



Stories Design Guide



Instagram



New!



Honda



rpa_advertising



kevin



calvinh


Hello world. Enter the mobile age of page flipping and channel surfing.

According to Facebook, the best way to think about Stories is like a magazine made for the mobile age. Users surf through the platform, but only connect with individual content if it catches their eye. And the same way we thumb through pages of a magazine or surf through channel to channel, users swipe through Story content.

There's a saturation of ads in the mobile age and people are highly trained to ignore them.

Our Stories should always provide value to our audience, otherwise they'll swipe right by.


We need to make sure our content quickly gets to the point, commands the users attention and is an additive part of their overall experience.



Our dream, made real.

Introducing the all-new CR-V.

Innovation: It's how we keep being the best-selling SUV in America*. This year, the dream lives on with sharper styling and more technology than ever before.


HONDA

*Based on IHS Markit Automotive, CYTD Oct-2016 non-luxury compact CUV segment New Retail Registrations in the U.S. CR-V Touring shown. ©2017 American Honda Motor Co., Inc.

Think of it like a billboard.

There's about a 3-second window to view an outdoor board. In that time, a viewer can only comfortably digest 6 words or less. Try not to get too wordy, or introduce too many elements that distract. Create a visual hierarchy that quickly allows for a scan of most important content.

Keep that in mind for Stories as well.

It's important to keep your brand message simple and communicate it within the first few seconds. And if by chance they stick around longer, give them a good payoff.



Don't believe us? How about FB?

- Use speed
- Multiple scene cuts work better than 1 unraveling scene
- Sound adds relevance (most people are watching stories with sound on, definitely still design for sound off for those that aren't)
- Bookend with branding



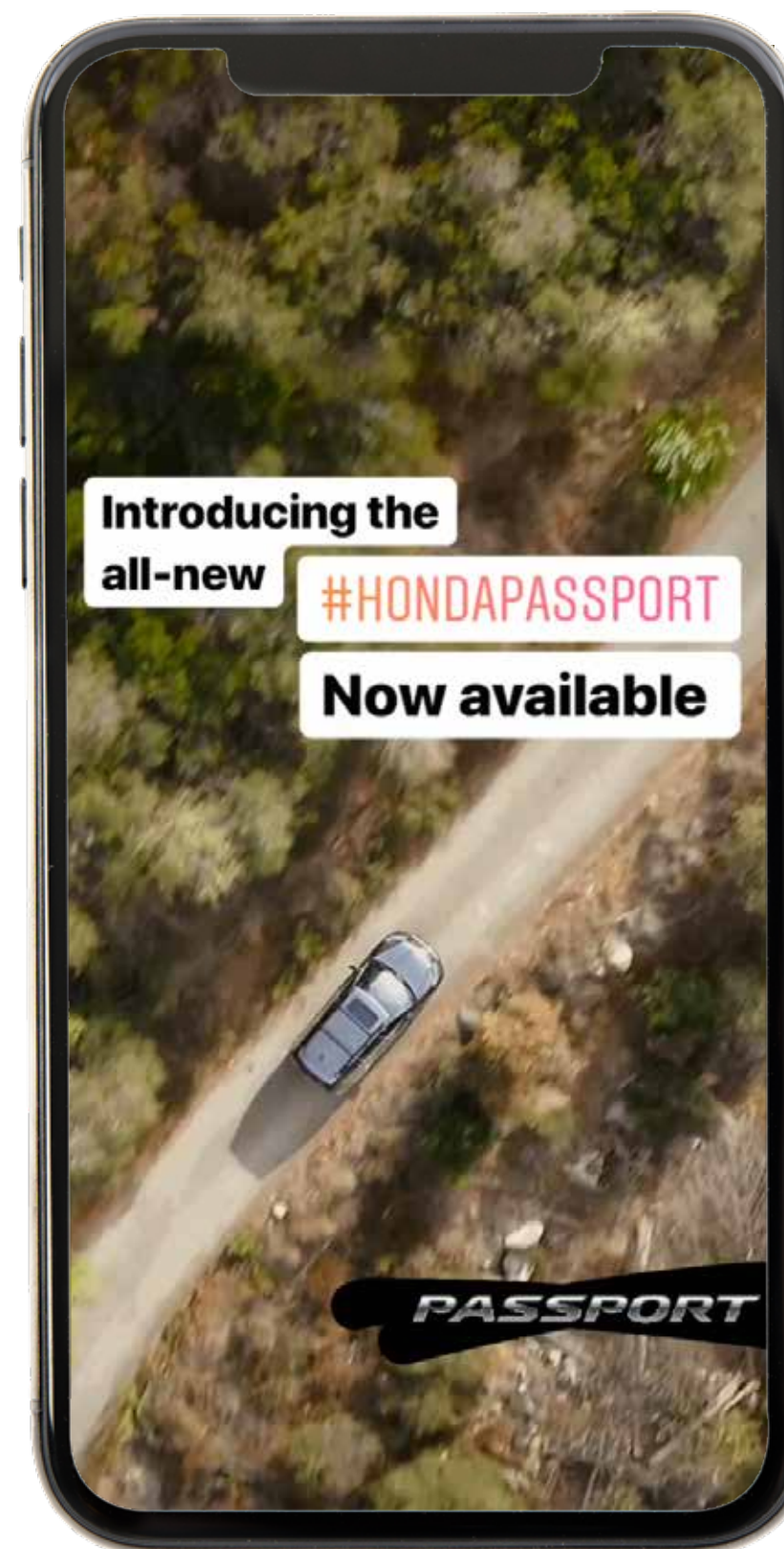
Types of content

With so many people building many different types of story content on a daily basis, it's important to have a consistency of look and feel so the brand doesn't feel disjointed. The following pages will act as a guide that allows anybody that creates a story to fall within brand standards.

