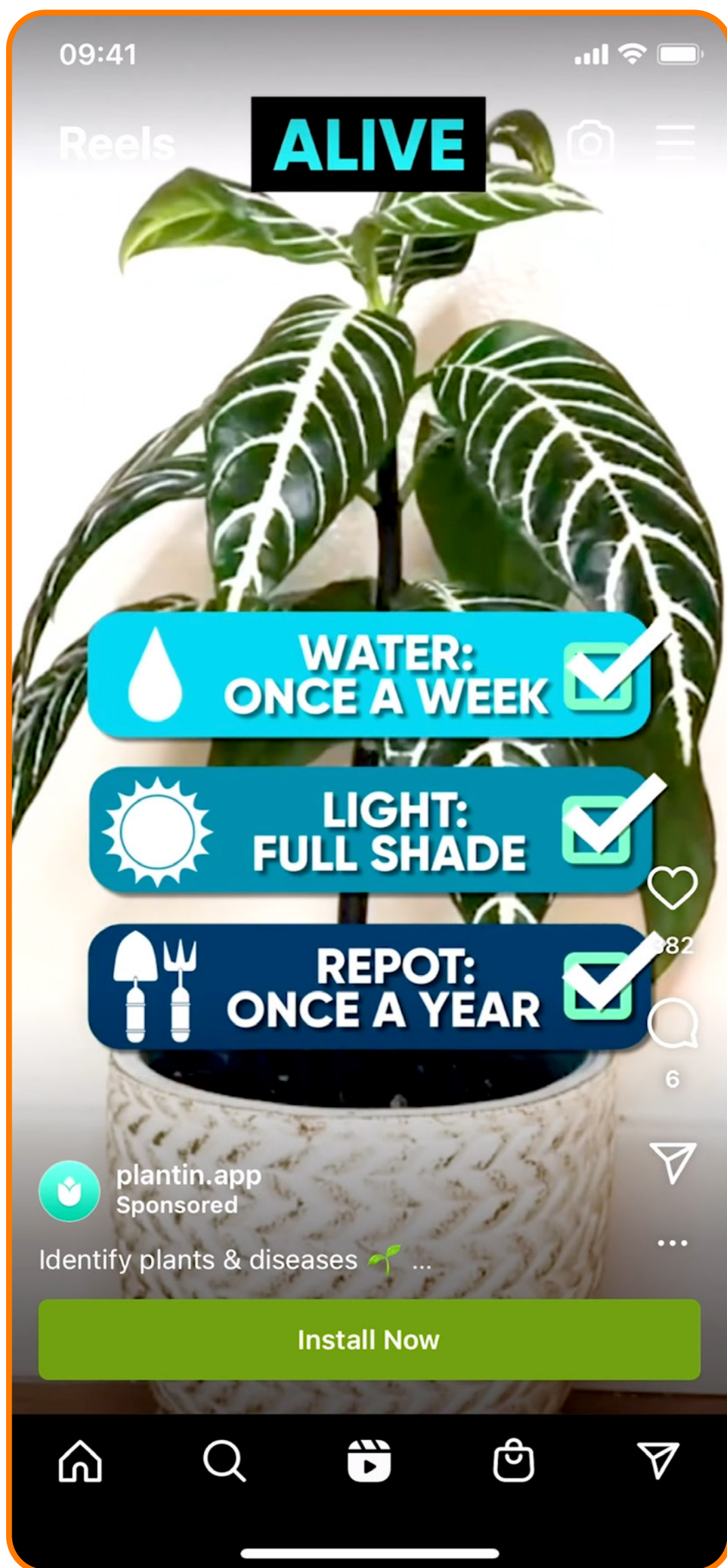
Great Reels creative is
