

Creative playbook

Image to video

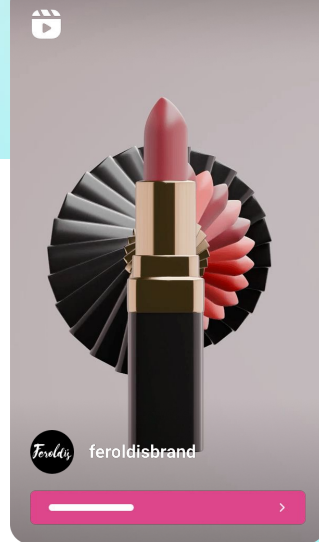
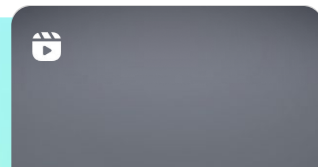
Simple techniques to turn your image assets into video ads that drive improved performance for your ad-sets.

Creative Shop



When creative is built for Reels*, it supercharges performance

*9:16 video with audio



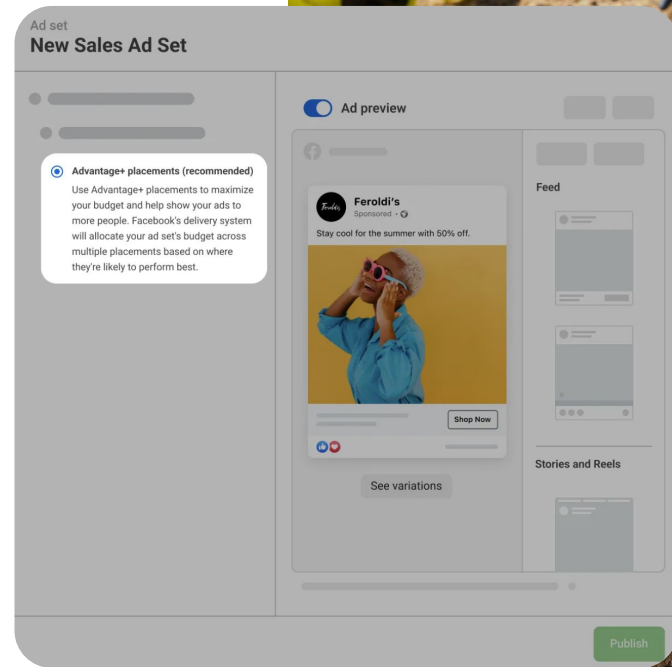
Adding 9:16 video with audio drives performance at the adset level – beyond just Reels

By adding 9:16 video with audio to always-on ad strategies:

↑ **15%**

Higher incremental conversions compared to campaigns without 9:16 video with audio assets.

Source: 1. ML (XG Boost) analysis of 10,123 multi-cell Conversion lift studies which included non-zero spend on Reels between 01 Feb 2024 to 01 March 2025. Ads ran globally, across verticals and 1,560 advertisers. Audio features were clustered from ML audio detection models. The conversion here includes lower funnel events like purchase, add-to-cart, check-out, app install, sign-up, registration and etc. Reels Creative essentials refers to vertical video (9:16 with sound on). Carousel ads here include both Advantage+ Catalog Ads and Non Advantage+ Catalog Ads.



No video? No problem.

We know that adding 9:16 video with audio to your ad-set can improve performance outcomes at the ad-set level. But what if you don't have any video?

Here's a simple formula for adding a Reels-friendly video to your ad-set.

Visual

+

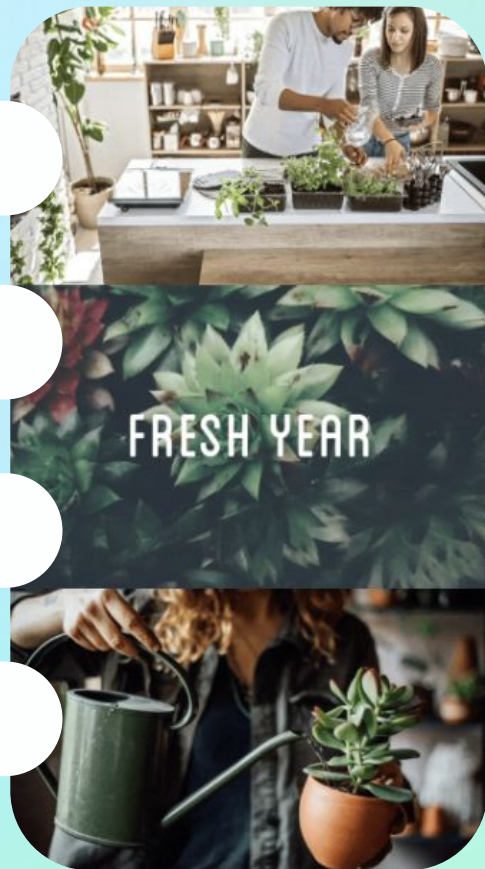
Messaging

+

Sound

+

Safe Zone





Visual

Transform your
images into more
immersive video



Here are four ways in to create video for your ad-set

Use a template

1



Use a ready-made template from apps such as Canva, Videoleap or Adobe.

Make a photo-dump

2



Turn your statics into a photo-dump Reels ad.

Use background video

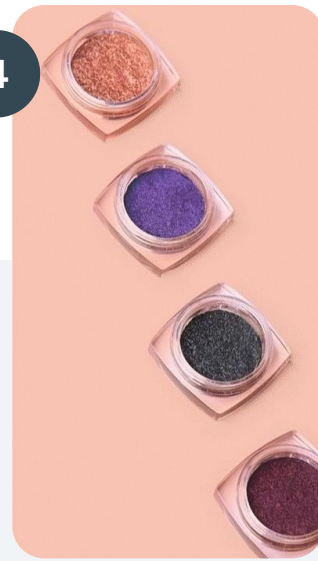
3



Place your product image on top of stock or shot video backgrounds

Use AI- assisted image enhancements

4



Turning images into videos using AI or animation

1

Using a template

Templates are an easy start point for any video.
Simply upload your existing assets, and customize
as little, or as much as you want.

