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# Create an Ad Creative

Creating an ad creative involves defining the visual and textual elements that will be displayed in your ad. This important step requires specifying the ad format, which can include options such as image, video, or carousel. Each format comes with its own set of design considerations and requirements. By carefully crafting your ad creatives, you can create compelling ads that effectively communicate your message and drive user engagement.

To construct your ad creative, send a `POST` request to the `/act_<AD_ACCOUNT_ID>/adcreatives` endpoint. The important parameters include the `name` of the ad, `message`, image or video URLs, `call_to_action` (CTA) buttons, and destination URLs.

**Example API Request:**

```
curl -X POST \
  https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adcreatives \
  -F 'name=Sample Creative' \
  -F 'object_story_spec={
      "page_id": "YOUR_PAGE_ID",
      "link_data": {
        "message": "Check out our new product!",
        "link": "https://www.example.com/product",
        "caption": "Our New Product",
        "picture": "https://www.example.com/image.jpg",
        "call_to_action": {
          "type": "SHOP_NOW"
        }
      }
    }' \
  -F 'access_token=<ACCESS_TOKEN>'
```

In this payload, the `object_story_spec` specifies the format being used for the ad story and includes linking details for a link ad, along with associated metadata.

## Required Parameters

| Name | Description |
|------|-------------|
| name | The name of the ad. |
| object_story_spec | The specifications of the ad creative. |

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