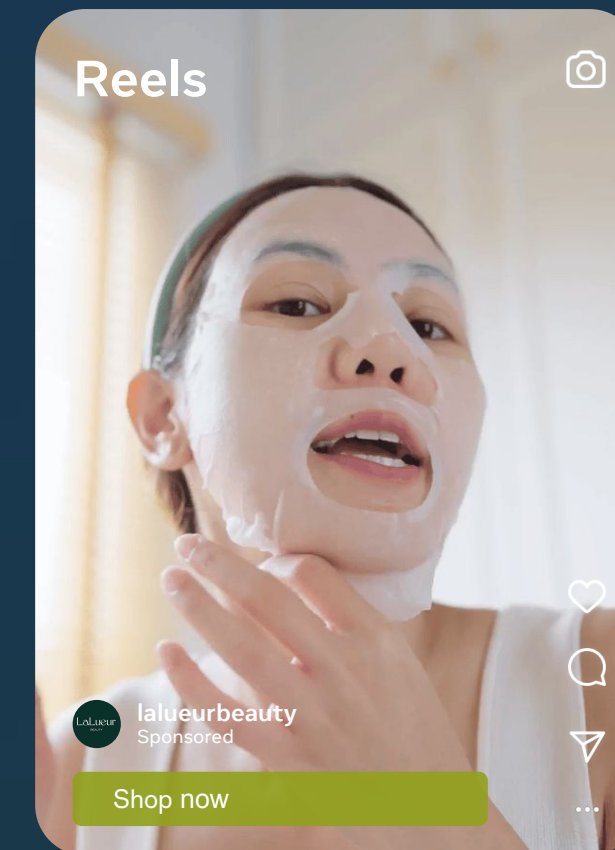
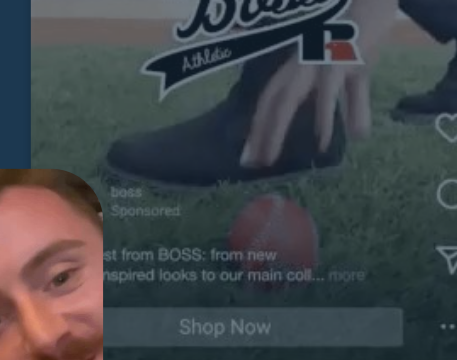
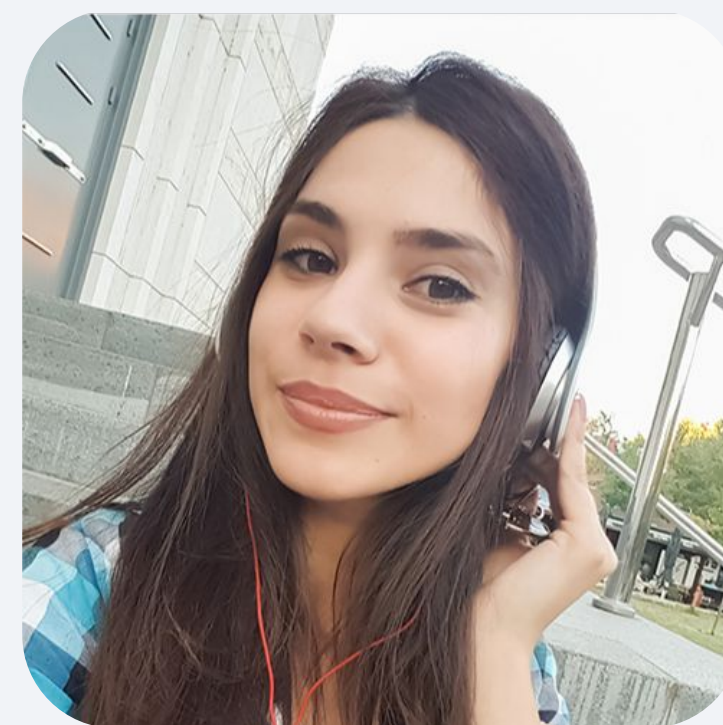
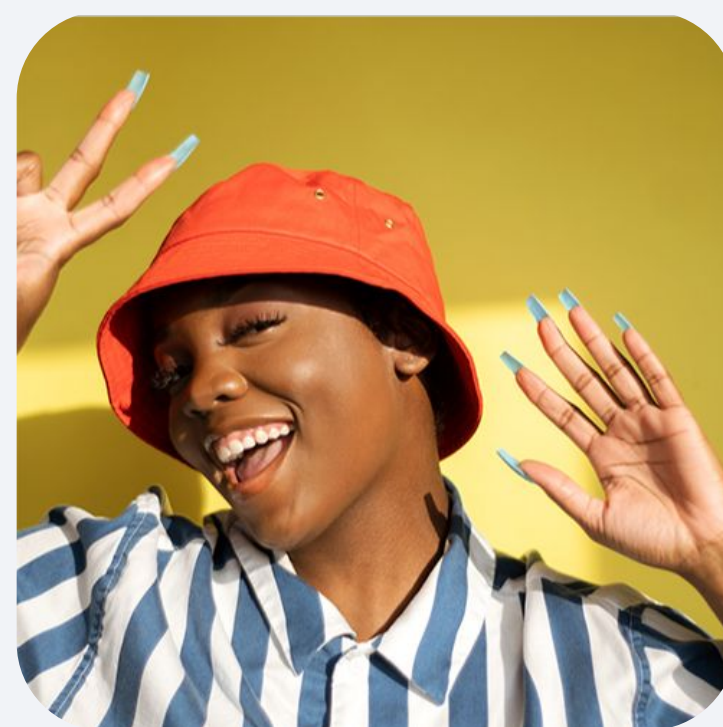


Catalyzing connections



Creativity to drive business
growth with Reels ads



People come here to connect

3.24

billion people use one
of our apps every day.

