Reels Creative Playbook

This guide breaks down the creative essentials and practical tips specifically for Reels, to help your campaigns deliver stronger performance.

BESTADS

The Golden Rule of Creative Mix

Ad sets should include at least three creative formats, which can lower CPA by 7.3%.

- 😉 **Image (1:1 or 4:5)**
- 😊 **Video (1:1 or 4:5)**
- 😆 **Vertical video with audio (9:16)**

Add 9:16 audio-enabled videos to regular ads:

- **Conversion lift** is 15% **higher** than ad sets that do not use 9:16 audio-enabled video assets.
- After adding such assets to ad sets with Advantage+ Placements,

  the conversions generated per dollar spent are 15% higher.

Over **4.5** billion

Reels are shared daily on Instagram and Facebook.

67% of **Gen Z** have shared video content from Meta technologies with friends and family.

Reels

On Reels, users have full control over the content they watch, interact with, and the products or services they purchase.

73% of **Gen Z** believe that actively training the algorithm leads to more relevant advertising experiences
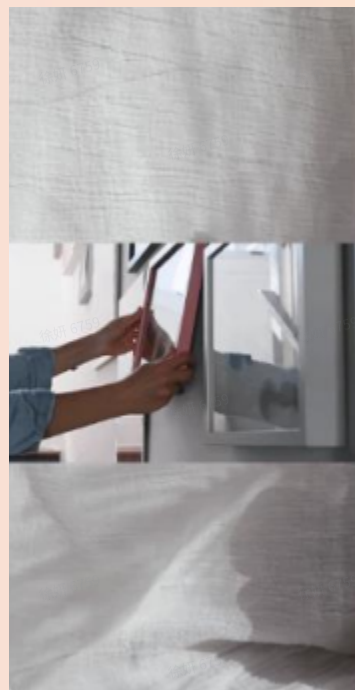
Creative Production Strategies

☺ Create content centered on **personal interests**

☺ Adopt the "**Reels-native Style**" to ensure that your creatives are seamlessly integrated into the viewing environment

☺ Alternatively, convey your message through **figures trusted by the audience**, and collaborate with **creators** to tell your brand story.

Reels-native Style

Great Reels

Combine audio, visual effects & creative storytelling to spark audience emotions

Deliver core value clearly at optimal pace to drive attention & engagement

Leverage familiar stories, visuals & shared behaviors to **build personal connections**

COME WITH ME ON MY TRAINING DAY

Creatives produced in the Reels-native style refer to 9:16 vertical videos with audio, featuring key elements placed within the safe zone and incorporating at least one performance-boosting creative element—including on-screen talent, overlaid text, lo-fi content, or a hook in the opening seconds to capture the audience's attention instantly.

Three Core Rules for Winning Reels

To create high-performing Reels ads, mastering core creative principles is the key.

Adopt Vertical Videos (9:16)

As a full-screen immersive format, Reels works best with vertical videos to maximize mobile full-screen display and align creatives with placement traits.

Use Audio

Avoid placing key elements (text, logos, etc.) in the bottom 35% of the video frame to prevent obstruction by the Reels UI.

Place Key Info Within The Safe Zone

Reels is designed for audio-enabled playback. Ensure you have audio usage rights, or use Reels-suitable tracks from Meta's audio library.

On average, 9:16 audio video ads with key elements in the safe zone achieve:

15%
CPR Reduction Rate
(Compared with non-9:16 silent Reels video ads)

2x Increase
Reels Placement Spend Growth Rate

Two Must-Checks Before Launching： 1. Remove all watermarks from videos. 2. Ensure you have all necessary rights (including for audio and video) to run existing content on Reels.

On-screen Talent

Hook
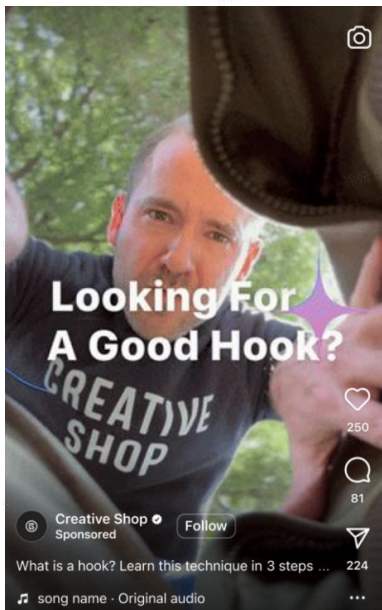
Creator Collaborations

Audio

Editing

Story Formats

To enhance the appeal and effectiveness of your Reels, you can explore performance-boosting creative techniques

Hook

The hook in the first few seconds determines viewer retention.