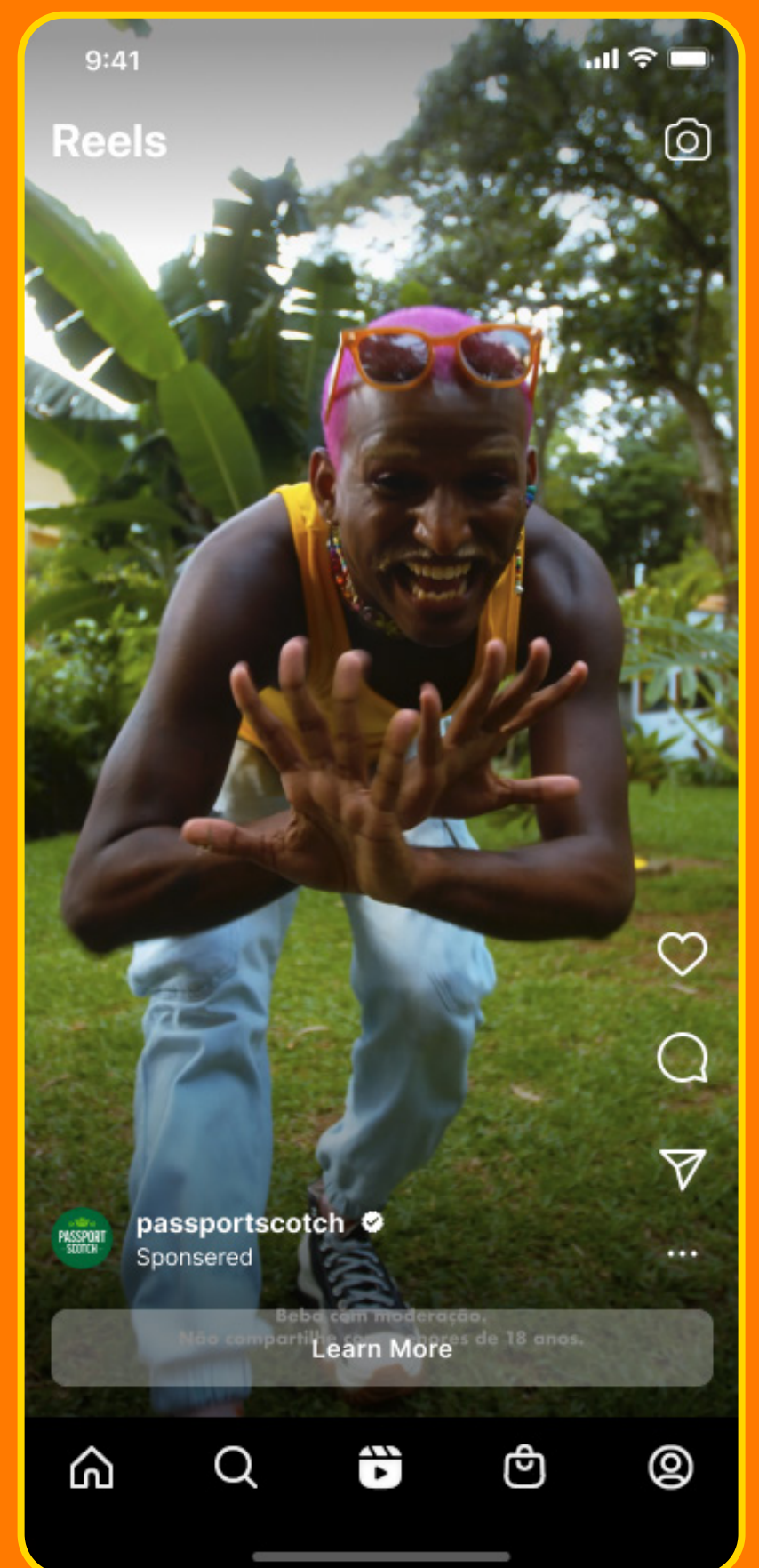
entertaining, digestible and relatable