50%

of content on Instagram is
now AI-recommended.¹

Source: Meta Q1 2024 earnings call. April 2024

They're connecting through video on Reels

60%

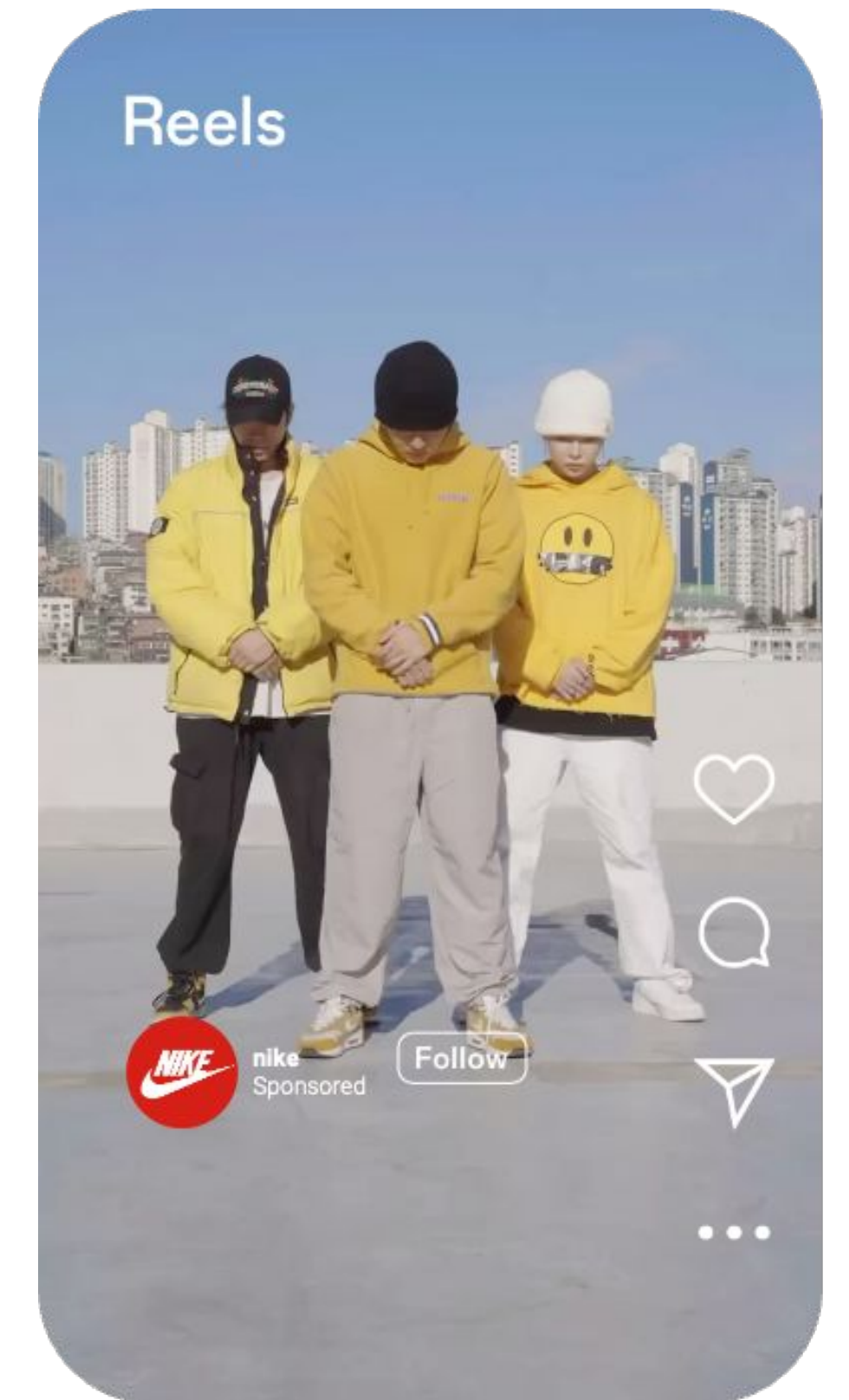
of time spent on Facebook
and Instagram is now video.

