

THEKRE8TIV ADS

FREQUENTLY ASKED QUESTIONS

+ WHAT IS YOUR SCOPE OF WORK?

From static, carousel and dynamic (GIF) ads to banners and microvideos, we got the creatives / visuals of your social content and digital ads covered.

+ WHAT IS INCLUDED?

WHAT'S INCLUDED	LAUNCH PLAN	BOOSTER PLAN	ACCELERATE PLAN
PRICE	600 EUR/single month 499 EUR/monthly subscription	1100 EUR/single month 999 EUR/monthly subscription	1600 EUR/single month 1499 EUR/monthly subscription
FREQUENCY	1 week of ads / content (up to 5)	1 month of ads / content (up to 12)	1 month of ads / content (up to 20)
STATIC / DYNAMIC (GIF)	3-5 business days turnaround time	2-3 business days turnaround time	1-2 business days turnaround time
BANNER	x	2-4 business days turnaround time	1-3 business days turnaround time
CAROUSEL	x	x	1-3 business days turnaround time
MICROVIDEO (max. 15 secs)	x	x	4-5 business days turnaround time
REVISIONS	Up to 3 rounds of revisions	Up to 3 rounds of revisions	Up to 5 rounds of revisions
DEDICATED ACCOUNT EXECUTIVE	x	x	✓
INCLUSION OF PAID STOCK IMAGES/VIDEOS/MUSIC	✓	✓	✓
HASSLE - FREE ONBOARDING	✓	✓	✓
NO LOCK - IN CONTRACTS	✓	✓	✓

FAQ'S

+ HOW MANY SOCIAL CONTENT / DIGITAL ADS DO I GET IN A MONTH?

Depending on the plan you choose, we will provide up to one (1) month of social content / digital ads – considering the type of creative and turnaround time constraints.

The actual number of ads you may be served may also vary based on several factors including complexity and clarity of briefs, speed of communication, turnover of brand assets, etc.

You queue in your brief and once marked that it has been sent out for your review / approval, we will work on your next brief.

Maximize your plan by briefing in batches. Otherwise, you can always opt to have additional plans to increase your output.

+ WHAT IS A BRIEF?

A brief consists of your ad requirement details and brand assets so we can start working on it.

If you want us to create a carousel ad to promote your Black Friday sale – then, this needs to be highlighted on your brief. Don't worry, we will provide you with a template to ensure clarity of briefing.

+ WHAT DO YOU MEAN BY "BRIEFING IN BATCHES"?

We encourage you to brief us in batches – especially if you already have your requirements or social calendar ready.

Need help to visualize your monthly social media content? Then, brief us in one go so we have the big picture.

But remember, we are no magicians!

If you put in 10 briefs, don't expect that you will have them at the end of today. We will still follow the respective turn-around times, one brief at a time.

FAQ'S

+ WHAT ASSETS DO YOU NEED FROM ME?

Your brand assets (logo, brand guide, etc.), product shots, and other visual assets will help us create better ads and content for your business.

Please note that no production shoot is included in any of the plans.

+ WHAT IS THE TURN - AROUND TIME?

WHAT'S INCLUDED	LAUNCH PLAN	BOOSTER PLAN	ACCELERATE PLAN
STATIC / DYNAMIC (GIF)	3-5 business days turnaround time	2-3 business days turnaround time	1-2 business days turnaround time
BANNER	x	2-4 business days turnaround time	1-3 business days turnaround time
CAROUSEL	x	x	1-3 business days turnaround time
MICROVIDEO (max. 15 secs)	x	x	4-5 business days turnaround time

+ WHAT DO YOU MEAN BY MICROVIDEOS?

These are short videos (maximum 15 seconds) that you can use in your social media posts, ads or website. Versus static images, microvideos on socials tend to be more engaging – gaining more likes, reactions and shares.

Share with us your brand visual assets and the objective of your video and we will work our magic. Should we need to use additional stock videos or music, there will be no additional costs for you. However, please note that no new visual / audio production is included in any of the plans.

FAQ'S

+ WILL YOU SHOOT A VIDEO FOR ME?

No, none of our plans includes production of new videos / images / audio. We will make use of the assets that you share with us. Should we use additional stock videos or music, there will be no additional charges.

+ WHAT DO YOU NEED TO CREATE MY MICROVIDEO?

We need your brand assets (logos, font types, etc) along with the required text, your product shots and other visuals unique to your brand that you want us to use in the video.

If we are to create a video of your drone in action, then we will need to have footage of your drones that we can edit to create a video that highlights a special Black Friday offer. We can edit in the supers and use stock music at no additional costs for you.

+ WILL YOU ALSO DO COPYWRITING FOR ME?

None of the plans includes copywriting. If you need help with creative development and copywriting, please send us an email at support@thekre8tiv.com and someone from our digital marketing agency will attend to your request.

+ WHO OWNS THE WORK?

All our work for your business – you own! We will send you in the format and dimensions that you require.

+ CAN YOU ADAPT THE ADS IN DIFFERENT LANGUAGES?

YES! Just email us at support@thekre8tiv.com or include it in your briefing document. Someone from our team will contact you for the details.

FAQ'S

+ IS THERE A LOCK-IN CONTRACT?

NO! None of our plans have lock-in contracts.
You may cancel, upgrade or downgrade anytime.

Once you purchase the monthly subscription, you will be automatically enrolled into a rolling 30-day agreement. Within this period, you will be able to work with us on new briefs and revisions.

+ IS IT EASY TO CANCEL?

Yes, we promise – it will be a hassle-free cancellation.
Just make sure to send us an email at support@thekre8tiv.com seven (7) days before the end date of your paid period. No question asked, we will cancel.

+ DO YOU OFFER CUSTOMIZED PACKAGES?

We are always at your service.
Which means that we are willing to work on specific requirements. If it means churning out work in high-volume, specific designs, other formats, etc. – we got you covered!

Send us an email with your requirements at support@thekre8tiv.com.

+ ARE YOU GOING TO POST/RUN THE ADS FOR US? WILL YOU POST IT ON OUR SOCIAL MEDIA ACCOUNTS?

No, we will only create the ads / posts / banners for you. Once you approve, we will give you the final artwork that you can post on your social channels, run as ads or use for your website.

+ CAN YOU HELP WITH DIGITAL STRATEGY/SOCIAL MANAGEMENT?

Of course! We will be happy to help grow your business online.
Send us an email at support@thekre8tiv.com.