



CREATIVELY



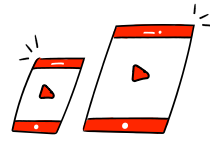
Focus on a single purpose.

Keep it simple by zeroing in on a single message, product feature, or punchline.



Bloom where you are planted.

Don't just treat them like cut-downs – bumpers work best when they're designed specifically for the medium.



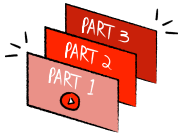
Think mobile first.

Use editing and framing techniques to create an immersive mobile experience. Avoid too much text, complicated action, or busy frames.



Be smart about shot design.

Quickly orient viewers with well-designed shots that tell your story in a concise, visual manner.



Build in series rather than singles.

As series, bumpers can be used to tease new products, amplify existing campaigns, or as vignettes that build towards a larger story or message.



Create for sound on.

Sound should enhance visuals and immerse the viewer in the creative.



Room to play.

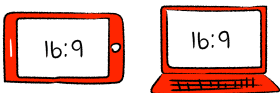
Creativity loves constraints! The 6-second format is ripe for innovation and experimentation, just make sure to keep the brand's goals in mind.



Stick the landing.

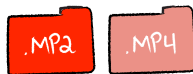
Leave the viewer with a single, clearly expressed thought and allow at least 2 seconds for it to sink in.

TECHNICALLY



Aspect Ratio:

16:9. Make the highest resolution possible for 16:9. If you upload a file that is not 16:9, YouTube will automatically add letterboxing.



Video Format:

MP2 or MP4 are YouTube recommended formats. YouTube prefers the original 1080p HD broadcast format. If you cannot submit videos in MPEG-2 format, then MPEG-4 is the preferred format.



Video Length:

6 seconds is 6 seconds. No more, no less.