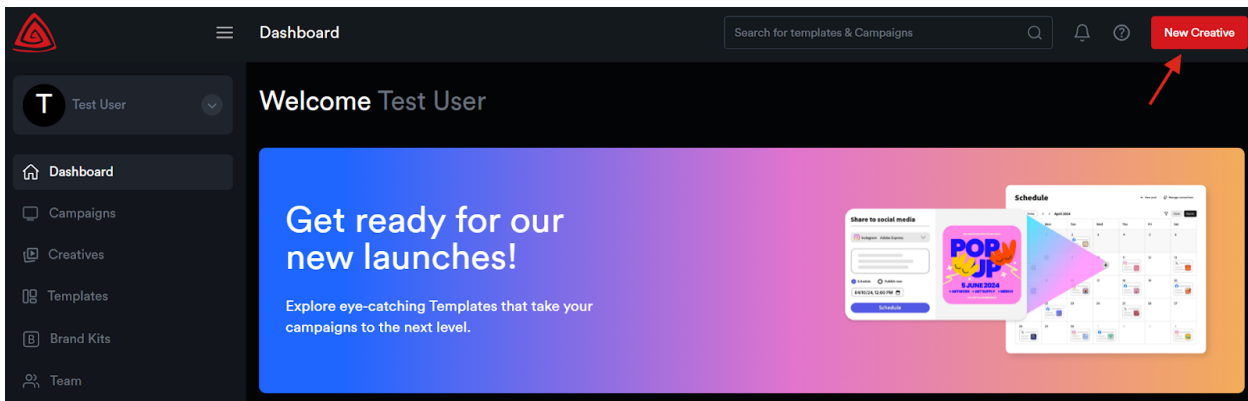


Project Set Up

Building a new creative

To set up a new creative, click the **'New Creative'** button, which is available globally on the Adctv platform.



This will open the **'New Creative'** pop-up window.

A screenshot of the 'New Creative' pop-up window. The window has a dark background and a light-colored sidebar on the left. The sidebar lists 'Ad Type' with options: 'Rich Media Display' (highlighted in red), 'Interactive Video', 'Interstitial Ads', and 'Interactive Connected TV'. The main area contains form fields for 'Creative Name' (Test Creative), 'Campaign Name' (DemoCampaign), 'Advertiser Name' (Adv_test), and 'Publisher Name' (Pub_test). Below these fields is a checkbox labeled 'Responsive Layout' which is checked. At the bottom, there is a 'Canvas Size' section with a dropdown menu showing '300 x 600 px' and a 'Width' section with '300 px' and a 'Height' section with '600 px'. At the bottom right are 'Cancel' and 'Create' buttons. Numbered red circles and arrows point to: 1. 'Ad Type' sidebar, 2. 'Creative Name' field, 3. 'Campaign Name' field, 4. 'Responsive Layout' checkbox, and 5. 'Canvas Size' dropdown menu.

1. You will see a list of available **Ad Types**—select the one that best suits your campaign.

The available options include **Rich Media Display**, **Interactive Video**, **Interstitial Ads**, and **Interactive Connected TV (CTV)**.

Rich Media Display

Rich media display ads are visually engaging and include advanced elements like video, audio, and interactive features to capture user interest more effectively.

Interactive Video

Interactive video ads provide a dynamic platform for storytelling, allowing brands to convey their message thereby offering an effective way to capture audience attention, drive engagement, and achieve marketing objectives.

Interstitial Ad

An interstitial ad is a type of full-screen ad that covers the interface of its host app or website.

Interactive CTV Ads

Interactive Connected TV ads are tailored for streaming platforms accessed via smart TVs, gaming consoles, and streaming devices (like Amazon Fire TV or Apple TV). These ads often incorporate interactive components to enhance viewer engagement.

2. Enter the **Creative Name**

3. Enter the **Campaign Name**, **Advertiser Name**, and **Publisher Name**. - If the campaign name you enter already exists, the advertiser and publisher fields will auto-populate.

4. Enable **Responsive Layout** (optional) – Check this box if you want the creative to be built with a responsive layout that adapts to various screen sizes.

5. Choose **Canvas Size**: Select from [predefined ad dimensions](#) or input [custom dimensions](#) as required.

Once all necessary details are filled out, click the "**Create**" button. You will then be redirected to the Drag and Drop Ad Builder, where you can begin building your ad.

☐ Want to customize your projects? Know about the [Adctv Creative Builder](#) to get started.

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