Briefing form:
G2 Animated Social Ads

Product code: "ASAC"

Welcome to the G2 Animated Social Ad design process. We're excited that you have elected to engage your audience by turning G2's reviews and report data into visually engaging, data-driven animated content for your social media campaigns.

This fillable PDF form is designed to capture all of the information we need from you to create content for you, tailored to reflect your brand's unique identity and tone.

What you'll need to complete this request form

Preparing as much as possible of the following information and material in advance will make sure we can begin the production process quickly!

G2 reports, data & reviews	What G2 reports do you want to highlight? Which data points & reviews really show off your product's capabilities, and/or best fit with a campaign you're planning? What stories do you want to tell with your data?
Campaign messaging	We want to make sure the copy we create will resonate with your target audience. Collect any key phrases that your marketing is leaning into at the moment that you feel are relevant.
Brand guides	Ideally you'll have a company brand guide (PDF or online resource) to share with us, including logos, fonts, color palettes, tone of voice, visual styles & examples, etc. The more we understand your product's brand, the more your brand/design team love the final results! Connect with your internal brand/design team to collect these resources in advance.
Platform, format, size	Think about where these assets will be published, and what sizes work best for your audience.
Any other guidance	We really need your help to deliver designs that truly represent your brand, effectively support your story and really nail your campaign goals. For the best results, don't hold back!

Upload completed form:
[submission upload form]

1. About you

*Required fields

First name*:

Surname*:

Email*:

Your work email address.

Preferred communication method*:

Slack   Email

Through the production process we'll use this communication method to discuss the project, provide updates and send delivery notifications.

Our preferred method is Slack where we would create a dedicated channel for your product. Other members of your team can be invited to participate.

Your G2 contact person:

If you have a regular contact person at G2 for previous content requests, please let us know who that is.

G2.com Product link *:

Visit your product page on G2.com and provide the link in the following format:

g2.com/products/your-product-name

Your website link to your product*:

Each request submission must be for a single product. If you need assets created for more than one product, please complete a separate request submission for each product.

Social media link(s) for your product*:

Tell us more about your product:
(enter links or text)

The more we understand about your product, the better, particularly regarding the language you use and tone of voice.

Please provide any product introduction or recent product campaign material you might have that will provide us with further insights.

You can also securely upload PDFs **here**

2. About your campaign & brand

*Required fields

Campaign Title*:

This just gives us a headline understanding of the direction you're focusing on for this campaign. This helps our copywriters to get a handle on your campaign strategy.

Platform*:

If 'other', which one?:

Typically we create for LinkedIn, Facebook or Google, but if you're planning to publish these assets on another platform please let us know.

If you plan on publishing these ads on multiple platforms, just let us know the primary platform.

Primary Animated Ad size*:

If 'custom', what size (width px, height px)?:

Secondary Ad Sizes (width px, height px):

Landscape , Portrait and Square ads will be created at the most common size for the platform chosen above.

You can choose up to 2 additional sizes for your ads. Provide us with those sizes in pixels.

Would you also like your Animated Ad delivered as a GIF?

No   Yes

Animated GIF can be provided in the primary ad size only.

Who is your target audience?*:

For example:

Senior marketing decision makers in mid-sized companies.

What tone of voice should we use for copy?*:

For example:

Candid, formal, inspirational, educational, playful, etc.

Which visual design approach should we use?*:

Illustration is only possible if you have your own defined illustration style and vector files you can share with us to use. Custom illustration work is not included with the service.

Branded ad example links (both static and animated examples are ideal)*:

Branded ad example should be:

• Created with your branding

• In the same visual design approach preference indicated above

• Please provide at least 2 examples.

Brand Guide & Materials*:

If your brand guide and materials are available online, enter the link (or links) here.

If links are access-controlled, please provide a username & password for us to use.

You can also securely upload brand assets and examples here

3. About your animated social ad

* Required fields

Animating an existing G2 ad design?:

If the animated ad you want is based on a previously created static G2 Social Ad, enter the SAC Job & Ad number, or image link here.

Companion Static Social Ad requirements:

If the animated ad is not based on a previous G2 Social Ad, we will first create a new 'Companion' static ad, before proceeding with the animated version.

This allows us to fully understand your brand and design preferences before proceeding with a visual storyboard for the animation, and the final animation.

However, the full content of the animated ad may not fit comfortably on the companion static ad.

Please tell us here, which content from the animation scenes defined on the following pages, is most important for us to focus on for the companion static ad.

For example:
Focus on the first data point from the first scene, use the messaging from the second scene, etc.

