REELS - CHEATSHEET

Do's

- ✓ Always show a **legible brand name** and, if applicable, product name.

- ✓ **JOICO** is always written in uppercase. If there is a call out of product names, please make sure they are complete and correct **e.g., JOICO Defy Damage Protective Shampoo** in body text. If product names are used in headings, then please use all uppercase JOICO DEFY DAMAGE.

- ✓ Product name is shown in **full when the product packaging is shown**.

- ✓ Always use a **minimal amount of text** and make it readable (in size and color). Text should be in black. If this is not readable then use white or grey.

- ✓ Instead of a lot of text make it **more visual**.

- ✓ Always film in **portrait** NOT landscape.

- ✓ Use **Helvetica Neue** and if this is unavailable, use Arial. Tahu! can be used to enrich content to add 'joi'. **Only use Tahu! In lowercase**. Use it sparingly – think keywords and callouts, no full sentences.

- ✓ Always use **American English**.

- ✓ **Ensure the creator has provided permission** in writing to use the reel.

Dont's

- ✗ Do not show **competitor references**.

- ✗ Do not use **filters** (might interfere with product color).

Specifications

- ○ Camera Settings (**1080p HD at 30 fps**).

- ○ After editing (if any), **save the video in the same settings** in which it was shot (1080p HD at 30 fps).

- ○ Video length max 60 seconds (**6 - 12 seconds** is preferable).

- ○ Ratio: **9:16**.

- ○ Resolution: **1080 x 1920**.
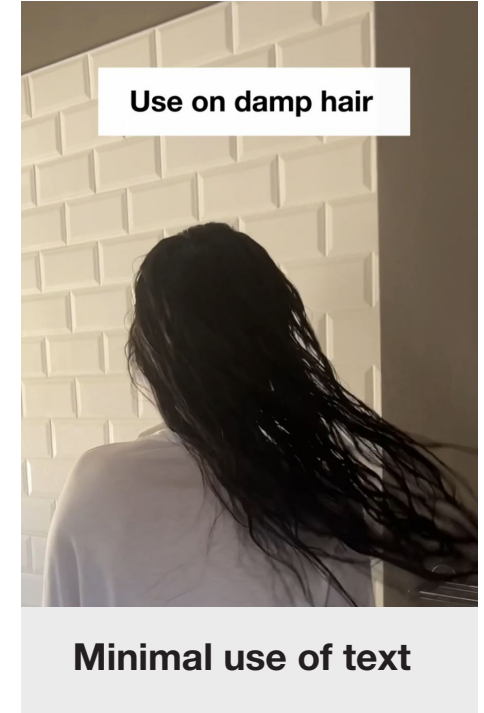
- ○ File type: **MP4** (max. 4 GB).

See next page for some visual examples.

Full product name

○ JOICO Defy Damage Protective Shield

Product clear in shot

○ Try to avoid blurry product shots.

Font use

○ Use Helvetica Neue Bold

○ Use Tahu! to emphasize keywords

Minimal use of text

○ Less is more! Show little snippets of text.