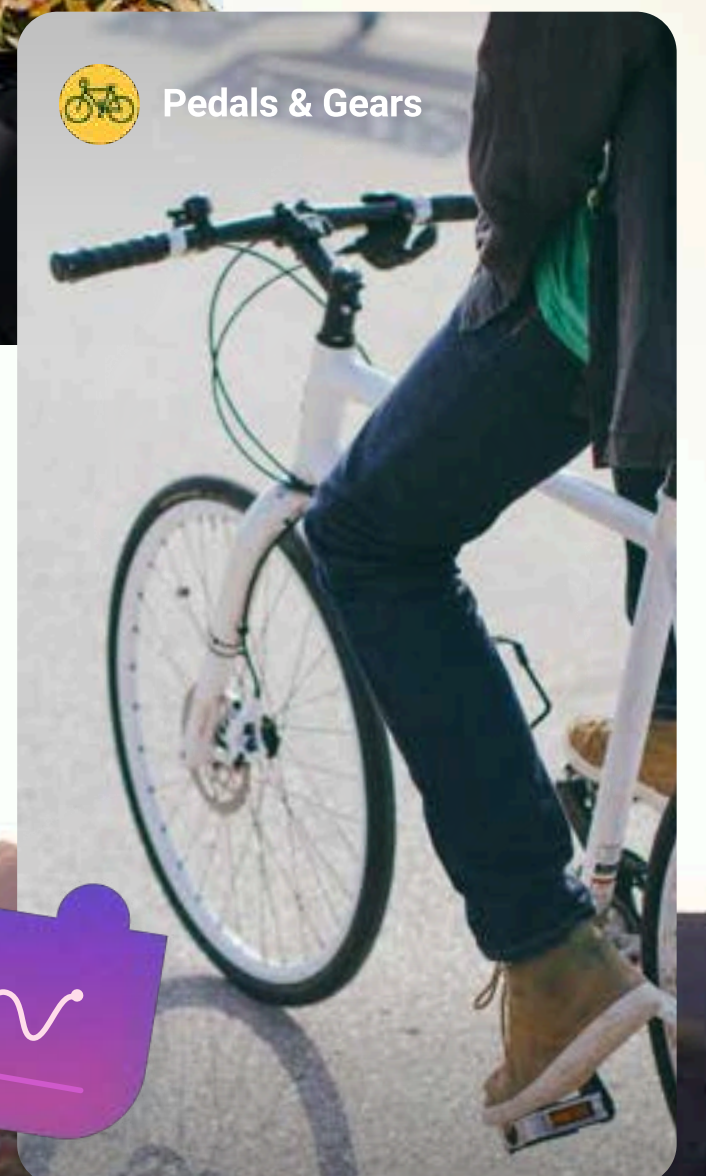
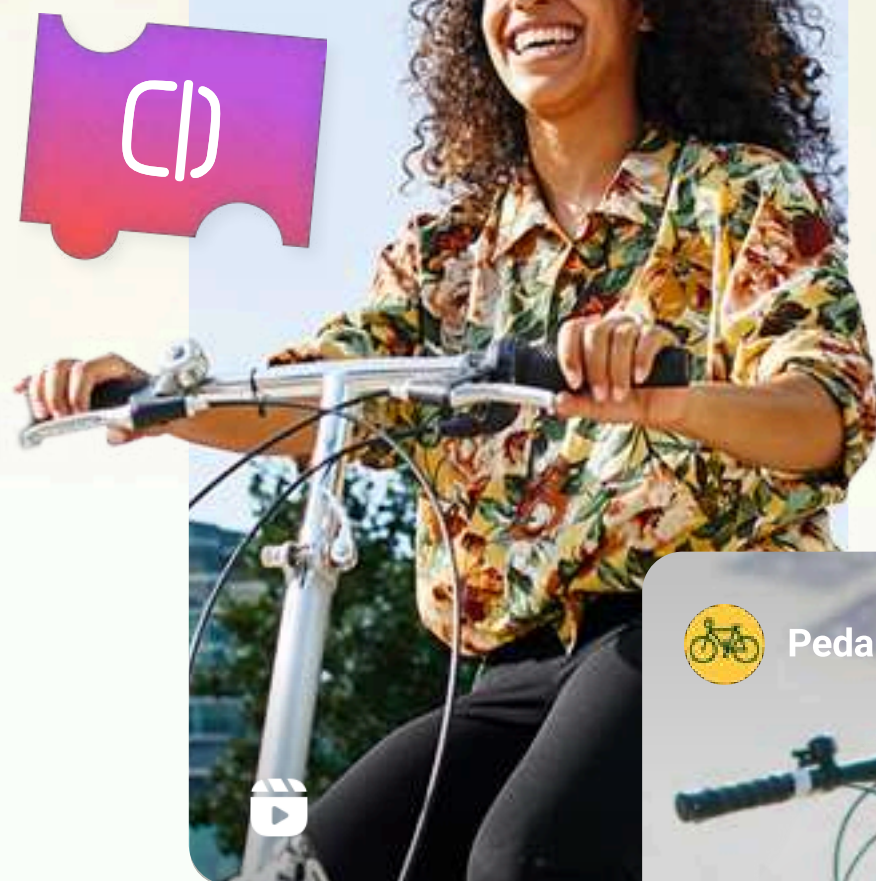
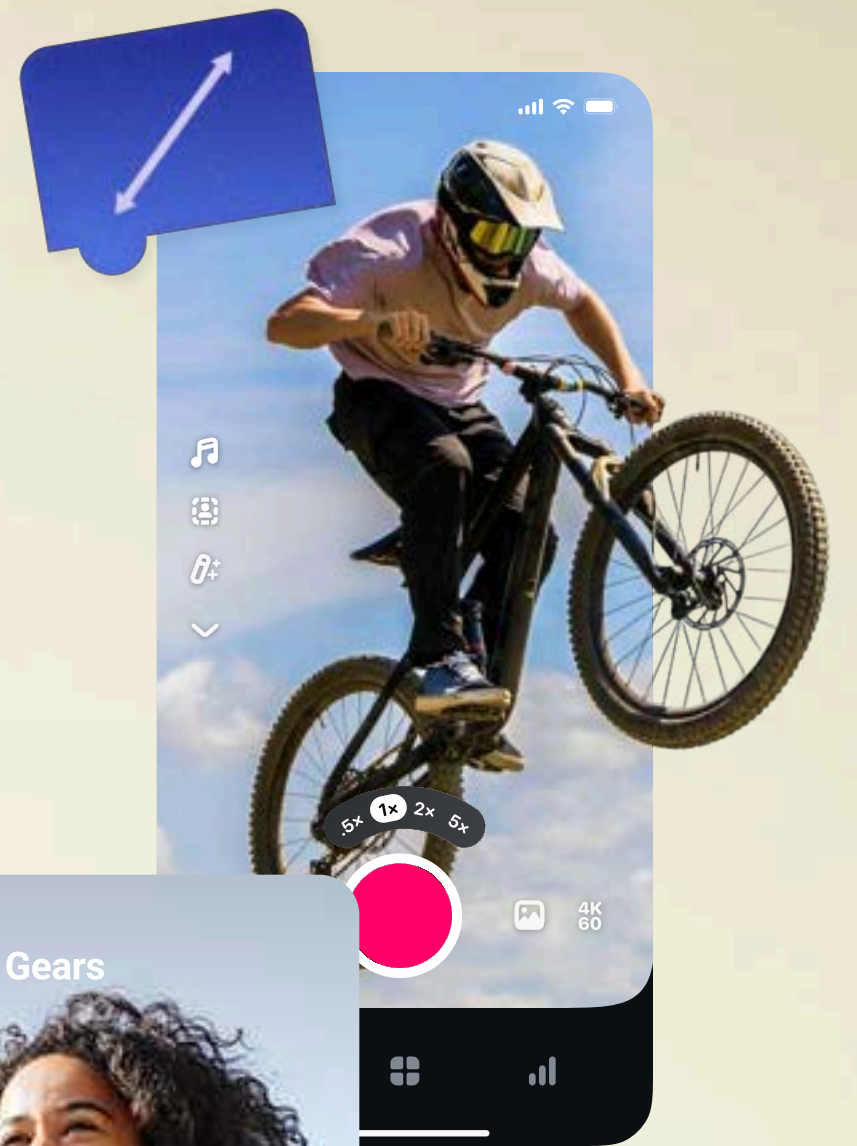