Creative tools



Canva



Adobe
Express



Videoleap
by Lightricks

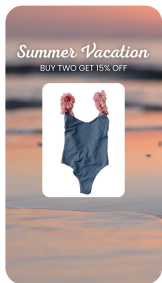


Vimeo



Here are some templates we've curated to help get you started

One image



[Link to template](#)



[Link to template](#)



[Link to template](#)

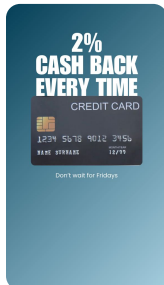


[Link to template](#)

A few images



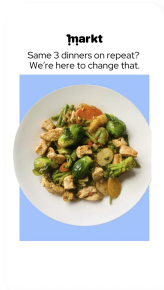
[Link to template](#)



[Link to template](#)



[Link to template](#)



[Link to template](#)

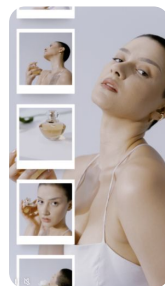
Many images



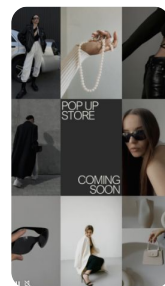
[Link to template](#)



[Link to template](#)



[Link to template](#)



[Link to template](#)

Templates are a great starting point

But you can also explore changing colors, fonts and layout elements.

Template



Customized ad



2

Making a photo dump

A photo dump is a video made up of multiple images that's set to music. You can start with a template, or create your own from scratch using your preferred software or app.

Creative tools



Canva



Adobe
Express



Videoleap
by Lightricks



Vimeo



Edits
(from Instagram)



Make a photo dump by placing your existing images in a grid format

Only a few images



A bunch of images



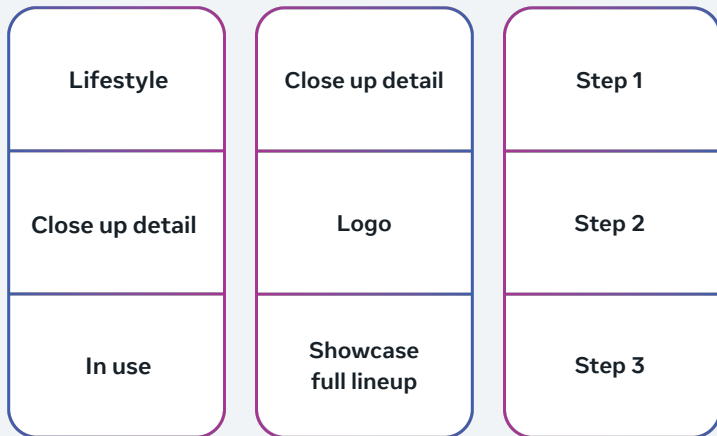
Many images



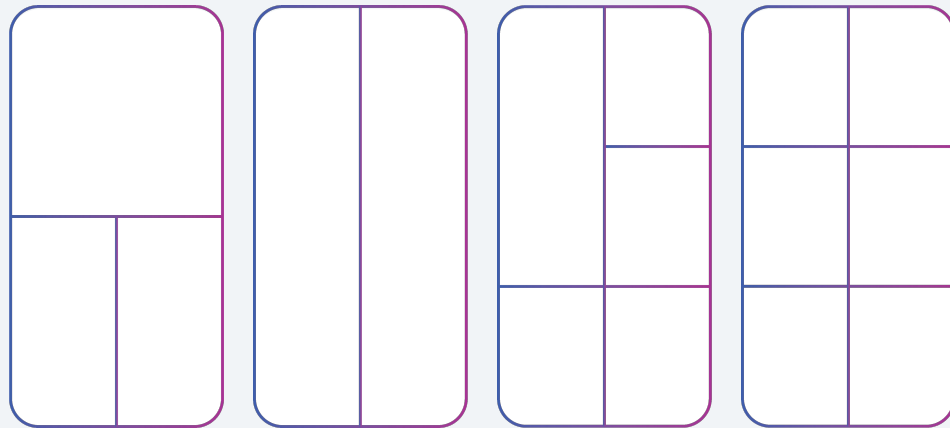
Consider exploring different grid layouts to energize your story

There are endless ways to remix your static images in a single grid composition to help bring your product to life.

Think about ways to arrange your static by content type

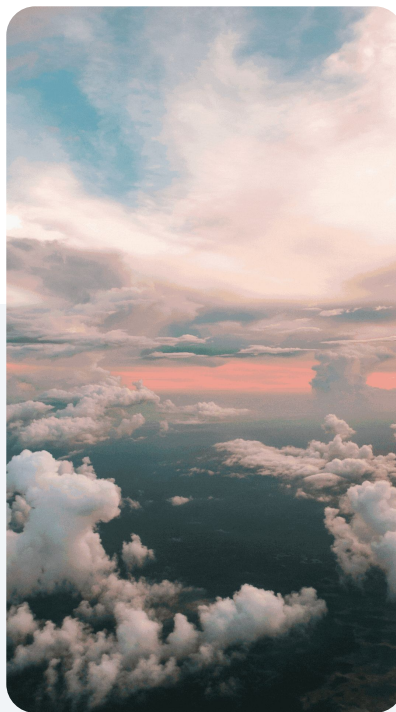
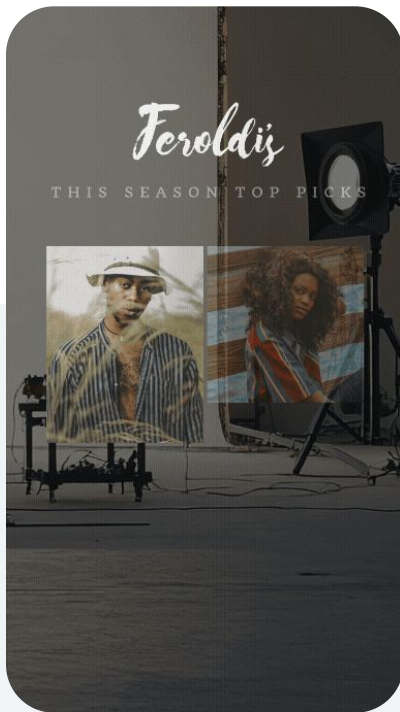