50%

of time spent on Instagram
is on Reels.¹

3.5B

reels are shared every day across
Facebook and Instagram.²



And they're connecting with brands

87%

of Gen Z have followed a business
after watching reels.¹



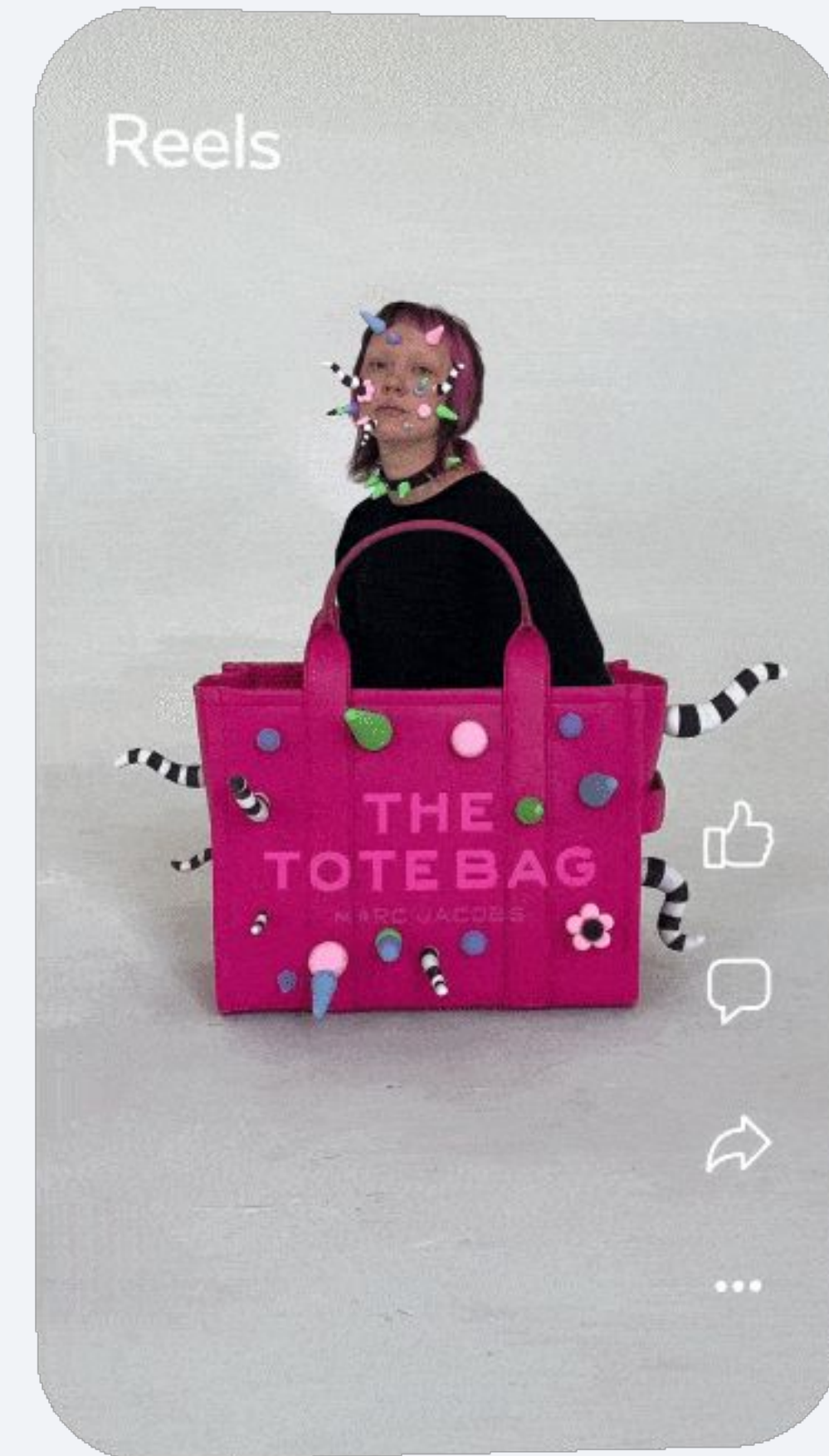
80%

of Gen Z have purchased a product
after watching reels.²



Source: Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users

Creative is
the key to
catalysing
connections





Make it
entertaining



Make it
digestible



Make it
relatable

Creative



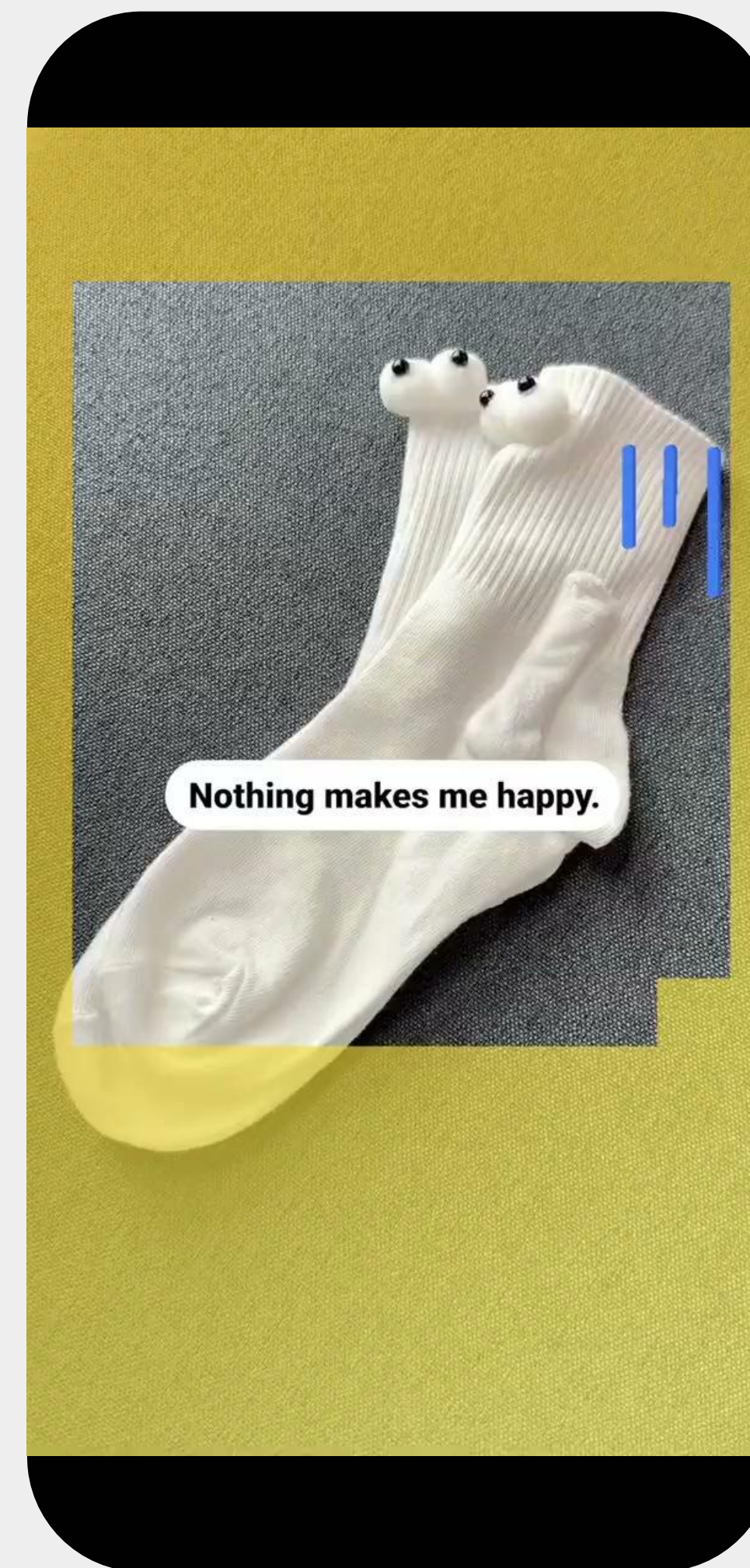
essentials



BUILD FOR VERTICAL



BUILD WITH AUDIO



BUILD IN THE SAFE ZONE

Reels ads with the creative essentials drive improved performance

34%

Lower CPR than image ads.¹

15%

Lower CPR than non-9:16 video ads without audio.²

1. Statistical global meta-analysis of 15 split tests of Reels-only campaigns where advertisers used a still image asset in one campaign and 9:16 video with sound on respecting safe zones in another campaign. Advertiser verticals included eCommerce, Retail, and Consumer Packaged Goods and included small and medium businesses. This approach outperformed with 99.9% confidence. 2. Statistical global meta-analysis of 15 split tests of Reels-only campaigns where advertisers used a business as usual video asset in one campaign and 9:16 video with sound on respecting safe zones asset in another campaign. Business