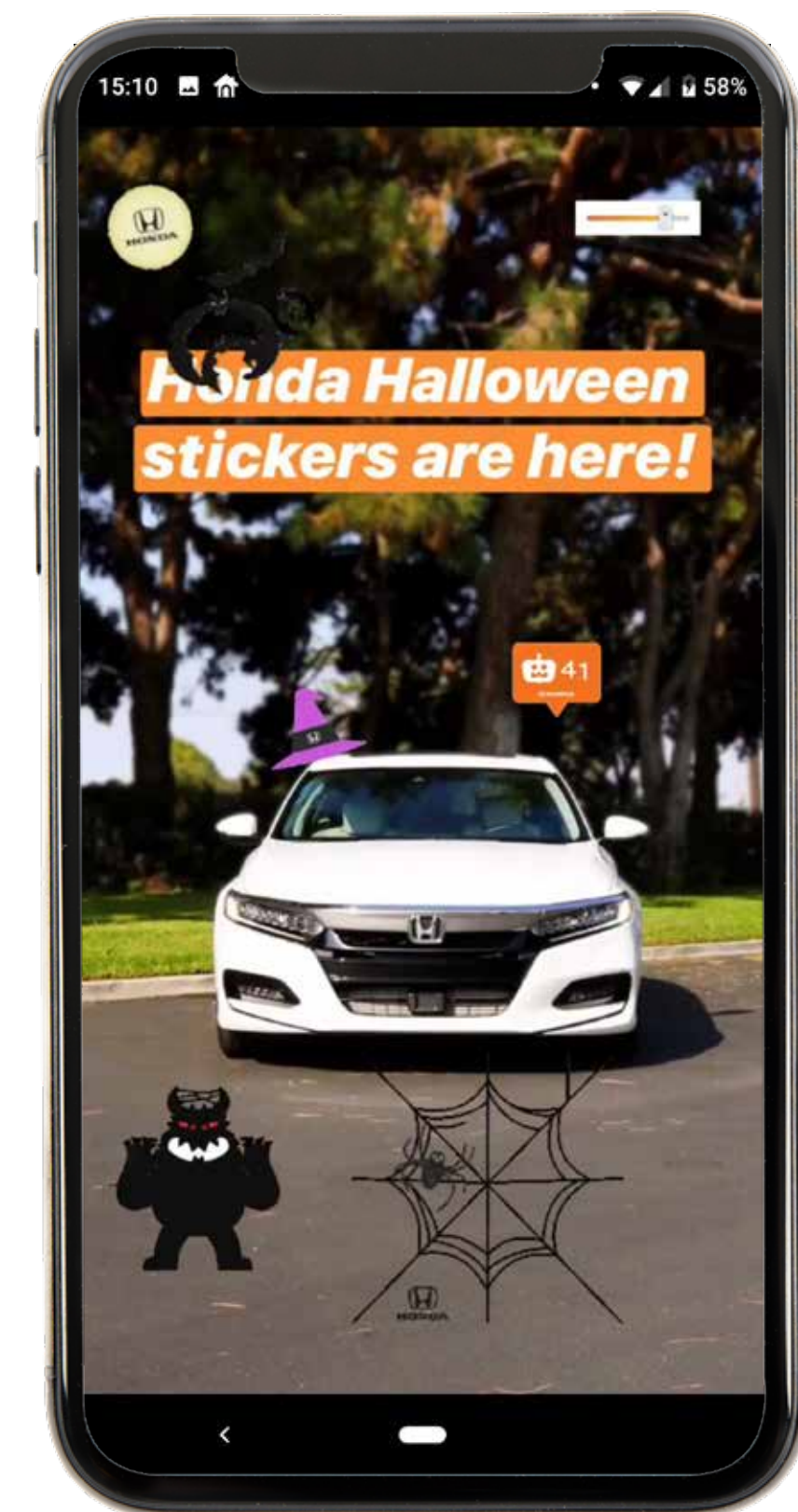
Shows/Events



Organic model content

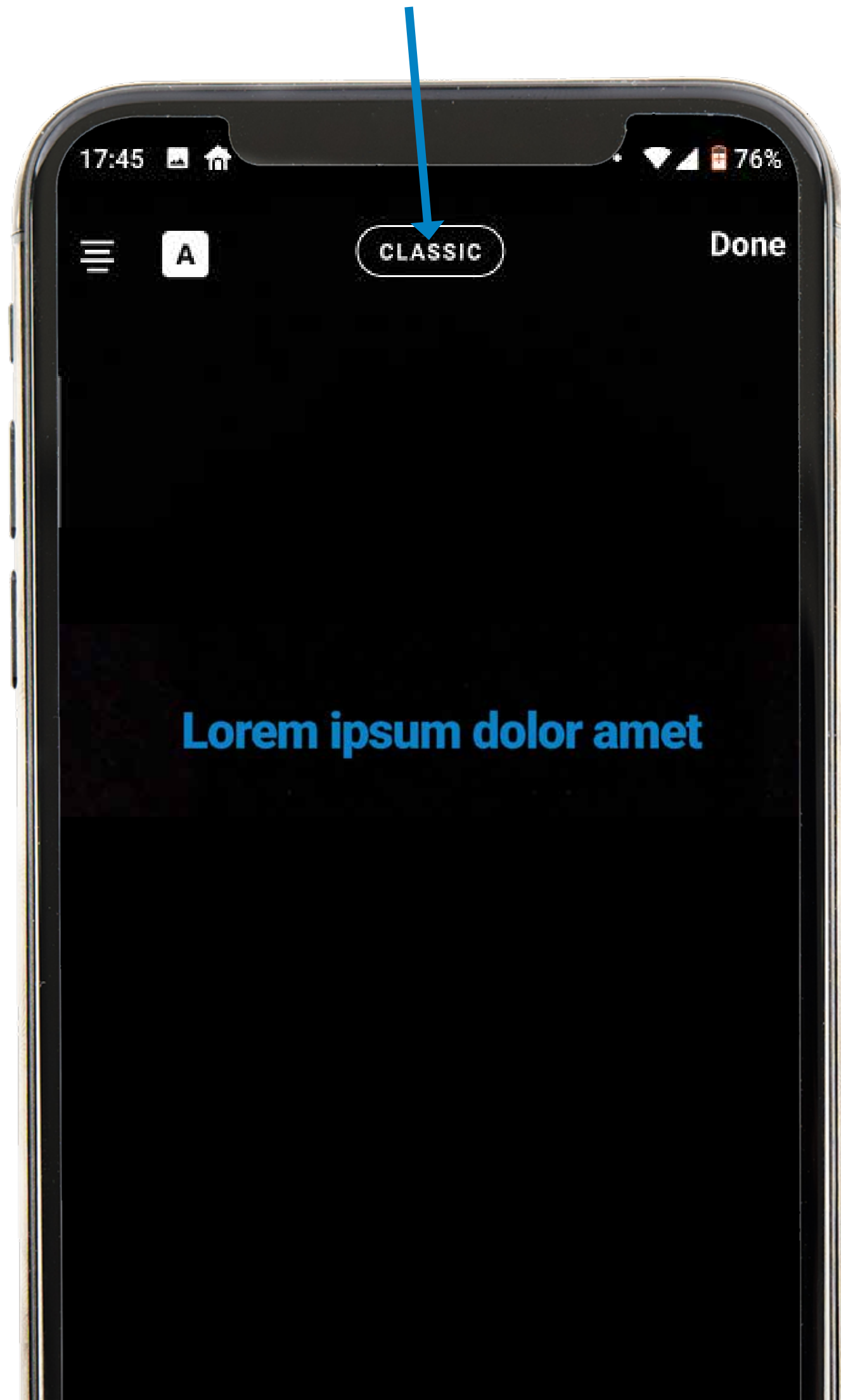


Moments/Elevated content

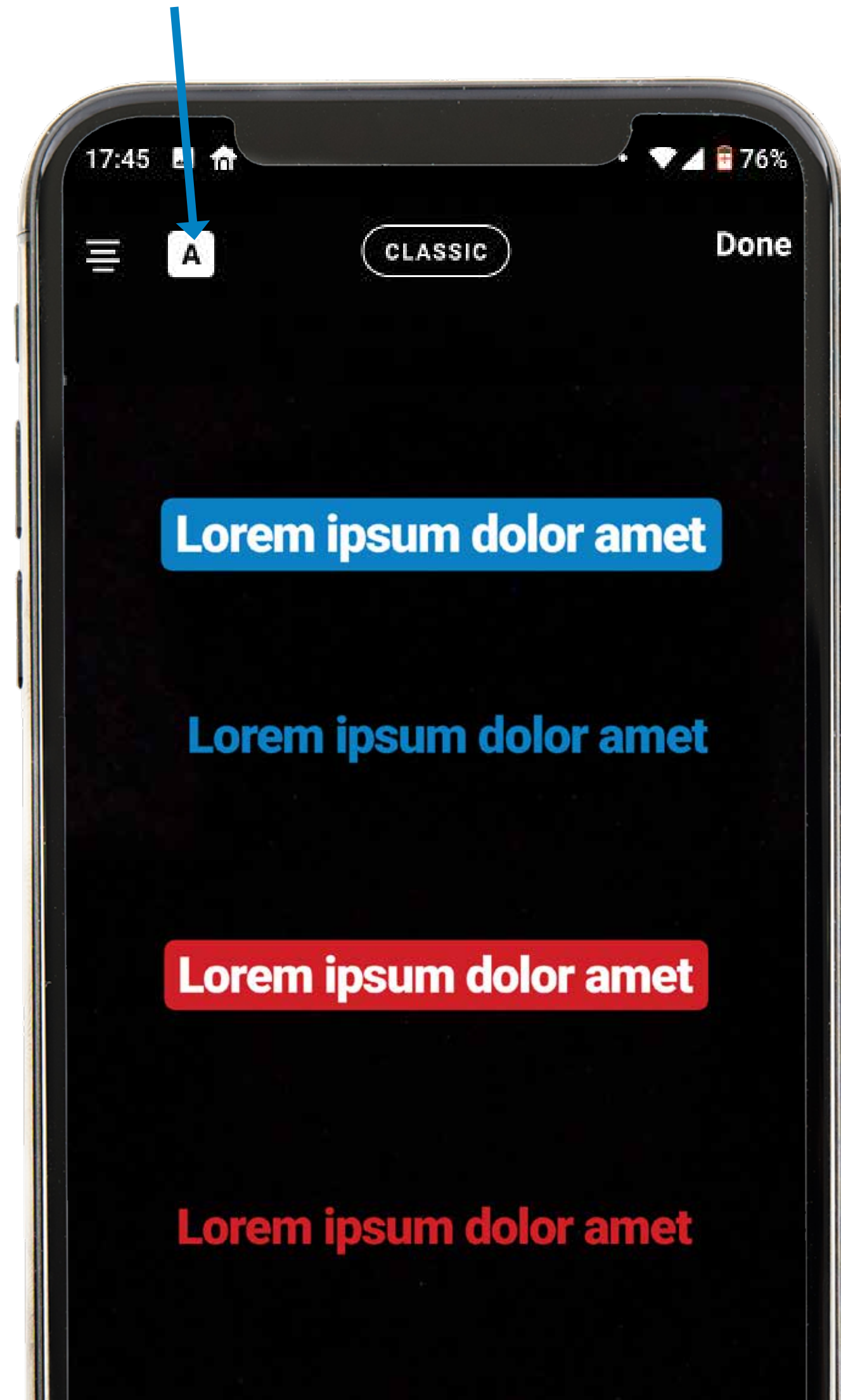


Fonts

Always use the native "classic" font within the platform.



Add a border with rounded corners by tapping the "A."



Have some fun by using a mix of the two type treatments.

