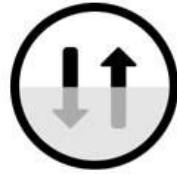
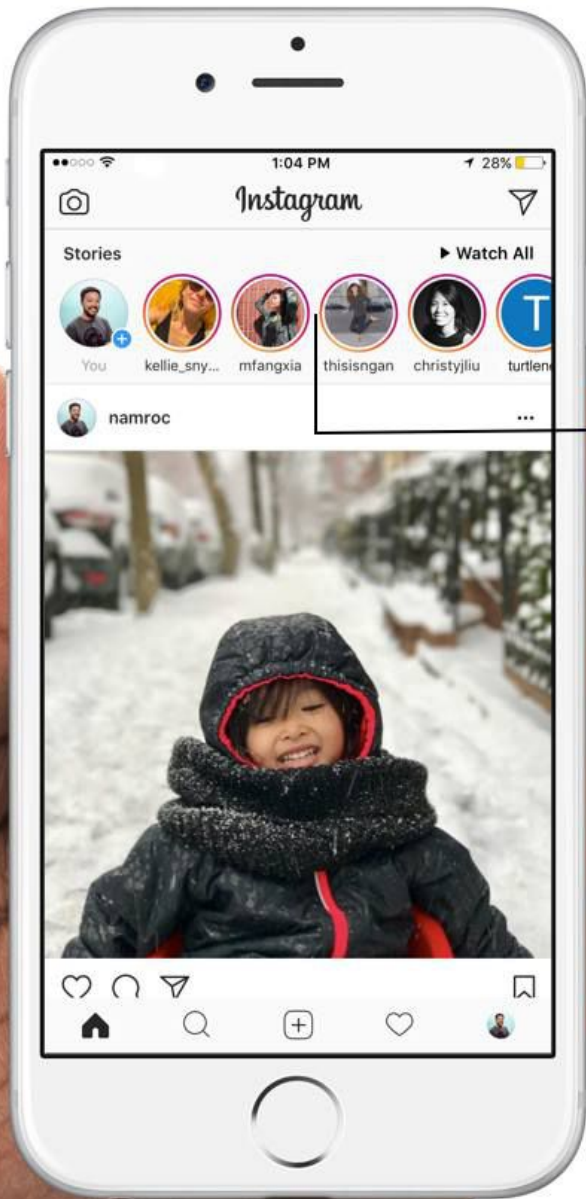