Think about ways to arrange your statics by layout



Got the hang of the grid idea?

Consider these other creative approaches



3

Using background video

Placing your existing image assets or message on top of a background video is a great way to make your ads more captivating and fit for Reels. Head to any stock library and purchase royalty free video assets, ask your preferred AI assistant to help you out, or shoot your own.

Creative tools



Shutterstock



Pexels



Coverr



Getty images



Background video can be used to add mood, relatability, product detail, a seasonal theme and more

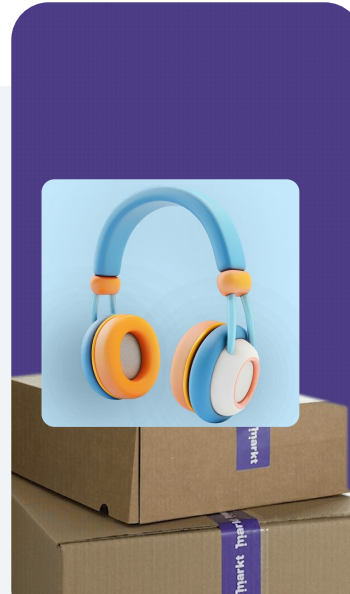
Add a
seasonal theme



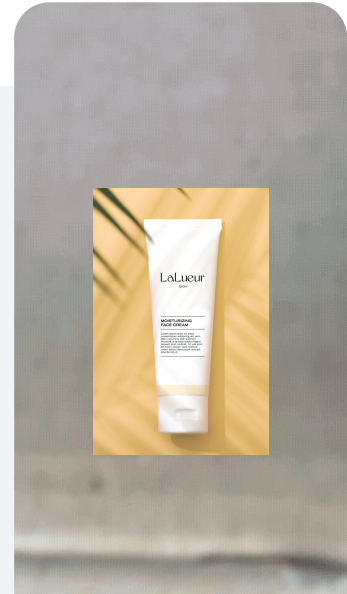
Convey a mood or
a product attribute



Communicate
your brand

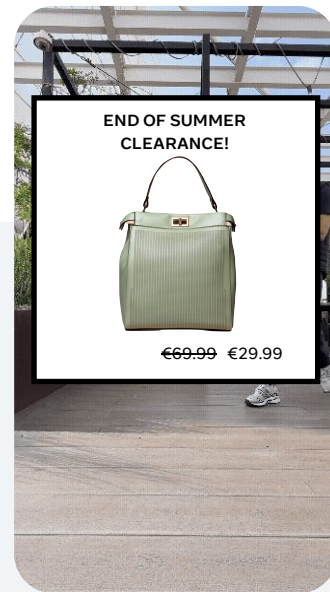


Feel more relatable with
human presence



Supercharge your ad-set volume

Use different backgrounds and messages for the same product image.



Pro tip

Diversifying your messaging can help you reach new audiences. Head to Section 4 on 'Messages' for more.

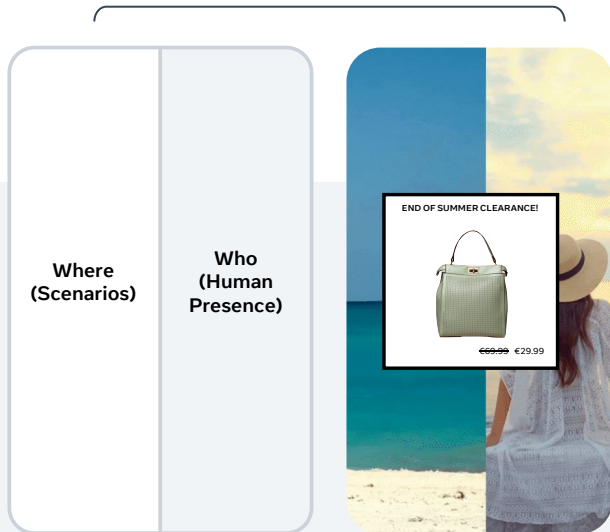
Or you can use the same video background for different products



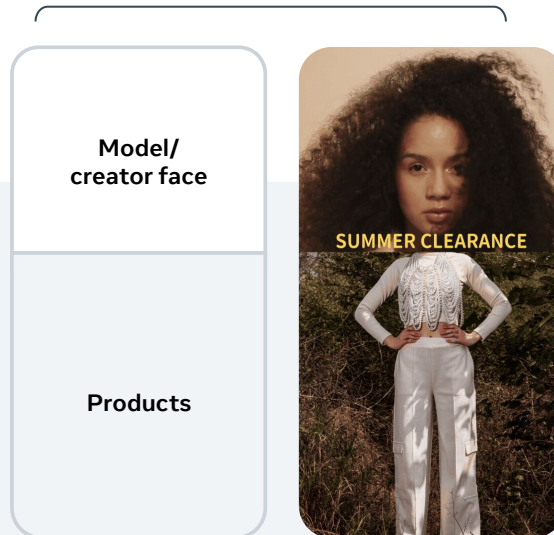
Been there, done that?