# Creative that converts

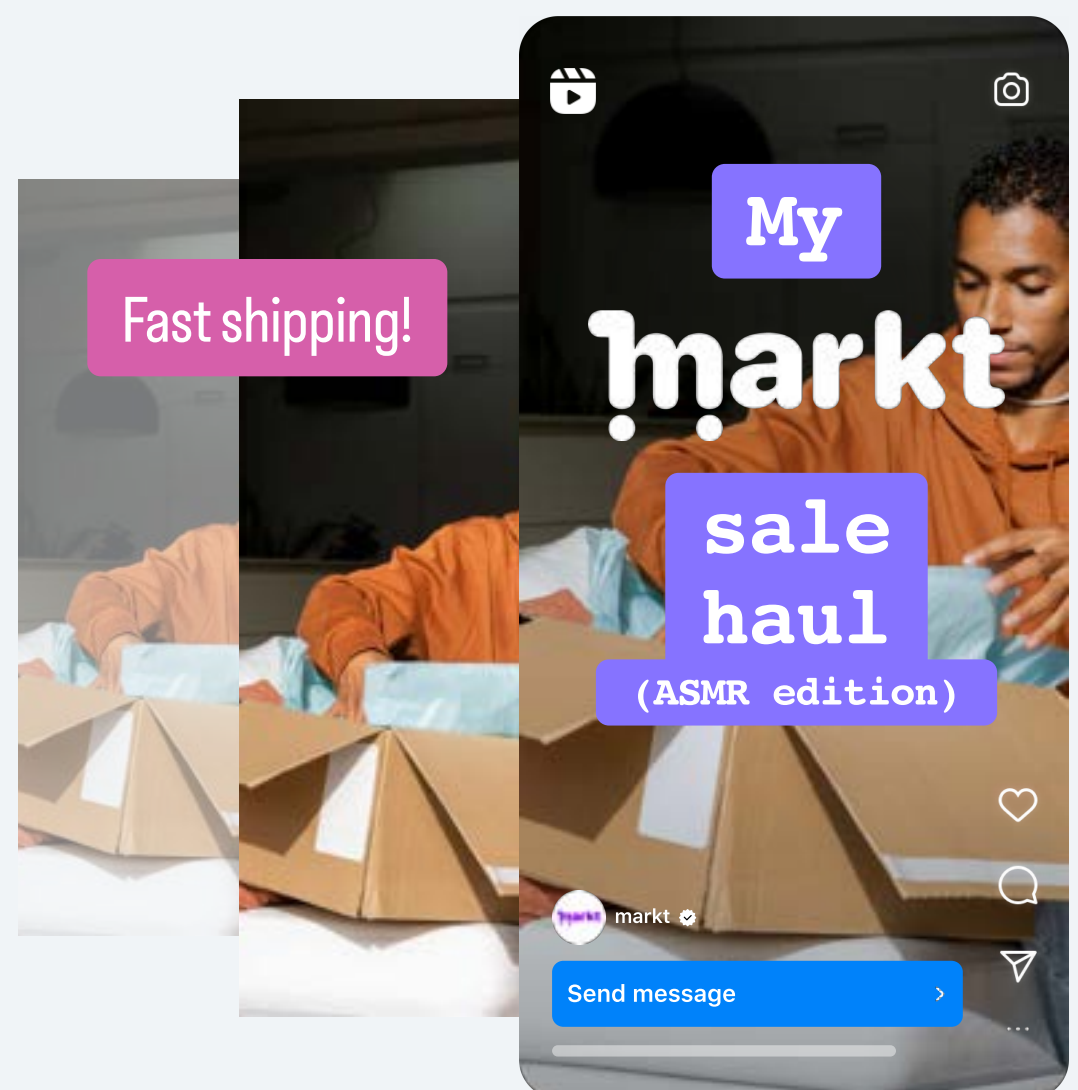
Complete the Reels  
puzzle to drive sales,  
messages and leads.





# Supercharge your campaign with Reels ads

Reels is an immersive video surface that captures attention and connects with culture. Reels is where brands can turn attention into action and where creativity multiplies success. 3.4 billion people use at least one Meta technology each day,<sup>1</sup> and we're seeing sustained growth in Reels and video overall. Over 60% of time spent on Facebook and Instagram is with video,<sup>2</sup> with over 50% of time spent on Instagram on Reels.<sup>3</sup>



## Reels turn attention into action

### Reels ignite connection

Reels are built on top of your existing social graph, meaning your friends and family are already here. People reshare reels over 4.5 billion times per day.<sup>4</sup>

### Reels spark action

# 85%

of people surveyed have followed a business after watching reels.<sup>5</sup>

# 79%

of people surveyed have purchased a product or service after watching reels.<sup>6</sup>

### Reels supercharge results across the funnel

#### Direct response

- Adding the Instagram Reels placement to business-as-usual (BAU) direct response campaigns drove more incremental value than BAU campaigns alone and significantly increased the likelihood of page visits (97%), add to cart (97%) and purchases (90%).<sup>7</sup>
- Adding the Facebook Reels placement to BAU campaigns drove 3% more incremental purchases per dollar spent than BAU campaigns alone in a large-scale study measuring incremental effects.<sup>8</sup>

#### Brand

- Campaigns using Reels ads resulted in a 14% higher average brand lift and 24% higher median brand lift than BAU campaigns.<sup>9</sup>

Source: 1,2,3: Meta Q1 2024 Earnings Call. Apr 2024. 4. Meta Q4 2023 Earnings Call. Feb 2024. 5. 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. 6. 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. 7. 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 Jun 2022 To Dec 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. 8. 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%. 9. In A Meta-Analysis Of 63 Brand Lift Studies Across All Regions, With A Test Design BAU (No Reels) Vs BAU (No Reels) + Reels (At Least 20% Of Cell Investment) And Ran Between 02 Jan 2023 And 29 Feb 2024 For Ad Recall With 96% Confidence.

