

What we need to *get started.*

A quick reference for account teams and creative agencies.

Share this when booking a new campaign - the more you bring, the faster we build.

THE IDEAL BRIEF Start with: *video + copy + CTA + landing page.* Everything else builds on this.

01 — ASSET CHECKLIST

ASSET	WHAT TO SEND	NOTE
Video	High-res MP4 • Ratios: 16:9, 9:16, 4:5, 1:1 No video? Ask social media team for clips or links YouTube links also work	More ratios = more creative options and better storytelling
Key Visuals	PSD source files (best) Previous HTML5 campaign files High-res JPGs	JPGs require manual editing per format. PSDs save significant time and offer greater flexibility.
Logo	SVG (preferred) • PNG with transparent bg AI / EPS • JPG as a last resort	Include dark + light variants if available
Copy	Headlines(s) ~40 chars • Subline(s) ~80 chars Approved, finalized text	
CTA	Button label text, max 3-4 words (e.g. "Learn more") All variants if multiple	
Landing Page	Final click-through URL(s) • Tracking parameters confirm URL is live	We cannot launch without a working destination URL

VIDEO TYPES — GOOD TO KNOW

CLEAN VIDEO

Pure footage - no logos, text, buttons overlaid. Greatest creative flexibility, we can place and adapt freely across all formats.

BURNED-IN CONTENT

Logos or text baked into the video. Cannot be edited out. We scale carefully within the banner so nothing is cropped.

READY TO GO (R2G)

Pre-sized by the agency to required ad formats, exported at double resolution (e.g. 300x600 → 600x1200 MP4).

02 — NOTHING AVAILABLE? GIVE US A STARTING POINT

Point Us to a Landing Page

Share the URL and tell us **what to pull** — which images, color scheme, which sections. Include any usage restrictions.

Share a previous HTML5 campaign

Send files from a prior flight as a creative reference. **Include the original brief if possible.**

Send copy + brand guidelines

Approved copy, fonts, and brand colors allow us to begin layout. **Attach the brand deck or style guide.**

Give us creative direction

A mood board, reference ad, or short written brief. **Anything that gives production a clear jumping-off point.**

File Transfer Tips

WeTransfer is fine for smaller assets. For larger files use **Google Drive** or **Dropbox**. WeTransfer links expire in 7 days and large uploads can fail.

THE GOLDEN RULE

A concrete brief, even a short one, *saves everyone time.*

What happens next?

Once you share assets, we review and confirm receipt, with any outstanding questions, within **1 business day.**

Typical production: **3-5 business days** depending on format.

Questions? We're here.

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Full format library + specs:
seenthis.co/resources/ad-formats