Audio requirements*:

No audio   Customer-provided

Preferred length of animated sequence (max 15 seconds)*:

Enter the preferred animation time in seconds.

Note that, in addition to the required length, we will add additional time to ensure that final scene's content is easily readable before the animation loops

Combine any of the animation scenes*:

No   Yes

If 'Yes', please describe:

In the following pages, you will be able to define multiple 'scenes' for the animation.

Content from one scene will be replaced by content from the following scene, unless you choose to combine those scenes.

If you do choose to combine the scenes, the content from combined senses will appear together, the first scene content will appear first, followed by the content from the combined scene.

Note:
If you want all content to appear in the same scene, you can skip this question and just enter all of your content requirements into the 'Scene 1 content' page.

4. Scene 1 content

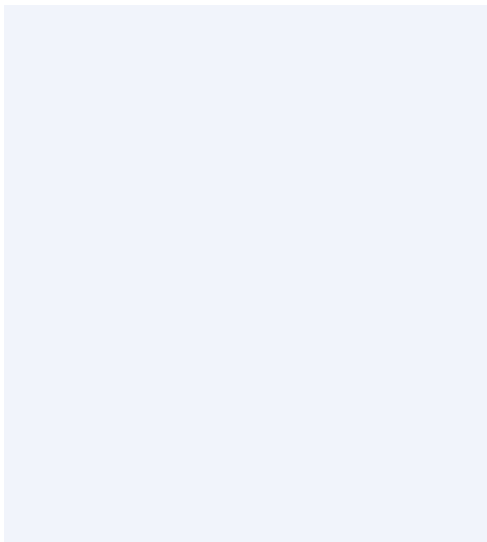## G2 data to include in Scene 1?*:

Enter report link(s) from G2.com and tell us which data points you want to include from the reports.

Add a note if you want us to include the G2 category average data, or compare the data to any competitors.
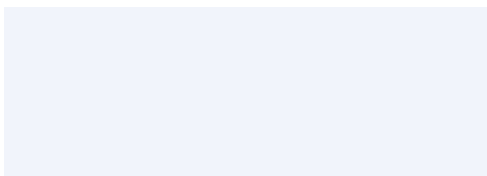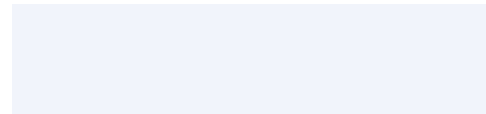
☐ G2 average   ☐ Grid image

☐ Competitor data

User reviews to include:
(optional)

Enter links to user reviews on G2.com.

For each user review, enter the exact text from the review that you want to include.

Remember that G2 reviews are the authentic voice of the user, so we're not able to change the original review text, other than to correct typos and grammar.

Badges to include:
(optional)

Name the badges you want to include,

If you haven't chosen to include G2 data (above), you can provide the report link here where the badge(s) can be found.
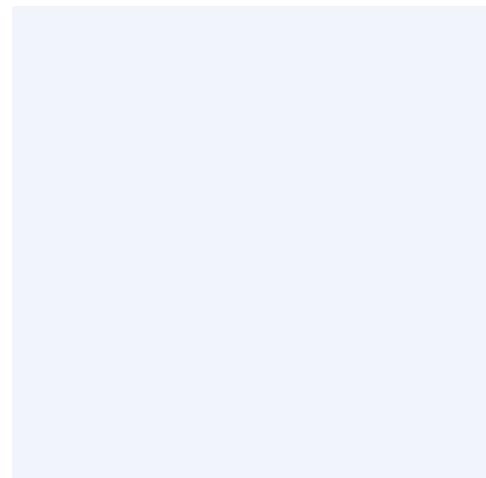
G2 Report Category*:

Enter the category and select the segment of the G2 report this ad's data is from.

G2 Report Segment*:

Additional information:

This is your chance to get specific!

Include here any and all additional instructions that will help us to deliver exactly what you're looking for.
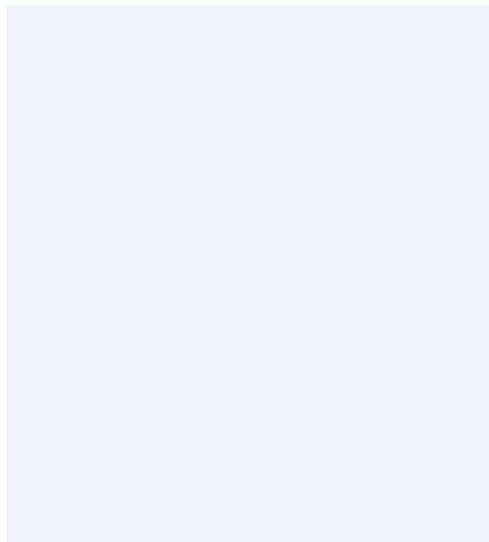
Here are some areas you could think about:

• Animation look and feel, or movement style (can be based on G2 animation examples)

• Messaging preferences - wording you'd like to see in the ad.