Try using multiple videos in a single asset or multiple assets on a single video background.

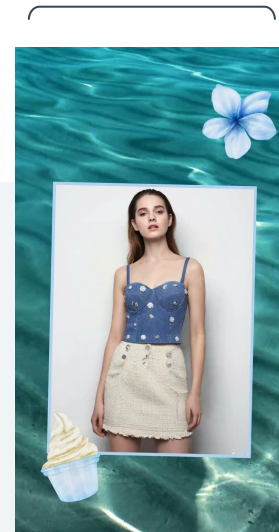
Put two background videos together



Shoot one video, then combine it with a photo dump of your statics



Overlay multiple images on a single video background



Get creative with layering and mixing



Original static image



Product Features / Quality



Gift-giving

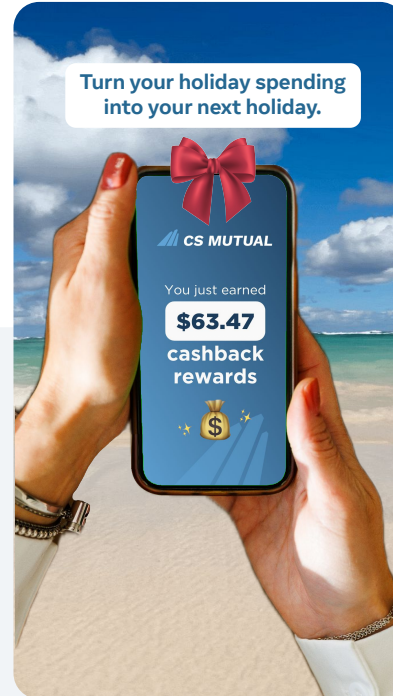
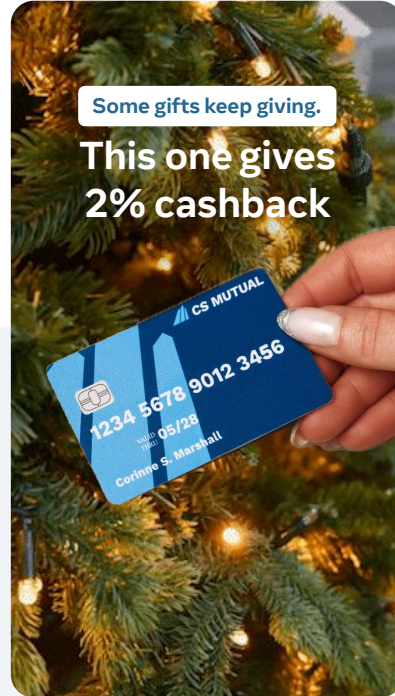


Sale / Urgency

Get creative with layering and mixing



Original static images

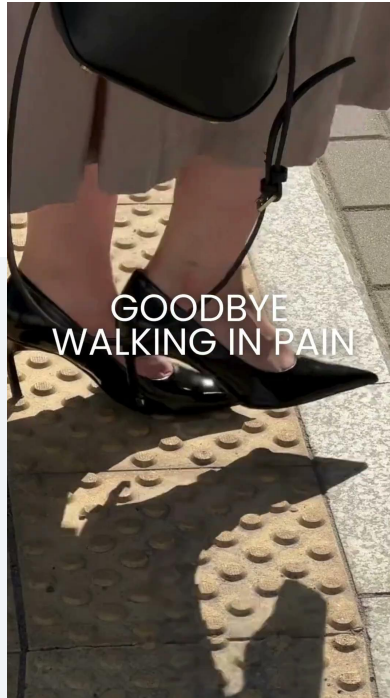


Bonus tip: Try putting a few seconds of stock video up-front to capture attention, then follow on with an photodump of images

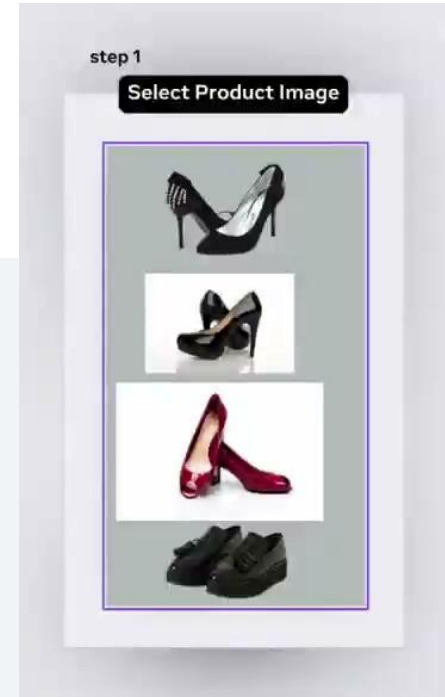
Existing assets



Final result



And here's how to do it:



4

AI-assisted image enhancements

Many video editing apps (even the ones on your phone, including Edits from Instagram) have in-built image enhancement features. Using one of these is a great way to turn a gorgeous image into a more captivating video.

