



3 Simple Steps for Businesses to Win Big at **Mega Sales Events**



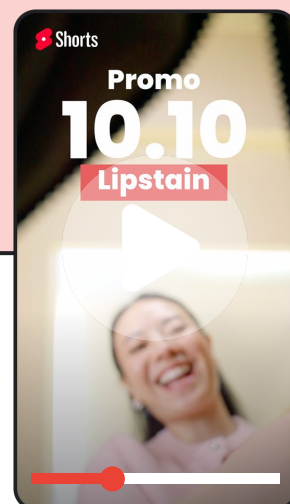
Step 1

Start by creating low-cost, high-quality videos that engage shoppers

Video commerce
now makes up

20% >4x
of SEA's e-commerce GMV¹ increase since 2022¹.

Watch here



The best part: Creating a video ad doesn't need a big budget.

With just a smartphone and the [YouTube Create app](#), you can shoot, edit, and publish both short- and long-form videos. Export the final video to your phone's gallery or upload directly to YouTube.

Watch @[HaloHanie](#) create a Mega Sales video — edited in under a day.



Tips for creating a strong video ad

1 Grab attention in the first 3 seconds:

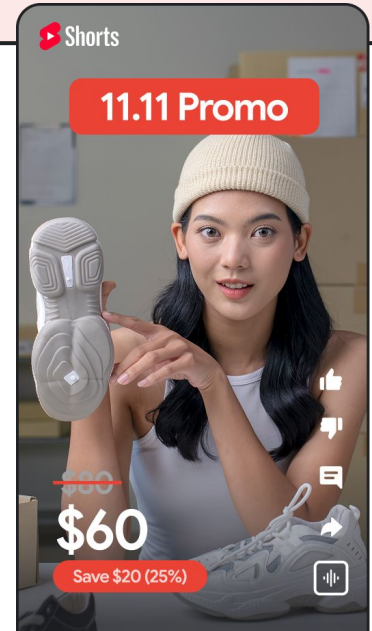
- Display Mega Sales deals with bold text overlays such as “11.11 Promo,” “Buy 1 Get 1,” or “Mega Sales.”

Did you know? Headlines with an offer perform up to **38% better** for their campaign goal versus headlines without¹.

Pro tip Highlight savings by showing both the new price and the percentage off.

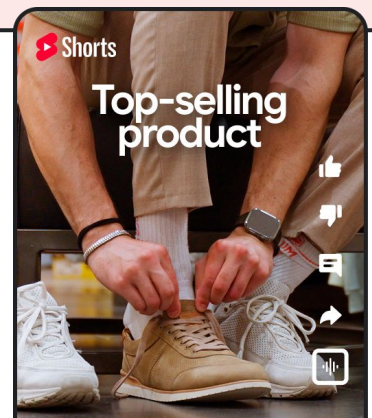
- Bring your product to life** — spotlight it in everyday settings or during action-filled moments.

Did you know? Images featuring people perform **30%+ better** for campaign goals compared to those without¹.



2 Tell a story, not just a pitch:

- Use a **before/after transformation** to show how your product solves a problem.
- Feature real customers** for authentic proof of quality.
- Highlight popularity** with copy such as “100 units sold in 24 hours” or “Top-selling product.”



3 Prioritize mobile-first quality:

- Use a **clean, contrasting background** to make your product stand out².
- Shoot during the day when natural lighting is present².
- Use a simple clip-on microphone for clear narration².
- Add clear captions so viewers can follow along even with the sound off².



Once your videos are ready,
make sure shoppers actually see them.

Step 2

Next, reach shoppers across multiple touchpoints with Demand Gen

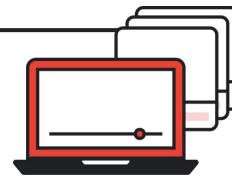
Shoppers research their Mega Sales deals across YouTube, Discover, Gmail, and multiple other touchpoints. Instead of running separate campaigns, use [Demand Gen](#) to distribute your creatives seamlessly across these channels.

[Learn more](#) 

In Southeast Asia,

92%

of consumers turn to Google Search and YouTube when shopping — more than marketplaces and social media/video platforms¹.



How to set up your campaign

- 1 Go to your Google Ads account.
- 2 Choose your goal (sales, leads or website traffic), or create with no goal.
- 3 Select **Demand Gen** and enter your campaign settings:

Location: country level

Budget: daily budget of at least \$100

- 4 Add audiences. Use **Lookalike Segments** to replicate high-value users from other platforms.

- 5 Tailor your creatives. Demand Gen works best when assets feel native to the placement.