• Data representation types - rings, bars, typography etc.

• CTA buttons - preferred text, include or not

• Visual direction - photography, color or illustration preferences,

• Specific brand elements to include

• Things to avoid!

5. Scene 2 content

Note: you can skip any fields that have been answered for Scene 1 and are also applicable to Scene2.

* Required fields

G2 data to include in Scene 2?*:

Enter report link(s) from G2.com and tell us which data points you want to include from the reports.

Add a note if you want us to include the G2 category average data, or compare the data to any competitors.
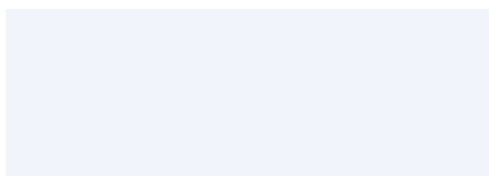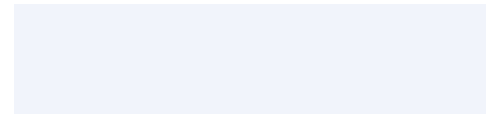
G2 average

Grid image

Competitor data

User reviews to include:
(optional)

Enter links to user reviews on G2.com.

For each user review, enter the exact text from the review that you want to include.
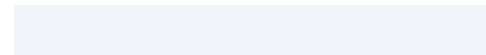
Remember that G2 reviews are the authentic voice of the user, so we're not able to change the original review text, other than to correct typos and grammar.
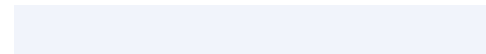
Badges to include:
(optional)

Name the badges you want to include,

If you haven't chosen to include G2 data (above), you can provide the report link here where the badge(s) can be found.
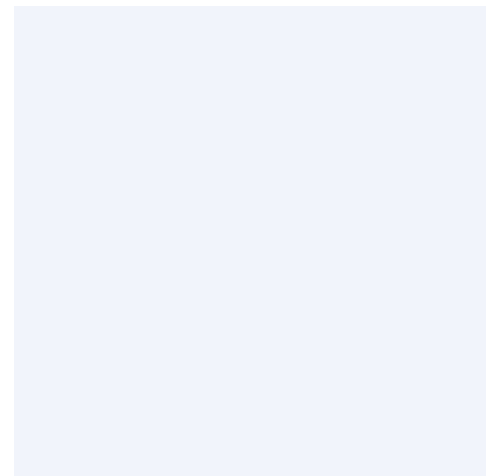
G2 Report Category*:

Enter the category and select the segment of the G2 report this ad's data is from.

G2 Report Segment*:

Additional information:

This is your chance to get specific!

Include here any and all additional instructions that will help us to deliver exactly what you're looking for.

Here are some areas you could think about:
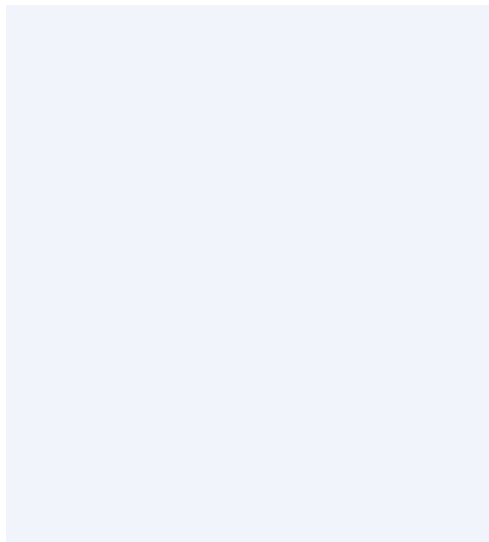
- Animation look and feel, or movement style (can be based on G2 animation examples)
- Messaging preferences - wording you'd like to see in the ad.
- Data representation types - rings, bars, typography etc.
- CTA buttons - preferred text, include or not
- Visual direction - photography, color or illustration preferences,
- Specific brand elements to include
- Things to avoid!

6. Scene 3 content

Note: you can skip any fields that have been answered for Scene 1 and are also applicable to Scene3.

* Required fields

G2 data to include in Scene 3?*:

Enter report link(s) from G2.com and tell us which data points you want to include from the reports.