# Build reels. Build results.

When you build them the right way using the Reels creative essentials — vertical 9:16 video with audio and key messages in the safe zone — they're even more effective.

## Reels drive better performance...

9:16 video ads with audio in the safe zone resulted in, on average, 34.5% lower cost per result (CPR) than image ads<sup>10</sup> and 15% lower CPR than non-9:16 video ads without audio on Reels.<sup>11</sup>

## ...and see stronger delivery.

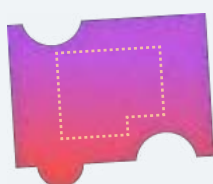
Campaigns that include ads with the Reels creative essentials get 101% higher delivery to the Reels placement.<sup>12</sup>



### Build 9:16 video to make your Reels ads captivating

Reels is a full-screen immersive video format. To help your creative feel at home here, consider leading with video and resizing it to 9:16.

- [Crop your video ad to 9:16 in Meta Ads Manager](#)



### Build with audio to make your Reels ads entertaining

Audio — whether that's music, voiceover or sound effects — is a key driver of engagement and entertainment on Reels.

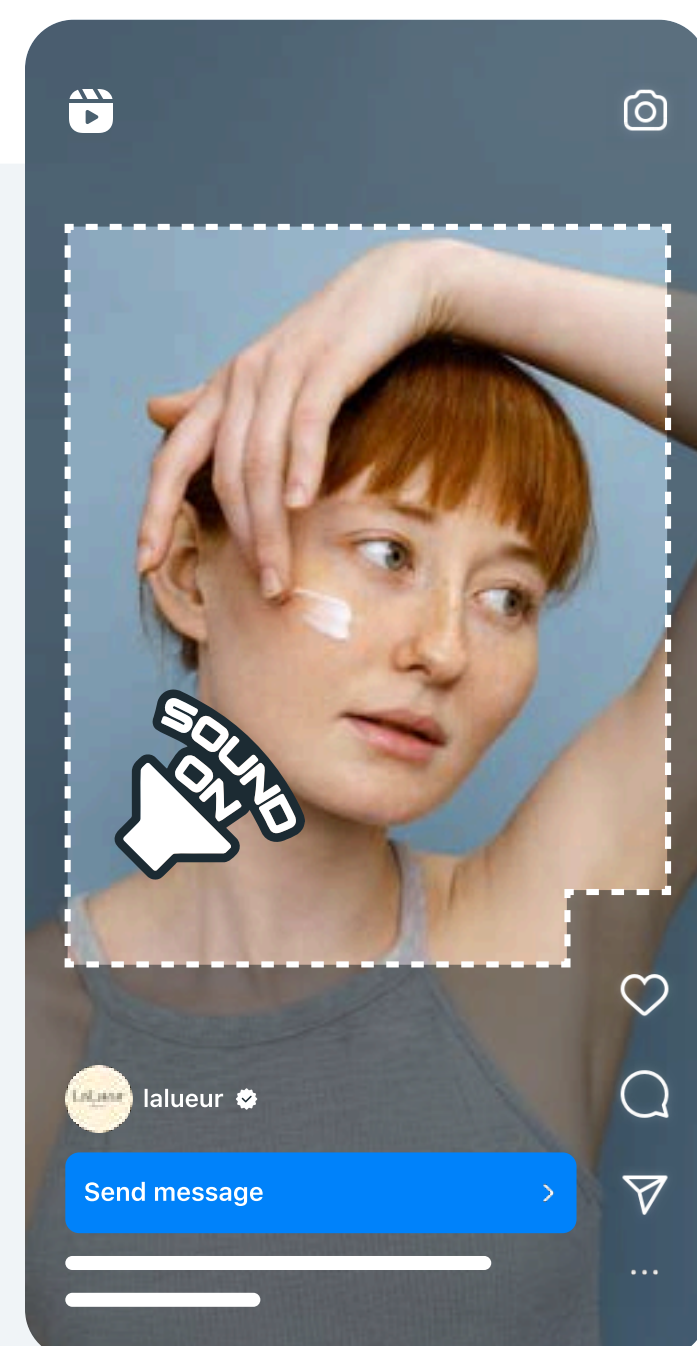
- Download free audio from the [Meta Sound Collection](#) that you can use in your creative. Sound Collection now features a library of sounds created specifically for Reels. Simply search for 'Reels Sound' in the search bar to discover audio for different story types.



### Build in the safe zone so your message is clear

To ensure your messaging isn't overlapped by the Reels user interface, keep the bottom 35% of your ads free of key creative elements, text and logos.

- Check that your key creative elements are in the safe zone with the [safe zone](#) checker for Reels.
- Toggle on the [safe zone guardrail](#) in Meta Ads Manager to see how your ad fits within the Reels safe zone.



10. 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. 11. 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. 12. Global Trend Across From March 2024 To May 2024, Based On A Sample Of 4M Campaigns Opted-In To Reels. Reels Creative Essentials Being 9:16 Video Creative With Audio.



NOW, TAKE YOUR CREATIVE TO THE NEXT LEVEL

# Reels designed to drive sales

To make reels that drive sales, you'll want to focus on your product, showcasing its value, variety and appeal.



## DO:

- Highlight your product.
- Showcase your brand up front.
- Feature any special offers.
- Make your content cohesive.



## DON'T:

- Use content taken at really different times and in different styles.
- Only feature professionally-shot content — your phone works great.