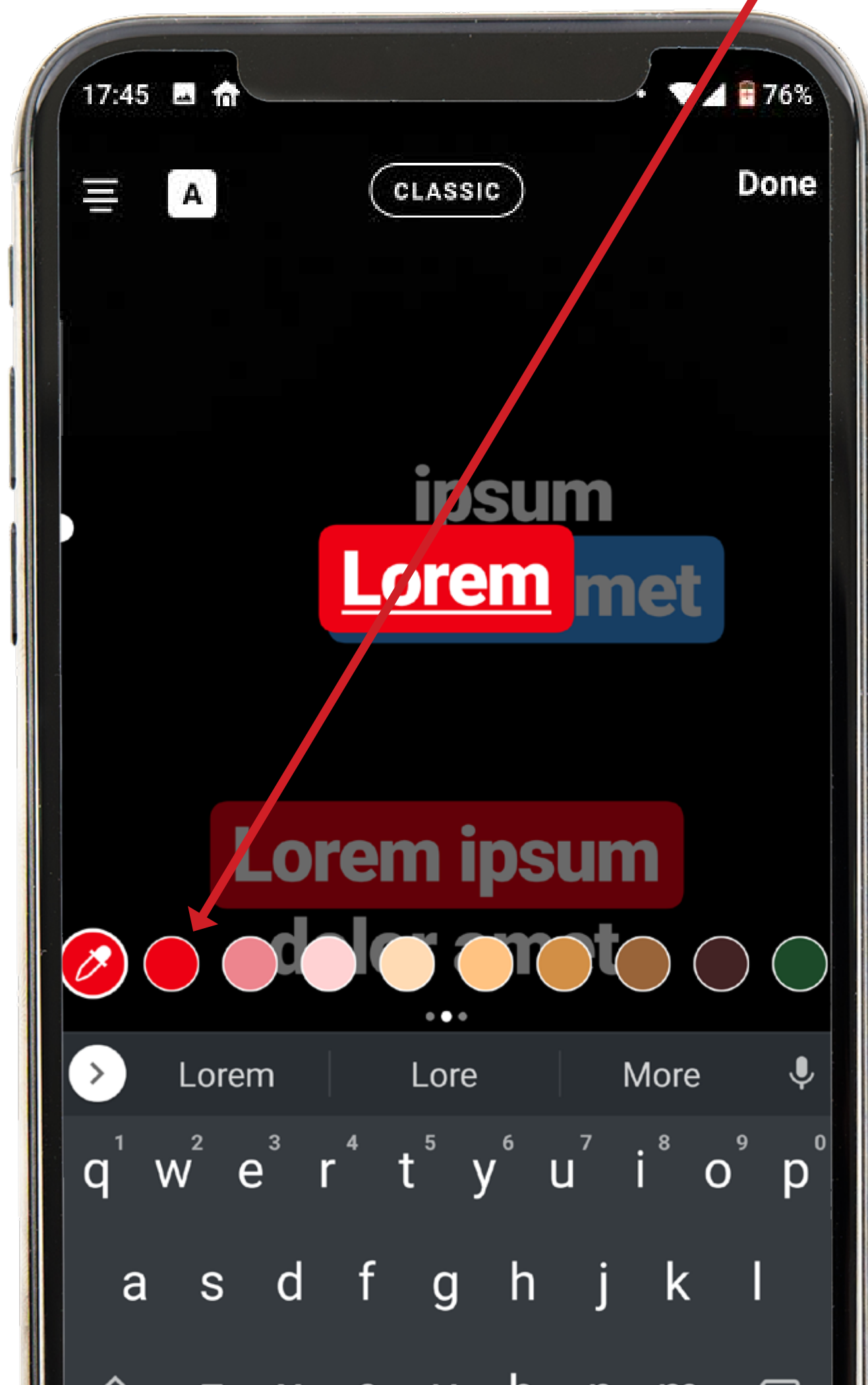


Colors

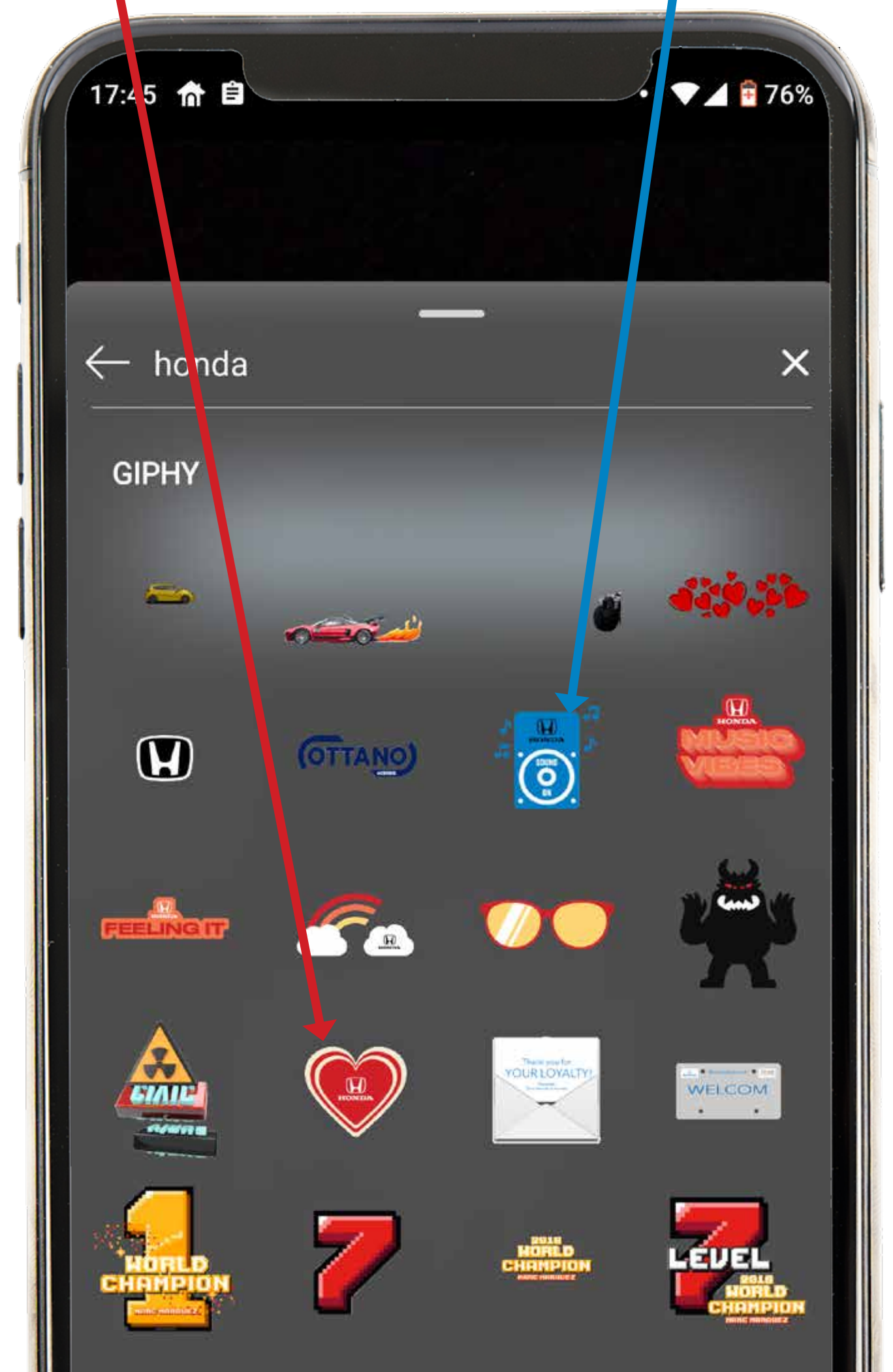
When doing auto related stories, use blue, white or black text.



For brand, thumb to the 2nd page of colors and choose red.



Alternatively, you can eyedrop colors from a Honda sticker.

