How to Upload Creative and Submit a Custom Creative Request

In Pitch, it is possible to either upload final creatives provided by an advertiser directly to the platform or submit a request for custom creative, which means Marketron will build creative on the advertiser's behalf. *Custom creative services are not available for all ad types.*

Note: All insertion orders **must** include creative before being submitted. Once a new creative request has been made, the associated creative elements can then be included in the insertion order after the creative request has been approved. If adding creative to a campaign that has been used in a previous campaign by the same advertiser, simply add that ad set from the library in the **Creatives** section of the insertion order.

New creative requests can be started by:

- Clicking on the "**Creative Requests**" tab and then selecting "**New Creative Request**"
- Clicking on "**Add Creatives**," in the **Creatives** section of the insertion order, then selecting "**New Creative Request**."

Click on an ad type below to jump to the steps for submitting a creative request for that specific product:

Display - This covers display, native and geofencing instructions. Custom creative services are available for display ads.

Video - This covers video, OTT/CTV and video geofencing instructions. Video creative must be supplied by the advertiser.

Social - This covers social instructions only. Social creative must be supplied by the advertiser.
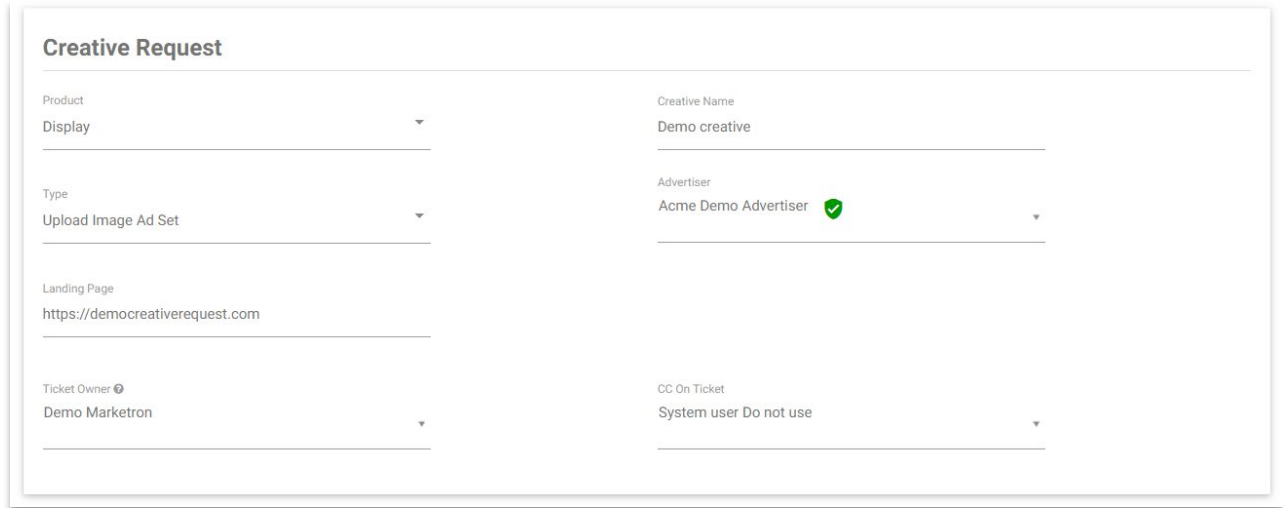
Streaming Audio - This covers streaming audio instructions only. Custom creative services are available for streaming audio ads.

Note: For additional information on creative requirements, view our document titled "Pitch Creative Specifications."

Display

Uploading creative supplied by the advertiser:

