



# Video checklist

These 5 things will help you get the most from your video.

**Keep it short and simple**

Limit video length to 15s to maximize branding impact.

**Open with a product**

Show your product at the start to increase interest and click intent.

**Clearly position your logo**

Place your logo in the upper left or right corner of the frame to increase unaided brand recall.

**Have a sound-off strategy**

Add captions to drive longer view time.

**Bring the brand back**

Display your brand for more than half of the video to increase aided brand recall and message recall.

**Bonus tip:**

When possible, feature people — especially in the first few frames — to improve retention