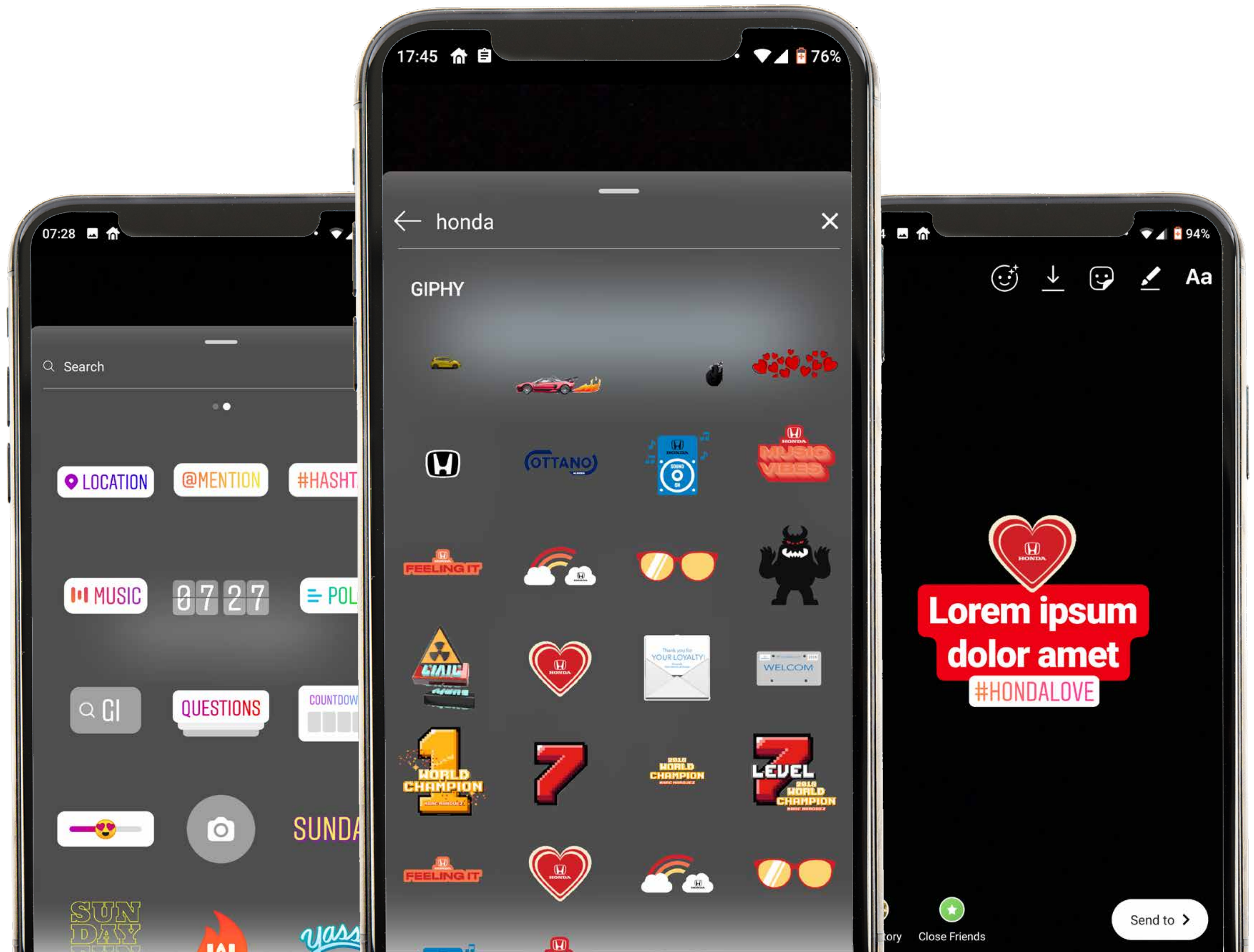


Stickers

Stickers turn passive audience into active participants, but let's do them tastefully and not overuse how many we can fit on a page.

The goal is 1 or 2 max unless the concept calls for using stickers as part of the user activity. Also think about how the sticker interacts with the headline or image in a seamless way.

Polls, sliders, @mentions, hashtags or questions are also a great way to interact with our audience.



Sticker objectives



Objective #1: Getting Discovered

Location - especially at events, discoverable by users searching by location

Hashtags - discoverable by users searching for a particular hashtag; works via the hashtag sticker or using "#" within text

Pro tip: you can hide the hashtag to be discoverable without cluttering your story content by minimizing it so it's tiny, or choose a text color to blend into the bg

Objective #2: Building an engaged audience

Polls - airbnb is a good example of using a combination of polls as well as "reveal" stories

Pro tips:

- you can replace text in polls and use emojis instead
- use Polls to curate your next story with audience input
- If you let your audience vote, share the results!
- Let your audience vote to curate your IG feed for you

Questions - Run an IG Q&A, use it for FAQ, showcase your followers by reshaping their questions.

- Reply using video or a static image, and use the responses as stickers (swipe up to see submitted questions) when you reply
- Host an IG takeover: give followers access to others on the team that make the business go, let people ask questions directly of leaders, specialists, etc.

Pro tip:

- Tap on the color palette to change the color of the question sticker background

