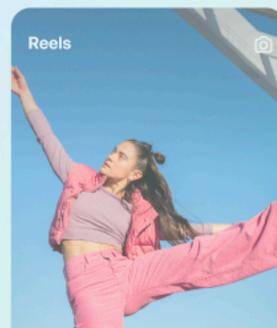
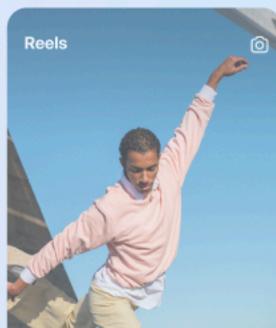
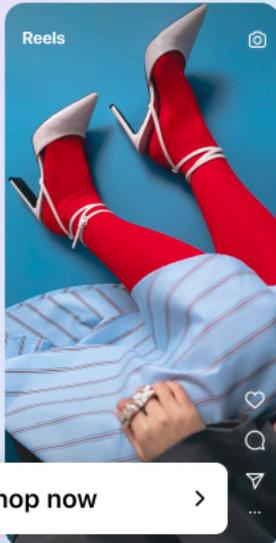


Reels storyboarding



Why use Reels ads?

Reels ads plug into the performance marketing ecosystem of Meta — built on world-class AI — to amplify outcomes for businesses.

- Adding Instagram Reels ads to business-as-usual (BAU) direct response campaigns significantly increased the likelihood of page visits, add to cart and purchases.¹
- Adding Facebook Reels ads to BAU direct response campaigns drove more incremental purchases per dollar spent than BAU campaign alone.²

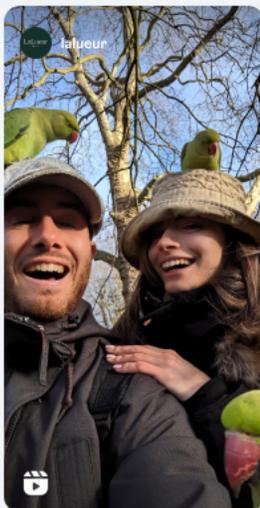
Adding creative that is built for Reels improves overall campaign delivery.

Campaigns that included Reels ads with the creative essentials and at least one additional creative element (human presence, text overlay, lo-fi content, or a hook in the first few seconds) had 68% of delivery come from the Reels creative across Feed, Stories and Reels, over 2X more than campaigns that did not.³



It's important to note that Reels and Reels ads have some key differences between them.

Reels



- Reels are short, entertaining, immersive videos that can easily be created and watched on Facebook and Instagram.
- People can record and edit videos up to 90 seconds long including music, effects and voiceovers.

Reels ads



- Reels ads (interstitial) on Facebook and Instagram are served in between organic Reels content as people scroll
- Full-screen, looping and skippable video and image ads
- Includes brand handle, caption and call-to-action (CTA) button
- Up to 15 minutes in length on Instagram and no video length limit on Facebook

Source: 1. Page visits results are based on 12 lift studies, add to cart results are based on 13 lift studies, and purchase results are based on 11 lift studies. All studies were run from June 2022 to December 2022 by global advertisers from various verticals including Ecommerce, CPG, Retail, and Professional Services. Business-as-usual campaigns means Facebook Feed, Instagram Feed and Instagram Stories. 2. We conducted a 2-week long large-scale study measuring incremental effects with 14k global advertisers across multiple verticals in Q3 2022. Results showed that adding ads that were opt-in to Facebook Reels placement delivered 3% more incremental purchases per dollar spent compared to not opt-in to Facebook Reels placement. To minimize skew, we cap conversion counts at 5 for each user for any given ad account in the test. The result is statistically significant at 90%. 3. ML (GBDT) analysis of 1M+ 9:16 video ads with audio in direct response ad sets. Ads ran January-February 2024, globally, across verticals. Audio features were clustered from ML audio detection models.



What to know before you start.

Always keep these best practices in mind.

Start with high-performing organic posts first. You don't always have to start from scratch.

