

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

✓ BE VISUALLY RICH

It's all about the imagery.

✓ ADD A CATCHY NARRATION

To make distracted audience listen.

✓ KEEP IT SIMPLE

Focus on a single idea you want to convey.

✓ MAKE IT INTRIGUING

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

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.

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