## Introducing Taft Shoes

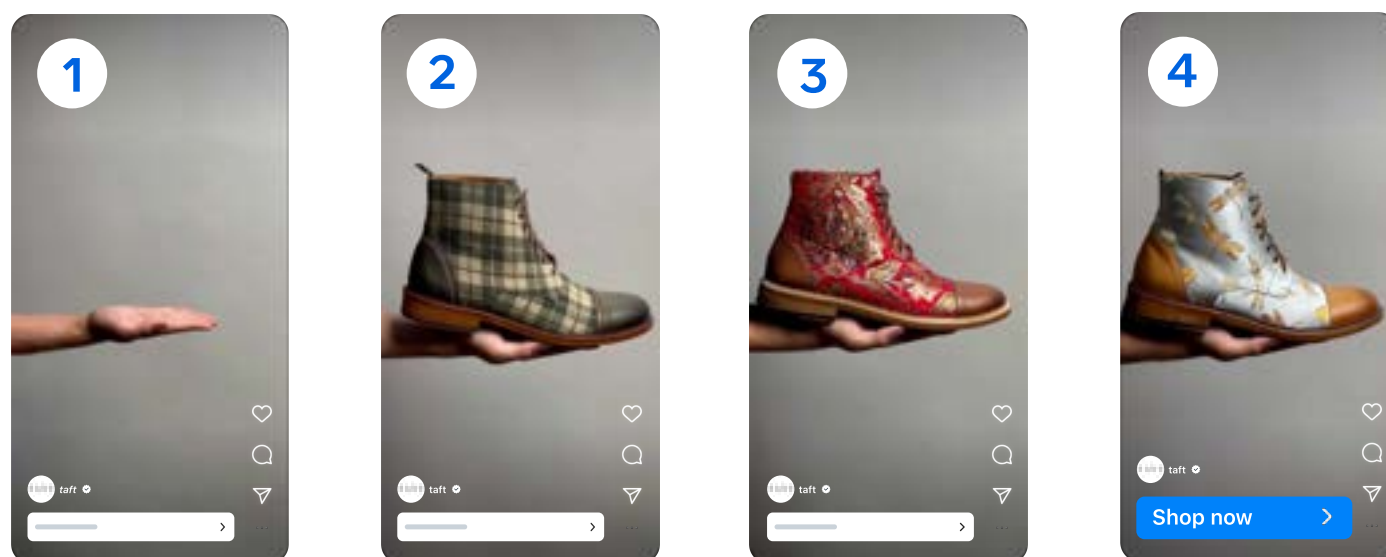
Meet TAFT Shoes based in Utah, USA. Founded in 2013 by Kory and Mal, TAFT is an ecommerce business offering a collection of luxury boots, sneakers and accessories that are handmade by artisans in Spain and León, Mexico.

Here are 3 storyboard ideas from TAFT for reels that drive sales.

### IDEA 1

## Get a seamless backdrop

Grab a seamless backdrop and film several short video clips against it. The benefit? It's easy to edit them together into a compelling video.



### 1 The Intro

Create an opening with text or a hand gesture to show your products appearing.

### 2 The Products

Film short cuts of your products against the backdrop, using your hands to interact with them or the camera to pan around them. This will help you create motion in the middle portion of your video.

### 3 The Closer

Wrap it up with a simple hand gesture.

### 4 The CTA

Be sure to always add a clear call to action to **Shop now**.



### How do you choose a seamless backdrop that's right for you?

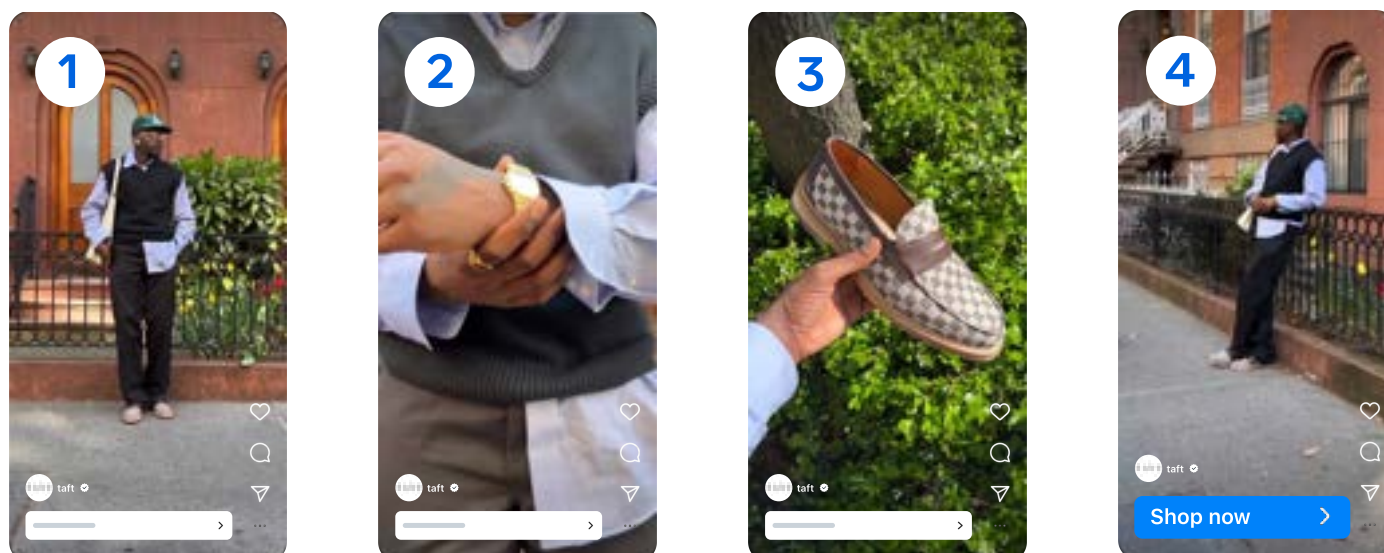
A seamless backdrop is a continuous surface — usually a large roll of paper — used to create a clean, uncluttered background. They're readily available online and come in a variety of colors.

- Try a plain white seamless if your products have lots of colors and detail. It'll help them pop.
- Switch to a colored seamless to contrast your products against vibrant colors.

## IDEA 2

# Interact with a fellow customer

Film several videos of a customer, then edit short clips together using the Reels interface.



### 1 The Long-shot

Get a wide angle shot that shows the full customer using your product.

### 2 The Close-up

Get a series of close-ups of your customer to highlight how the product is being used.

### 3 The Detail

Get a close up of just the product, then you can quickly transition to a video of the full fit for added effect.

### 4 The CTA

Have your customer wave goodbye, or acknowledge the camera. Be sure to always add a clear call to action to **Shop now**.



