

Asset Submission Guidelines and Checklist

Submission Process and File Management

OPTURUM

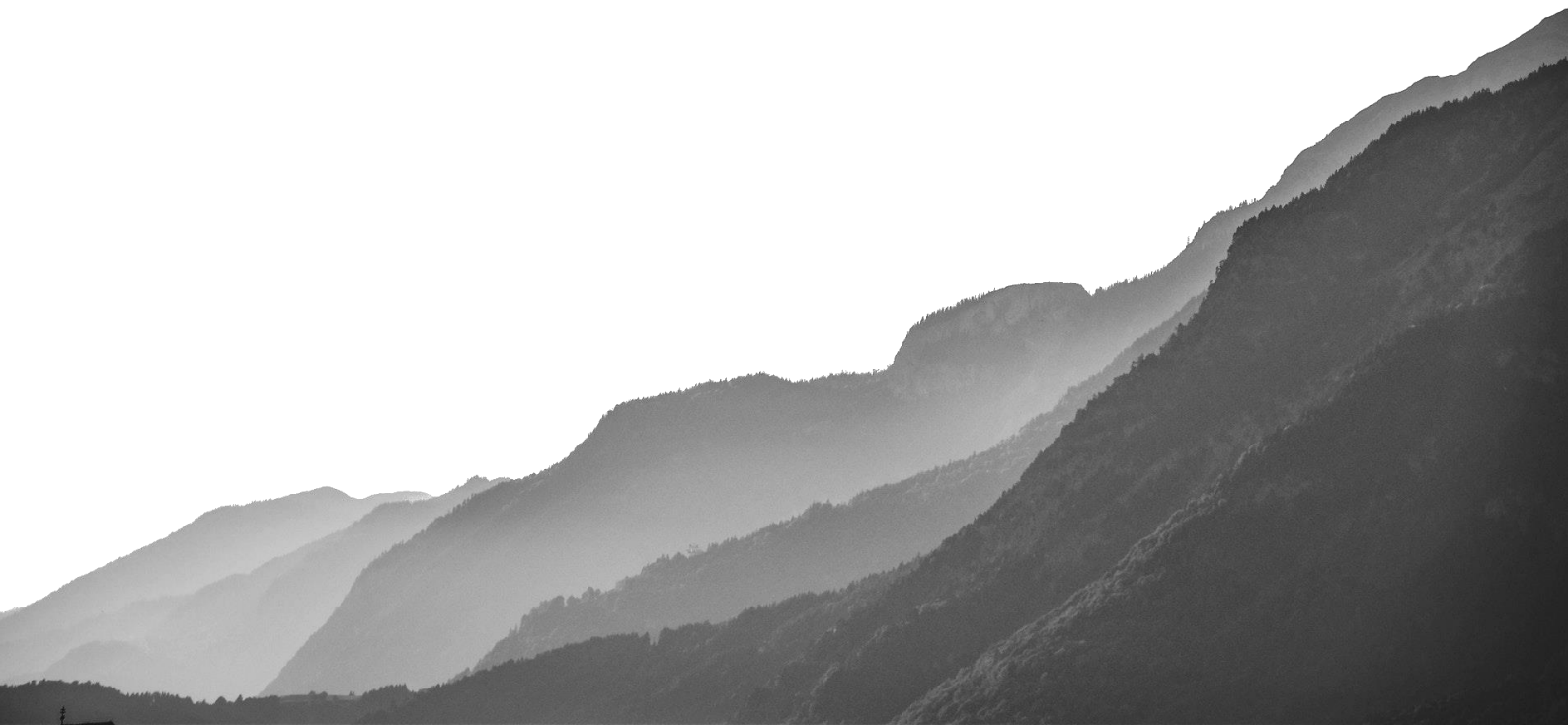


Table of Contents

Preface	2
Introduction to Asset Submission	3
Using Secured Cloud Location for Asset Submission	4
Ad Creative Resolution and Format Specifications	6
List of Required Company Assets	8
Product or Service Specific Assets	9
Best Practices for Asset Submission	11
Updating and Revising Assets	13
Compliance and Legal Considerations	15
Appendix A – Asset Submission Checklist	17

Preface

Title: Asset Submission Guidelines and Checklist

Published by: Opturum

Date: January 2024

Welcome to Opturum's Asset Submission Guidelines and Checklist. This document is designed to streamline the process of asset submission for your Meta advertising campaigns, ensuring that all necessary materials are provided accurately and efficiently.

