WHAT IS IT?

IT'S CONTENT CREATED LIKE BUILDING BLOCKS — EACH PIECE CAN STAND ON ITS OWN, OR BE PART OF A LARGER NARRATIVE.

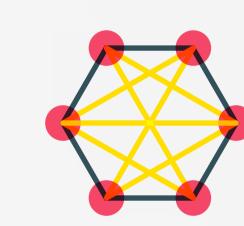






Snippets of the creative can run as static images, short videos, or longer ads, depending on the medium.

PRODUCTION BEST PRACTICES



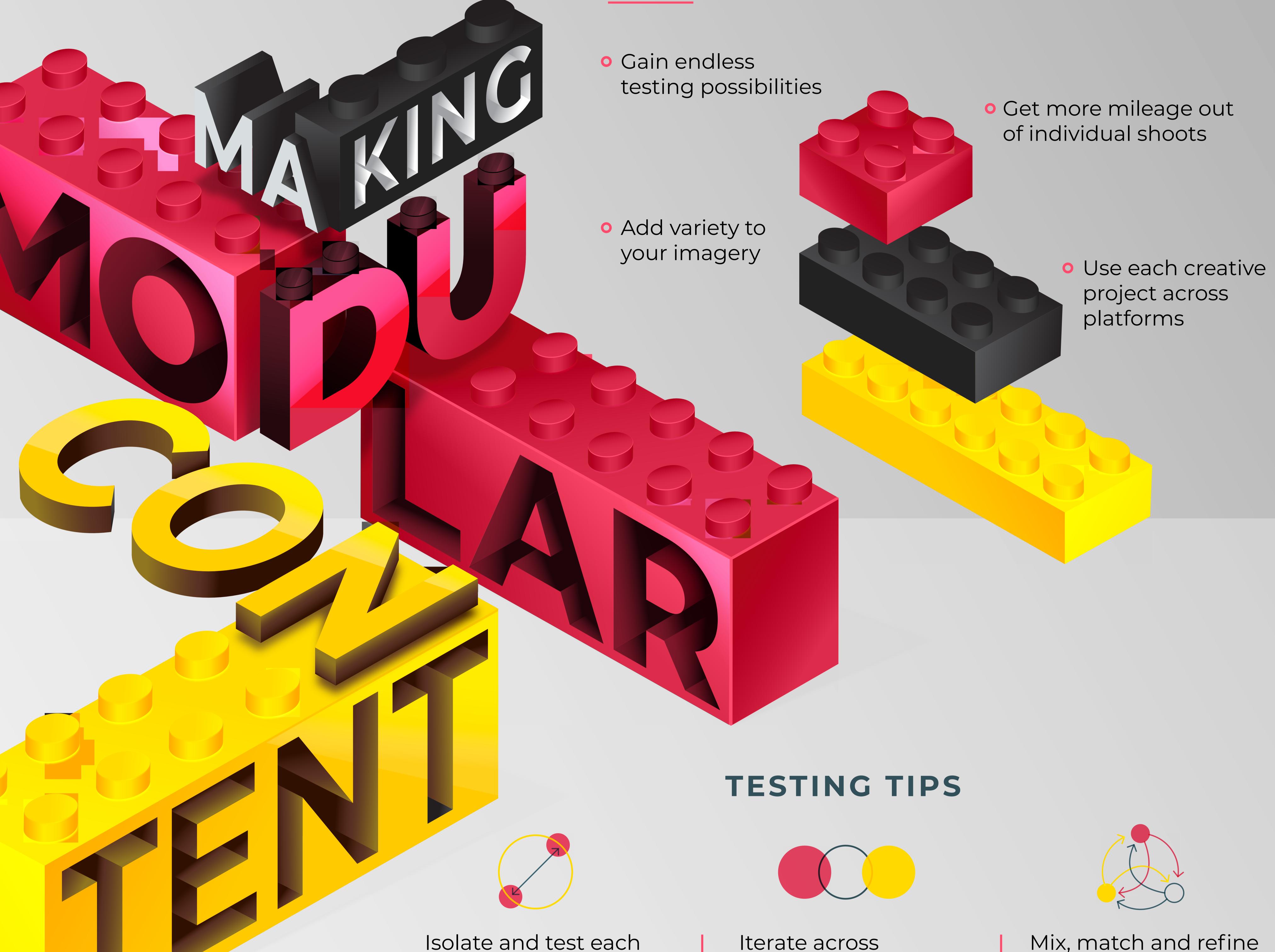
Think about content creation as "content units" instead of standalone pieces.



You can't wing it — start planning for modularization at the ideation stage.