Integrate text, visuals, and audio for maximum impact:

Overlay text

Use concise, powerful opening lines to highlight the brand or product's core appeal.

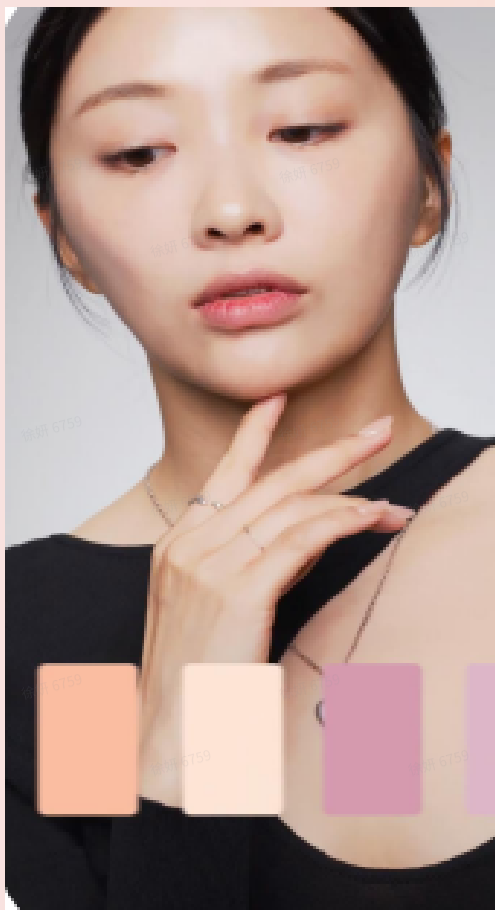Catchy Hook: Let **AI** Spark Your Creativity!

Visual impact

Start with eye-catching, unexpected, or intriguing shots.

Sound elements

Use unique sound effects, voiceovers, or music to quickly capture attention.

Editing

Mixing different shots within a single video adds rhythm and appeal to Reels ads—such as **close-ups, medium shots, wide angles, low angles, overhead shots, zoom-ins, and walking shots.**

Even the most plain product videos can be elevated with simple **transition effects**.

Using **Edits** (a new app from Instagram) can make editing Reels ads easier.

Audio

Audio can be music, sound effects, voiceovers, or a combination of all three! Try mixing different types of audio in a single video.

Audio techniques:

1. Design visuals around the **rhythm**

2. Use **sound effects** and **synchronize** them with the visuals.

3. Use sound to **highlight** unique product **details**

4. Create the effect of **audio-visual mismatch**
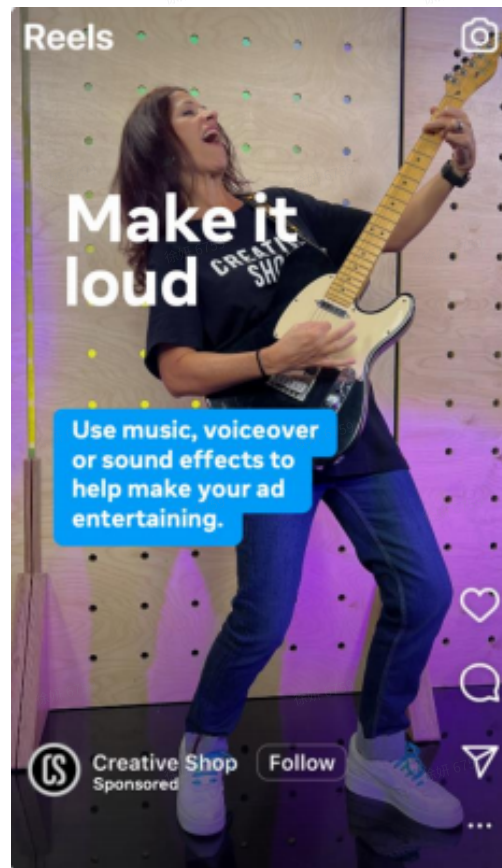
On-screen Talent

On-screen talent makes Reels feel more relatable and engaging, and helps brands build personal connections with their audiences.

Content Creators

- **Personality-driven Creators:** They have already built trust with their audiences, and this trust can be transferred to your brand.
- **Skilled Creators/Makers**: They can leverage their sophisticated skills and techniques to help tell your brand/product stories in a visually appealing way.
- **Expert Bloggers**: As trusted voices, they play a decisive role in guiding their audiences' purchasing decisions.

Employees

They not only represent your brand but also authentically embody its core essence.

Actors

They can vividly bring your brand stories to life through scripted scenarios.

Five sunnies for you.

Joey
Sponsored
Follow

Be ready! Follow me and grab your tickets ...

♫ song name · Original audio

Creator Collaborations

Partnership Ads

Collaborate with creators on ideation, scripting, starring, and promotion, blending authenticity with platform reach.

