

Fizz Native Posts appear pinned at the top of the feed or in rotation throughout it. This is your brand's moment to shine in front of nearly a thousand U.S. college campuses.

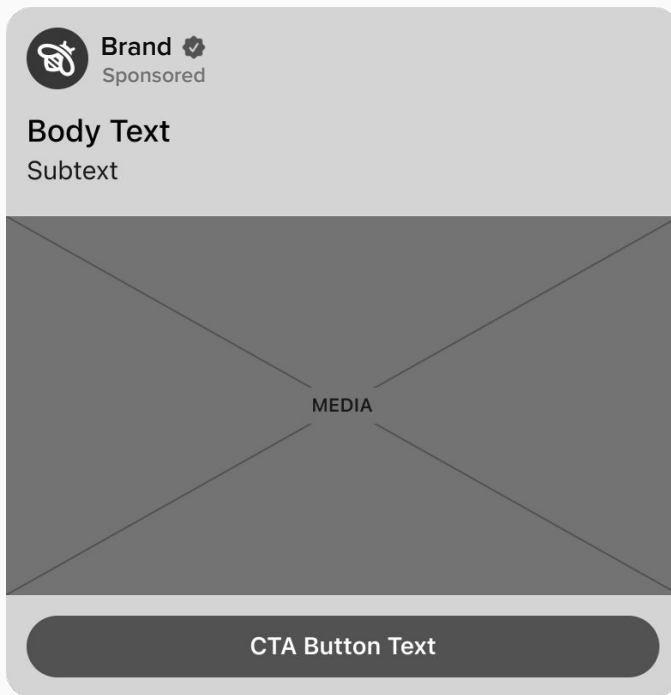
Creative Services

The Fizz team partners with you to shape messaging and visuals. We'll support light copywriting and provide feedback for visual refinement to ensure that your messaging resonates with our audience in an authentic way.

Advertising SLA's

Please aim to have all creative assets delivered to the Fizz team **5 business days** prior to launch. This allows time for creative revision and approval.

AD SPECIFICATIONS



Text Requirements

Main Body Text

Up to 2 lines (80 character max)

Subtext (Optional)

Smaller grey text for clarifying details or legal copy

CTA Requirements

URL

Provide one (1) destination URL for your CTA

CTA Button Copy

Fizz will apply in-app CTA styling (25 character max)

Media Requirements

Image or Video (Optional)

.jpg, .png, or .mp4

Aspect Ratios

16:9 | 1920 x 1080 (Preferred)

4:3 | 1440 x 1080

Note: Safe Zone not required! Full image area is usable.



Keep Design Simple

- Use clean, universal graphics
- Avoid dense text or overly branded visuals
- Focus on immediate value, clarity, and student relevance



Provide Creative Variety

Submit 3–4 total creative iterations:

- Mix of 2–4 image variations or
- Copy/offer splits to enable optimization



Personalize to the Campus

- Fizz can use variables to reference each community by name



Lead with Value and Fun

Best performing campaigns:

- Showcase a compelling offer or a clear incentive
- Include a curiosity-driving message about the product or service
- Incorporate humor

BEST IN CLASS EXAMPLES