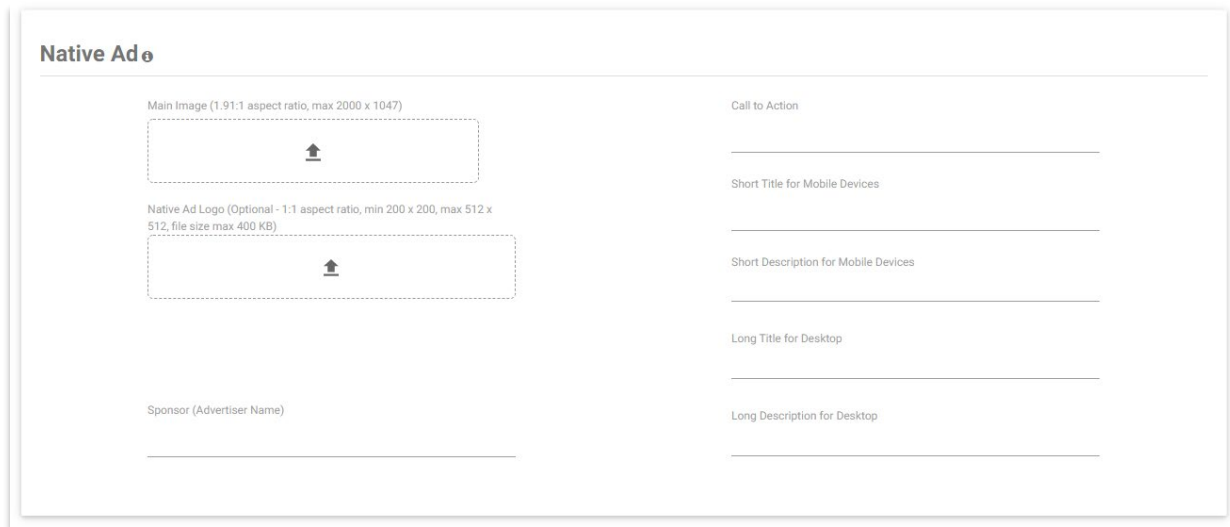Step 1: Make sure that "**Display**" and "**Upload Image Ad Set**" are selected from the drop-down menus.

Creative Request

Product	**Creative Name**
Display ▼	Demo creative
Type	**Advertiser**
Upload Image Ad Set ▼	Acme Demo Advertiser ✅ ▼
Landing Page	
https://democreativerequest.com	
Ticket Owner ❓	**CC On Ticket**
Demo Marketron ▼	System user Do not use ▼

Step 2: Add the creative file to the request by clicking on "**Upload Files.**"

Step 3 (*For native advertisements only)*: Complete the **Native Ad** form. Creative guidelines are listed in the platform. Native ads can be integrated into any display campaign at no additional cost. For more information on native advertisements, view our introductory guide to native advertising in the Marketron Learning Center.
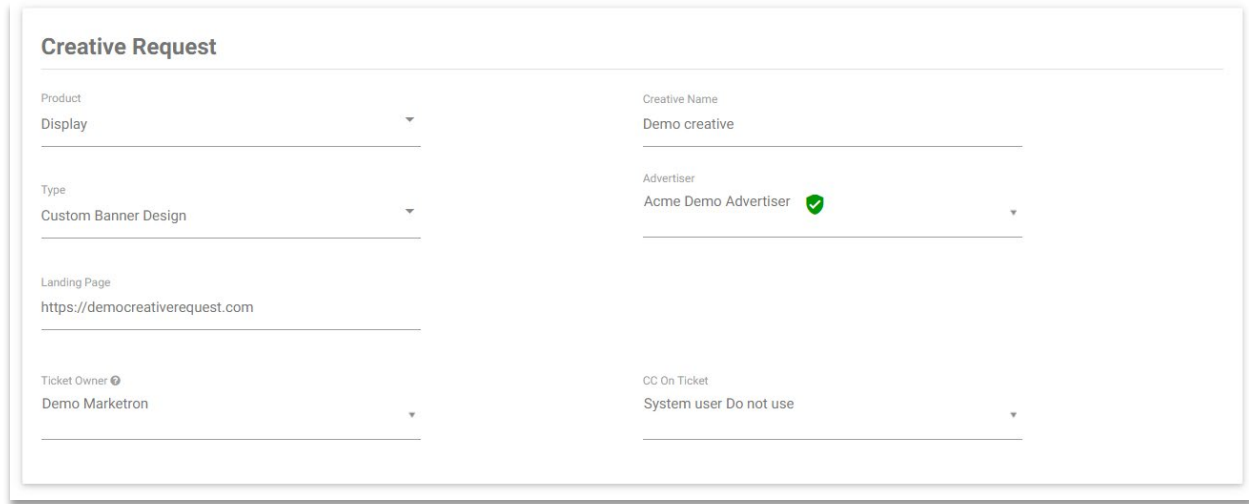
Native Ad ⓘ

