GrabAds

Guidelines
Index

Ads Guidelines
  • Sponsored Native Image
  • Sponsored Native Video
  • Sponsored Places
  • Sponsored Places +GrabGift
  • Sponsored Inbox Notification
  • Sponsored My Ride Reward

Copy & Image Guidelines
  • Regional Copy Guideline & Exception
  • Visual Complimentary
  • Size and Quality
  • Approval Levels
  • Prohibit Content

Logo Guidelines
  • Brand Logo
  • Partner Logo
Ads Guidelines
Ads Guidelines

Sponsored Native Image

Standalone native image ad that appears in the home screen feed.

Include a landing page to direct users to a Grab service or an in-app web browser.
Ads Guidelines

Sponsored Native Image

Customizable Components

1. Widget Name
   - Title case
   - 30 characters
   - Limited punctuations (no ! or ?)

   Highlight of this campaign
   - Brand Name
   - Can be brand, service, brand + service

   Examples:
   - Jumbo Juice - 2 weeks free
   - Betsy’s Bakery

2. Image
   - 2:1 aspect ratio
   - 100k max

3. Headline
   - Title case
   - 30 characters
   - Limited punctuations (no ! or ?)

4. Call to Action (1)
   - Title case
   - To landing page
   - Limited punctuations (no ! or ?)
Ads Guidelines

Sponsored Native Image

Customizable Components

Body Copy
Sentence case
60 characters
Limited punctuations (no ! or ?)

Guideline without Ride promo code
- Use regular capitalization (no caps)
- Okay to use & symbol, no @ symbol (i.e. T&Cs)
- Dates need to be written in DD/MM format
- All promo copy needs: what the Place is offering + something to attract users to visit the Place

Examples:
- 10% off drinks at J&H 5-8pm through 30/9. T&Cs apply.
- Wholesome Mediterranean food at Boat Quay. Good food for good value.
- 1-for-1 drinks at ESPmall all of October from 5-8pm. T&Cs apply.
- 1 free shot at Zoum, Clarke Quay, on Fridays from 7pm. Limited time offer. T&C Apply.
Ads Guidelines

Sponsored Native Image

Customizable Components

Call to Action (2)
To Get a Ride
Limited punctuations (no ! or ?)
Ads Guidelines

Sponsored Native Video

Standalone native video ad that appears in the home screen feed.

There are two CTAs here: click to play the video or click to a landing page. The landing page can be to a Grab Service or an in-app web browser.
Ads Guidelines

Sponsored Native Video

Video Flow

Sponsored Native Video widget

Video plays in the widget

Vertical Fullscreen Perspective Video

Horizontal Fullscreen Perspective Video
Ads Guidelines

Sponsored Native Video

CTA Flow to
In-app web browser
or Grab service

Sponsored Native Video Widget

Landing page:
In-app web browser

Sponsored Native Video Widget

Landing page:
Grab service
Ads Guidelines

Sponsored Native Video

Customizable Components

1. **Widget Name**
   - Title case
   - 30 characters
   - Limited punctuations (no ! or ?)
   - Highlight of this campaign
     - Brand Name
     - Can be brand, service, brand + service
   - Examples:
     - The Story Behind the Juice
     - Betsy’s Bakery Freshly baked

2. **Video**
   - Youtube URL
   - Thumbnail included
   - Length - 15-30 second rec, 1 min max

3. **Video Title**
   - Title case
   - 30 characters
   - Limited punctuations (no ! or ?)

4. **Call to Action (1)**
   - Title case
   - To Grab Services or in-app browser
   - Limited punctuations (no ! or ?)
Ads Guidelines

Sponsored Native Video

Customizable Components

Body Copy
Sentence case
60 characters
Limited punctuations (no ! or ?)

Guideline
- Use regular capitalization (no caps)
- Okay to use & symbol, no @ symbol (i.e. T&Cs)
- Dates need to be written in DD/MM format
- All promo copy needs: what the Place is offering + something to attract users to visit the Place

Examples:
- Crazy rich in flavor and the best, all natural ingredients.
- Wholesome Mediterranean food at Boat Quay. Good food for good value.
- Desserts and pastries handcrafted in the finest pastry bakery.
- 1 free shot at Zoum, Clarke Quay, on Fridays from 7pm. Limited time offer. T&C Apply.
Ads Guidelines

Sponsored Native Video

Customizable Components

Landing Page: In-app web browser

Landing Page: Grab service

Call to Action (2)
Get a Ride
Ads Guidelines

Sponsored Places

Showcase your storefront on the first card of the “Just for You” carousel. This widget consists of a group of cards that users can scroll through horizontally on Grab's home screen.