From organic to Reels ads

High-performing videos

Uses organic posts with high engagement (check shares and saves) or viral posts

Product or service focused

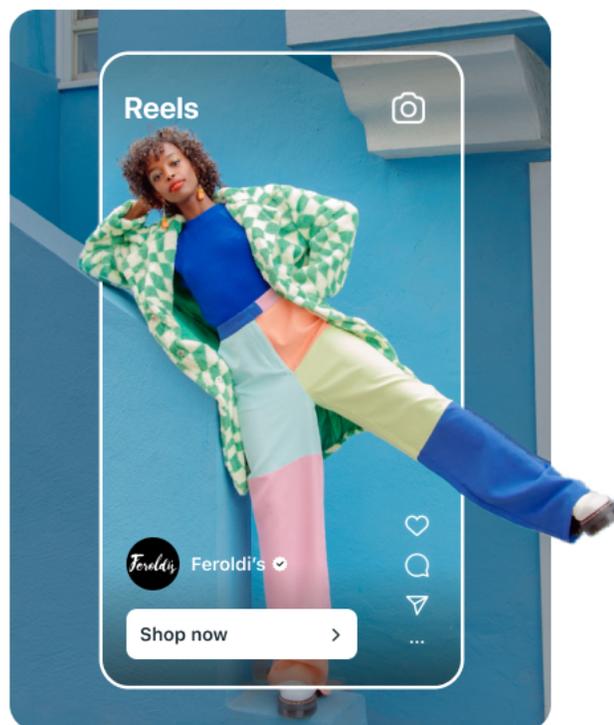
Shows benefits and use cases, and addresses motivators or product details

Diversity

Includes different body types and skin tones, and is different from paid ads in market

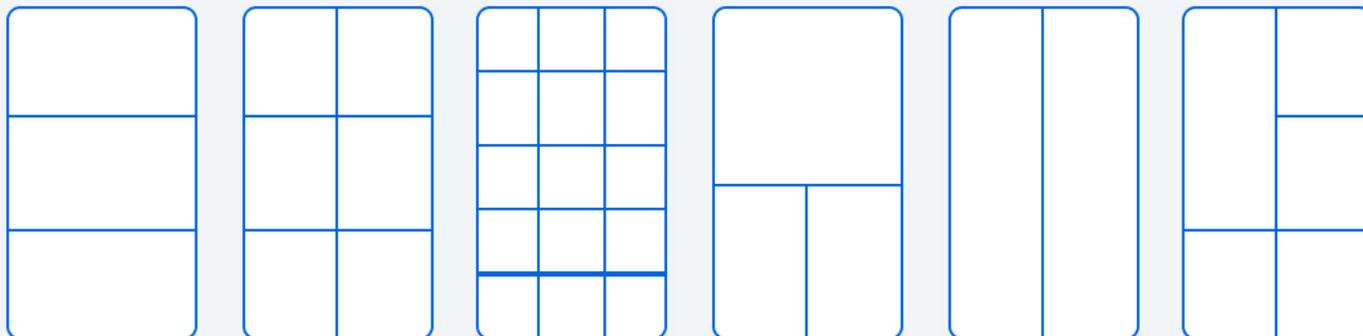
Aligned with campaigns

Aligns content to campaign tone and mood, uses similar messaging, and displays trends that could embrace broader campaign



From static to dynamic

Try using a grid layout of your high-performing images to feature them in a photo dump in one reel.



From a technical perspective, always:



