




English

Introduction to creative packs

Creative packs are a bundle of creative assets included in an ad campaign. In this article, we discuss creative asset specifications, managing creative packs and creatives, moderating creatives, and testing creative packs with the Ad Testing for Unity Ads app.

Note: All new creative assets undergo a human moderation process when uploaded. A campaign must  have at least one assigned and approved creative pack to go live. For more information, refer to the documentation on moderation.

Creatives

Creatives include the ad assets of an advertising campaign. Creatives generally consist of images, videos, or other rich media formats.

Creative asset	Description	Notes
Video	a viewable, rich format ad and type of creative asset	
Playable	an interactive ad and type of creative asset	For instance, a playable ad could allow users to play an interactive demo of a game
End card	creative assets displayed at the end of an ad, typically include a call to action for users, such	End cards can be an image or playable (interactive) format

Creative asset	Description	Notes
	as downloading the advertised product.	

Creative packs

A creative pack is a bundle of creatives which comprise the overall ad campaign experience.

Creative packs can be used among different ad campaigns. Multiple creative packs can be assigned to a single campaign, and creative packs can be assigned to multiple campaigns within the same app. Unity Ads currently supports the following creative packs:

Creative pack	Description
Video and static end card	A video ad with an image-type end card. Because these include an end card type, they also typically include a call to action for users, such as downloading the advertised product.
Playable	A playable is an interactive ad and type of creative asset. For instance, a playable ad could allow users to play an interactive demo of a game.
Video and playable end card	A video ad with an interactive-type end card. Video ads and interactive playable end cards add a layer of engagement at the end of a regular 15 to 60 second video ad. Because these include an end card type, they also typically include an interactive call to action for users.

Use the **Creatives Upload** page to upload creative packs across multiple iOS or Android apps.



Note: The current version of long video ads (30 to 60 seconds) is a beta release. The features and documentation might change between now and the next release.

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Documentation

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