Add a note if you want us to include the G2 category average data, or compare the data to any competitors.
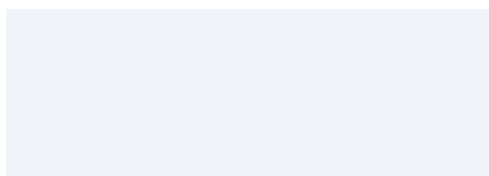
☐ G2 average   ☐ Grid image
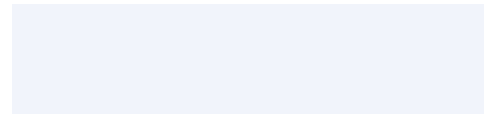
☐ Competitor data

User reviews to include:
(optional)

Enter links to user reviews on G2.com.

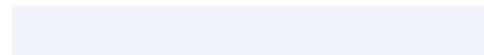For each user review, enter the exact text from the review that you want to include.

Remember that G2 reviews are the authentic voice of the user, so we're not able to change the original review text, other than to correct typos and grammar.

Badges to include:
(optional)

Name the badges you want to include,

If you haven't chosen to include G2 data (above), you can provide the report link here where the badge(s) can be found.

G2 Report Category*:

Enter the category and select the segment of the G2 report this ad's data is from.

G2 Report Segment*:

Additional information:

This is your chance to get specific!

Include here any and all additional instructions that will help us to deliver exactly what you're looking for.

Here are some areas you could think about:

- Animation look and feel, or movement style (can be based on G2 animation examples)
- Messaging preferences - wording you'd like to see in the ad.
- Data representation types - rings, bars, typography etc.
- CTA buttons - preferred text, include or not
- Visual direction - photography, color or illustration preferences,
- Specific brand elements to include
- Things to avoid!

7. Production workflow

Key service features

> **1 final static & animated asset** delivered

> Up to **3 sizes**

> Include **G2 report data, customer reviews, badges**

> **Copywriting** included

> **3 following quarterly updates** included

> Choice of **video formats**

Production workflow

Steps		Who?	Timeline
1. Briefing	Content & animation direction notes.	You	—
2. Copywriting	2x copy concepts created for your review.	Us	2 days
3. Copy drafts review	Select a copy concept. Minor edits possible before moving to step 4.	Both	—
4. Static design drafts	2 static design concepts will be created for your review.	Us	3 days
5. Static design review	Select a static design concept. Minor edits possible before moving to step 6.	Both	—
6. Storyboard design	Design mockups of key animation frames created for your review.	Us	3 days
7. Storyboard review	Minor edits possible before moving to step 8.	Both	2 days
8. Animation	Animation draft created for your review	Us	1 day
9. Animation review	Minor edits possible before moving to step 10.	Both	2 days
10. Final delivery	On final sign-off, you will receive the animation formats requested.	Us	1 day

6. Service terms

Here are some headline points to bear in mind when planning your G2 Animated Social Asset:

Number of assets: The standard G2 Animated Social Asset service is intended for 1 product and includes 1 final asset, with a maximum of 2 additional sizes of the same design and content. If the request is not based on a previously-created static G2 Social Asset, then we will also provide 1 static 'Companion' asset.

Messaging and Data: The maximum length of a G2 Animated Social Asset is 15 seconds. When planning your messaging, the safe assumption for the average viewer's reading speed (for animations) is about 150 words per minute, or about 35-40 words in 15 seconds.

Typically, an animated asset is divided into 3 scenes, each approximately 5 seconds long. The content from one scene is replaced by content from the next scene. You can choose to combine one or more scenes so that all content from the combined scenes is visible in the same, longer scene.

We will provide copy for all design concepts including copy contained within the delivered asset along with marketing copy that is displayed above and below the graphic asset when published.

> You can include any data from G2 Reports that you have licensed, including metrics, Grids®, badges or anything else your reports give you access to.
>
> • If you want to include data from more than one G2 report, all reports must be from the same G2 category and from the same segment (e.g. overall, enterprise, mid-market or small business)

> You can also include competitor comparisons, review quotes or define your own custom messaging requirements.

> We suggest that you consider the story that you want your messaging to get across and choose the data that best supports that story. Our best-practice recommendations include:
>
> • Limit the number of data points to effectively focus on what matters most.
> • Choose data points that are connected rather than disparate.
> • Data points are great, but customer reviews lend validation to the story.

> Creating highly effective copy can be challenging if the messaging briefing includes only information on the data points requested. For the best results, we encourage you to be generous in telling us about messaging language that you know works for your audiences. If you plan to include your social assets as part of a broader campaign, please tell us about that so we can make sure the social assets are laser-focused on supporting your campaign goals.