Creative tools



Canva



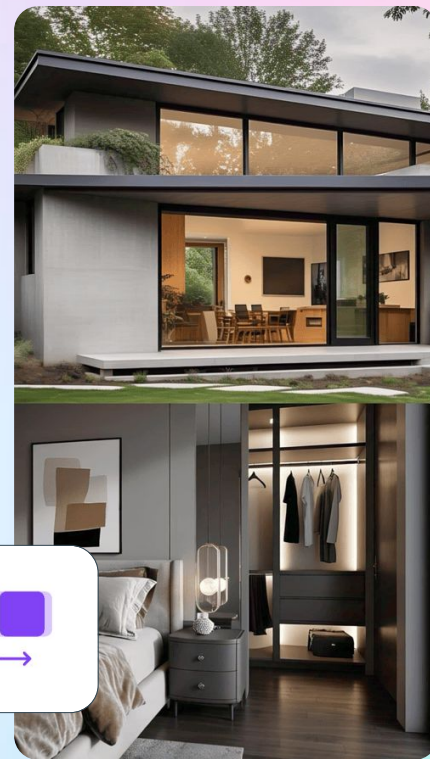
Adobe
Express



Videoleap
by Lightricks



Edits
(from Instagram)



Stack and Drift

Stack horizontal or square video to fill the space. Stack no more than 3.

Get a little help from AI

Here are just a few of the many image transformation effects we've found.



Panorama
Available under 'Effects'
in the Videoleap app



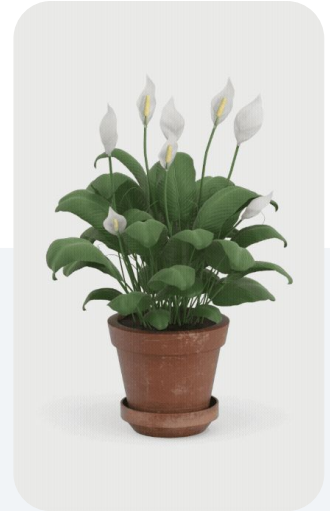
Infinite scroll
Available under 'Effects'
in the Videoleap app



"Breathe" AI animation
Made using the Magic
Animation tool in Canva



"Drift" AI animation
Made using the Magic
Animation tool in Canva



'Breeze' Animation
Made using 'effects'
in Adobe Express

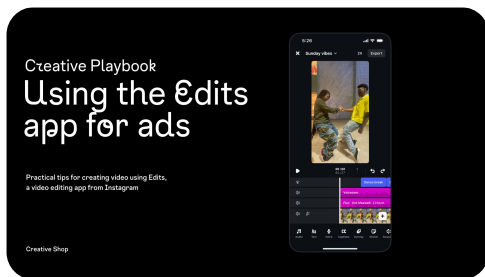
Using the 'animate' feature in the Edits app

If you're in the USA, this feature that's available in the Edits app will add motion to any image you upload, transforming it into a simple video.

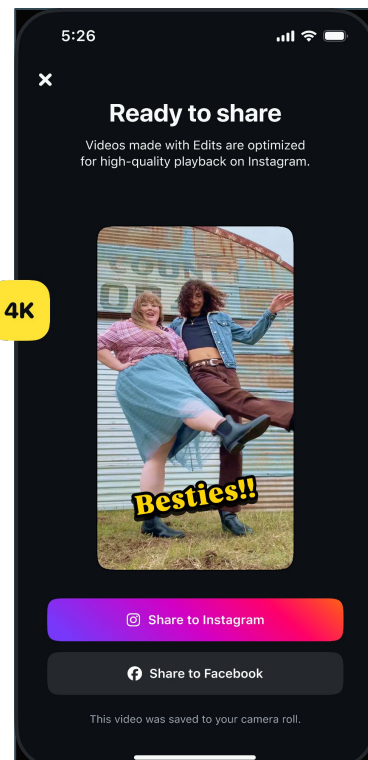
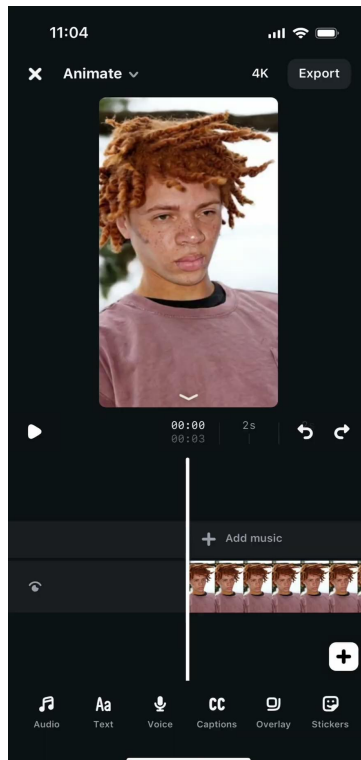
Simply upload your image, tap 'animate' and then download your new video to your camera roll.

Try using the animation tool on a bunch of different images and stitching them together.

Want to know more about Edits, the new video editing app from Instagram? Check out our playbook below.



[Download the playbook](#)



Your video will save to your camera roll.

Injecting simple motion into statics using the Edits app

Edits also has over 30 different transition effects.
These two are great for applying simple motion to images.

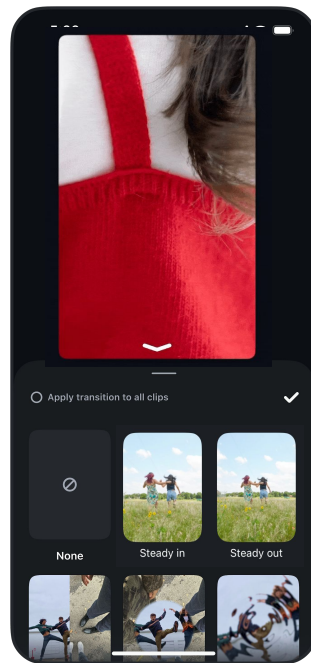
Step 1:

Take or collate your photos/images and import them into your Edits app.