Purpose of This Document

- The aim of this guide is to provide you with clear instructions on how to prepare and submit various assets needed for your advertising campaigns on Meta and its partner platforms.
- It serves as a comprehensive reference to help you understand what types of assets are required, the specific formats and resolutions needed, and the best practices for submission.

Intended Audience

- This guide is intended for clients of Opturum who are engaging in Meta advertising campaigns and need to provide assets such as logos, brand images, videos, and other campaign materials.

How to Use This Guide

- Please review each section carefully to understand the types of assets required, along with their specific format, size, and resolution specifications.
- Use the checklist provided to ensure all necessary assets are prepared and submitted as per the guidelines.

Contact and Support

- Should you have any questions or require assistance in preparing or submitting your assets, please contact your Opturum account manager.

Redistribution Policy

- This document is provided exclusively for the use of Opturum's clients and contains proprietary information. Redistribution, reproduction, or sharing of this guide outside your organization is strictly prohibited without Opturum's prior written consent. Please respect the confidentiality of the contents to maintain the integrity of your bespoke marketing strategies.

We appreciate your cooperation in following these guidelines, which are crucial for the successful creation and execution of your advertising campaigns. Thank you for your attention to detail and for partnering with Opturum in your digital marketing efforts.

Introduction to Asset Submission

Welcome to the initial phase of your collaborative journey with Opturum. This section introduces you to the asset submission process, a crucial step in crafting impactful Meta advertising campaigns. Our goal is to ensure that your brand is represented accurately and compellingly across all digital platforms.

Understanding Asset Submission

- Asset submission involves providing us with the necessary materials that represent your brand and are essential for your advertising campaigns. This includes, but is not limited to, company logos, brand images, videos, and detailed brand guidelines.

The Role of Your Assets in Campaigns

- The assets you provide are integral to creating tailored advertisements that resonate with your target audience. They form the visual and conceptual foundation of your campaign, reflecting your brand identity and messaging.

Secured Sharing Process

- For security and efficiency, all assets should be uploaded to a secured Google Drive location shared with you by Opturum. Unless specified otherwise, this will be the primary method for all asset submissions.

Ensuring Quality and Compliance

- It is essential that your submissions meet the specified guidelines for resolution, format, and content. This ensures not only the quality of the final ad creatives but also compliance with Meta's advertising standards.

Collaboration and Support

- We understand that preparing and submitting these assets can be a detailed task. Opturum's team is here to assist you through every step of this process. Should you have any queries or require support, your account manager is always available to guide you.

This introduction sets the stage for the detailed guidelines that follow, ensuring you are well-equipped to provide the assets necessary for creating successful and engaging Meta advertising campaigns.

Using Secured Cloud Location for Asset Submission

In the realm of digital marketing, the secure and organized transfer of assets is crucial for effective campaign management. This section provides a comprehensive guide on how to use the secured cloud location, specifically Google Drive, designated for your asset submission to Opturum.

Initial Access and Setup

- **Email Invitation for Access:** Each designated individual responsible for asset submission within your company will receive an email invitation to access a specific Google Drive folder created for your company. This ensures personalised and secure access to each stakeholder.
- **Accepting Access:** Upon receiving the email, click on the provided link to access the Google Drive folder. You might need to log in with your Google account credentials if not already logged in.