- Once you have the video asset, you can use stills from the scenes to create static images or even carousels.
- Tailor image, video, and carousel creatives to each format

YouTube Shorts & In-Stream

Videos, images

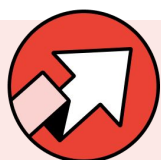
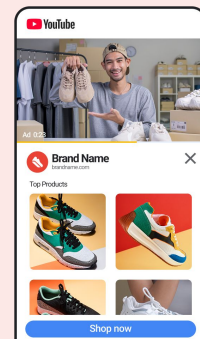
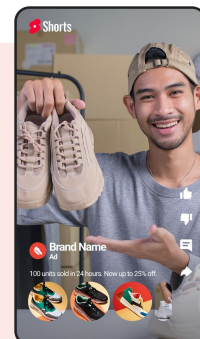
Discover & YouTube In-Feed

Images, carousels, videos

Gmail

Images, carousels

- 6 [Launch your campaign](#) 

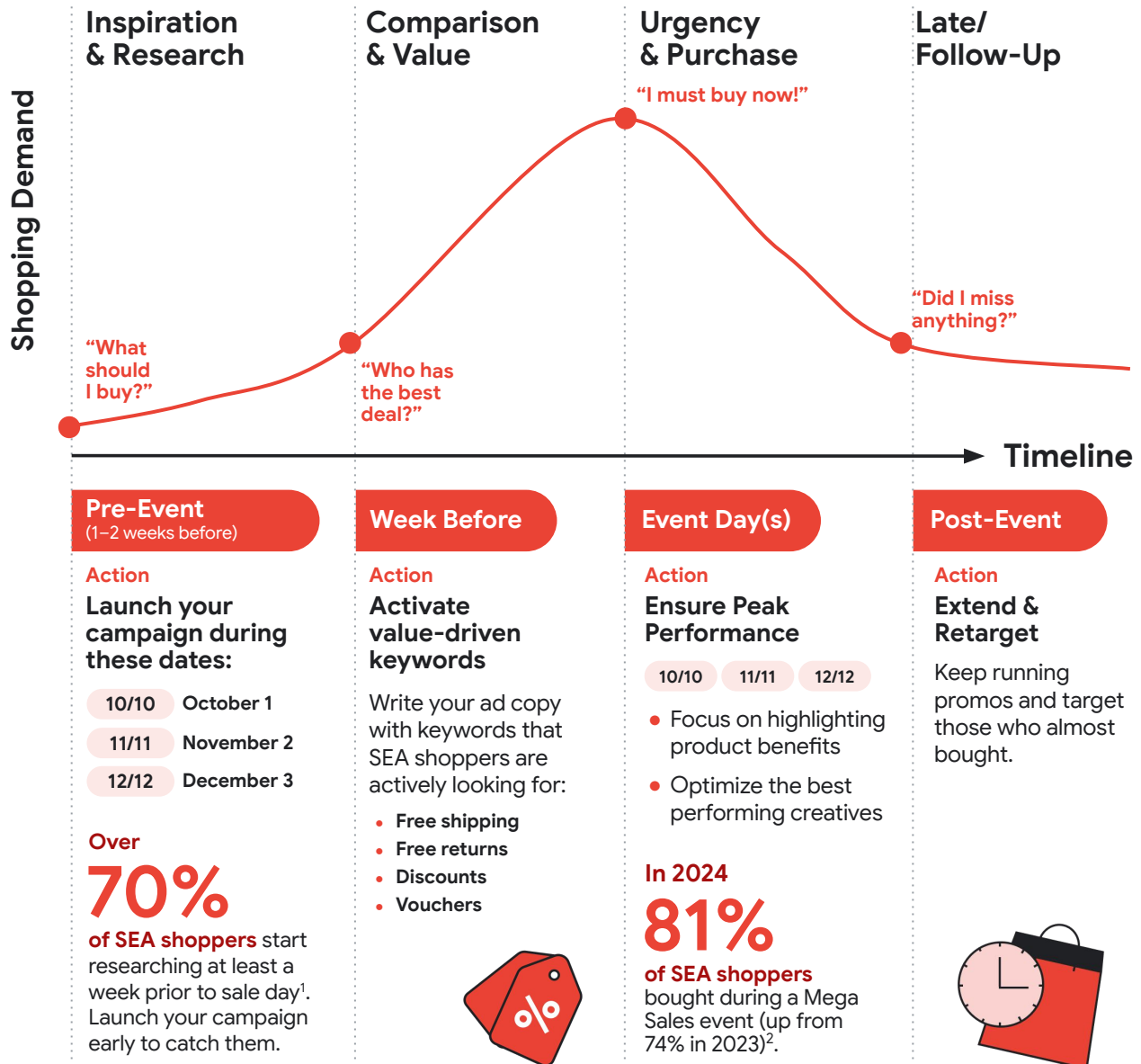


The last piece of the puzzle is knowing when to go live to capture peak shopping intent.

Step 3

Finally, launch your campaign at the right Mega Sales moments

Get the timing right so your brand stays visible throughout the shopping journey.



Ready to win the Mega Sales moment? Start your campaign today.

Click and get in touch with the Google Ads team here