Main Image (1.91:1 aspect ratio, max 2000 x 1047)	Call to Action
🔼	
	Short Title for Mobile Devices
Native Ad Logo (Optional - 1:1 aspect ratio, min 200 x 200, max 512 x 512, file size max 400 KB)	
🔼	Short Description for Mobile Devices
	Long Title for Desktop
Sponsor (Advertiser Name)	Long Description for Desktop

Step 4: Finish the process by confirming rights to files any being uploaded and clicking the "**Submit Request**" button at the bottom of the page. A confirmation email will be sent to the person submitting the request.

To request custom creative design by the Marketron creative services team:

Step 1: Make sure that "**Display**" and "**Custom Banner Design**" are selected from the drop-down menus.

Step 2: Provide the advertiser website URL. This allows Marketron to emulate the style, look and feel of the website within the advertisement.

Step 3: Upload a logo and any photos or images that the advertiser would like used in the ad.

Note: It is best to have the advertiser provide more photos and information than is needed. The more the creative services team has to work with, the better the advertisement will be.

Step 4: Provide a storyboard of the desired ad. Storyboarding creates a complete walk-through of what the advertisement should look like. Creative services will use this to create the ad, so be as clear and detailed as possible.

Storyboarding

Scene 1

an image of a burger and the words 'america's #1 diner'

+ ADD SCENE

Call-to-action

Select Call to Action
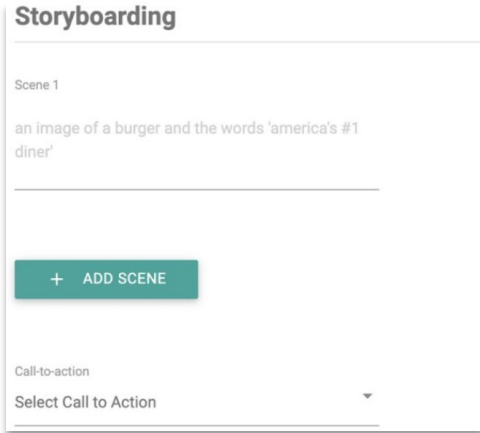
Example of a storyboard from an actual campaign:

Scene 1: image "mattress1.jpg" with the image "slide 1-2 banner.jpg" below the mattress image. Please add verbiage: "Up to 50% off" in bold yellow text to the slide.

Scene 2: image "dining1.jpg" with the image "slide 1-2 banner.jpg" below the dining table image. Please add verbiage: "Up to 50% off" in bold yellow text to the slide.

Scene 3: image "slide 3 main.jpg" with "slide 1-2 banner.jpg" below.

Step 5: Select from the list of optional features. The creative services team utilizes HTML5 ads. These are high-capability ads that can include video, mapping, social integration and native functions. Using these unique features can make an advertisement stand out when compared to others. The more an advertisement stands out, the more likely audience members are to retain the information and/or click on it.

Features

☐ Video

☐ Map

☐ Social Sharing

☐ Native Ad
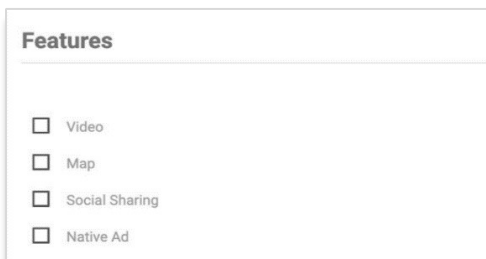
Optional Features:

- **Video**: Provides the advertiser with the option to incorporate video within display campaigns.

Note: The video feature is in-banner video, it is not pre-roll. In-banner video must be in a YouTube player and the YouTube URL is what is used to trigger this feature.

- **Map**: Enables the advertiser to place a clickable icon on the display ad, which launches a Google map, pointing to a specific location (usually the advertiser's place of business).

- **Social Sharing**: Gives the advertiser control over the message based on the platform where the ad is being shared. This also allows the ad to be shared to a personal social account.

- **Native Ad**: Offers the ability to deliver advertisements that are formatted to fit the look and feel of surrounding content on a web page.