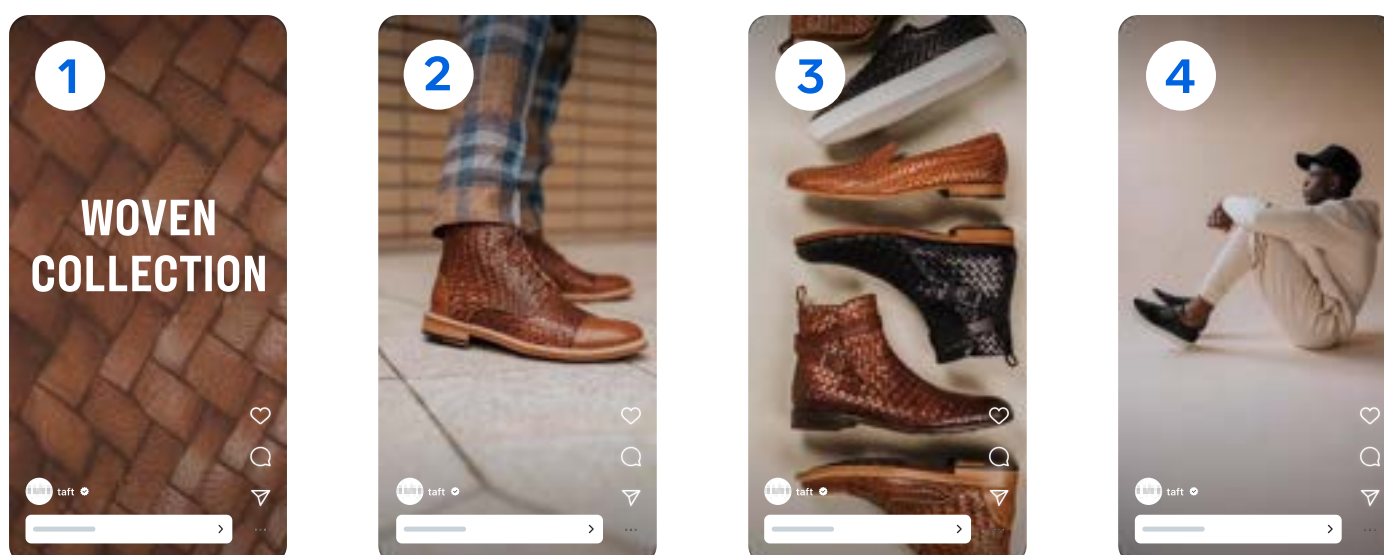
## How do you find a customer to film?

Choose a friend or customer who loves your brand and your business. Or, pick a team member to play the role. You want someone who is going to be natural and casual on camera.

## IDEA 3

# Repurpose photos from a recent shoot

Use the Reels interface to combine photoshoot photos and set them to catchy music.



### 1 The Intro

Try using a close-up or textural image from your shoot and overlaying it with text to introduce your products.

### 2 The Action Shot

Get a shot of your product in action.

### 3 The Group Shot

Feature a group of your products together in a single shot.

### 4 The Solo Shot

Feature a solo shot of one of your products.



## How do you make photos look cohesive?

Try repurposing photos from a single photoshoot so the style and backgrounds are consistent. During the shoot, try to get a few angles of your products so you can showcase variety when you edit them together in a video.

Curious what kind of music to set to your photo slideshow? Try these curated selects from the Meta Sound Collection.

[Beautiful Sunrise](#) by Christian Davis

[Blue Skies](#) by The K Club

[Traveler](#) by Lusine

[Centuries](#) by Adam Griffith

[Dizzy Golf Square](#) by Matan KG

[Splash](#) by The K Club

[Dale](#) by Giulio Cercato



# Reels designed to get more results

When you’re building reels to get results, you need to keep your call to action in mind. Build your reel around getting your customers to take the action at the end.



**DO:**

- Feature a clear call to action.
- Highlight the value of acting right away.
- Highlight the value of acting right away.
- Include your brand up front.



**DON'T:**

- Focus only on lifestyle or vibes.
- Focus only on lifestyle or vibes.

## Introducing Red Clay Hot Sauce

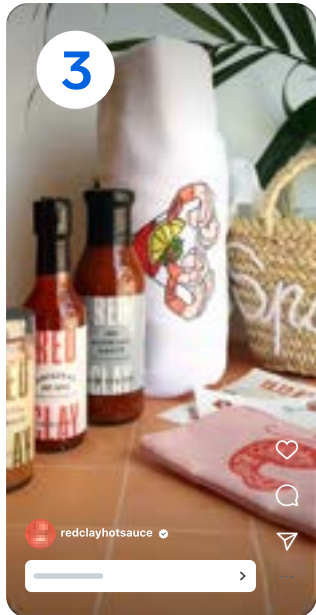
Based in Charleston, Red Clay Hot Sauce was labeled “Tabasco for the 21st century” by *Food & Wine*, and offers hot sauce, hot honey, gift sets and more.

Here are 3 storyboard ideas from Red Clay Hot Sauce for reels that drive results.

IDEA 1

### Try an unboxing

Film everything that’s included in your product bundles against a simple backdrop.



- 1 The Before**  
Start by showing the full package, box or basket to build anticipation.
- 2 The Details**  
Take products out one by one to let customers really see what’s included in your bundle.
- 3 The Group**  
Line all your products up and showcase the full set outside the box at the end of the video.



**What filming style should you use for an unboxing?**

Unboxing videos work best using a low-fi approach. Try filming using your phone and feel free to feature customers, your team members or influencers in the unboxing to highlight all the elements of your products.

IDEA 2

Get a close-up action demo

Have a mouthwatering product? There’s no better way to show it than getting close with a product demo.



- 1 **Start with the ending**  
Start with a drool-worthy finished shot of your product, getting close to show the details.
- 2 **The Subtle Promotion**  
Be sure to keep your product visible throughout the demo, even with wider angle shots, to stay top of mind for your customers.
- 3 **The Full Circle**  
Return to your opening shot to complete the demo with your product.



**Do some products work better than others for action shots?**  
It’s true — products like this hot sauce work well for a demo, but almost any product has details that would benefit from getting up close and personal.

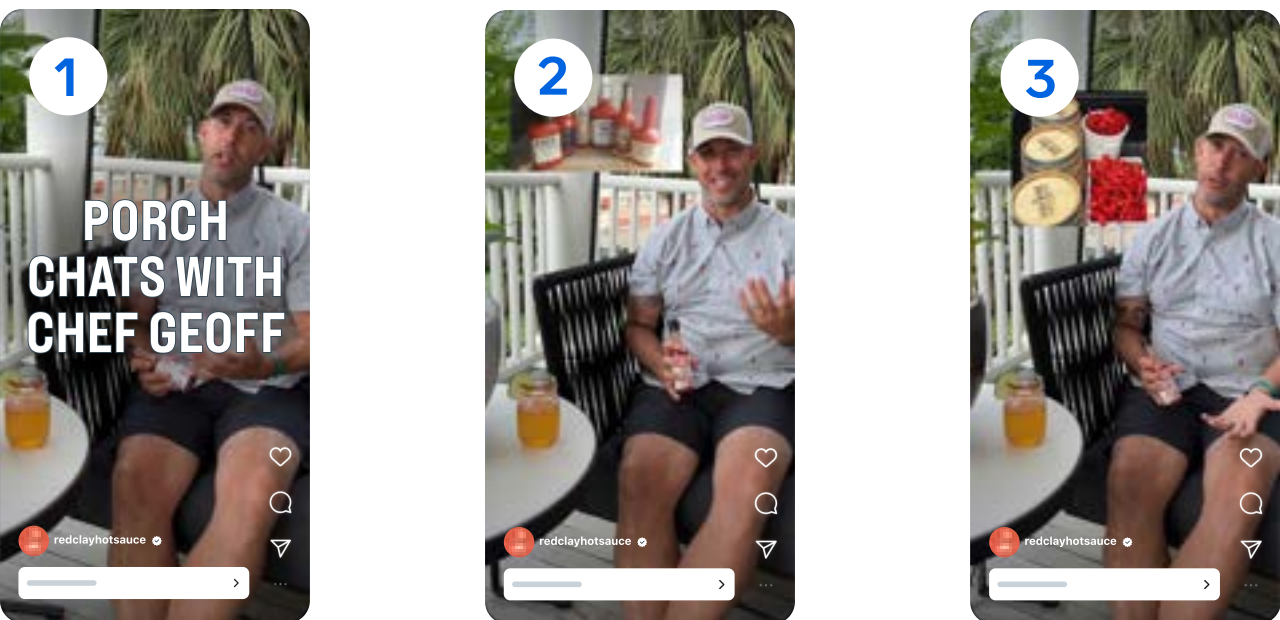
Curious for some fun music picks that will work on almost any reel? Try these curated selections from the Meta Sound Collection.