Follow these tips to create immersive Reels video ads that break through.

Make it **entertaining**

Pull your audience in and entertain them with content that appeals to their ears, eyes and hearts.

plantin.app
Sponsored

Identify plants & diseases 🌱 ...

Install Now

View the success story ▶

1. Design for sound on

Over 80% of Reels are viewed with sound.[1] Music can be an effective audio strategy for captivating attention and creating connection, particularly when it complements the mood of your story (i.e. relaxing, inspiring, energizing, chill, dreamy).

2. Dazzle with visual effects

Adding effects are a great way to inject a little fun in your Reels and enhance the story — in fact, over 40% of Reels use effects.[1] Try effects like green screen to help you layer first-person video commentary onto content.

3. Inspire an emotional response

Entertaining ads tend to elicit emotions like happiness, interest and curiousity. Consider sparking intrigue by taking an edutainment approach and teaching your audience something new or helping them learn more about something they already love.

Sources:
1) Instagram Internal, February 2022

Tool tip

Explore our exclusive collection of music and sound effects, with frequent new releases from award-winning artists — all royalty-free for you to use in your video creative.

Make it digestible

Break through with digestible content, featuring key business and product information, as well as demonstrating the product functionality.
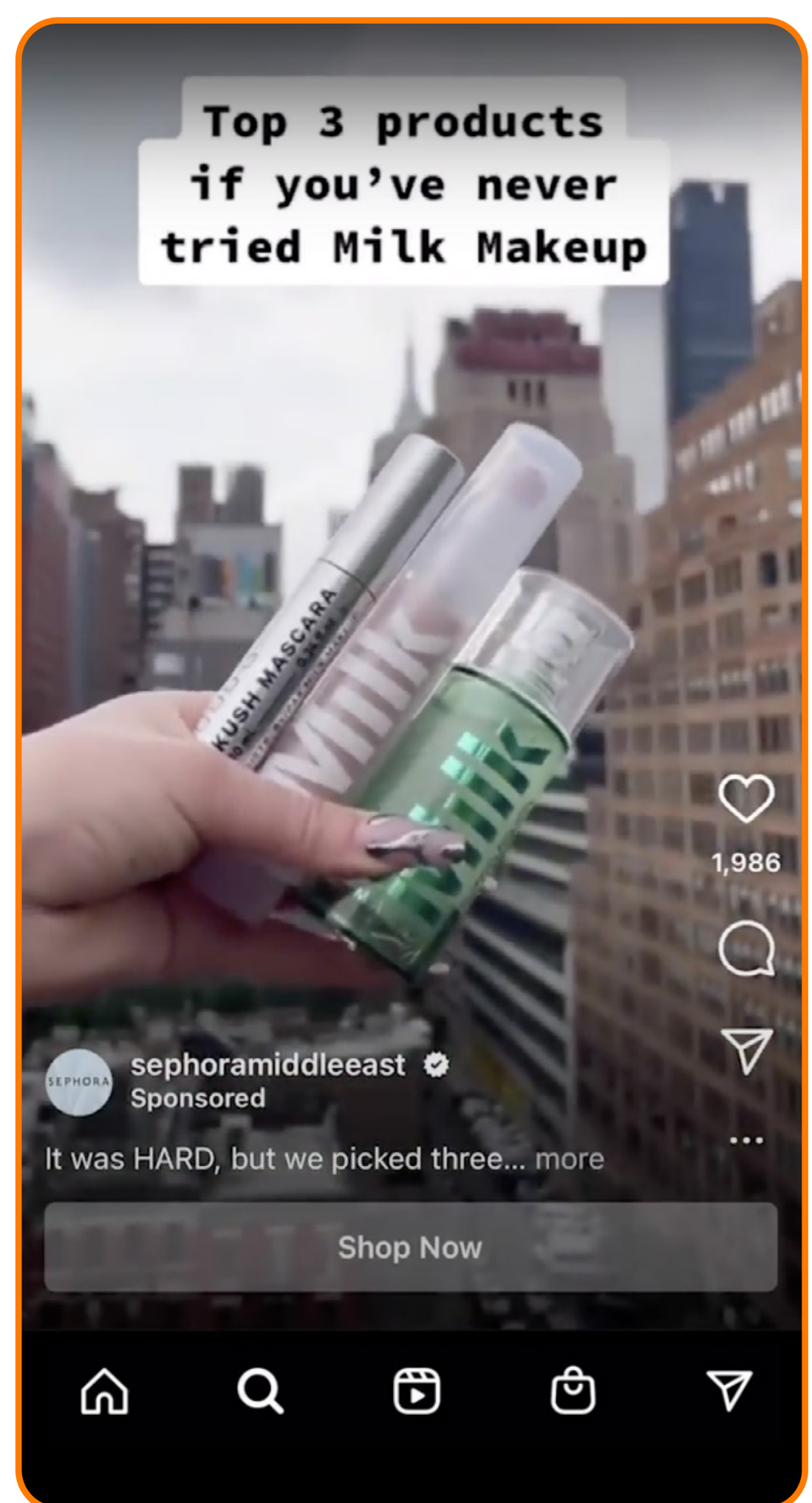
1. Nail the hook

Capture attention in the first five seconds, and set the stage by teasing the content of the video (i.e. three ways to style your product). Keep your audience engaged with well-paced transitions, and play with audio and beat drops to keep the creative moving at an engaging pace.

2. Use voiceover

Adding voiceover can aid in telling your brand story and bring to life your brand personality.

3. Add bite-sized text

Pair voiceover with bite-sized text that is thoughtfully placed throughout the Reel to reinforce your key product or brand message.