Step 7: Utilize the **Other Comments** section in order to expand on any special instructions that the creative services team may need.

Other Comments

Please see the attached "Adset Mockup.pdf" file for an idea of the scenes we are going for. The client is looking for a balance between their modern furniture and their cartoon-ish logo.

As for the "Up to 50% off" text on Scene 1 and Scene 2, the only request we have is that the yellow text color matches the client's logo as much as possible. Whatever you think looks best for the font and placement of the text on the scenes is up to you.
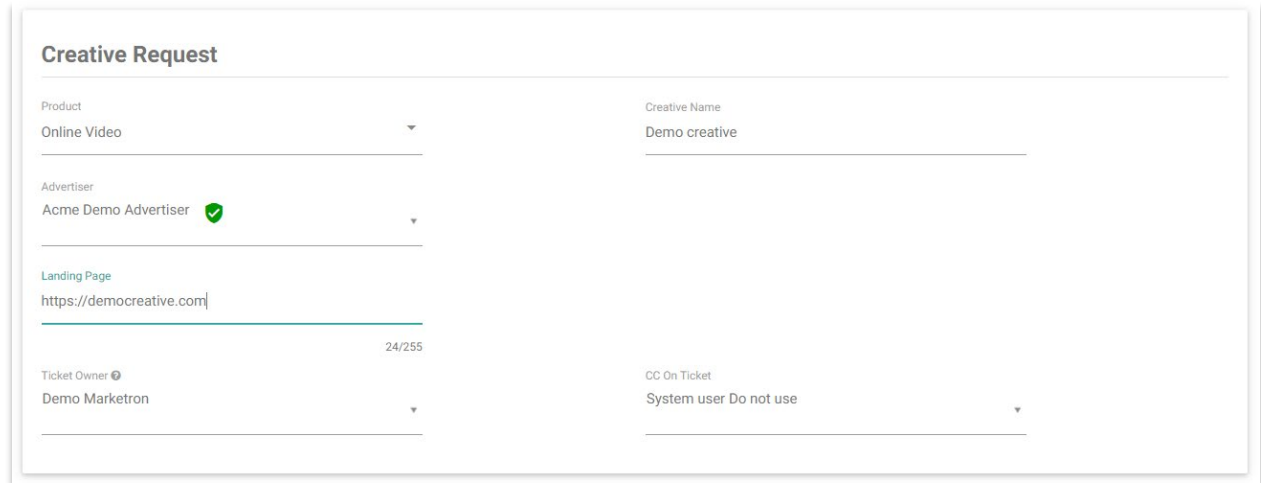
Step 8: Finish the process by confirming rights to files any being uploaded and clicking the "**Submit Request**" button at the bottom of the page. A confirmation email will be sent to the person submitting the request.

Video

To upload creative that has been supplied by the advertiser:

Note: Marketron does not offer video creative as a service. Video creative must be supplied by the advertiser.
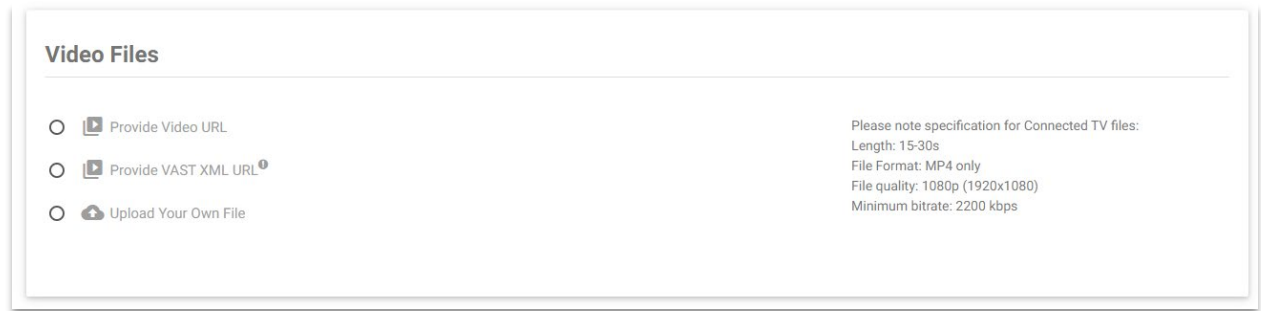
Step 1: Make sure that "**Online Video**" is selected from the drop-down menu.