> We recommend trimming longer quotes to the most essential part(s) to maximize the impact of the copy. Changes to review quotes are only allowed if they are to trim or correct spelling or grammar errors. Changes should in no way alter the intent of the review.

Design style: Animated assets are created using an animated (moving illustration) technique, and can be created with either a simple, photographic or illustrated design approach:

> G2 report data, reviews and badges, as well as other elements from your brand, can be animated with simple effects such as move, scale, fade. Complex animations are outside of the scope of the standard G2 Animated Social Asset service.

> We can incorporate your logo animation if you can provide the animated logo footage as a high-quality finished video file. The logo video should contain an alpha channel (for transparency) if we are required to overlay the logo on a different background.

> Simple/plain designs often work best to focus the user's attention on the data and story you're presenting. This can include background brand patterns, or just flat colors.

> You can provide your own photography, or we will provide 2 stock images for each social asset. Be sure to let us know in the request form if you will be providing your own images.

> It is not within the scope of the service to create new illustrations for your brand, but rather to apply/adapt your existing illustration. You must provide source illustration files for us to use.

> If we must include specific illustrations, please provide these in vector format (e.g. .svg, .ai, .eps or .pdf), not in bitmap format (e.g. .png or .jpg).

> If your preferred illustration style cannot be described by providing examples, we would recommend choosing a photographic or plain style option instead.

> Since design direction changes cannot be made after storyboard production has begun, it is important to be as specific as possible about your visual style requirements when completing this section of the briefing form.

Sizes: We offer a range of different sizing options based on the target social platform and ad type, or your custom needs. Our recommended sizing for Animated Social Asset video is square format (1:1) 1080 x 1080px. This allows maximum compatibility with the widest range of social media platforms. In addition, on mobile devices, more of the viewable screen area is taken up by the video (compared to landscape video) which increases the efficacy of the asset. A maximum of 3 sizes for the animated asset can be created.

Audio: If audio is required, we can only include an audio file that you provide. Post-production editing of audio files is not included as part of the service.

Final deliverables: The final deliverable will be provided in .mp4 format, one size only, at 30 fps with ACC audio (if required). Also, a .gif format (which is lower quality than .mp4) can be provided if required, in 1 size only. Production source files are not delivered as part of the service.

Updates: The G2 Social Asset package includes quarterly updates which can be requested when the latest G2 Reports are released.

Service terms (continued)

Alignment with your brand: We will always endeavor to provide finished assets that align closely with your brand and messaging and help you to achieve your campaign goals. To do this well, we need your help. Please be as generous as possible regarding the following items in the briefing process:

> Brand guidelines, especially regarding your brand illustration approach (if required).

> Existing social asset examples reflecting your current brand guidelines.

> Details for your campaign intended audience/target personas.

> Anything else that will help us better understand your campaign goals. Nothing is too insignificant, the better we understand, the better the final results!

Logos: Logos should be provided in vector format (e.g. .svg, .ai, .eps or .pdf), not in bitmap format (e.g. .png or .jpg).

Fonts: We have access to fonts from Adobe and Google. If your primary font is not available from either of those sources, you will need to provide your font for us to use, or indicate a secondary font that is available to us.

Rebranding: If the product is currently undergoing a rebrand, and the social asset designs should follow the new branding, then please delay submitting the service request until the new branding material is available to share. Requests to apply updated branding to designs after the design process has begun can not be facilitated.

G2 Brand Guidelines: Any G2 brand elements or likeness must follow the guidelines outlined in G2's Brand Resources.

Prohibited Content: We reserve the right to decline to participate in creating content that does not comply with G2's Community Guidelines and general Terms of Use, where applicable.

How do quarterly updates work?

Updates can be requested when the latest G2 Reports are released (quarterly), throughout the 1-year subscription term.

Scope of updates:

> The Animated Social Asset Update service includes updates to data points, Grids®, review quotes and badges.

> No copy changes are included within the scope of the Social Asset Update service, other than those that specifically relate to the updating of data points, review quotes, badges or customer-provided messaging.

> Updates to the original copy for above & below the ad visual (INTRO, TITLE etc.) are not included within the scope of the Social Asset Update service.

> Design or animation changes changes are not included within the scope of the Social Asset Update service. These include:

• Updates to audio, unless provided by the customer

• Composition/layout/ad size changes

• Image or Illustration changes

• Changes to the type of data representation, e.g. from ring charts to bar charts, or from data points to Grid® design changes are not included within the scope of the Social Asset Update service.