[Me & U](#) by Kiri T | [In My Bag](#) by Mazbou Q | [Our Love](#) by Ruby Amanfu | [A Whistle A Day](#) by kingpenguin

IDEA 3

Introduce your team

Highlight the work that goes into your product by filming a short Q&A with key players on your team.



- 1 **The Intro**  
Introduce your team member with their full title in on-screen text so we know who is speaking.
- 2 **The Key Details**  
Use a story to relate some of the core values of your business, like this hot sauce that started in a restaurant.
- 3 **The Selling Point**  
Be sure to wrap up the story with a clear ending so customers are anxious to take a next step.

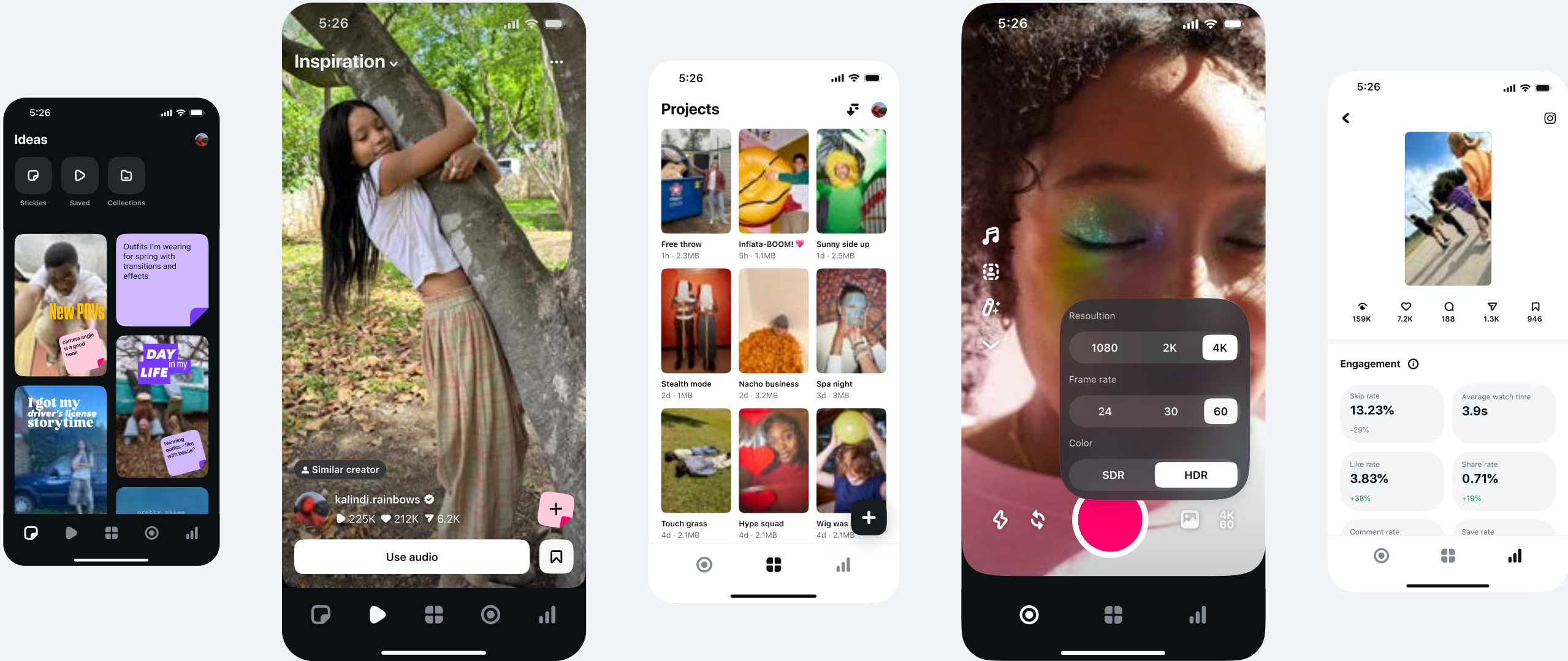


**How do you decide what you should talk about?**  
Think about your team’s expertise or experience with your product and pick 3 details they can share. Be sure to center the talking points around your products, so you’re still focusing on driving results.



# Achieve more with less using Edits.

Edits is your all-in-one tool for turning ideas into high-performing reels — from inspiration to final export.