Test everything. Actors, backgrounds, text overlays, colors, etc., are all potential variables.

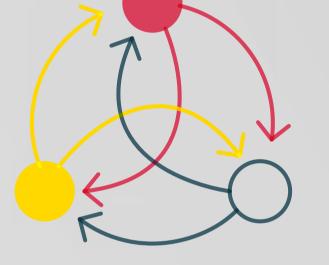


variable element to see

what resonates best.

Iterate across multiple platforms for maximum flexibility and effectiveness.

WHY SHOULD I DO IT?

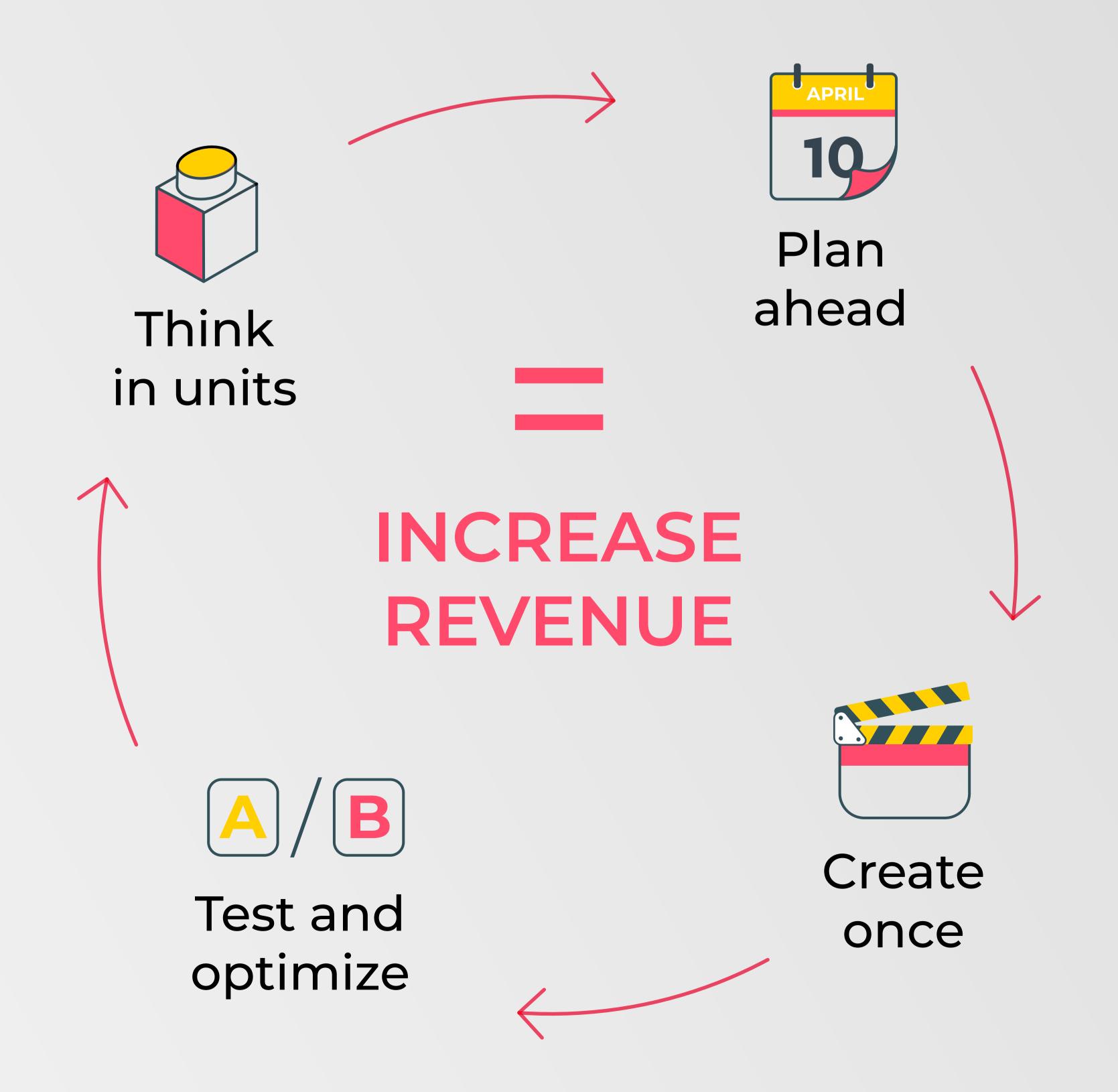


Mix, match and refine to platform audience's preferences.

THE LONG STORY, SHORT



of consumers are more likely to buy from a brand that personalizes their experience.1



Personalization can reduce acquisition costs² by as much as