Target a local audience to book a ride directly to you!
Ads Guidelines

Sponsored Places

Flow

Sponsored Places card

Details page

Book a Ride page
Ads Guidelines

Sponsored Places

Customizable Components

1. Image
   - 2:1 aspect ratio
   - 100k max

2. Headline
   - Title case
   - 30 characters
   - Limited punctuations (no ! or ?)

   Highlight of this campaign
   - Brand Name
   - Can be brand, service, brand + service

   Example
   - Jumbo Juice
   - Betsy's Bakery

3. Call to Action (1)
   - Title case
   - To Grab Service
   - Limited punctuations (no ! or ?)

4. Body Copy
   - Sentence case
   - 60 characters
   - Limited punctuations (no ! or ?)

   Guideline
   - Use regular capitalization (no caps)
   - Okay to use & symbol, no @ symbol (i.e. T&Cs)
   - Dates need to be written in DD/MM format
   - All promo copy needs: what the Place is offering + something to attract users to visit the Place

   Examples:
   - Get a ride to Betsy’s Bakery for freshly baked breads now.
   - Crazy rich in flavor and the best, all natural ingredients.
   - Desserts and pastries handcrafted in the finest pastry bakery.
Ads Guidelines

Sponsored Places

Customizable Components

1

2

3

4

5

Call to Action (2)
To Get a Ride
Limited punctuations (no ! or ?)
**Ads Guidelines**

**Sponsored Places +GrabGift**

Showcase your storefront on the first card of the “Just for You” carousel. This widget consists of a group of cards that users can scroll through horizontally.

Target a local audience with a **promo code to book a ride** directly to your storefront!
Ads Guidelines

Sponsored Places +GrabGift

Flow

Sponsored Places card +GrabGift
Details page
Grab service page
Grab service page
Book a ride with promo code
Ads Guidelines

Sponsored Places +GrabGift

Customizable Components

1. Image
   - 2:1 aspect ratio
   - 100k max

2. Headline
   - Title case
   - 30 characters
   - Limited punctuations (no ! or ?)

   Highlight of this campaign
   - Brand Name
   - Can be brand, service, brand + service

   Example
   - Jumbo Juice
   - Betsy’s Bakery

3. Call to Action (1)
   - Title case
   - To Grab Service
   - Limited punctuations (no ! or ?)
Ads Guidelines

Sponsored Places
+GrabGift

Customizable Components

Body Copy
Sentence case
60 characters
Limited punctuations (no ! or ?)

Guideline with Ride Promo code
- Use regular capitalization (no caps unless it’s a promo code)
- Okay to use & symbol, no @ symbol (i.e. T&Cs)
- Dates need to be written in DD/MM format
- Promos must be written as "$5 off" instead of "Take $5 off" or "Save $5".
- Promos can only be used towards rides
- All promo copy needs: $ + what the Place is discounting/ offering + valid time + disclaimer (T&Cs apply)

Examples
- Use YESMBS for $4 off rides to MBS. Valid all day until 30/11.
- Use ZOONOW for $3 off ride to the Singapore Zoo. Valid from 12-6pm.
- $5 off rides to Esplanade 1/10-5/10 with code MBSMall. T&C apply.
- $2 off rides to the new Phili event with code PHILI from 19/10-21/10.
Ads Guidelines

Sponsored Places
+GrabGift

Customizable Components

1

2

Betsy's Bakery

1 Flour Street

Get a ride to Betsy's Bakery for freshly baked bread now.

4

Call to Action (2)
To Get a Ride

Detail page
Sponsored Inbox Notification

Automatically deliver an inbox notification and message into your target group of users’ inbox.
Ads Guidelines

Sponsored Inbox Notification

Customizable Components

1. **Subtitle**
   - Title case
   - 50 characters
   - Limited punctuations (no ! or ?)
   - Highlight of this campaign
     - Brand Name
     - Campaign title, service, brand + service

2. **Image with Partner logo**
   - 100KB maximum
   - Partner logo at the bottom right of the image

---

Inbox Notification

Inbox Message Details
Ads Guidelines

Sponsored Inbox Notification

Customizable Components

1. Promotion
   Buy 12 bottles of Jumbo Juice & Get $5 Rewards

2. Details
   $5 Ride Rewards for every 12 bottles of Jumbo juice purchased!
   Jumbo juice is promoting its new cold-pressed juice set. For every set you purchase, we will automatically send you a $5 Ride Reward to your wallet.

3. Copy
   300 characters
   Limited punctuations (no ! or ?)
   1st paragraph: more information on the offer
   2nd paragraph: how to redeem offer (can be bullet points)
   3rd paragraph: T&Cs apply
Ads Guidelines

Sponsored My Ride Reward

Automatically deliver a ride reward into your target group of users’ Rewards Wallet.
Ads Guidelines

Sponsored My Ride Reward

Flow

Book a Ride

Use My Ride Reward

Book a Ride with a My Ride Reward
Ads Guidelines

Sponsored
My Ride Reward

Customizable Components

1. Brand Logo
   - 260 x 260 px
   - Height 15px minimum
   - 50KB maximum

2. Reward Title
   - Title case
   - 35 characters
   - Recommended $XX off your ride from brand name
   - Limited punctuations (no ! or ?)

