



Creative Best Practices

On Waze, we encourage advertisers to think about billboards when designing their creative. Aim for a short, clear message with a prominent logo that drivers can digest quickly.



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Remember the Context

The more your creative asset is tailored to the platform, the more likely users will be to engage and remember your brand’s message.

TIPS | Brand Icon



Use your most recognizable **icon** which clearly indicates what is being advertised at the marked location

ASSET DIMENSIONS:
152x112px

FILE TYPE:
jpg or png

TIPS | Brand Logo



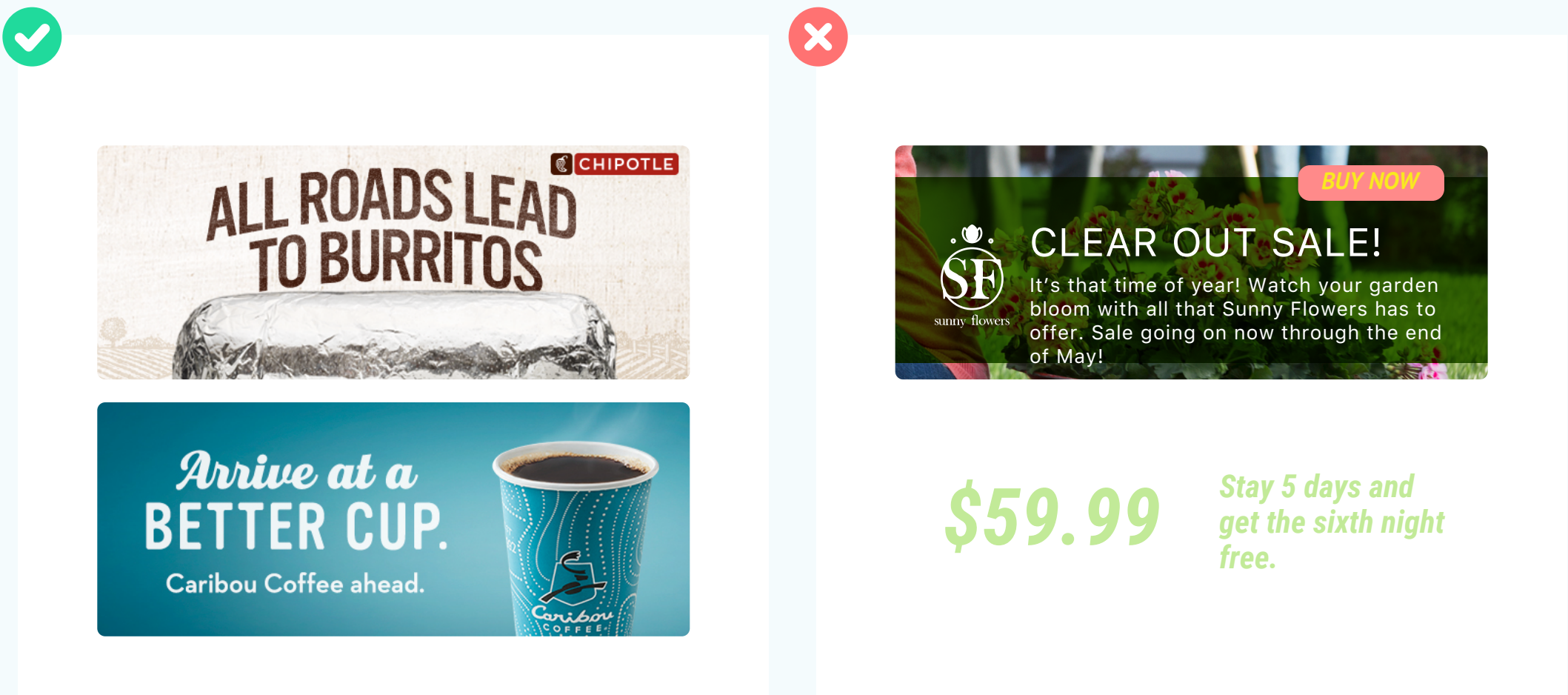
Use a more detailed **logo** which highlights the strength of your brand. The logo appears larger in the app than the Brand Icon.