Creative Production Partnerships

Hire creators as directors or writers to infuse Reels-native expression.

Reels

TFW you realize your pup might leave you for his sitter

citydogs
Sponsored

Shop now >
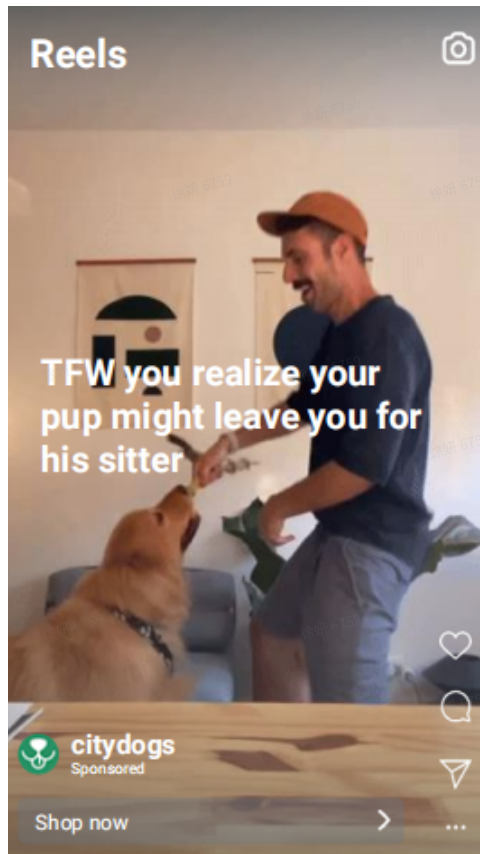
Creator Discovery Tools

Use **Instagram's Creator Marketplace** for AI-powered keyword searches, filtering by hook rate, engagement rate, past collaborations, and more.

Story Formats

If unsure how to structure content, adopt common Reels storytelling formats suited to different products and scenarios.

☺ **First, identify the category that best fits the product or service you sell**— such as flagship product, product line, service, application, experience, etc.

☺ **Then, select a story format**—such as Listicles, before-and-after comparisons, photo carousels, testimonials, mockumentaries, Q&A, street interviews, unboxings, scripted scenes, green screen demos.

Example:
"Before-and-after comparison" is a flexible and universally applicable storytelling format. You can apply this approach according to the type of business. If you sell a clothing line, you can style the pieces into complete outfits to showcase the "after" effect.

Focusing Solely on the Product?

Even without people on camera, pure product videos can deliver excellent results.

Basic approaches: Photo carousels (showcasing products one by one), simple jump cuts.

Advanced techniques: Reverse and match cuts, match cuts with panning shots, blending real and virtual elements (CGI).

Conclusion

I. Creative Production Strategies
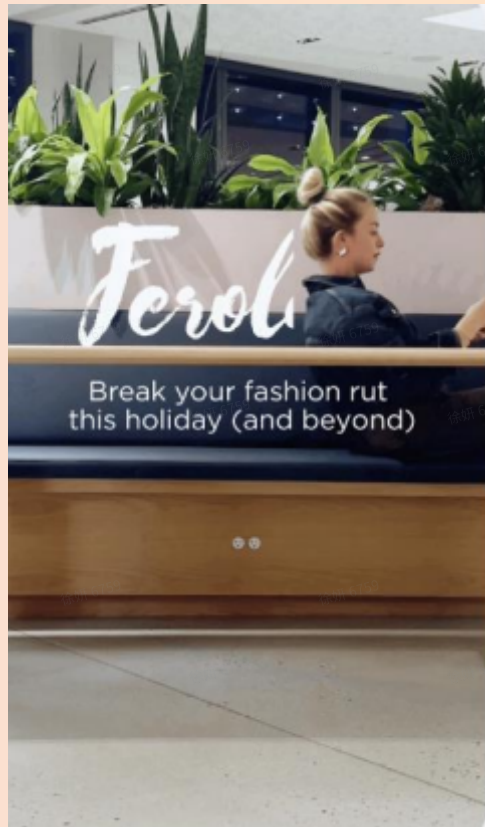- Interest-oriented
- Adopt the "Reels-native style"
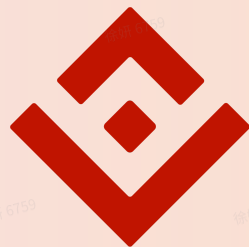- Convey messages through audience-trusted figures

II. Three Core Rules for Winning Reels
- Use 9:16 vertical videos
- Use audio
- Place key information within the safe zone

III. Creative Enhancement Technique
- Hook
- Editing
- Audio
- On-Screen Talent
- Creator Collaboration
- Story Formats

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