 പരമേശ്വരൻ  
FROM CREATIVE SHOP



# THOUGHT STARTERS FOR BUILDING CANVAS ADS IN IG STORIES

WITH IMAGINARY BRANDS



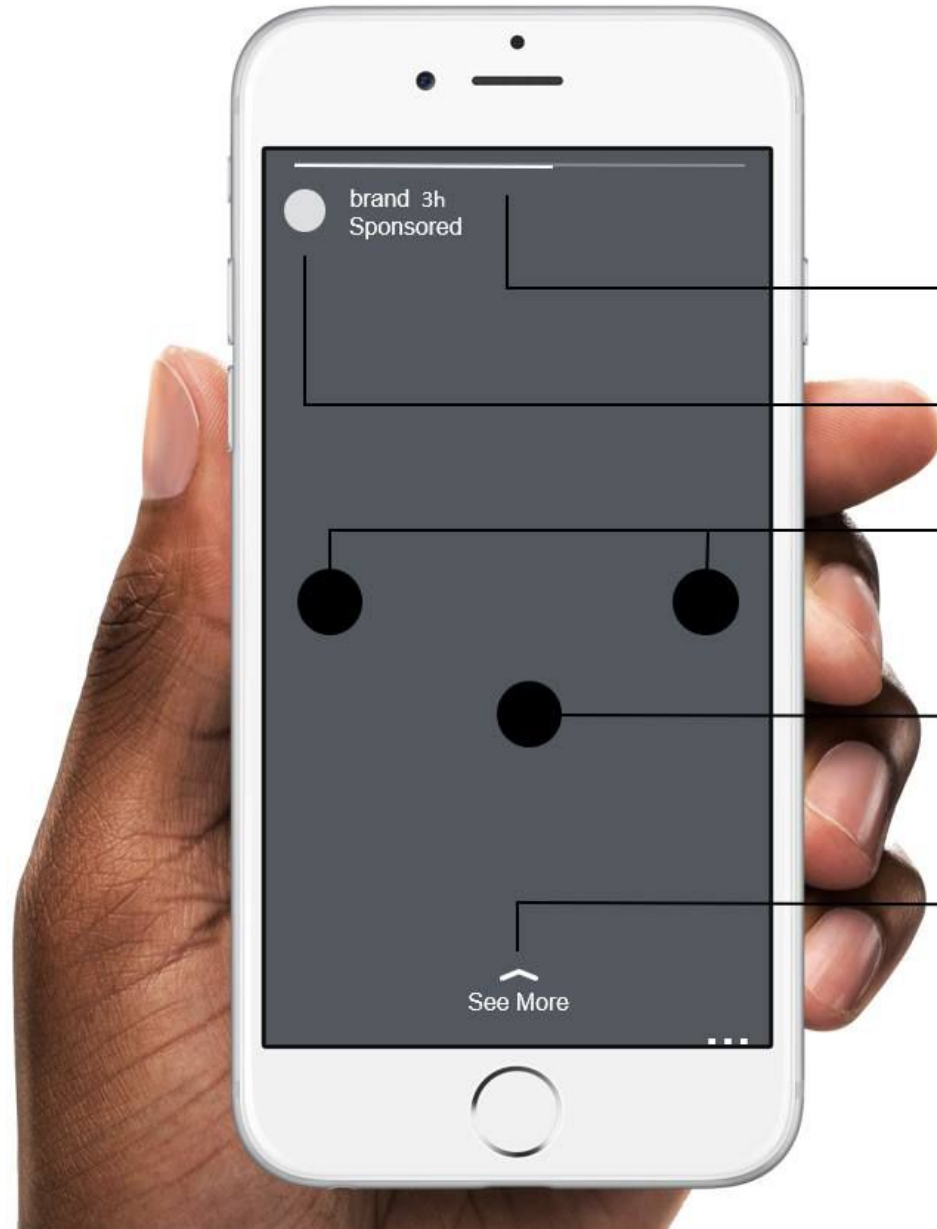
# IG CANVAS ADS

Appear in between organic Instagram Stories

Full screen and vertical

A single image or a video up to 15 seconds long

# ELEMENTS



Progression bar

Clickable profile photo

Flip back and forth  
(in between adjacent organic stories)

Tap to pause

Call to action



Highlight the Swipe



Dip & Pull



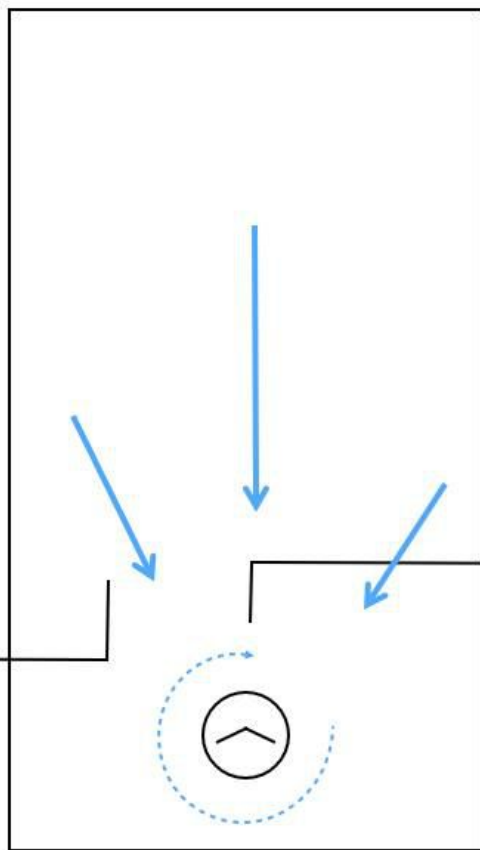
Pause to Peek



## Highlight the Swipe

Lead the viewer's eye to the swipe button by incorporating visual elements and graphics that animate around that area.