ASSET DIMENSIONS:
550x690x

FILE TYPE:
jpg or png

TIPS | Premium Creative

Less [text] is more—shorter messages are easier for Wazers to digest when at a stop. Use the message to add more context to the Wazer’s journey.



ASSET DIMENSIONS:
608x240px & 788x240px

FILE TYPE:
jpg or png

CHARACTER LIMIT:
Less than 60 characters
recommended

Make it Simple and Clear to the User

When you eliminate clutter and distracting elements, your ad can shine. Use a simple message that resonates with the drivers. Use your brand to drive awareness of your offerings or locations.

TIPS | Brand Icon

- Most recognizable brand logo
- If logo is more than 10 characters, use brand's icon version of logo
- No images; brand logos or icons *only*
- Asset must be high resolution on all devices
- Solid color background with logo overlaid is recommended for optimal map performance



ASSET DIMENSIONS:
152x112px

FILE TYPE:
jpg or png

TIPS | Premium Creative

- No small text - recommended font size is greater than 18pt
- No more than 60 characters or 3 lines of text
- Use compelling product images
- Make sure brand's logo is clear and conspicuous for optimal brand recall
- Add any legal copy to the Location Preview screen, rather than the Premium Creative



Google, designed just for your iPhone®.
Meet the Google app.

ASSET DIMENSIONS:
608x240px & 788x240px

FILE TYPE:
jpg or png

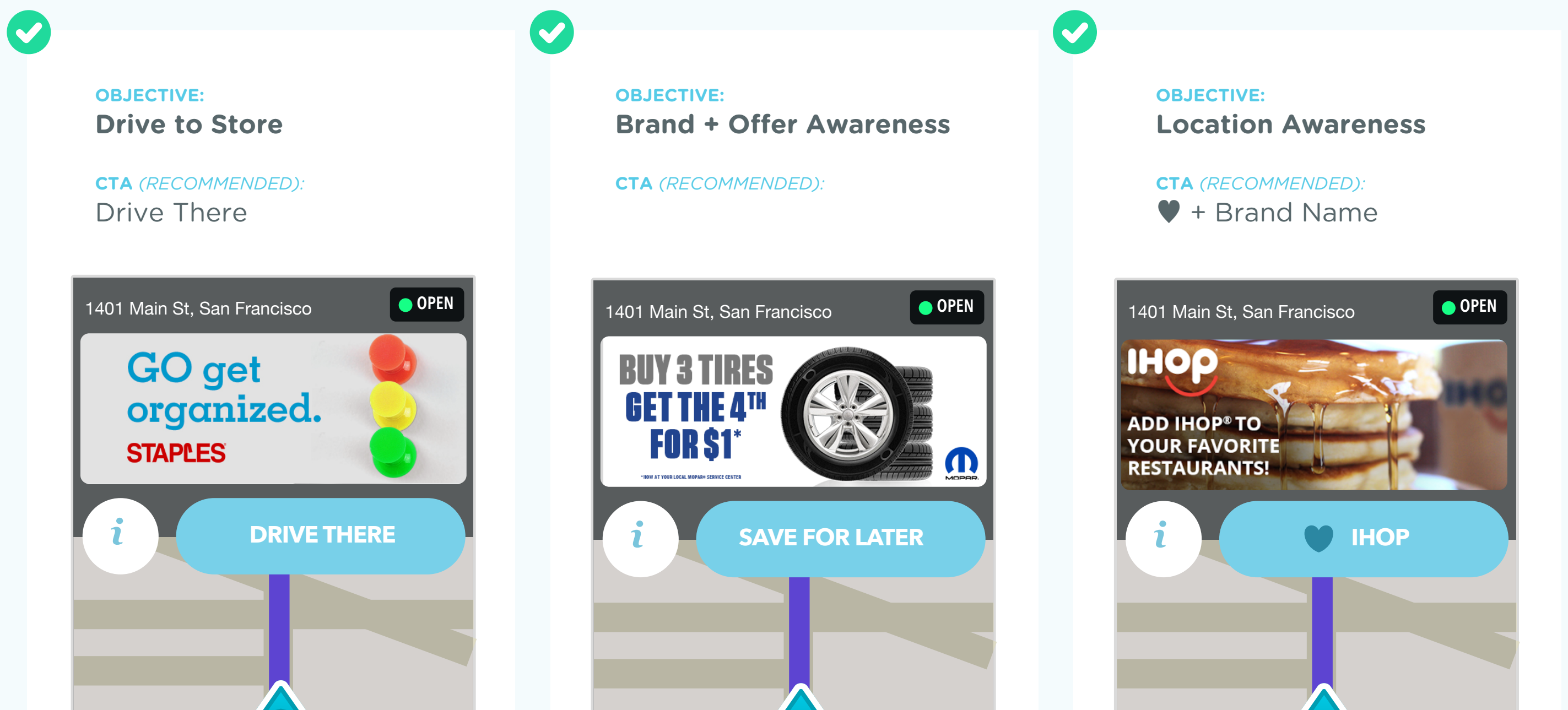
CHARACTER LIMIT:
Less than 60 characters
recommended