Folder Structure and Organization

- **High-Level Categorization:** The main folder will be categorised into two primary sections: 'Brand' and 'Products/Services'. This is to ensure a clear distinction between general brand-related assets and those specific to your products or services.
 - **Brand Assets:** Within this folder, you will find sub-folders for 'Logos', 'Branding Images', and a document named 'Brand Guidelines', which should include detailed information such as brand colours (with HEX codes), fonts, tone of voice, etc.
 - **Product/Service Assets:** This section should be further subdivided by asset type (e.g., 'Videos', 'Images') and then by specific products or services. For instance, if you have multiple products, each product should have its sub-folder containing all relevant assets.

Guidelines for Uploading Assets

- **File Naming Conventions:** To maintain order and ease of access, it is crucial to follow a consistent naming convention for your files. For instance, use a format like '[Product][ShortDescription][Version][Resolution]' (e.g., 'WoodenChair_RedFront_v2_800x800 ').
- **Resolution and Format Compliance:** Before uploading, ensure that all assets comply with the resolution and format requirements as per the 'Asset Submission Guidelines'. This is important to maintain quality across all platforms, especially for visual materials.

Maintaining the Integrity of the Folder

- **Avoiding Unauthorised Changes:** It's essential to maintain the structure of the Google Drive folder. Avoid altering the folder hierarchy or deleting files without prior consultation with your Opturum account manager.
- **Continuous Updates:** Regularly add new and updated assets to the respective folders. This helps in keeping your campaigns fresh and in line with your latest marketing strategies.

Security Protocols and Access Management

- **Confidentiality Assurance:** The security settings of the Google Drive folder are configured to ensure that your assets are accessible only to authorised individuals.
- **Managing Internal Access:** Within your organization, manage access permissions judiciously. Only individuals directly involved in the asset management process should have access to these folders.

Effective Collaboration Through Clear Communication

- **Prompt Communication:** Should you encounter any issues with accessing or using the Google Drive folder, or if you have any queries regarding the asset submission process, promptly reach out to your designated account manager at Opturum.
- **Feedback for Improvement:** Your suggestions and feedback are valuable in enhancing the asset submission process. We encourage open communication to make this process as efficient and effective as possible.

By adhering to these detailed guidelines and making the best use of the secured cloud location for asset submission, you play a pivotal role in the smooth execution of your digital marketing campaigns, ensuring that Opturum has all the necessary tools to represent your brand effectively in the digital space.

Ad Creative Resolution and Format Specifications

For your Meta advertising campaigns to be visually impactful, it's essential that the assets you provide, especially images and videos, meet certain resolution and format specifications. This section details the requirements for raw images as well as specific guidelines for images created for particular uses or creatives.

Submitting Raw Images

- **High-Quality Preferred:** When submitting raw images, aim for the highest quality possible within reasonable storage limits. High-resolution images offer more flexibility as they can be downsized and optimised by Opturum to suit various ad formats.
- **Storage Considerations:** While prioritising quality, also consider the storage size. Images should be large enough to be versatile without consuming excessive cloud storage space.

Images Created for Specific Purposes

- If you are preparing images for a specific cause or creative, it's important to consider the common resolutions and aspect ratios used in Meta advertising.

Common Meta Image Resolutions and Ratios

- **Facebook Feed Ads:**
 - Recommended size: 1200 x 628 pixels
 - Aspect ratio: 1.91:1
- **Instagram Feed Ads:**
 - Recommended size: 1080 x 1080 pixels
 - Aspect ratio: 1:1 (square) or 4:5 (vertical)
- **Facebook and Instagram Stories Ads:**
 - Recommended size: 1080 x 1920 pixels
 - Aspect ratio: 9:16
- **Carousel Ads:**
 - Recommended size: 1080 x 1080 pixels
 - Aspect ratio: 1:1

Format Specifications

- **Preferred Formats:** For images, JPEG or PNG formats are generally preferred. For videos, MP4 or MOV formats are recommended.
- **File Size Considerations:** Ensure that file sizes are optimised for web use without compromising on visual quality. Large file sizes can affect ad loading times and performance.