2 Direct the viewer to the swipe using a visual device

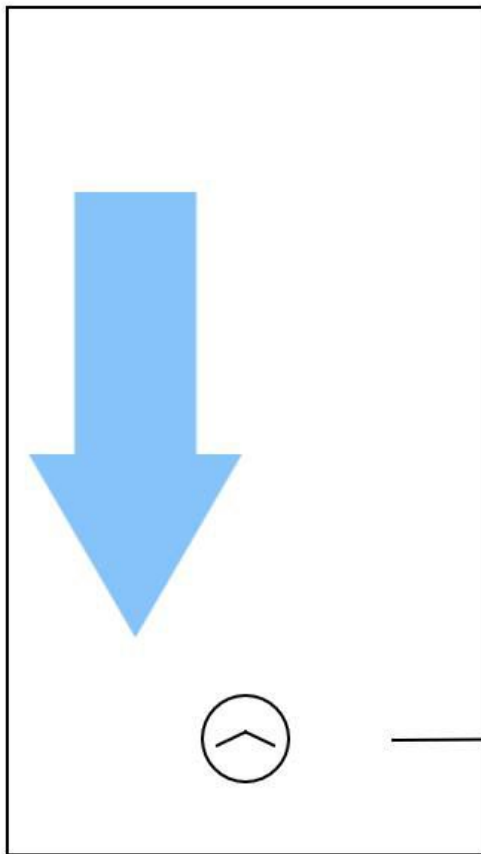


1 Place animation around the swipe button



## Dip & Pull

Use motion to build suspense or a preview by visualizing actions happening in and outside of the frame. This content should connect you to the canvas experience.

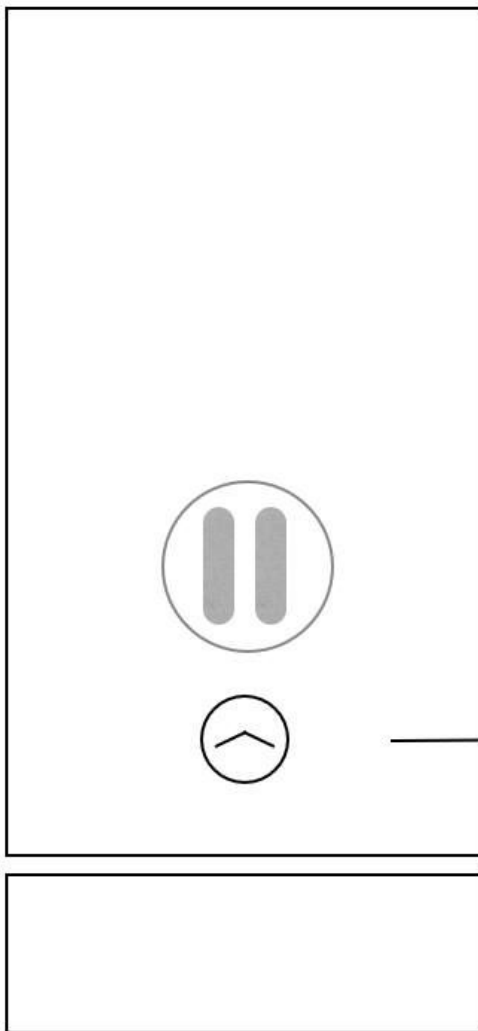


Guide the viewer towards the "swipe up" by using live action, animation, or a camera move to reveal content happening outside of the frame.



## Pause to Peek

Encourage viewers to pause the video allowing them to see a preview of what's to come.



A preview of what's below appears at the bottom third after pausing.



IT'S YOUR TURN.  
PLAY MORE.