3. Image
   - 375 x 210 px
   - 100KB maximum

4. Validity
   - Start to end date

5. Terms & Conditions

6. CTA
   - To Grab Service
   - Limited punctuations (no ! or ?)
Logo Guidelines
Logo Guidelines

Brand logo

To provide a consistent look across all communications, we recommend not to include logo in the image. The image should complement with the content.

If an advertiser needs to add a logo, the logo must be at the bottom right and stand out against the respective backgrounds.

Height of the horizontal brand logo must be 1.5x the size of the Grab 'a'. Position the logo 1x the size of 'a' from the canvas edge.

Height of the vertical brand logo must be 3x the size of the Grab 'a'. Position the logo 1x the size of 'a' from the canvas edge.
Logo Guidelines

Partner logo

To provide a consistent look for all Sponsored Inbox Notification Messages, follow these guidelines to ensure all logos stand out among the respective backgrounds.

Height of the horizontal partner logo must be 1.5x the size of the Grab ‘a’. Position the logo 1x the size of ‘a’ from the canvas edge.

Horizontal Partner Logo

Height of the vertical partner logo must be 3x the size of the Grab ‘a’. Position the logo 1x the size of ‘a’ from the canvas edge.

Vertical Partner Logo

Example
Copy & Image
Guidelines
### Currency Guideline & Exception

Include currency symbol next to any dollar amount.

<table>
<thead>
<tr>
<th>Country</th>
<th>Regional</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>SG</td>
<td>S$XX</td>
<td>$XX</td>
</tr>
<tr>
<td>MY</td>
<td>RMXX</td>
<td>RMXX</td>
</tr>
<tr>
<td>ID</td>
<td>RpXX</td>
<td>RpXX</td>
</tr>
<tr>
<td>TH</td>
<td>XXTHB</td>
<td>XX฿</td>
</tr>
<tr>
<td>VN</td>
<td>XXđ</td>
<td>XXđ</td>
</tr>
<tr>
<td>MM</td>
<td>MMKXX</td>
<td>KXX</td>
</tr>
<tr>
<td>PH</td>
<td>PhpXX</td>
<td>PhpXX</td>
</tr>
<tr>
<td>KH</td>
<td>KHRXX</td>
<td>XX៛</td>
</tr>
</tbody>
</table>
Visually Complementary

All widgets must complement one another, standalone or in a carousel.
Image Guidelines

Visually Complementary

Examples

Restaurants

Recreational Places

Shops
Image Guidelines

Size and Quality

All image across In-app ads require:

- **Image Ratio** 2:1
- **Image Size** 100k maximum

Not allow GIF image
Image Guidelines

Approval Levels

Good
Image followed GrabAds Guidelines. Get final approval from GrabAds and ready to launch.

- **Betsy’s Bakery**
  - Betsy’s Bakery • Sponsored
  - Experience Betsy’s Bakery warm hospitality and enjoy freshly baked breads everyday.
  - Get a Ride

- **Receive 35,000 miles as a welcome gift**
  - The Best Card • Sponsored
  - Complimentary limousine transfer. Minimum income of $120,000 per annum to qualify
  - Learn More

- **Betsy’s Store**
  - Betsy’s Store • Sponsored
  - Get a ride to Betsy’s Store for natural cheese selections, cold cuts and more.
  - Get A Ride

Image and content showcase brand, place, service, or event.
Includes a human, noticeably happy with the service or product.
Image and copy are complementary to each other.
Image Guidelines

Approval Levels

Poor
Request new assets from advertiser. The campaign won’t be able to launch if advertiser doesn’t provide new assets.

Happy Hour at WE BAR
Free Rd • Sponsored
Take $3 off a ride with HAPPY HOUR for $7 cocktails starting at 3pm.

Best Credit Card
Credit Rd • Sponsored
Complimentary limousine transfer with 10,000 points sign-up bonus.

Free Flowing Jazz
Music Rd • Sponsored
Book a ticket for a night of free flowing jazz music at Art Theater.

Image and content fall under the Prohibited Contents List.

Text is cut off + button is not allowed.

Text is too small to read.
Prohibited Content List

1. Alcohol Products
2. Tobacco Products
3. Drug-Related
4. Supplements
5. Adult Content
6. Adult Products or Services
7. Dating
8. Online Pharmacies
9. Real Money Gambling
10. Weapons
11. Student Loan
12. State Lotteries
13. Politics or Issue of National Importance
14. Sensational Content - shocking, disrespectful or violent

Any ad that has image or copy related to this Prohibited Content List won’t get approval to launch on Grab App.