Top 3 products if you've never tried Milk Makeup

KUSH MASCARA

MILK

sephoramiddleeast
Sponsored

It was HARD, but we picked three... more

Shop Now
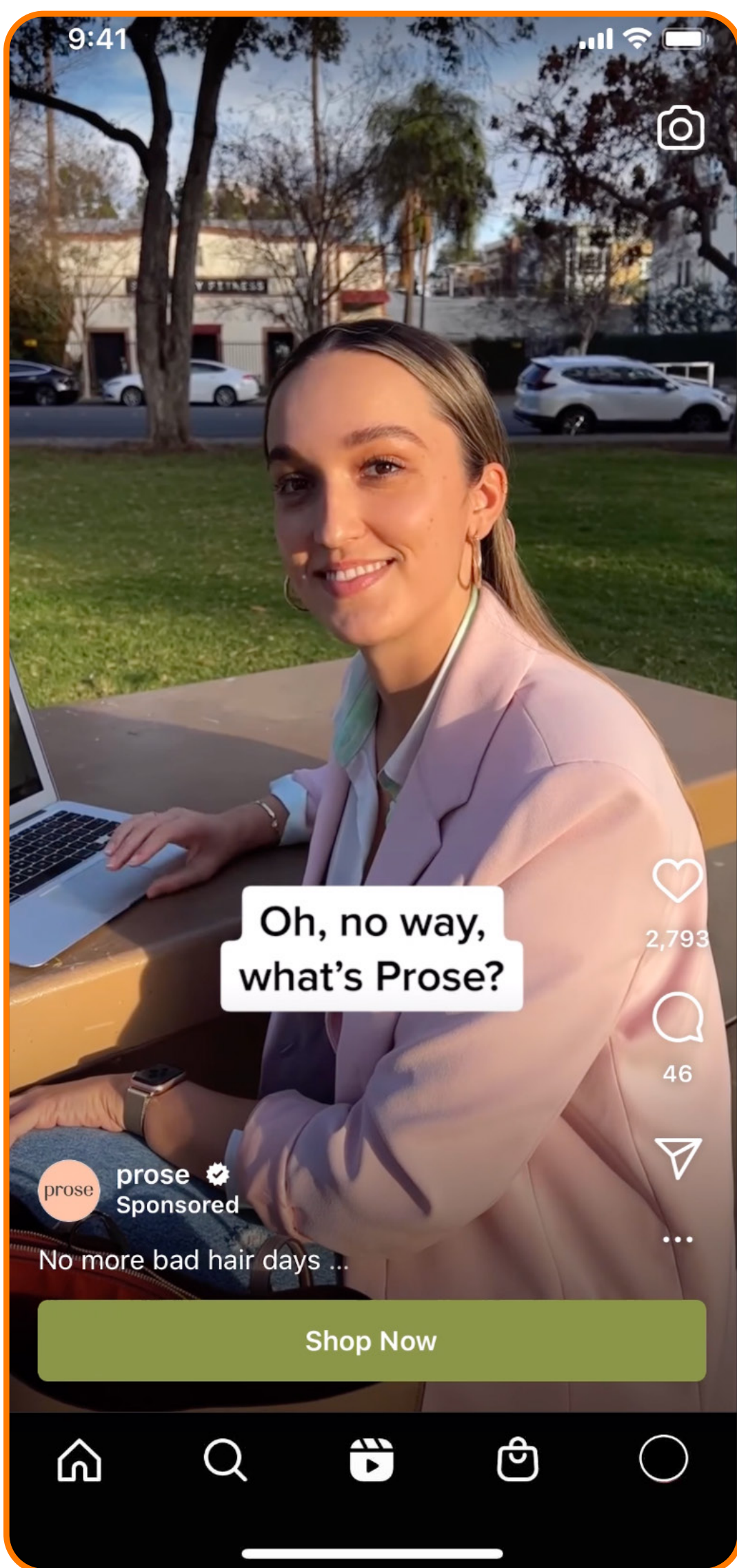
1,986

View the success story

Tool tip

Learn from Instagram experts how to <u>add voiceover</u> and <u>timed text</u> to your Reels.

Make it relatable

Build a connection with your audience with creative that feels relevant to the format.

No more bad hair days …

Shop Now

View the success story

1. Be personal
Consider the presence of people and speak directly to the audience. In an analysis of two million Reels ads, we found that those with a human presence in the creative (such as a face, person, or child) had a 25% higher click-through rate than those that did not.[1]

2. Speak their language
Speak to your audience in language that they can easily understand and connects to their values, goals and ambitions.

3. Partner with creators
Creators are expert storytellers and can help you authentically connect with audiences around shared interests. In fact, 78% of consumers say that creators are influential in helping them to discover new brands.[2]

Sources:
1) Meta Internal, June 2022. Research findings do not guarantee future results.
2) "Role of Creator Marketing Study" by Crowd DNA (Meta-commissioned online survey of adults ages 18+ across AU, BR, DE, FR, JP, KR, MX, UK, US in March 2022)].

Tool tip

Need a relatable Reels storyteller? Learn how to partner with creators on Instagram.

Message us @instagramforbusiness for more inspiration and tips. Use keyword "Reels" in your message for tips and FAQs on all things Reels.

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