Optimisation by Opturum

- **Downscaling and Adjustment:** Opturum can downscale and adjust high-quality images to fit various ad formats, ensuring they look sharp and engaging across all devices.
- **Creative Adaptation:** Our team will adapt your assets creatively, ensuring they align with your campaign goals and Meta's best practices.

By adhering to these resolution and format specifications, you ensure that your ad creatives will appear crisp and clear to your audience, capturing their attention and delivering your brand message effectively. Please remember, providing high-quality raw images allows for greater flexibility and creativity in the ad development process.

List of Required Company Assets

As part of developing effective Meta advertising campaigns, it's essential to have a comprehensive collection of your company's branding and marketing assets. This section outlines the key types of assets you should provide to ensure your brand is consistently and effectively represented.

Brand Identity Assets

- **Logos:** High-resolution versions of your company logo in various formats (e.g., full logo, icon, monochrome) to accommodate different ad formats and placements.
- **Branding Images:** A selection of high-quality images representing your brand, such as office settings, team photos, or other relevant imagery.
- **Brand Guidelines Document:** A detailed document outlining your brand's visual and stylistic elements, including colour palettes (with HEX codes), typography, imagery styles, and tone of voice.

Marketing and Promotional Materials

- **Brochures and Flyers:** Digital copies of any current marketing brochures, flyers, or promotional materials.
- **Previous Ad Creatives:** Samples of past ad creatives (digital or print) to understand your brand's historical marketing approaches.

Digital Media Assets

- **Brand Videos:** Any brand-related video content, such as company introductions, product demonstrations, or promotional material.
- **Interactive Media:** Other digital media used in branding, like infographics, interactive PDFs, or presentations.

Corporate Communication Assets

- **Corporate Stationery:** Designs of corporate stationery like business cards and letterheads, to maintain consistency in your brand's visual presentation.
- **Company Profile or Fact Sheets:** A comprehensive company profile or informational sheets offering an in-depth view of your business and services.

Asset Submission Guidelines

- **File Formats and Resolution:** Adhere to the specified file formats and resolution guidelines to ensure quality.
- **Organized and Labelled:** Clearly organize and label folders (like 'Logos', 'Brand Videos') for easy identification and retrieval.

These assets are pivotal in creating custom, cohesive advertising campaigns that resonate with your target audience and reflect your brand's identity.

Product or Service Specific Assets

For a comprehensive representation of your products or services in Meta advertising campaigns, it is crucial to provide detailed and high-quality assets. This section outlines the specific types of assets related to your products or services that you should submit to Opturum.

Detailed Product Imagery

- **High-Quality Images:** Supply clear, high-resolution images of your products. Include various angles and, if applicable, images showing the product in use.
- **Lifestyle Images:** Where relevant, provide lifestyle images that depict your product within a real-life context, enhancing the potential customer's understanding and appeal.

Service Descriptions and Visuals

- **Detailed Descriptions:** For services, provide comprehensive descriptions that highlight key features, benefits, and unique selling points.
- **Supporting Visuals:** If available, include visuals such as infographics or diagrams that help explain or showcase your services more effectively.

Video Content

- **Product Demos:** Short videos demonstrating the use or features of your product can be highly effective.
- **Service Overviews:** For services, video content that explains or showcases the service in action, testimonials, or case studies can be valuable.

User Guides and Instructional Materials

- **Instruction Manuals:** If your product requires assembly or specific instructions, high-quality images or PDFs of user guides can be useful.
- **Service Process Guides:** For services, any materials that explain the process or methodology behind the service offer insights into what customers can expect.

Product Specifications

- **Technical Details:** Include detailed specifications of your products, such as dimensions, materials used, technical features, or compatibility information.
- **Service Scope:** For services, outline the scope, limitations, and any customization options available.

Promotional and Sales Materials

- **Special Offers and Promotions:** Information about any ongoing or upcoming promotions, discounts, or special offers related to your products or services.
- **Sales Presentations:** Digital copies of sales presentations or pitch decks that provide an overview of your product or service offerings.