as usual was defined as any video that was smaller than 9:16 and did not include audio. Advertiser verticals included eCommerce, Retail, and Consumer Packaged Goods and included small and medium businesses. This approach directionally outperformed, with 70% confidence.



01
BUILD FOR VERTICAL

02
BUILD WITH AUDIO

03
BUILD IN
THE SAFE ZONE

Using the creative essentials is better for delivery

2x

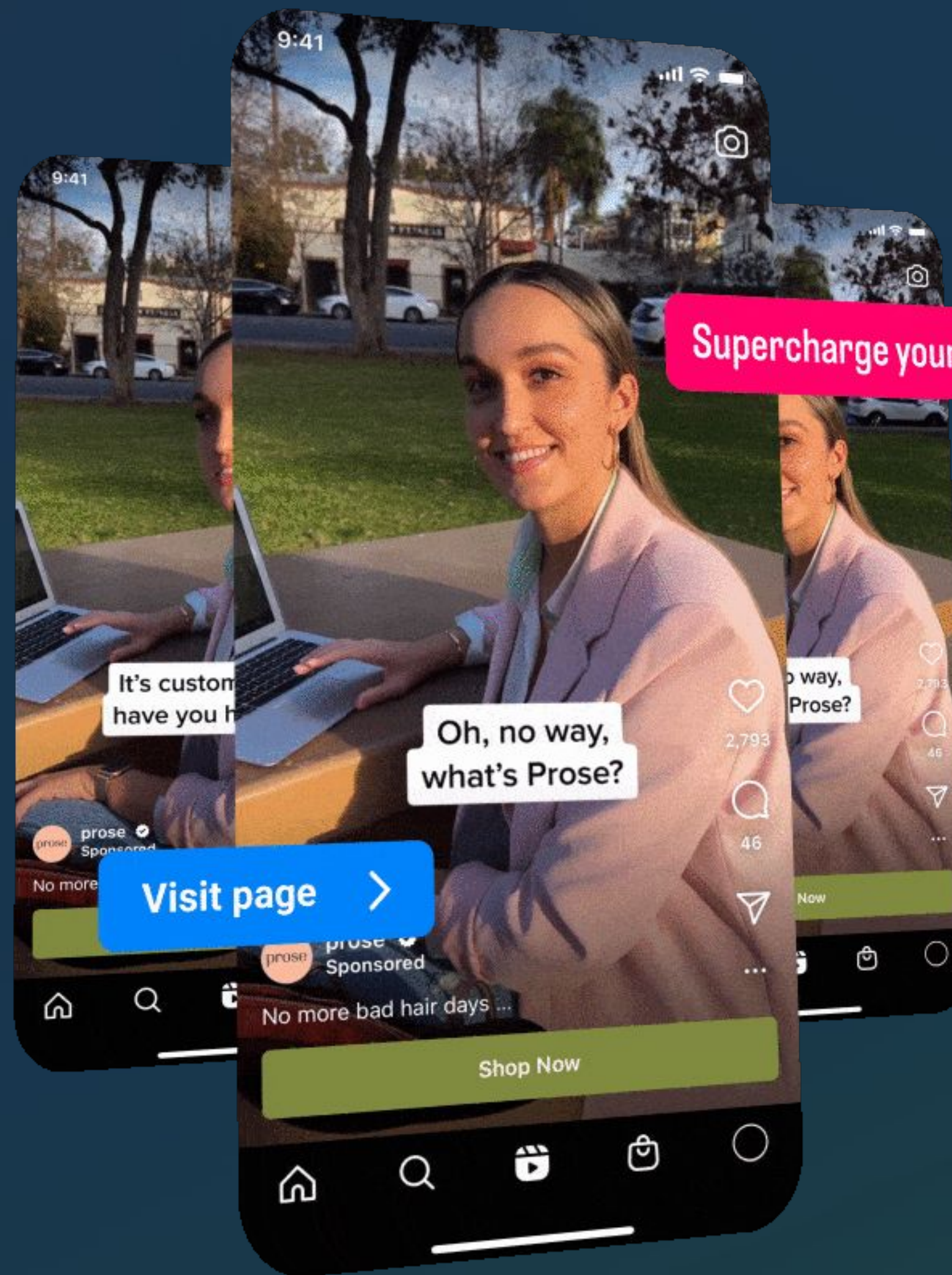
Campaigns that include ads with the creative essentials get 2X higher delivery to the **Reels placement** ¹

68%

Campaigns that included Reels ads with the creative essentials and at least one additional creative element had 68% of delivery come from the Reels creative across **Feed, Stories and Reels** ²

1. Global trend across from March 2024 to May 2024, based on a sample of 4M campaigns opted-in to Reels. Creative essentials on Reels being 9:16 video creative with audio. 2. Results are based on 10 lift studies that were run from April 2023 to May 2023 by global advertisers from various verticals including Ecommerce, CPG, Retail, and Tech. Results are in comparison to campaigns with only BAU creatives. Creative essentials refers to 9:16 video with audio in the safe zone assets and an additional creative element refers to elements like human presence, text stickers, voice over, lo-fi content, or a 'hook in the first few seconds.

