



# Promoted Trend Spotlight

Take over Twitter's Explore tab, where people go to see **What's Happening**

## Overview

The **Promoted Trend Spotlight** enables brands to leverage the undeniable stopping power of video paired with the premium real-estate of the Explore tab, where people on Twitter go to see What's Happening.

**NEW!** **Spotlight Creative Swapping** allows you to swap your creative on the day you're running your Spotlight. This feature gives you the flexibility to extend your message and further tell your story.



### Capture attention

With immersive, full-width creative, Promoted Trend Spotlight captures attention and reinforces your message. Promoted Trend Spotlight supports a 6-second video, GIF, or static image that runs edge-to-edge on mobile devices within the Twitter app.



### Differentiate your brand

Sitting atop the Explore tab, Promoted Trend Spotlight differentiates your brand from other placements on Twitter by appearing next to highly-curated editorial content.



### Surface conversation

Tying together the prominent placement and expansive coverage that sits atop Twitter's explore tab, brands have the opportunity to generate conversation and invite discussion.

## Spotlight Details

- Spotlight is an upgrade to Twitter's Promoted Trend placement
- The media-forward Spotlight will appear at the top of the Explore tab for a user's first two (2x) visits in a day before returning to the regular Promoted Trend position for the remainder of the day
- For pricing and availability, please contact your Twitter Client Partner

## Creative Specifications

**Media:** 6-second looping GIF, MP4 or static image

**Aspect Ratio:** 16:9 (for image, GIF or Video)

**File size:** 5MB for image, 15MB for GIF/Video

**PTr Hashtag:** Max 16 characters

**PTr Description:** Max 30 characters

Creative must be delivered to Twitter via a **dark Tweet**, with media (either GIF, MP4 or image) **only**. **Media in card formats cannot be accepted.**

**3X** higher avg CTR than Promoted Trend\*

**113%** higher ad recall than Promoted Trend\*

*\*Source: EyeSee New Ad Products Research, 2018 Q. Which of the following brands do you recall seeing a Tweet for? Q. How favorable is your view of [brand]? Q. What was your overall reaction to the ad? Q. How likely are you to consider [brand] next time you look for [product]?*