IDEAS

Keep track of your video ideas

INSPIRATION

See what’s trending and save for later

PROJECTS

Manage all your projects in one place

CAMERA

Capture and edit your content

INSIGHTS

Analyze metrics like skip rate and watch time for your videos

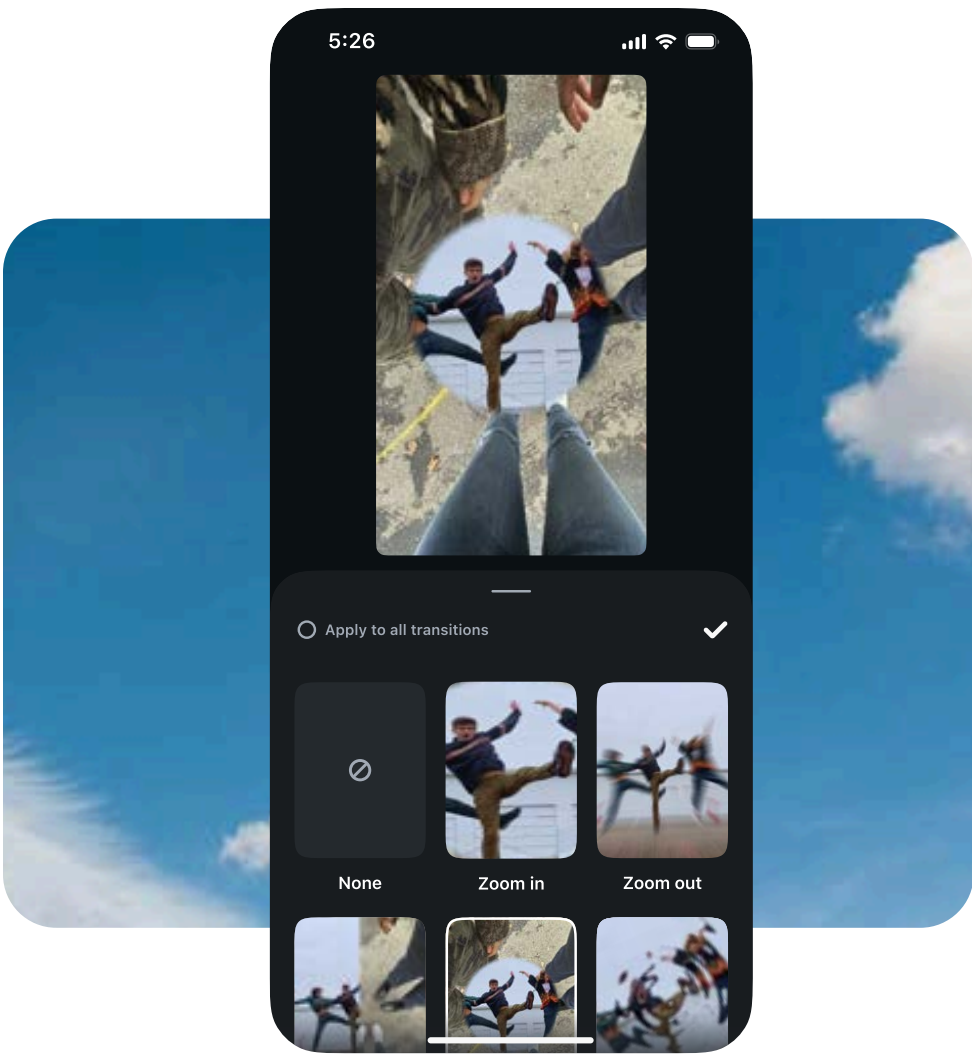
## 4 editing tips to enhance your Reels ads

Simple upgrades in the Edits app can help your reels stand out, hold attention and perform better. Try these quick fixes in your next editing session:

TIP 1

### Transform images into videos.

Add transitions that inject motion. Edits has more than 30 different transition effects, perfect for giving still images smooth, eye-catching movement.





TIP 2

Add captions.


Add captions for context and clarity. Even though more than 75% of Reels plays are sound-on,<sup>13</sup> captions can really help you add context and accessibility to your videos. The automatic captioning feature on Edits is available in multiple languages.



TIP 4

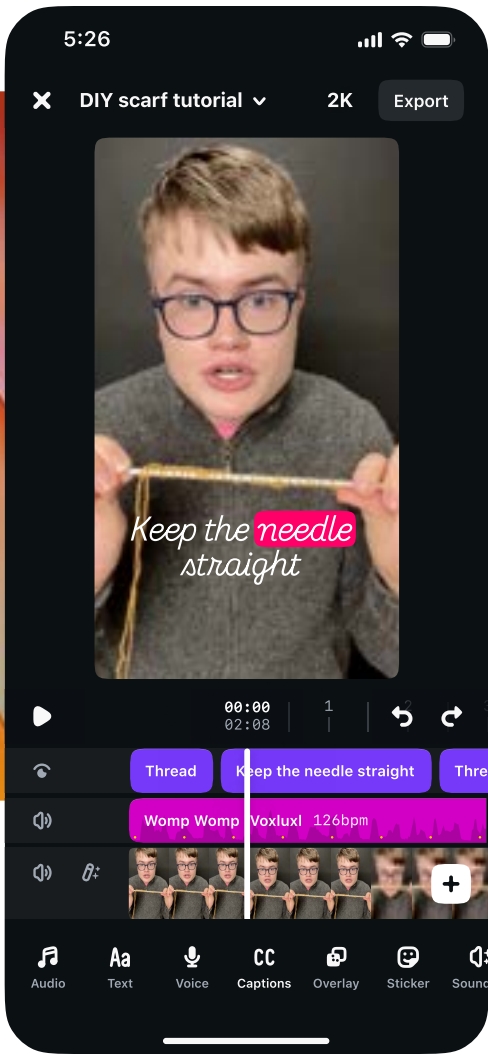
Use the cutouts tool.

Cutouts let you easily remove the background from objects or people in your video, so you can layer in bold text, graphics, or new backgrounds.



After adding your video or image, tap on the clip in the timeline and select Cutout at the bottom of the screen. This instantly removes the background so you can customize what goes behind your subject.


13. Instagram Internal, April 2025



TIP 3

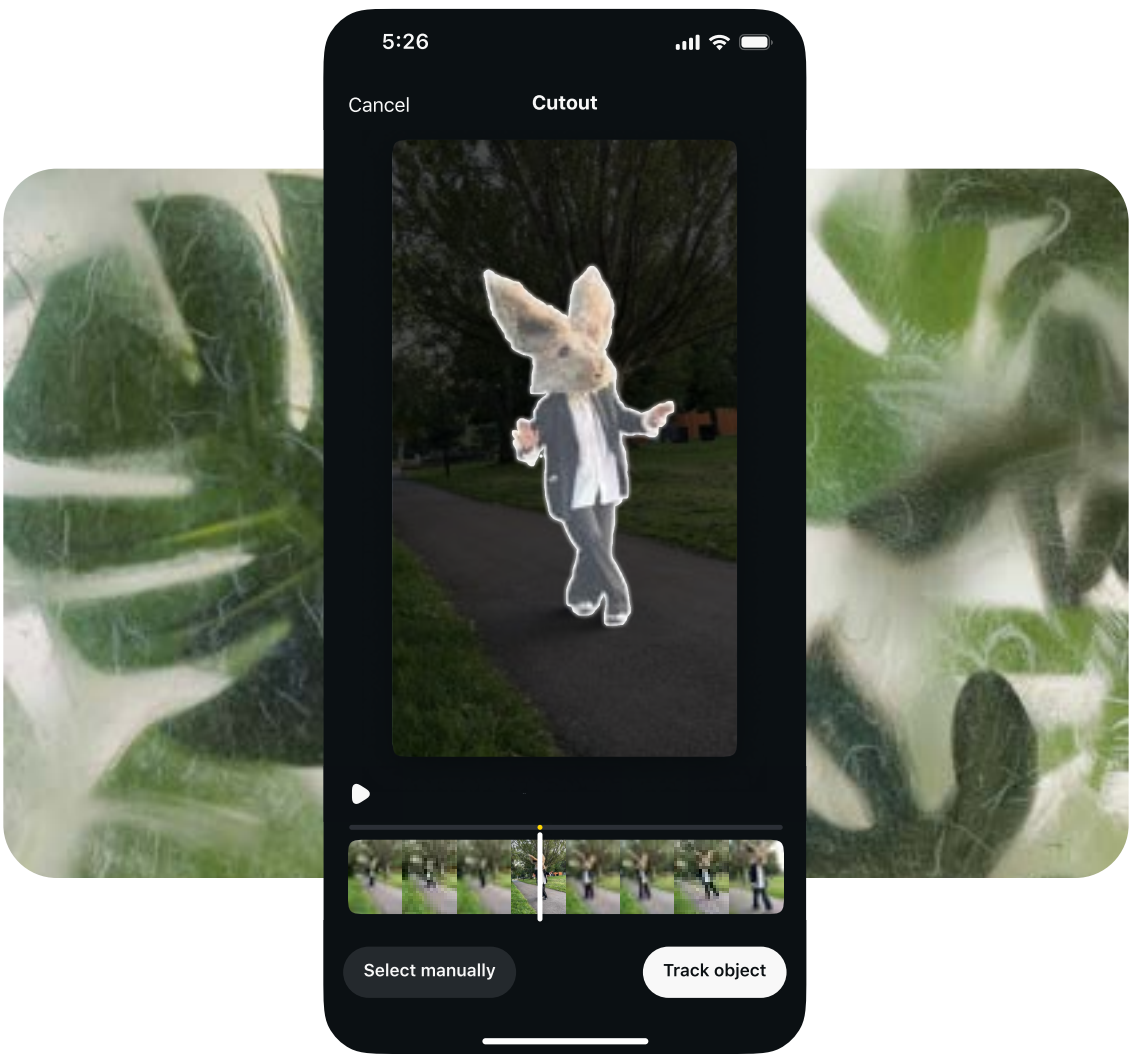
Add audio.