Getting



started

Remix your existing video

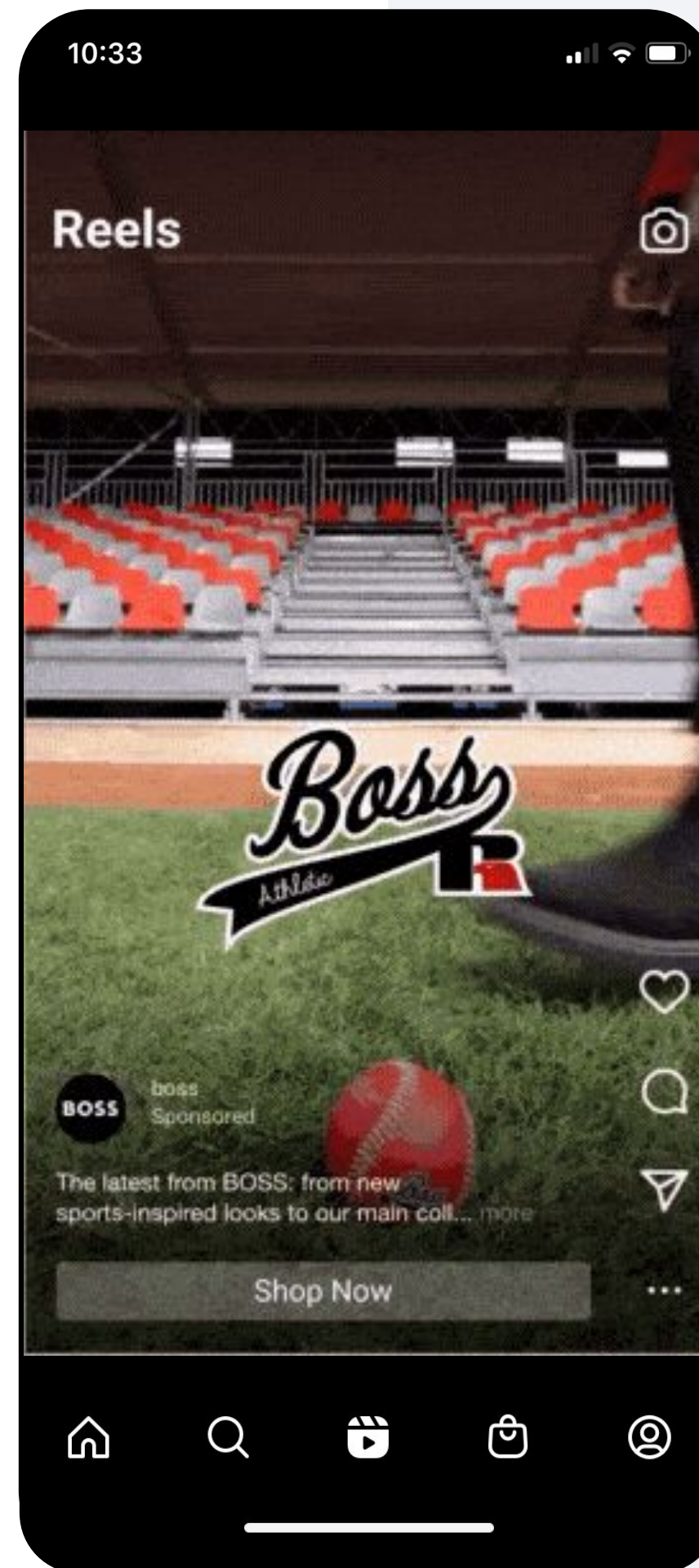
Story types, hooks and remixed TVC content can create video that feels at home on Reels.



REMIXED REEL

Flip the script

Make Reels your default vertical video format, then adapt easily for Stories and Feed.