Step 2: Add the creative element by providing a video URL, a VAST URL (a third-party ad tag generated by an ad server) or upload a video file. If adding creative for a connected TV campaign, the specifications are listed in the platform.
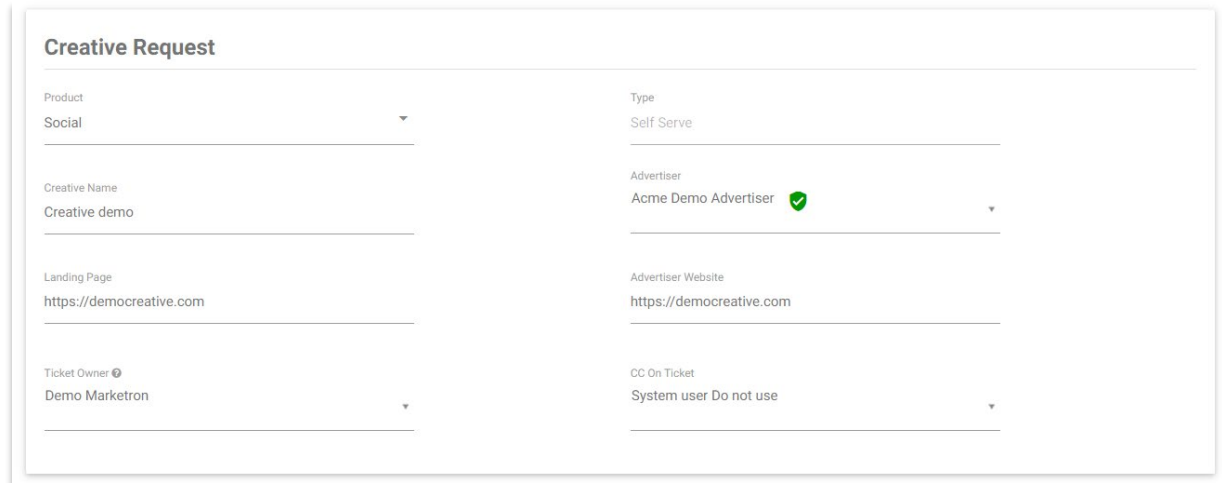

Step 3: Finish the process by confirming rights to files any being uploaded and clicking the "**Submit Request**" button at the bottom of the page. A confirmation email will be sent to the person submitting the request.

Social

To upload creative that has been supplied by the advertiser:

Note: Marketron does not offer social creative as a service. Social creative must be supplied by the advertiser.

Step 1: Make sure that "**Social**" is selected from the drop-down menu.

Step 2: *If the advertisement consists of a single creative element,* make sure the "**Single Image/Video**" option is selected.

Upload the creative file by clicking on "**Upload File**."

Supply the following information that will appear on the ad:

- **Text**: Clearly states what is being promoted.
- **Headline**: A brief description that conveys what the ad is about.
- **Link Description**: Additional text that tells people why they should visit the advertiser's website.
- **Call to Action**: The action people should take after seeing the ad. "Learn more," "Book now" or "Get quote" are examples of a strong call to action.

If the advertisement consists of multiple creative elements, make sure the "**Carousel**" option is selected.

Enter **Text** and a **Call to Action** that covers the entire carousel. A **Headline** and **Link Description** are optional and can be added to each creative element in the carousel by clicking the "**Apply to All**" button.