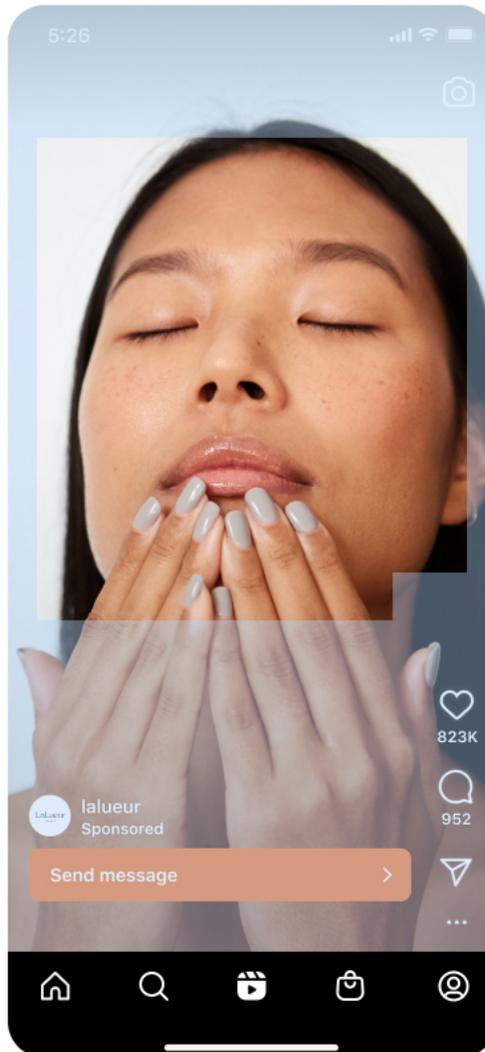
Use 9:16 video to make your video immersive.

Reels ads that use a 9:16 aspect ratio show a +7-point statistically significant higher average positive response score compared to non-9:16 ads.⁴



Build for audio on to make your video captivating.

Make sure you have music and talent rights paid for before running your ads. Swap out music from Sound Collection for free. We created over 100 tracks that fit the most popular story types for Reels.



Build in safe zones to make your video viewable.

The safe zone is the portion of your Reels ad that will never be covered by the Reels interface, like the profile icon or call-to-action button. Keep your key messaging and visual focal points in the safe zone for a 28% higher clickthrough rate.⁵



Add people to boost performance.

Include action shots or people talking to the camera. Reels ads that do this have a 27% higher clickthrough rate.⁶

How to check your reel

On mobile, check your content's safe zone compliance with our [mobile AR filter](#) or look up @thesafezonechecker on Instagram.

On desktop, download our safe zone templates below.

[Download PPT](#)

[Download Keynote](#)

[Download PSD](#)

Source: 4. Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 18+; monthly active users who are active Instagram users in Q1 2022). Metrics definition: Positive Response is an aggregated metric measured with forced exposure for how effective the creative is in generating positive feeling about the brand - Mid/Lower funnel Brand - weights and attributes as follows: 12.5% each for More interested, Improves opinion, Would recommend, and Action Intent and 5.5% each for Entertaining, Likability, Relevance, Differentiation, Easy to Understand, Credibility, Authenticity, New Info, and Fits brand collected in survey polling. 5. Safe Zone Violations: 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. 6. Analysis of approximately 2.2M global Facebook and Instagram Reels Ads. Research findings do not guarantee future results.

Think about safe zones when you're:



Showing your app interface.

Make sure your app's key features aren't at the bottom of the screen.



Adding key messages.

Put your key product features near the center for maximum impact.



Landing your CTA.

Don't let your copy CTA get covered up.

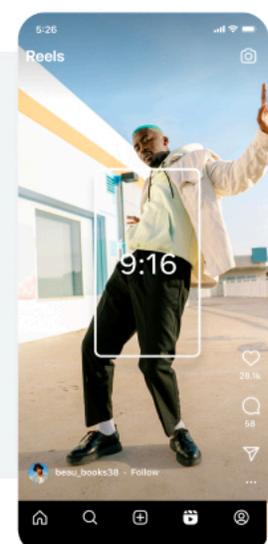


Working with creators.

Let creators know how safe zones in ads might obscure text, etc.

Optimize existing videos

Have any videos that are square or 4:5 for your Instagram Feed? There are plenty of editing tools out there that make it easy to change the aspect ratio of your video to 9:16 so it feels more immersive.





Follow these steps when building Reels ads.

Always keep these best practices in mind.

Step 1: Identify your business objective.