Add royalty-free sounds within Edits. Always make sure you have the rights to use audio in your Reels ad. You can add audio directly from the [Meta Sound Collection](#), where you'll find audio tracks that have been specifically designed for Reels.



**Search for:**

Reels sound - inspirational	Reels sound - upbeat pop
Reels sound - instrumentals	Reels sound - relaxing
Reels sound - applause	Reels sound - classical

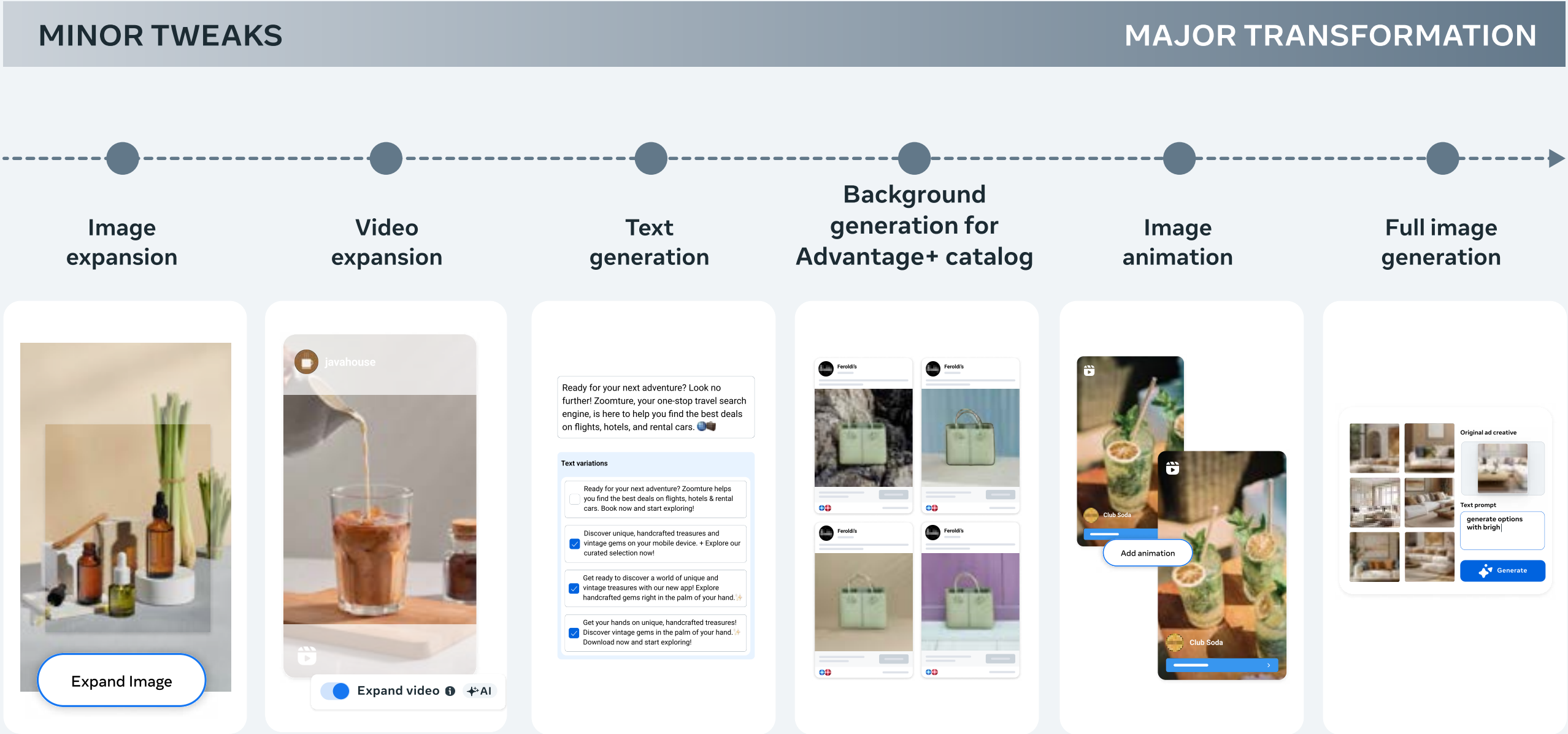




# Work smarter, not longer.

## Use AI to speed up your Reels creation.

These new AI solutions help you scale what works, refresh your creative faster and get more out of the assets you already have.



## Start with these 3 AI solutions to improve your Reels

Save time, repurpose what you already have, and enhance creative performance with these smart, simple editing tools — no big team or new assets required.

TIP 1

Transform images into videos.

### Image animation

No design team? No problem. Use AI to extend your product images to fit more ad placements without cropping or distortion — saving time while keeping your visuals on brand.





TIP 2

Generate high-performing copy.

Text generation

Struggling with what to say? AI can suggest multiple variations of headlines and body text based on your tone and previous top-performing ads. It’s great for testing angles, refreshing your copy and scaling fast.

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🔖

Generate text

javahouse

Expand video ⓘ ✨ AI

TIP 3

Adjust your video to fit Reels.

Video expansion

Easily convert your existing videos into the vertical 9:16 format using AI-enabled video expansion. The system fills in unseen pixels to make your footage feel immersive — ideal for Reels placements. 9:16 video has been shown to reduce cost per action compared to non-9:16 formats.<sup>14</sup>

14. 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.



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