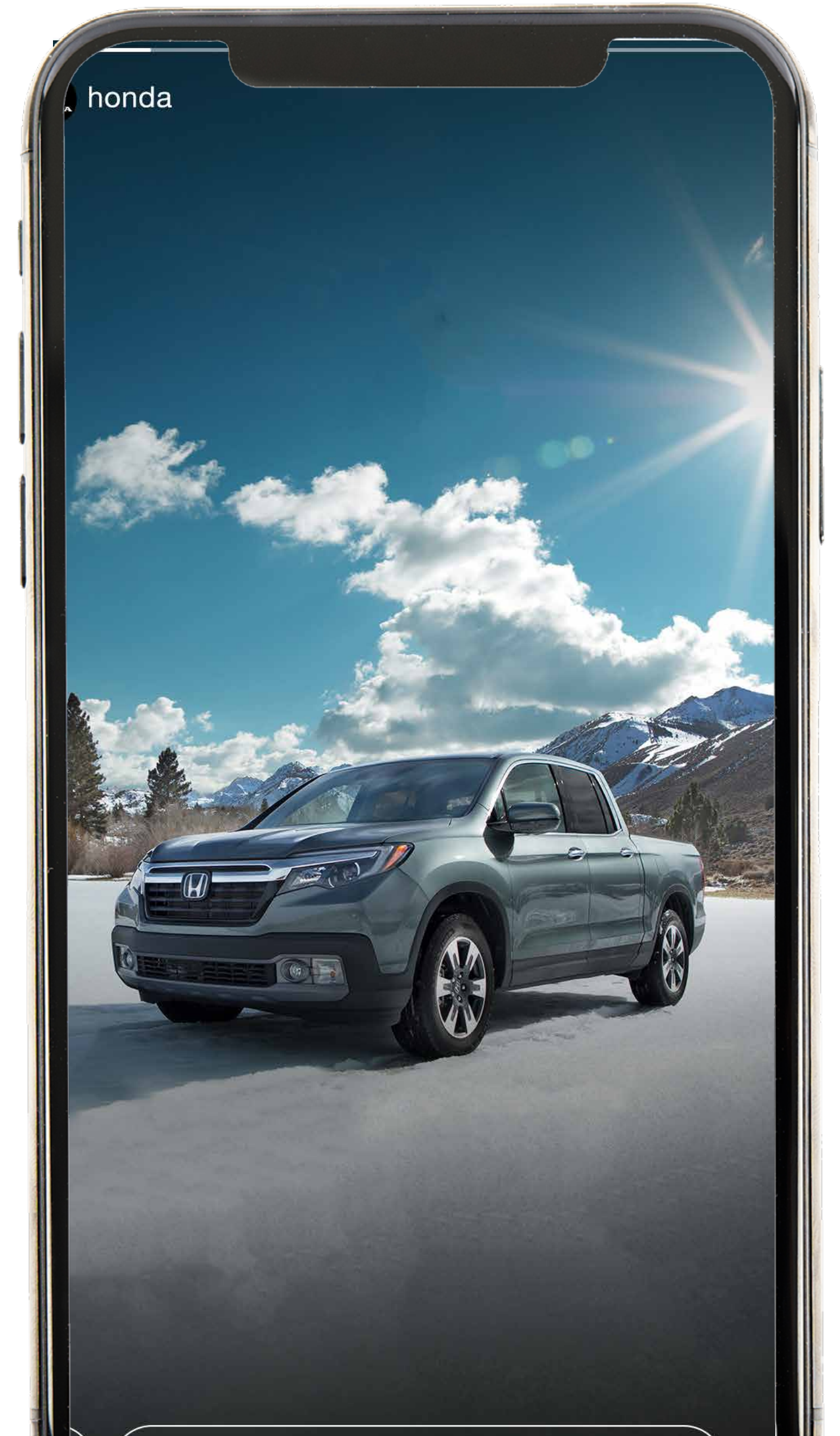
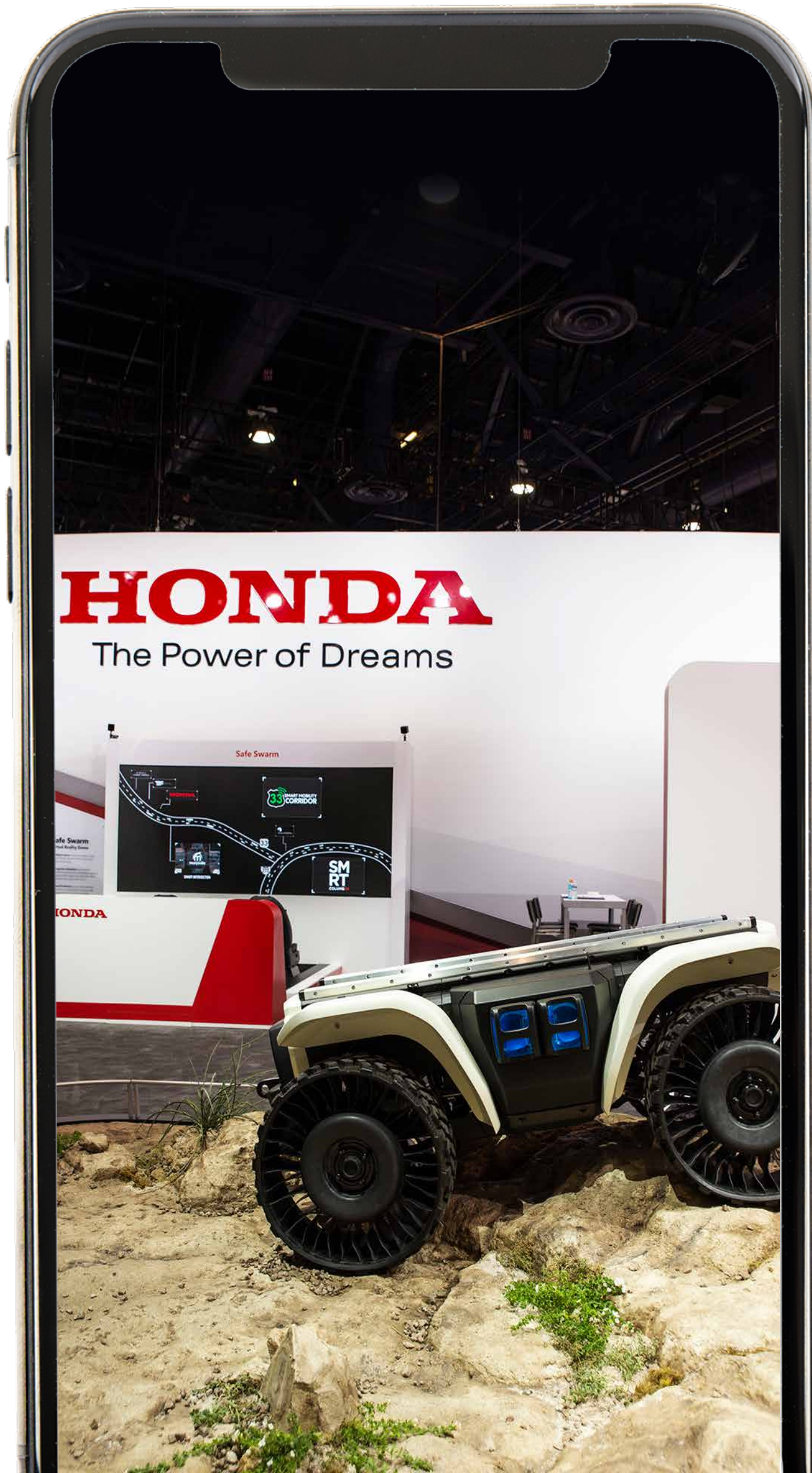
Objective #3: Retain attention

GIFs - captures attention, but can also be used to encourage audience to take action

- Search "call to action" and there are stickers that say things like "tap here", "swipe up"
- Use to redirect people to your instagram feed: share a post from your feed to your stories (tap airplane). When people tap, they will see a pop up "see post" which will redirect to your feed - use a "tap here" gif to communicate the need to "tap here"

Imagery

Always use imagery that allows enough space for headlines and stickers. When possible, use simple motion content, whether that's a boomerang, cinemagraph, gif or short video content showing a slice of life. The imagery should have a sense of place and make people feel like they're a part of the action.