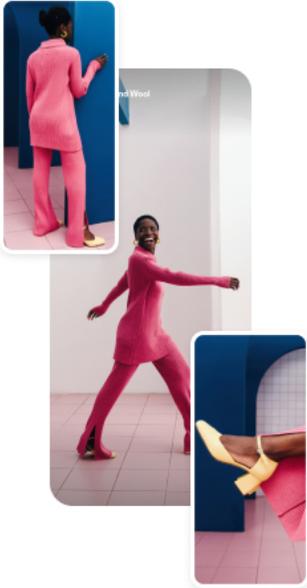
Many ad objectives can be simplified into a single ad objective which can inform what content strategy you should use. The table below simplifies ad objectives based on outcomes and matches the ideal creative concept to use in your Reels ad.

| Simplified ad objective | Your business goal | Original ad objective |
|-------------------------|--|--|
| Awareness | <p>Bring awareness to your business. This objective will help you reach the largest number of people who are most likely to remember your ad.</p> <p>If your business is brand new or has recently changed names, awareness may help potential customers become more familiar with your business.</p> | Brand awareness Reach Video views Store traffic |
| Traffic | <p>Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook Page or shops on Instagram, website or app.</p> <p>If you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations.</p> | Traffic |
| Leads | <p>Collect leads for your business or brand via messages, phone calls or signups.</p> <p>If you want potential customers to sign up for a monthly newsletter, leads can help you reach people who want to share their information and learn more about your business.</p> | Lead generation Messages Conversions |
| App promotion | <p>Get people on mobile devices to install or take a specific action within your app.</p> <p>If you want potential customers to make a purchase through your app or try a new feature, you can create an app promotion campaign.</p> | App installs |

Step 2: Identify your story type based on objective.

Lean into story types — a set of commonly recurring narratives that are popular. Reels often follow a common set of story types that are widely recognized and constantly reinterpreted. These start off as trends, and become so popular that they become baked into the language of the tool. As a result, when you use one of these story types, you're speaking to the culture of Reels in a relevant way.

And it's important to note that these do not have to be made from scratch. Look out for the Adapt and Edit sticker to note which story types can easily be created using existing assets.



THE PHOTO DUMP

This is a collection of images or videos synced to music. The photo dump is a low-lift way to showcase your brand's product range, show your product in action, or build a sense of your brand's personality.

Capture attention: Showcase a range of looks across key collections. "Where do you find something for everyone?"

Maintain attention: Entice your audience with a promotional offer. "Get everything cheaper."

Reward attention: "Shop permanently low prices at Outlet City."

THE TYPES OF

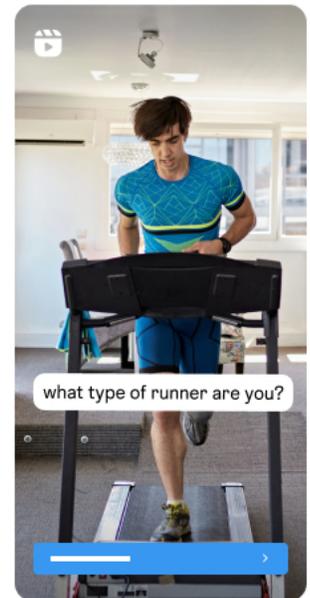
This is your product or service reimagined as types of people (or other things) that your audience might relate to.

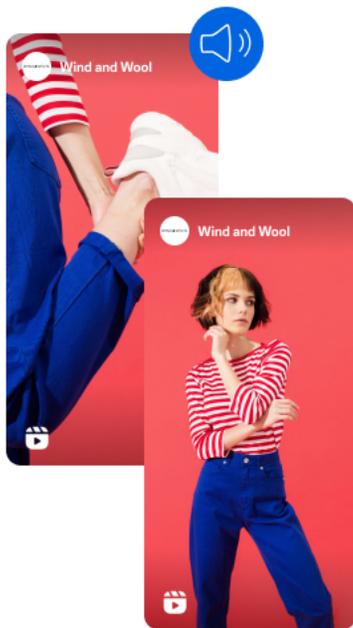
People love reels because they're relatable, and this story format invites the viewer to see themselves in the content. Let's breakdown how this Reels ad captures, maintains and rewards attention.

Capture attention: Include the audience by asking a question.

Maintain attention: Show different people using the gym, set to a pacy audio track.

Reward attention: Introduce branding at the end in a title card, providing a strong call to action.