Align the Call-to-Action (CTA)

Think about the end goal of your campaign. What do you ultimately want the user to do? What's going to incite action but not be overbearing? Choose a Waze CTA to strengthen your campaign message. Primary engagements come from the Waze CTA.

TIPS | Premium Creative

- Use messaging that relates to the campaign goal and aligns with the Waze CTA
- Using a complementary CTA in message encourages Wazers to engage in the campaign
- No CTA buttons overlaid in the Premium Creative



CTA OPTIONS:

- ♥ + Brand Name
- Save for Later
- Save Offer
- Drive There
- Remind Me
- Save Video
- Change Voice
- Download App

Frequently Asked Questions

Cont.

How do I make my creative relevant to drivers?

When designing your ads for Waze, remember that all users on Waze are drivers. Appeal to drivers by enriching their journey with contextual messages about your brand, location, or offer.

By understanding the medium, in this case a digital billboard, you can avoid repurposing digital ads cut from internet. See page 1 for more detail.

How do I make my pin stand out on the map?

Using a solid color background with logo overlaid is recommended for optimal map performance. See page 2 for an example of this.

How do I ensure my call-to-action is successful and aligns with my message?

Use message that relates to the campaign goal and aligns with Waze CTA. See page 3.

As a CPG advertiser, should I use my brand/product logo or the partner-retailer logo?

Using a CPG logo tends to drive a higher CTR, whereas the partner-retailer logo tends to drive a higher navigation rate. Choosing what is right for you depends on your campaign objective.

MORE QUESTIONS?

See more examples on waze.com/brands

Creative Takeaways

TIPS

- Keep the message short, sweet, and contextual
- Make your brand visible
- Choose the right CTA to enhance the user experience and deliver great performance

Frequently Asked Questions

How much text should my ad image have?

Waze recommends ads with concise text. Text-heavy assets are distracting and may result in a poor experience for drivers. Waze encourages advertisers to keep their message to under 60 characters or three lines of text to ensure the message is easily digestible.

What does it mean that I have too much image text?

Text in your ad can include text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. If your ad is using any of these elements, you may want to consider reducing the text by simplifying your logo or message. Consider putting most of your text on the Location Preview screen. If you must use a lot of text to get your message across, use as few characters as possible.

How do I improve my engagement rates?

If you have something special to offer, make sure your customers see it! Highlight appealing offerings such as new products, discounts, promotional codes and limited time offers.

Nothing new to promote? Chat with your Waze representative about refreshing your creative on a quarterly basis to keep your customers engaged.

How do I measure creative success?

Consider performing a creative test. Based on the results, you may adjust your creative or message to see what drives the most positive response.

Depending on your objective, we look at both Ad Recall and Navigation Lift to your locations to see any changes in driver behavior.