REELS



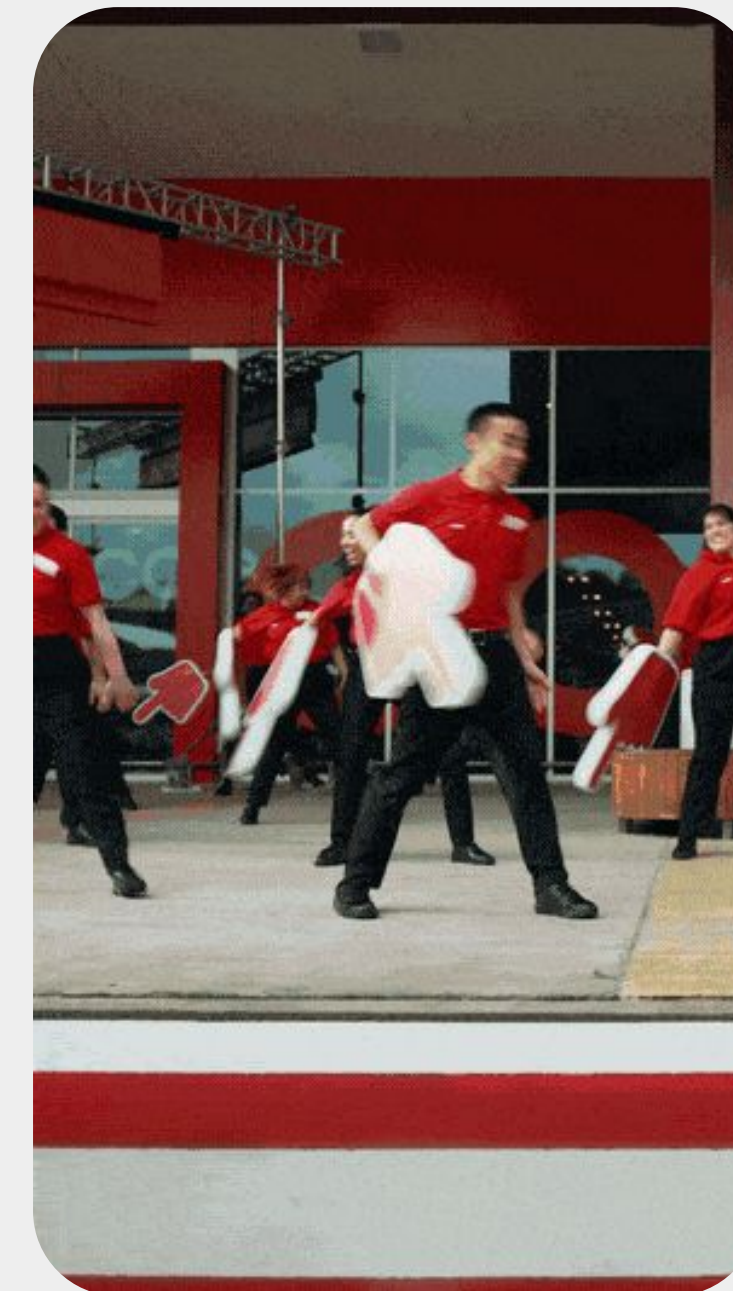
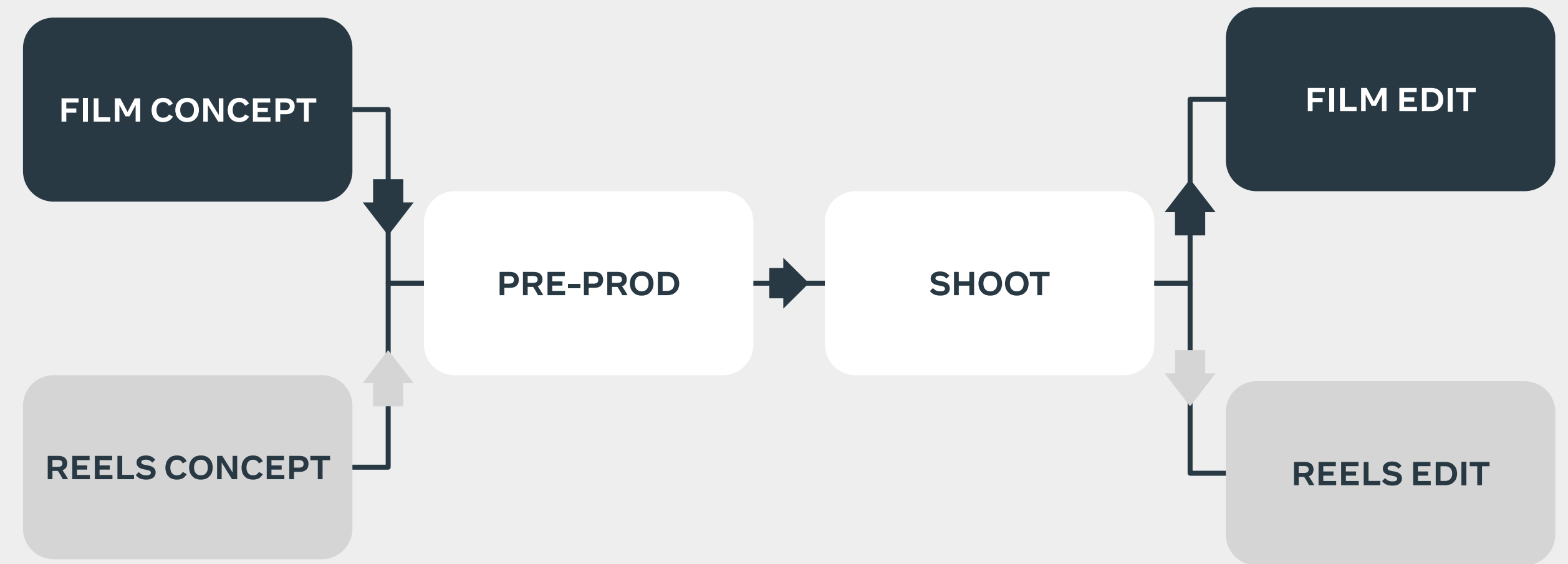
FEED



STORIES

Adjust your shot list

Easily adjust your shot list to capture content ready for Reels on your shoot day.