THE TRANSITION SEQUENCE

With the right music, transition sequences can capture attention, create an emotional connection, and showcase multiple products — all in one. Use props, your product, body movement — anything that can create motion. Or consider using the transition features in the Reels creation tools or templates from a Meta Business Partner.

Capture attention: Use disruptive audio — the sound of feet on a pavement.

Maintain attention: Use a sequence of products with each transition synched to the beat.

Reward attention: Use a title card featuring the brand and call to action.

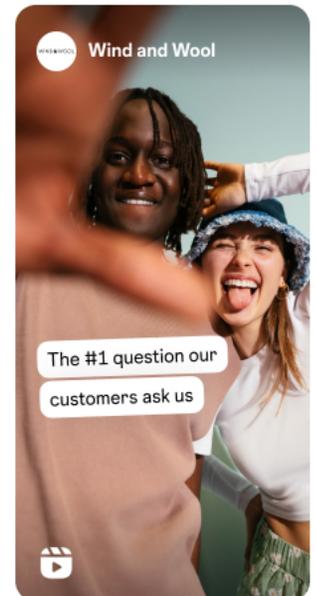
THE Q&A

Reframing a straightforward product story as a conversation between two people (or rather, one person playing two roles) is a way to imbue a functional message with emotion. It's also a great format to introduce your brand to a new audience. Let's breakdown how this Reels ad captures, maintains and rewards attention.

Capture attention: Create intrigue by using a hook that makes the audience want to stick around to learn more.

Maintain attention: Use audio from the Sound Collection to keep people engaged.

Reward attention: Feature a product that provides a solution to the question.



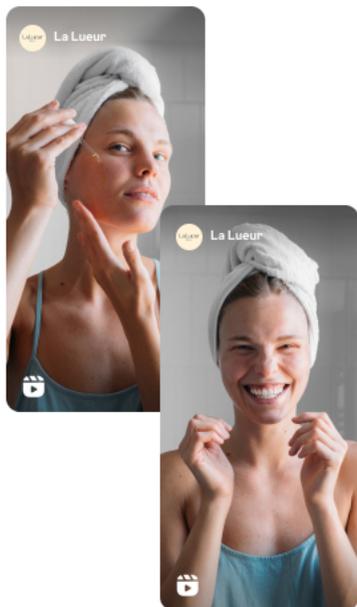
THE PRODUCT DEMO

Demotainment — demonstrating how to use your product in an entertaining way — is a casual, low-lift way to tell people a little more about your product or service. Weave together clips of your product being used as intended.

Capture attention: Use clever videography to draw your audience in.

Maintain attention: Use recognized videography techniques for Reels to showcase key benefits in an entertaining way.

Reward attention: Move seamlessly into the CTA using the same visual language.



THE BEFORE AND AFTER

Think about what life looks like for a person before using your product or service — be sure to capture how the person feels in the absence of the product. Feature these emotions in the before content. Then, highlight the same person using the product or feature, and be sure to capture the emotional benefits of the product. Use “after” in the copy and add additional benefits to the text if needed.

Capture attention: Set up a situation your audience can recognize instantly — reinforced in a text sticker.

Maintain attention: The “from this” voiceover lets the audience know this is a before-and-after story, so they stick around to see how it ends.

Reward attention: The “after” unfolds in the final scene and a clear call to action is delivered via text stickers.

THE POV

The POV shows the narrator’s perspective on a situation that’s usually personal, but also usually relatable to the audience. Often a POV will provide a fresh perspective on an experience we’ve all had. This example uses audio and product in a really enticing creative way.

Capture attention: Help your viewers picture themselves enjoying your product from a first-person POV shot.

Maintain attention: Use sound clips that help bring the first-person experience to life.

Reward attention: Reward the viewer's attention with a challenge to use the product and enjoy the experience further.



THE TUTORIAL

With a tutorial, complex subjects or multiple step routines can be spun in entertaining ways that really add value for your audience. You can share an industry-relevant hack or industry best practice highlighting your product in an educational way. Frames and copy should feature step-by-step instructions for the hack and benefits for using the product. End with a shot of the product and CTA.

Capture attention: Offer a secret hack in the first two seconds.