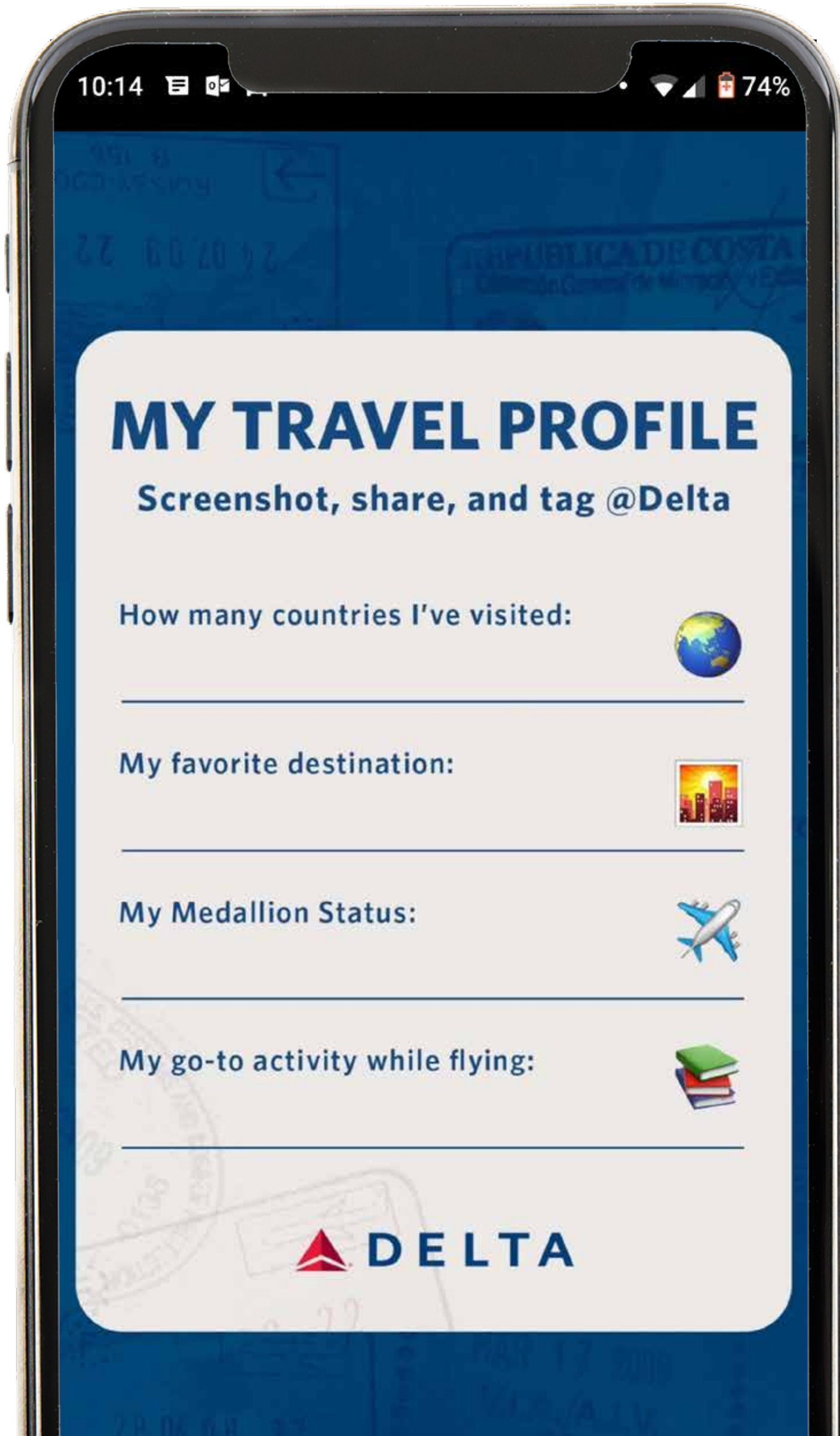
Interactivity

Stories give us the ability to put users in control, allowing them to choose a path, or cause an action to happen. Although we have that ability, we must also use restraint.