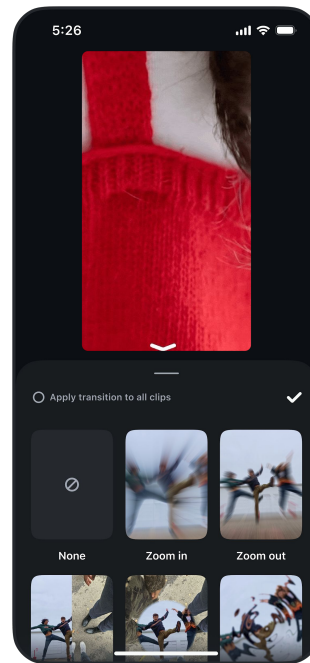


Step 2:

Add your images to a new project. Go to 'transitions' and select one of these two options.

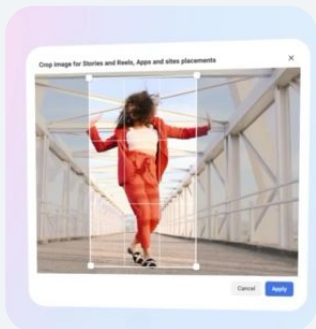


Steady in and steady out

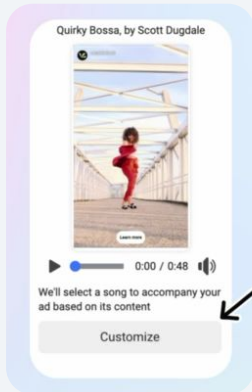


Zoom in and zoom out

Automated and basic manual transformations available in Ads Manager/Commerce Manager



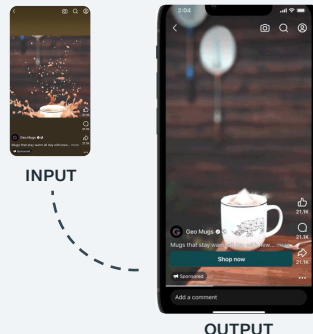
Upload your video to Ads Manager and crop it manually or automatically. **Crop to 9:16, 4:5, or 1:1.**



After cropping or uploading your video to Ads Manager, **add music for free** from the Meta Sound Collection.



Generate new videos from existing static image assets sourced from existing catalogs using **video generation tools***.



Expand existing video aspect ratios by generating unseen pixels for a more immersive experience using **video generation tools***.

*Enhanced by Meta Generative AI models. Features to be available across 2025 (Some country exclusions may apply).

Source: 1. Causal inference modeling (Double Machine Learning) of a sample of 2M+ Direct Response ad sets from large advertisers targeting at least 6 placements (including Reels) and not using Placement Asset Customization. Ad sets ran April and May 2024, globally, across verticals. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage+ products), and advertiser features (e.g., region, vertical). All variables were defined by one or more ads in the ad set having the feature.



Message

Make your video
relevant to your
audience

TWO STEPS TO A
GLOW SO GOOD
WE CAN'T GATEKEEP IT



Think people-first when it comes to your messaging

When you're deciding on what message to add, try to think about the different ways that different people could be triggered to purchase.

"I want to hear from others who've tried it first!"



Reviews from other customers

"I love a good deal"



Offers
Price discount, bundle offers or sale period

"The more I know about the product, the better I feel!"



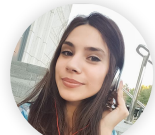
Product details/features
Different camera angles, close-ups etc

"I love knowing what others grab with this"



Website product image

"Show me the difference, and I'm ready to choose!"



Comparison
Before and after, different models etc.

"Help me understand it all and I'll make my move!"



FAQs from customers

Let's see what that might look like in practice

When you're deciding on what message to add, try to think about the different ways that different people could be triggered to purchase.

Motivator

FOMO

I can't resist
the hype

Message



Text/graphic overlays

Savings

I love great
deals



Animations

Treat

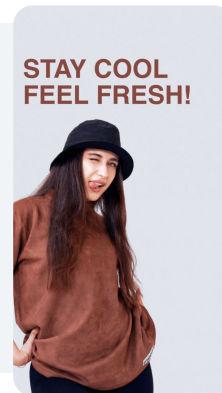
I want to refresh
my wardrobe



Overlay product
images on a beach +
people video

Quality

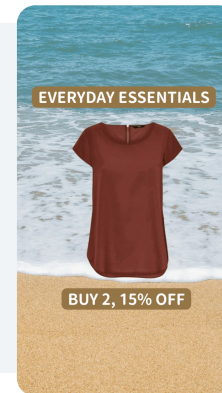
Product quality is
my priority



Zoom in to highlight
breathable fabric

Result

I want to look good
every day



Use AI to generate
backgrounds—think beach,
home, or office vibes

Gifting

I love finding the
perfect gift



Layer product
images over a
Christmas video

Creative tactic

Start strong, end stronger

Okay, so you captured their attention and held it to the end of your ad – great job! But if you want to make a lasting impression, you need to be clear about what you want your audience to do next.

Add promos or drive people to subscriptions and frame your CTA in a way that feels less generic and more helpful to your audience.

Instead of

Buy Now

Shop Now

Learn more

Try saying

Find your
next look

Subscribe
for better deals

Pick your
perfect color

Discover the
collection

Try it
to know it

Shop
the look



Pro tip

Ask your preferred AI assistant to turn your messaging into something that feels at home on Reels!