Packaging and Presentation

- **Packaging Images:** High-quality images of your product's packaging which can be an integral part of the product presentation and brand experience.
- **Service Presentation:** For services, any branding or presentation materials used in the delivery of the service.

Customer Testimonials and Reviews

- **Testimonials:** Written or video testimonials from satisfied customers can be powerful assets for service-oriented campaigns.
- **Product Reviews:** If available, high-rated product reviews can be leveraged to enhance credibility and trust.

Organizing Your Assets

- Ensure that all product or service-specific assets are well-organized within the designated Google Drive folders. This helps in maintaining an efficient workflow and easy access during the campaign creation process.

By providing comprehensive and high-quality assets specific to your products or services, you enable Opturum to create more targeted, relevant, and engaging advertising content that resonates with your audience and effectively conveys the value of your offerings.

Best Practices for Asset Submission

Submitting your assets in an organized and efficient manner is crucial for the smooth running of your Meta advertising campaigns. This section outlines best practices for preparing and submitting high-quality assets, ensuring that they are easily accessible and usable for campaign creation.

File Naming Conventions

- Adopt a consistent naming convention for all your files to streamline identification and retrieval. We recommend using the format '[Product][ShortDescription][Version][Resolution]' for clarity and ease of sorting. For example, 'WoodenChair_RedFront_v2_800x800'.
- This convention helps in quickly identifying the content, version, and size of the asset, which is essential during the creative process.

Image and Video Quality

- Provide the highest quality images and videos possible. High-resolution assets ensure that your ad creatives look professional and appealing across all devices and platforms.
- For images, a resolution that is too low may appear pixelated, while extremely high resolutions can lead to unnecessarily large file sizes. Find a balance that maintains quality while being mindful of storage and loading times.

Organising Your Assets

- Categorise your assets into clearly defined folders, such as 'Logos', 'Product Images', 'Brand Videos', etc., to simplify the search and selection process.
- Within each category, further organize files by product line or campaign, if applicable. This helps in maintaining an efficient workflow and quick access during campaign creation.

File Formats and Compatibility

- Use widely accepted file formats to ensure compatibility. For images, JPEG or PNG are preferred. For videos, MP4 or MOV formats are recommended.
- Check that the file formats you use are supported by Meta's advertising platforms and are optimized for web use.

Revision and Version Control

- Keep track of different versions of your assets. Clearly label revised files with version numbers (e.g., v1, v2, v3) to avoid confusion between iterations.
- If replacing an existing asset, ensure the newer version is clearly marked and distinguishable from the old version.

Asset Quality Checks

- Before submission, conduct a quality check on all assets. Ensure there are no unintentional blurs, cuts, or other errors in the images or videos.

- Ensure that all text in images or videos is legible and error-free.

Feedback and Adaptation

- Be open to feedback from the Opturum team regarding the suitability and quality of the assets. They may suggest changes or improvements based on their expertise in Meta ad creation.
- Stay adaptable and be prepared to provide alternative or additional assets if required to enhance the effectiveness of your ad campaigns.

By following these best practices for asset submission, you contribute significantly to the creation of effective and visually appealing advertising campaigns. Well-organized, high-quality assets not only streamline the creative process but also reflect the professionalism and attention to detail of your brand.

Updating and Revising Assets

Keeping your campaign assets up-to-date is crucial for maintaining the relevance and effectiveness of your Meta advertising campaigns. This section outlines the process for updating and revising assets, ensuring that your campaigns always reflect the latest information and branding.

Regular Asset Reviews

- Conduct periodic reviews of your submitted assets to ensure they align with current marketing strategies, branding guidelines, and product offerings.
- Stay aware of any changes in your company's branding, product line, or marketing objectives that might necessitate an update to the assets.

Process for Asset Updates

- If you need to update or replace an existing asset, upload the new version to the designated Google Drive folder. Use a clear naming convention to indicate it's an updated version (e.g., 'NamingConvention_v2').
- After uploading the new asset, inform your Opturum account manager about the update. Specify which asset has been updated and any relevant details about the changes.