- **Text**: Clearly states what is being promoted.
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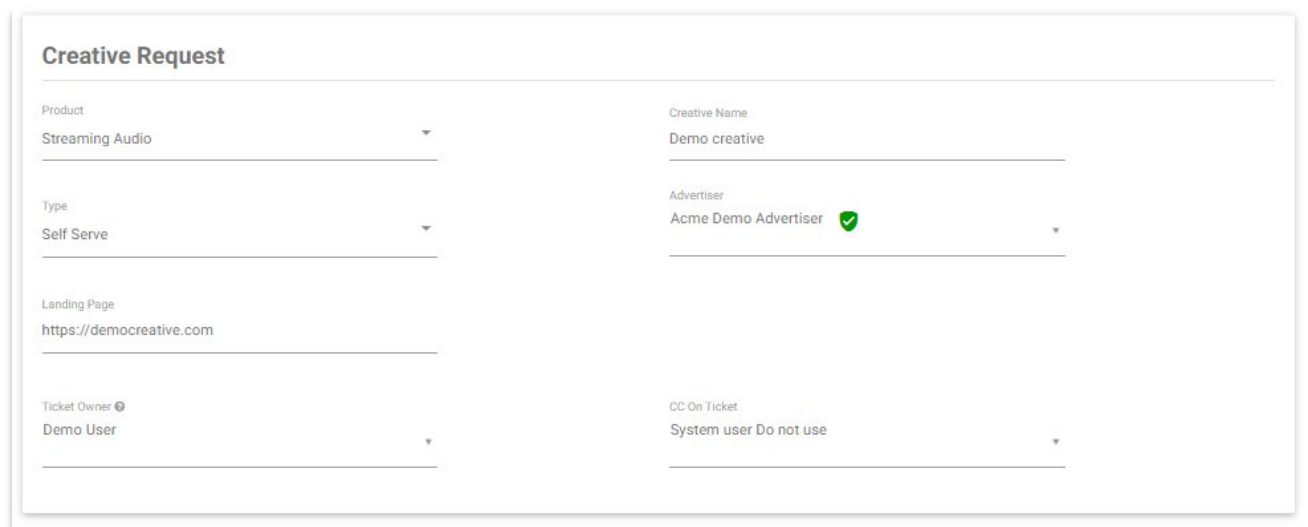Upload each element that will be included in the carousel by clicking on the "**Upload File**" button.

- An individual **Headline** and **Link Description** can be added to each element.
- Image and video specifications are listed in the platform.
- Up to 10 images or videos can be added to a carousel.

Step 3: Finish the process by confirming rights to files any being uploaded and clicking the "**Submit Request**" button at the bottom of the page. A confirmation email will be sent to the person submitting the request.

Streaming Audio

To upload creative that has been supplied by the advertiser:

Step 1: Make sure that "**Streaming Audio**" and "**Self Serve**" are selected from the drop-down menus.

Step 2: Add the creative file by clicking on "**Upload File**." The specifications are listed in the platform.

Step 3: Finish the process by confirming rights to files any being uploaded and clicking the "**Submit Request**" button at the bottom of the page. A confirmation email will be sent to the person submitting the request.

To request custom creative design by the Marketron creative services team:

Step 1: Make sure that "**Streaming Audio**" and "**Custom**" are selected from the drop-down menus.

Creative Request

Product
Streaming Audio

Creative Name
Demo creative

Type
Custom

Advertiser
Acme Demo Advertiser ✅

Landing Page
https://democreative.com

Business Address (optional)

Contact Information (optional)

Ticket Owner ❓
Demo User

CC On Ticket
System user Do not use

Step 2: Choose a goal for the advertisement:

- **Brand Awareness** aims to gradually teach the audience about the advertiser and eventually place the brand at the top-of-mind for consumers when they are in need of a product/service.
- **Special Event** is best used when the advertisement is centered around a short-term occasion, such as a sale or special offer, and immediate conversions are the goal.

Enter information about the advertiser that the audience needs to know and an optional tagline.

Goals

What is the goal for your ad?
Brand Awareness

Special Event

What should be included in your ad? (required)
Need-to-know information about the business

Tagline (optional)

Step 3: Choose a **Voice Type**, **Voice Tone** and **Music**. If a custom request is being made that is not available in the drop-down menus, detail those instructions in the **Notes** field.

Voice and Music

Voice Type
Female Voice ▾

Music
High Energy ▾

Voice Tone
Cheerful ▾

Notes

Required if custom voice type or voice tone is selected

Step 4: Click "**Upload File**" to add relevant files, such as a script, audio clip or anything else that will help the Marketron team produce the streaming audio ad.

Note: Custom creative service includes one post-production edit. Any additional edits that are requested by the client will incur a fee.

Step 5: Finish the process by confirming rights to files any being uploaded and clicking the "**Submit Request**" button at the bottom of the page. A confirmation email will be sent to the person submitting the request.