

Bumper Ads

A NICE LITTLE TRICK TO BOOST YOUR YOUTUBE AD CAMPAIGN



WHAT IS A BUMPER AD?

- A **six-second** video format ideal for driving brand reach and frequency.
- Plays before, during or after the video.
- Available through **Google Ads** as an add-on to traditional campaigns.
- Sold on a **CPM** basis.

USAGE

- Aimed not for the **introduction of a product**, but for the spread of the campaign.
- Can be launched as an **independent campaign** too.
- Works best when paired with an **existing TrueView campaign**.

WHY BUMPER ADS?

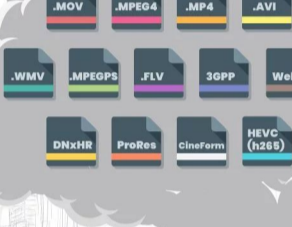
- The attention span of the audience is getting shorter.
- Shorter the ad, better the response.
- It is **unskippable** - your target audience will end up watching it for sure!
- Won't take you long to design a 6-second ad.

Make sure you have a Google Ads Account before you begin.

DESIGNED ESPECIALLY FOR SMART PHONE USERS

SPECIFICATIONS

1 FORMATS



2 RESOLUTION



640 pixels by 360 pixels or 480 pixels by 360 pixels

3 CODEC

Audio: MP3 or AAC
Video: H.264, MPEG-2 or MPEG-4

4 ASPECT RATIO



5 FRAME RATE

30 FPS

6 MAX. FILE SIZE

1 GB

7 COMPATIBLE BROWSERS

Internet Explorer 10+, Firefox 25+, Safari 6+, Chrome 33+

WHAT YOU SHOULD DO



✓ ADD A CATCHY NARRATION

To make distracted audience listen.

✓ MAKE IT INTRIGUING

Make the audience interested in the product, so that they watch the TrueView ad when it comes up.

✓ BE VISUALLY RICH

It's all about the imagery.

✓ KEEP IT SIMPLE

Focus on a single idea you want to convey.

Find the USP of your product.



WHAT YOU SHOULDN'T DO



✗ DON'T CREATE A LONG AD AND THEN TRIM IT DOWN

It's not effective in most cases.

Start your design as a fresh 6-second video.

✗ DON'T RELY TOO MUCH ON SOUND TO CONVEY THE IDEA

Most people might be playing it on mute.

✗ DON'T USE FANCY AND SMALL FONTS

It should be readable at a glance.

✗ DON'T ADD TOO MUCH TEXT

How much can you read in 6 seconds?

Try Bumper ads and be 100% sure your ad is viewed and heard.



TechWise
INTERNET MARKETING

Learn More:
www.techwise.com
© TechWise Internet Marketing