Revising Assets Based on Campaign Performance

- Opturum may provide feedback or suggestions based on the performance of your campaigns. Be prepared to revise assets accordingly to optimize campaign effectiveness.
- This could include adjusting visual elements, updating messaging, or providing additional variations of an asset.

Withdrawing Outdated Assets

- If an asset becomes outdated or no longer aligns with your brand strategy, remove it from the Google Drive folder to prevent accidental use in future campaigns.
- Notify your Opturum account manager of any assets you have removed to keep them informed and to ensure that only current assets are used in campaigns.

Providing Additional Information

- When submitting revised or new assets, consider including a brief note or document explaining the changes or updates made. This can be helpful for the Opturum team in understanding the context and purpose of the revisions.

Maintaining Version Control

- Keep track of different versions of your assets. Organise your Google Drive folder with subfolders or naming conventions that reflect different versions or iterations of your assets.

Responsive Updates

- Be responsive to the changing needs of your campaigns. If market trends, consumer feedback, or performance analytics suggest a change in creative direction, be prepared to update your assets to keep your campaigns relevant and effective.

By actively managing, updating, and revising your assets, you ensure that your Meta advertising campaigns are always fresh, relevant, and aligned with your latest marketing and brand strategies. This proactive approach contributes to the overall success and impact of your digital advertising efforts

Compliance and Legal Considerations

When submitting assets for your Meta advertising campaigns, it's crucial to adhere to various compliance and legal standards. This section highlights key considerations to ensure that your asset submissions align with legal requirements and respect intellectual property rights.

Adhering to Meta's Advertising Policies

- Familiarise yourself with Meta's advertising guidelines. Your assets must comply with these policies, which cover aspects like prohibited content, discrimination, and accuracy of information.
- Ensure that your ads do not make unsubstantiated claims and that all promotional content is truthful and transparent.

Intellectual Property Rights

- Only submit assets for which you have the legal right or permission to use in advertising. This includes images, videos, music, and any other content that may be subject to copyright or trademark laws.
- Secure proper licenses or permissions for any third-party content included in your assets. This is especially important for stock images, music, and video footage.

Data Protection and Privacy

- If your assets include or reference personal data, ensure compliance with data protection laws such as the General Data Protection Regulation (GDPR) or similar legislation in your country.
- Obtain necessary consents if your assets feature individuals, particularly in photographs or videos, to use their likeness in your campaigns.

Cultural Sensitivity and Inclusivity

- Be mindful of cultural sensitivity and inclusivity in your assets. Avoid content that could be considered offensive, discriminatory, or culturally inappropriate.
- Aim for diversity in your visual assets, representing various demographics in an authentic and respectful manner.

Legal Disclaimers and Disclosures

- Include necessary disclaimers or disclosures in your assets, especially if your product or service requires specific legal statements due to regulatory requirements.
- Ensure that any claims made in your assets about your products or services are verifiable and in compliance with advertising and trade standards.

Review and Approval Process

- Have a review process in place within your organization to vet assets for legal and compliance issues before submission.

- Stay informed about changes in advertising laws and standards, as these can impact the content and messaging of your assets.

Liability

- Remember that as the advertiser, you are ultimately responsible for the content of your campaigns. Ensuring compliance and legal due diligence in your asset submissions is key to safeguarding against potential legal challenges or policy violations.

By paying careful attention to these compliance and legal considerations, you protect your brand and ensure that your advertising campaigns run smoothly, free from legal complications or violations of platform policies. This diligence not only maintains your company's integrity but also upholds the trust and confidence of your audience.

Appendix A – Asset Submission Checklist

Brand Identity Assets	
Company logo (variations if available)	
Key branding images	
Brand guidelines document	
Product or Service Specific Assets	
High-quality product/service images	
Detailed service descriptions	
Product demos or service overview videos (if available)	
Marketing and Promotional Materials (if available)	
Digital brochures or flyers	
Previous ad creatives for reference	
Corporate Communication Assets (if available)	
Corporate stationery designs	
Company profile or informational fact sheets	