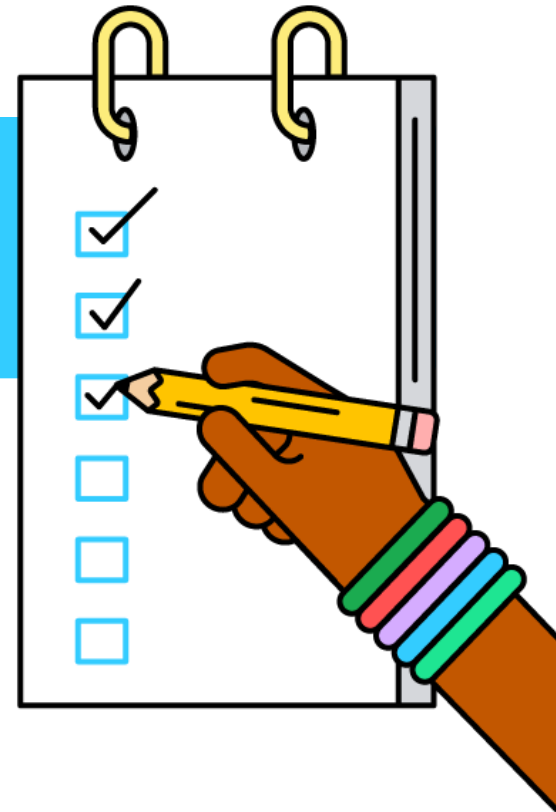


# The Waze Ads creative checklist

With Waze Ads, you're catching consumers at unique moments: when they're in their cars. So how do you make the most of these moments? **Use this creative checklist to take your campaigns to the next level.**



## ☐ Stick with minimal text and recognizable logos

It's important that users can identify your business with just a quick glance. Make your ad easy on the eyes by eliminating clutter and excess wording.

## ☐ Take the 2-second test

Can users identify your business or products within two seconds? If it takes any longer than a quick glance for users to recognize your business, rethink your approach so it's easier for drivers to know what to expect from your business.



### Pro Tip

*It can be tough to fit a logo into a Pin. Consider adding an icon that represents a product offering instead.*



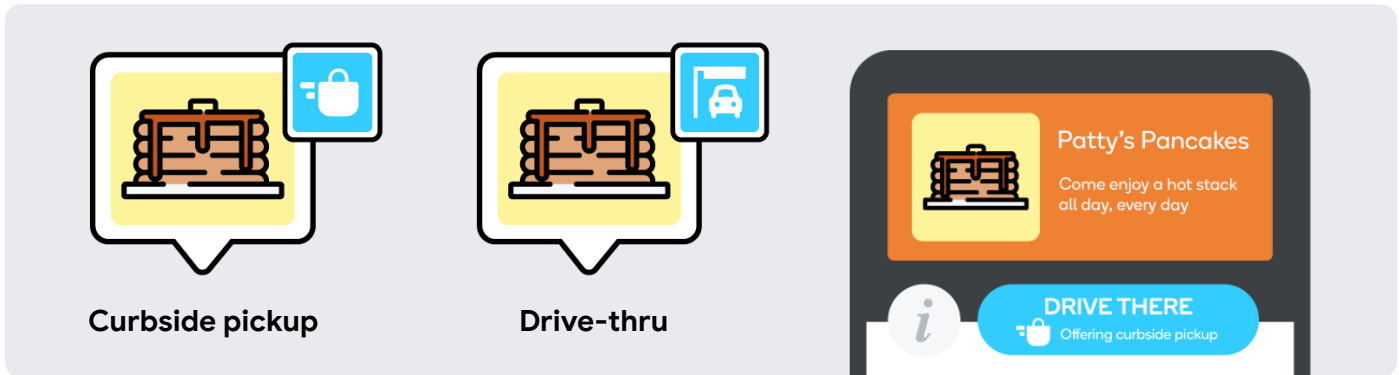
## ☐ Use messaging that reflects the in-car experience

Make sure you're delivering the right message at the right time. Users will see your ad while they're in the car and on the go. Think about where consumers are and what they're experiencing, whether it's traffic or the need for a pit stop. For instance, businesses that offer iced drinks on a hot day or essential road trip snacks should highlight those offerings in their ads to fuel spur-of-the-moment visits.



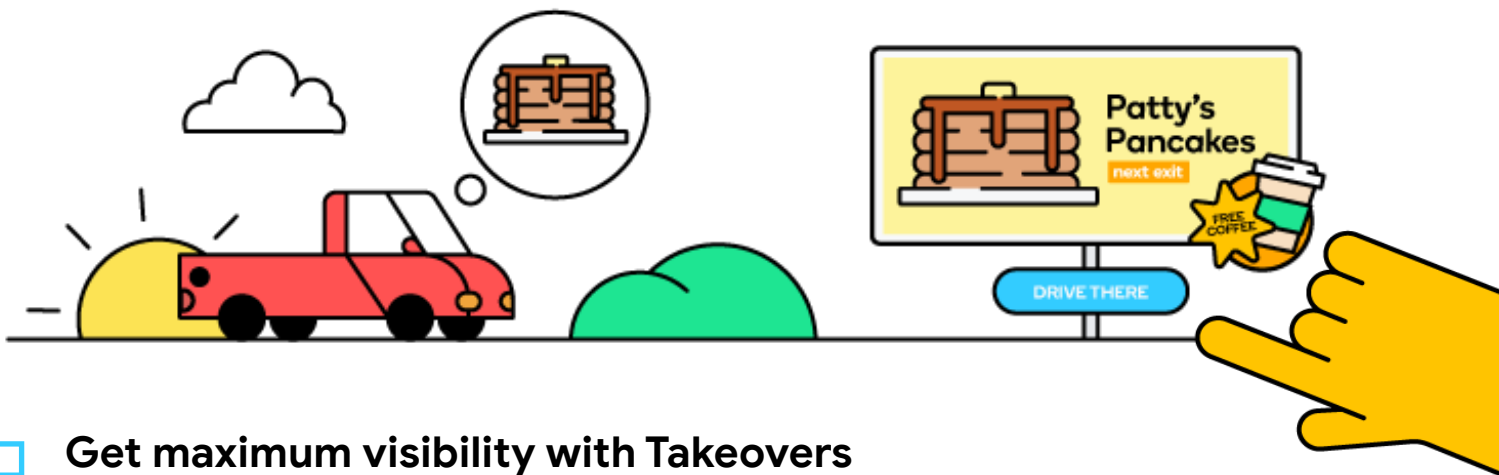
## □ Spotlight special offerings with Location Personality badges

If your business offers special services like curbside pickup or drive-thru, [Location Personality](#) badges alert drivers of these services to help users make informed decisions.



## □ Choose a Call-to-Action (CTA) that fits your campaign

Think about what you want users to do after seeing your ad. You can encourage them to drive to your location, save an exclusive offer, or save your location for later. Choose a CTA that goes with your message and makes users want to take action.



## □ Get maximum visibility with Takeovers

Takeovers are like billboards for your business. They provide increased visibility and reach to help your business stand out along a person's route. When a user's vehicle comes to a complete stop, a Takeover puts your business or promotion front and center. Because they're the biggest ad format, you have room to be more creative in how you promote your location, product, or offer.

[Create your next Waze ad](#) 