Sound

Make your video
captivating
with audio

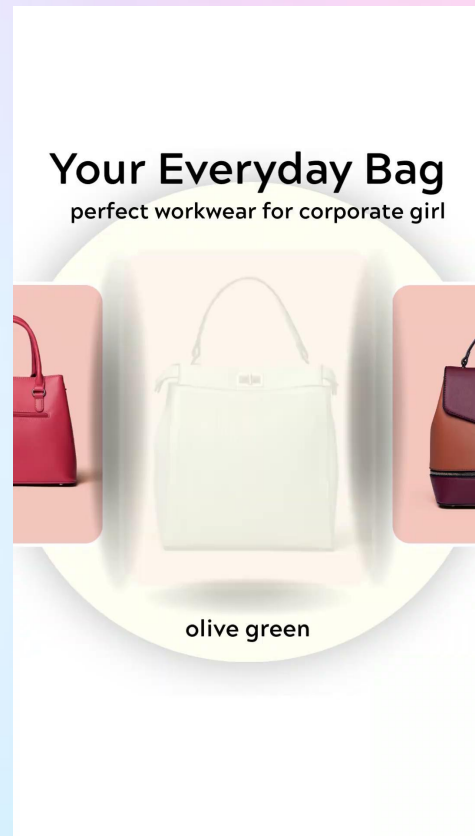


Audio helps drive more conversions on Reels

Audio can be music, sound effects, voiceover, or all three. Once you have your visual, make sure to add some royalty-free audio or any audio you have the rights to use (for example, something you've created yourself).

↑ **13%**

Campaigns with music that delivered to the Reels placement had 13% higher incremental conversions than those that did not

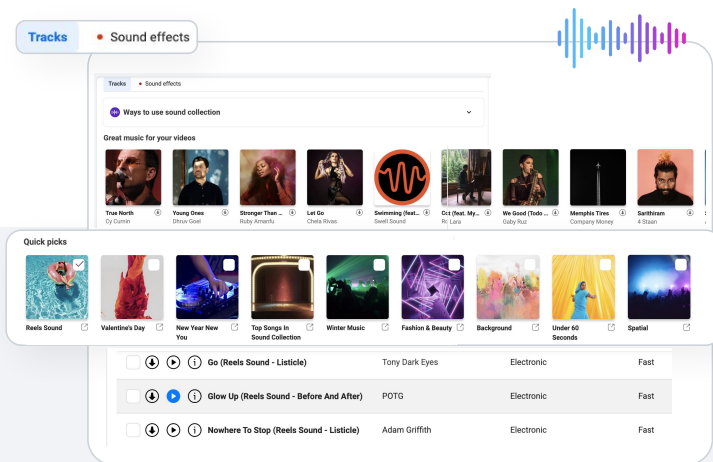


ML (XG Boost) analysis of 10,123 multi-cell Conversion lift studies which included non-zero spend on Reels between 01 Feb 2024 to 01 March 2025. Ads ran globally, across verticals and 1,560 advertisers. Audio features were clustered from ML audio detection models. The conversion here includes lower funnel events like purchase, add-to-cart, check-out, app install, sign-up, registration, etc. Reels Creative essentials refers to vertical video (9:16 with sound on). Carousel ads here include both Advantage+ Catalog Ads and Non Advantage+ Catalog Ads.

Ready to listen in?

Both of these libraries include royalty-free sounds that have been crafted by sound creators specially for Reels ads. It only take a minute to add sound to your new video asset.

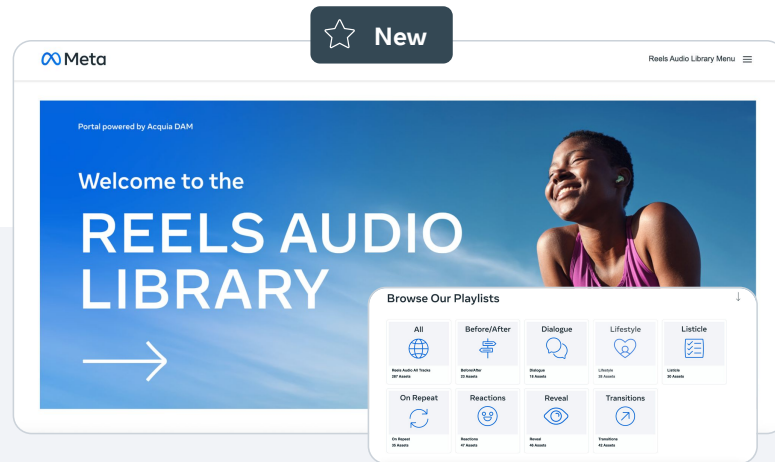
Sound Collection



In the collection, you'll find 14,000+ music tracks from established and award-winning composers and songwriters as well as 1500+ sound effects.

There's also a dedicated Reels Sound tab where you can find audio tracks that have been created for Reels and classified by story type, such as photo-dumps.

Reels Audio Library



If you'd like to discover even more sound options that have been created specifically for Reels, browse the eight playlists available on the Reels Audio library. Each track has been created with sound creators and fuse music, voiceover and sound effects.

Looking for audio that's built for sales season?

We've hand-picked some tracks. Click on the 'play' button to download them directly (P.S., the Reels Audio Library has a 'Q4' collection too!)



Pro tip

Found a track you like? Make a note of the artist then search for their name for sounds with a similar vibe.

I Like That

Sound Collection

By Global Genius ([link to track](#))

Go

Sound Collection

By Tony Dark Eyes ([link to track](#))

Me & U

Sound Collection

By Kiri T ([link to track](#))

Viral Camera

Sound Collection

By Sugartapes ([link to track](#))

Boom

Sound Collection

By Chela Rivas ([link to track](#))

Woke up Like This

Sound Collection

By Sugartaps ([link to track](#))

Oddity Shop

Sound Collection

By Global Genius ([link to track](#))

Mango

Sound Collection

By Jumbo ([link to track](#))

This is What I Want

Reels Audio Library

([link](#))

This is the Perfect Gift

Reels Audio Library

([link](#))

Please Please

Reels Audio Library

([link](#))

My Wish List Be Like...