Maintain attention: Take the viewer through two tips and two benefits — shown on text stickers and through the images or video featured.

Reward attention: End with a clear call to action and product shot.

Step 3: Outline your narrative.

Consider your chosen story type to fill out the narrative below:

Capture attention: Based on your chosen story type, how will you capture attention and introduce your product or service? Refer back to the story type you chose for inspiration.

Maintain attention: What shots and product or service benefit copy will you use to maintain attention? What transitions will you use?

Reward attention: How will you end your narrative with a CTA and relevant video?



Step 4: Select a hook.

Your hook will help you capture attention. You'll want to make sure to land a strong hook in the first two seconds of your reel. Which of these hooks works best with your narrative?

The hook

Reasons why

Suggested story types: POV

Examples

- Reasons why you should use x
- Reasons why x is the y
- Signs you should add x to your y routine
- Reminder to do x

Personal stories

Suggested story types: POV, tutorial

- My x can't live without
- I tried this x so you don't have to
- I tried the x and this is how it went
- I have a lifehack you didn't know you needed
- Come x with me

Myths and mistakes

Suggested story types: POV, before and after

- Myth x, Fact y
- Why I stopped using x and used THIS instead
- Why I can never go back to x
- Don't do x, do y instead

Fun facts

Suggested story types: POV, transition sequence

- Fun Facts about x you might not know
- What do x and y have in common?
- Things about x that make it worth every penny

The hook

Step-by-step or tutorial

Suggested story types: tutorial

Examples

- Things you can start today to prepare for x
- 5 easy steps on how you can x
- How to get x by just following these steps

Hypothetical

Suggested story types: types of, tutorial, before and after

- If you have a x, this is for you
- If you've been searching for x, I've got you
- If you struggle with x keep watching
- What type of x are you?

Common questions

Suggested story types: POV, tutorial

- People have been asking x
- Common questions we get all the time
- Quick video to answer some questions from the comments

Quick tips

Suggested story types: POV, transition sequence

- Hack every person should know about x
- Stop scrolling because I've found the perfect x
- Do you want x? Then this is for you

POV

Suggested story types: POV, transition sequence, photo dump

- What you get when your favorite x
- Your friends are complimenting x

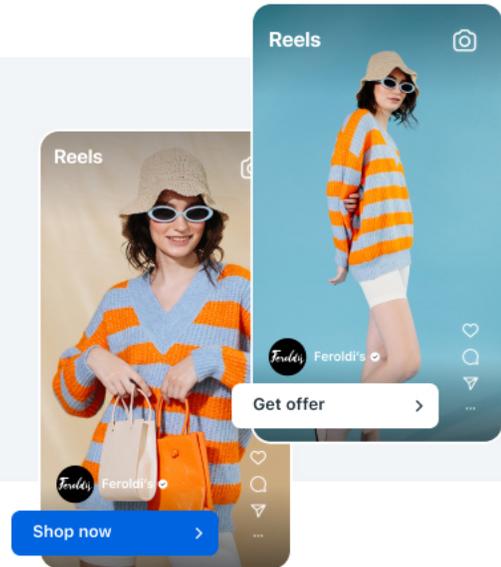
Get ready with me

Suggested story types: POV, transition sequence

- For a x with my new pieces from y
- X-edition

Step 5: Choose a CTA.

Add a call-to-action button to your ads to encourage people to take an action that aligns to your campaign goal. Keep in mind, the list of call-to-action buttons you can choose from differs for each campaign objective. Check the list of CTAs in Ads Manager to see if one better fits your objective.



| CTA | Business goal |
|--------------|--|
| Learn more | Awareness or traffic |
| Message page | Leads |
| Shop now | Sales |
| View profile | Engagement |
| Sign up | Leads |
| Get offer | Sales (promotion) |
| Sign up | Leads |
| Download | App installs |
| Other | Use CTA to fit needs of business or ad |

Now that you have your storyboard complete, you can either use high-performing organic content you already have if it fits your storyboard and narrative, or you can confidently begin creating content from scratch with your narrative to guide you.

Every connection is an opportunity.
It's Your World.