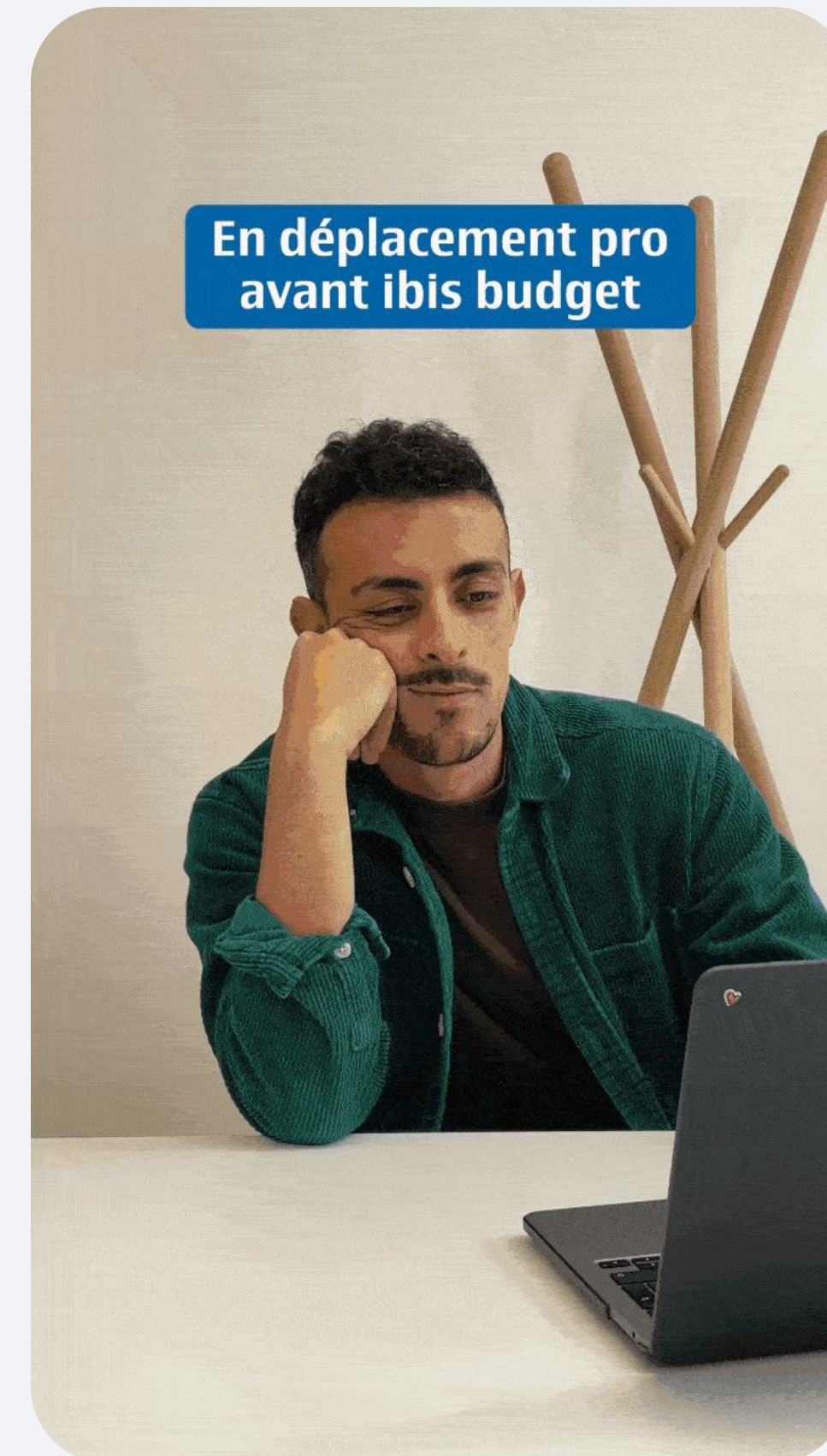


Partner with creators

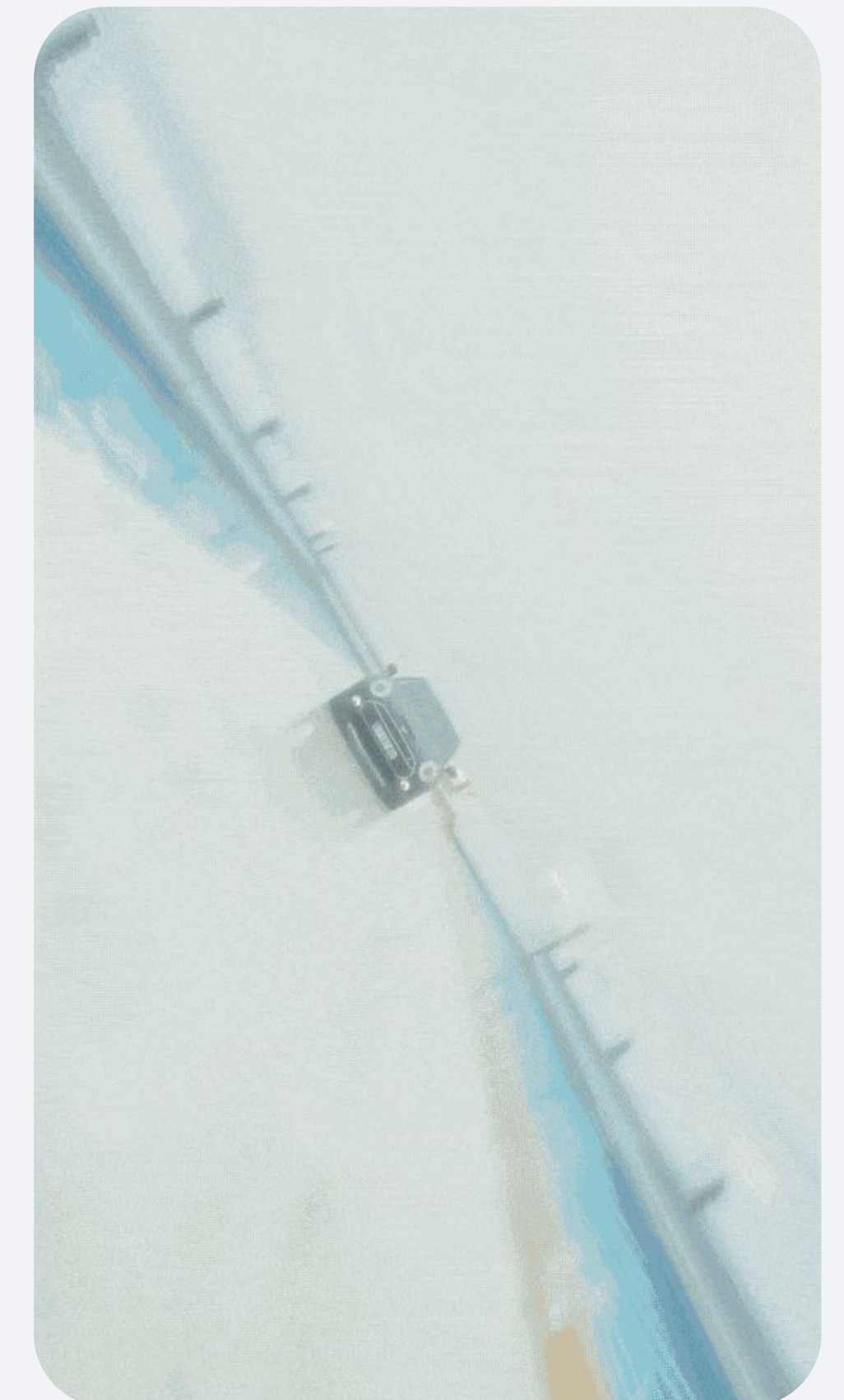
Release the grip and let
creators tell your story.