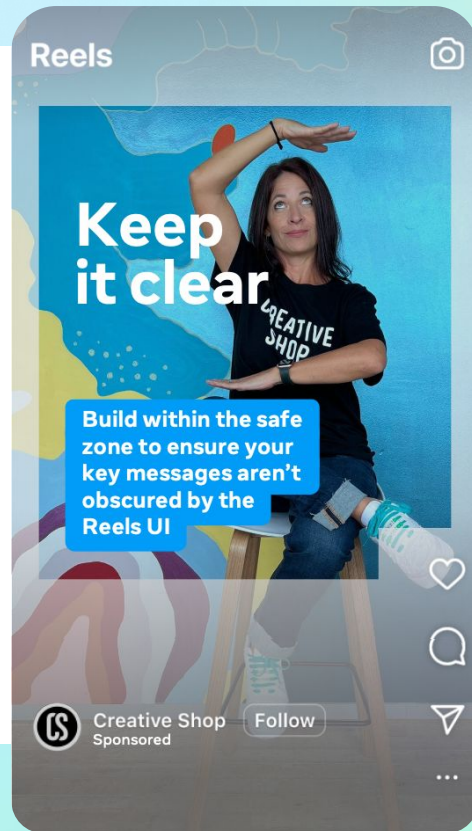
Reels Audio Library

([link](#))



Safe zone

Help your message
shine by keeping it
in the safe zone



What is a 'safe zone'?

When key creative elements like text, logos, or products are covered up by the Reels UI, it can be a disruptive experience to the viewer and limit the impact of your ad creative.

Keep your key elements in the 'safe zone' near the center of your creative to drive better outcomes for your brand.



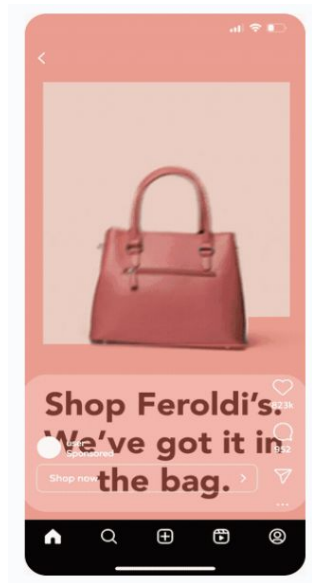
Analysis of placement-level results for ads associated with 58 global Brand Lift studies that were self-identified at the time of study creation as testing the addition of Reels as a placement to a current campaign strategy. Studies run from June 2021 through March of 2022. An ad is determined to have violated the Reels safety zone if any portion of overlaid text, brand identity, or product label is obscured by any portion of Reels user interface or persistent camera icon.

Check it before you ship it!

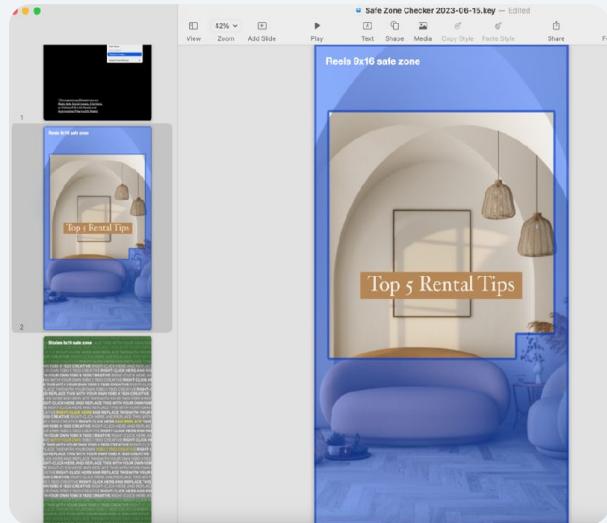
Ads manager will show you the safe zone when you upload your video, but you can also use these handy tools to make sure your video is working within it—before upload.



Do



Don't



Download a desktop-based template in PowerPoint, Keynote or Photoshop and check your key elements are within the safe zone on Reels.

[Download PPT](#)

[Download Keynote](#)

[Download PSD](#)

Recap: the formula for creating video from images - easily



Visual

Consider low-lift tactics such as templates, photo dumps, background video or AI assisted effects (or a combination of these)

+



Messaging

Explore different message that might appeal to different motivations.

Keep your language human and relatable where possible.

+



Sound

Add sound from Sound Collection or Reels Audio Library, (Or create your own!)

+



Safe Zone

Make sure important visual elements and messages are in front and centre of the screen.

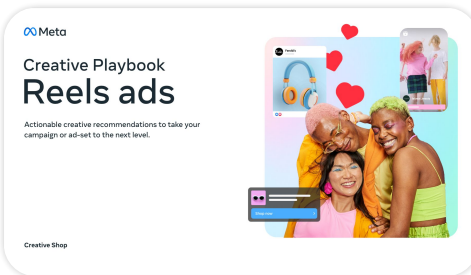
Want to know more?

No matter where you are in your Reels journey, we have some creative tips to help. Click on the links below to download these playbooks.



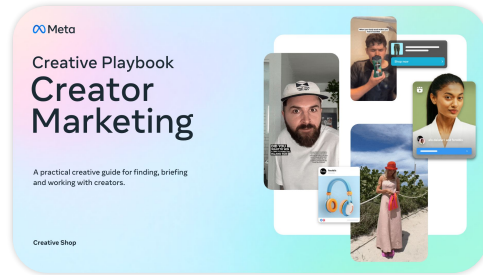
If you have some video but it's not in a vertical format, then this playbook has frameworks to edit 4:5 video and horizontal video into a Reels-friendly aspect ratio.

[Get the playbook](#)



Want to explore up-levering your creative beyond 9:16 video with audio? The Reels ads playbook breaks down additional creative elements like hooks and human presence to further improve your campaign performance.

[Get the playbook](#)



Creators are fluent in the language of Reels, and can create video that feels native to the surface. This playbook breaks down how to find, brief and work with them.

[Get the playbook](#)

Every connection is an opportunity.
It's Your World.

