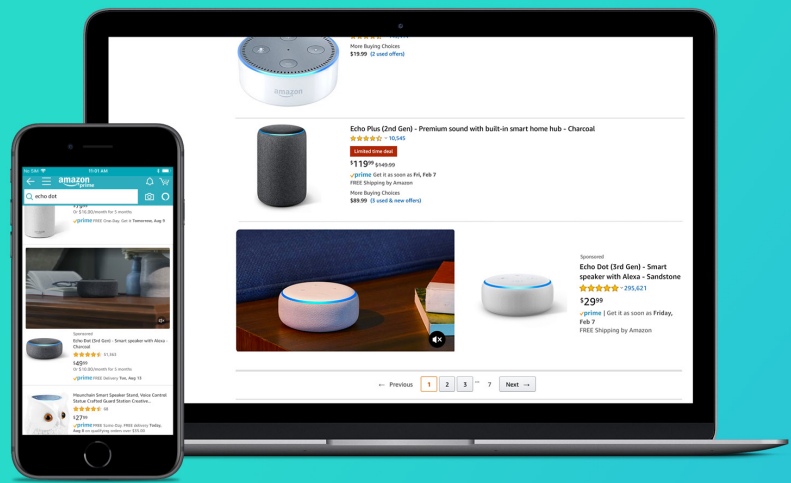


# Sponsored Brands Video on Amazon



## Anatomy of the ad unit

### A. Product details

The primary product image and associated product information (title, star rating, review count, price and Prime eligibility) from the detail page are automatically displayed.

### B. Video

The video will play automatically when 50% of it is on-screen.

### C. Mute toggle button

The mute toggle button is overlaid in the lower right-hand corner of the video and controls audio playback. By default, videos always start without audio. Customers can enable audio by tapping on this button. If it is a silent video or there is no audio the mute toggle will not be displayed.

## Creative Guidelines and Best Practices for Amazon Sponsored Ads

**Know your audiences** — Amazon customers are shopping for products and brands. Your content should be educational, demonstrative, and product focused.

**Show your product** — Our research shows that videos that feature the product prominently within the first second typically perform better than those that don't. Do not waste your chance to engage shoppers by fading in from black or starting with an empty frame.

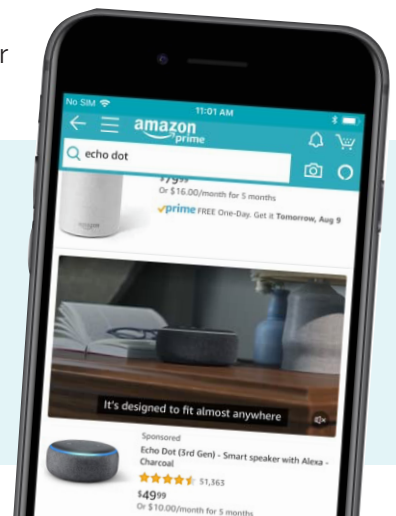
**Keep it brief and focused** — We recommend an optimal video length of 15–30 seconds to relay your message and hold customers' attention. Limit your content to just a handful of key selling points to ensure your message is received.

**Optimize for the format** — This video unit auto-plays without sound and runs inline in the search results with no option to go full screen. Your videos should work without sound, and you'll need to ensure that on-screen text can be easily read on a mobile device and isn't obstructed by the user interface that is positioned within the video area ([See Amazon's safe area template](#)).

**Consider the loop** — Once this video ends, it will automatically loop. Consider adding an end card to allow for some breathing room, or get creative and make your loop seamless.

## On-screen text guidelines

We recommend adding on-screen text to videos that rely on voiceover to communicate the product message. To ensure text can be easily read on smaller screen devices we recommend using Helvetica or a similar sans-serif font at a minimum size of 80 px. We also recommend displaying the text in white on top of a black bounding box set to 80% opacity (seen in the example at right). Please ensure text does not interfere with the safe area template.



## Video and audio specifications

Video duration	Between 6 and 45 seconds (30 secs or less highly recommended)
Video dimensions	1920 x 1080px, 1280 x 720px or 3840 x 2160px
File size	Less than 500MB
File format	.MP4 or .MOV
Aspect ratio	16:9
Video codec	H.264 or H.265
Video profile	Main or Baseline
Frame rate	23.976fps, 24fps, 25fps, 29.97fps, 29.98fps, or 30fps
Video bit rate	Minimum 1 Mbps
Video scan type	Progressive
Audio codec	PCM, AAC, or MP3
Audio format	Stereo or mono
Audio bit rate	Minimum 96 kbps
Audio sample rate	Minimum 44.1khz
Letterboxing or pillarboxing	Videos must not have black bars on any side of the video content
We do not permit blank or black frames at the start or end of videos.	

## Top moderation rejection reasons

Avoid these top rejection reasons to help ensure your Sponsored Brands video ad is approved in moderation.

- Black or empty frames at the start or end of videos. Don't waste your chance to engage shoppers by using black or empty frames.
- Video is abruptly cropped at the maximum video duration. Abrupt edits can result in an incomplete video and a poor customer experience.
- Video includes Amazon branding elements. Amazon trademarks, products or references to Amazon products or services are prohibited.
- Video includes customer reviews. Customer reviews (including star ratings), even if these reviews are on Amazon, are not permitted.

## Acceptance criteria

In addition to meeting the above technical specifications, video ads must meet the following criteria. Videos that do not meet these guidelines will not be accepted.

- Critical content within the video (such as on-screen text) must not obstruct the user interface. To ensure your video meets this guideline, please download the safe area template.
- All on-screen text must be a minimum of 30 pts and be legible.
- Letterboxing/Pillarboxing: Videos should not have black bars on any side of the video content.
- Videos must be in the language of the locale in which it is displayed, be easily understandable and clearly identify the brand or product promoted.

## Ad policies

All Sponsored Brands video campaigns are subject to Amazon's sponsored ads creative acceptance policies. All content must be appropriate for a general audience and must comply with all laws, rules, and regulations that apply to the advertiser or the advertising content in any location where the advertisements may appear. Ads that do not meet these policies will not be accepted for Sponsored Brands video.