**PRODUCT
ENDORSERS**



**IDEA
TRANSLATORS**



**PRODUCTION
PARTNERS**

Get a little help

Tap a Meta Business Partner to help you
create assets at speed and scale



Genero



QuickFrame



Shuttlerock



the Source



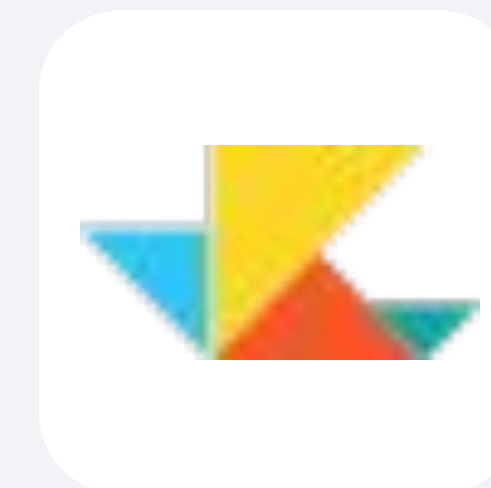
Vidmob



Vidsy



Smartly.io

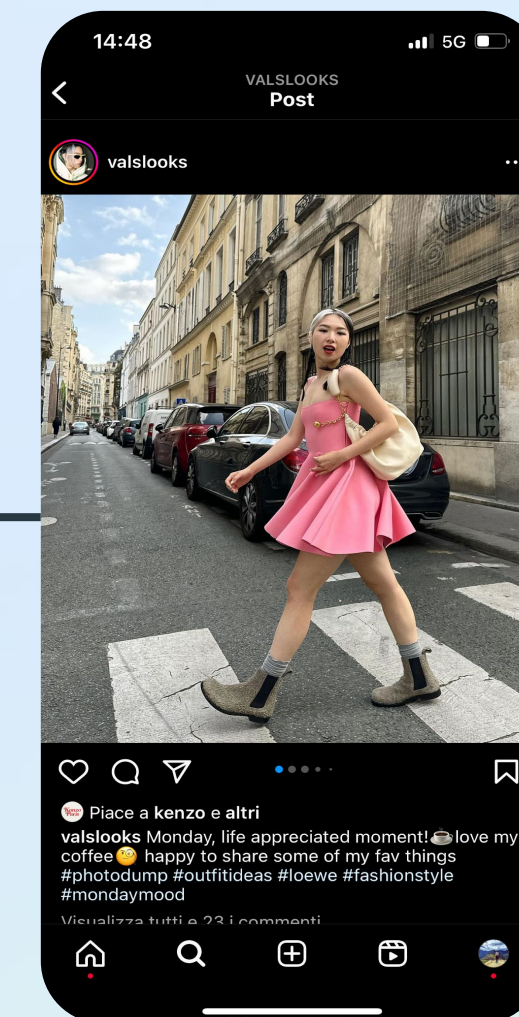
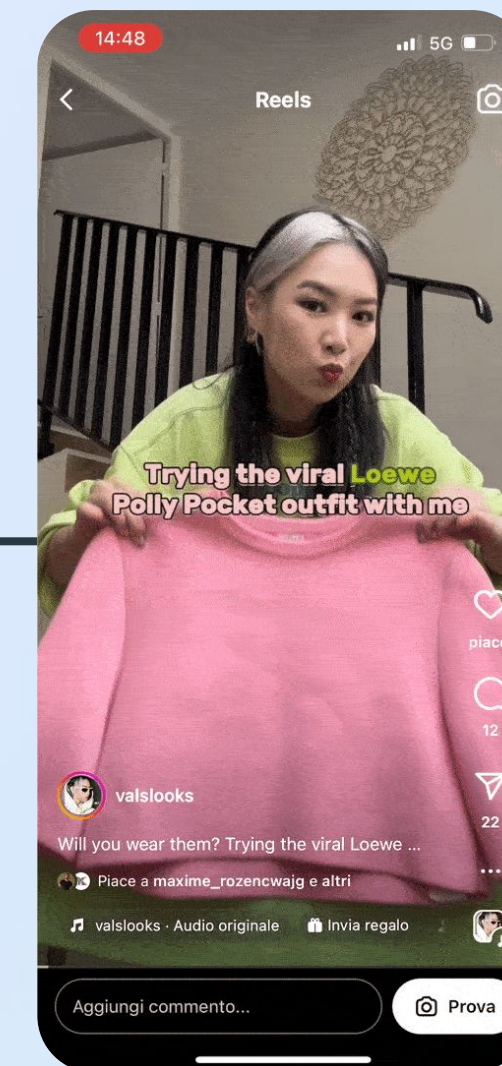


Wisebirds.

Placements

☒ Advantage+ placements

☐ Manual placements



Add Reels to your campaigns (with a minimum of 6+ placements) or use Advantage + placements to opt in.

Build Reels ads with the creative essentials - 9:16 video with audio in the safe zone - and take advantage of our full ecosystem.



Reels is where
attention
turns to action



Thank you