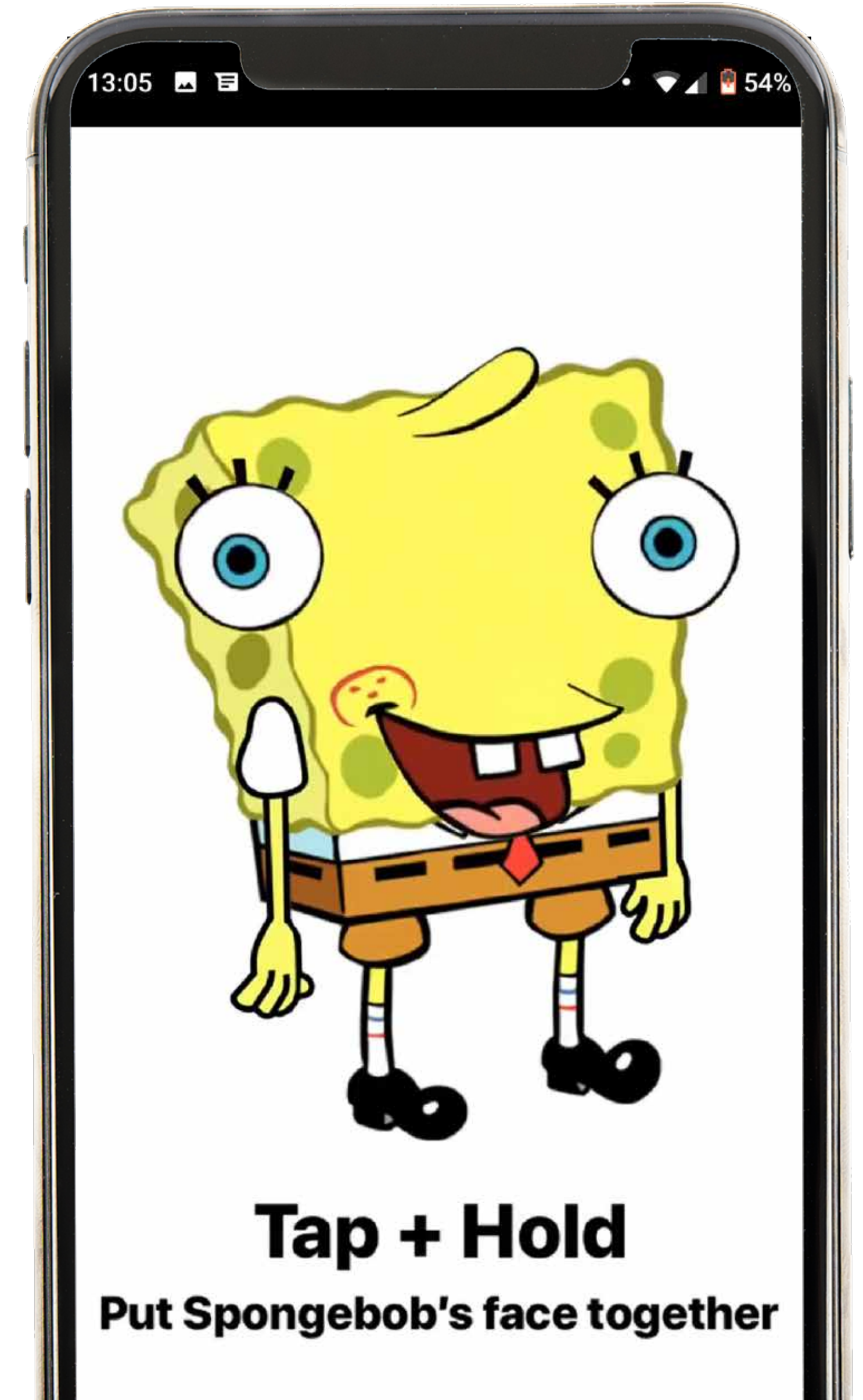
Interactivity should not be superfluous, or give users a "job" by asking too much of their time.

As with all things digital, never use technology for technology's sake. So refrain from building out involved experiences, especially when there is no clear benefit to the user. Think of it as setup, action, resolve, and do it as quicky and seamlessly as possible.

Don't give the audience multiple jobs to do.



Do each interactive experience with simplicity & the user in mind.



Rules for Organic

When we put everything together, each Honda organic story should feel visually consistent, native to the platform, allow our audience to feel a part of the action, while not asking too much of them. With each story, viewers should feel like they're getting a glimpse into the Honda lifestyle and giving them something additive to their viewing experience.

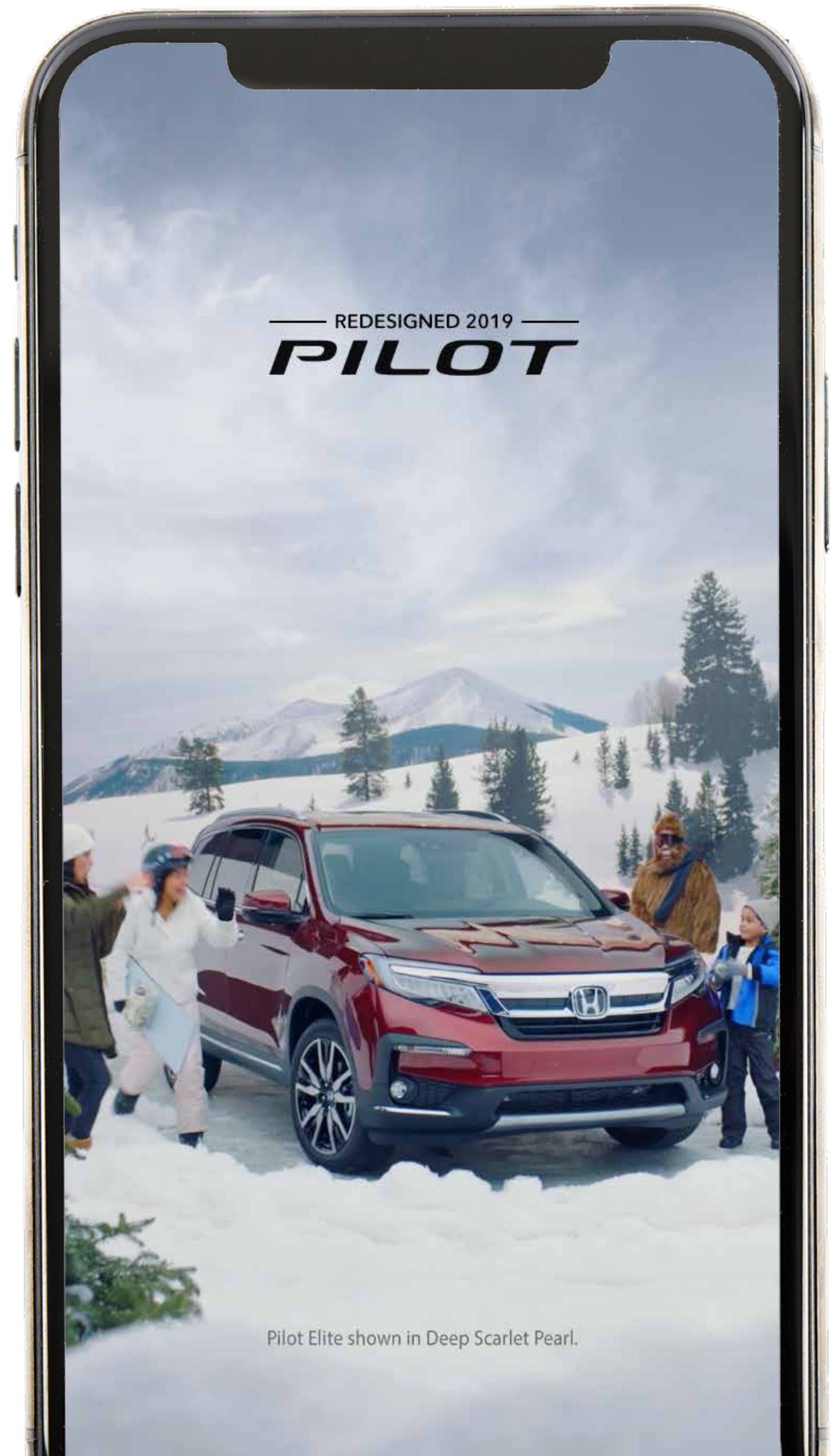
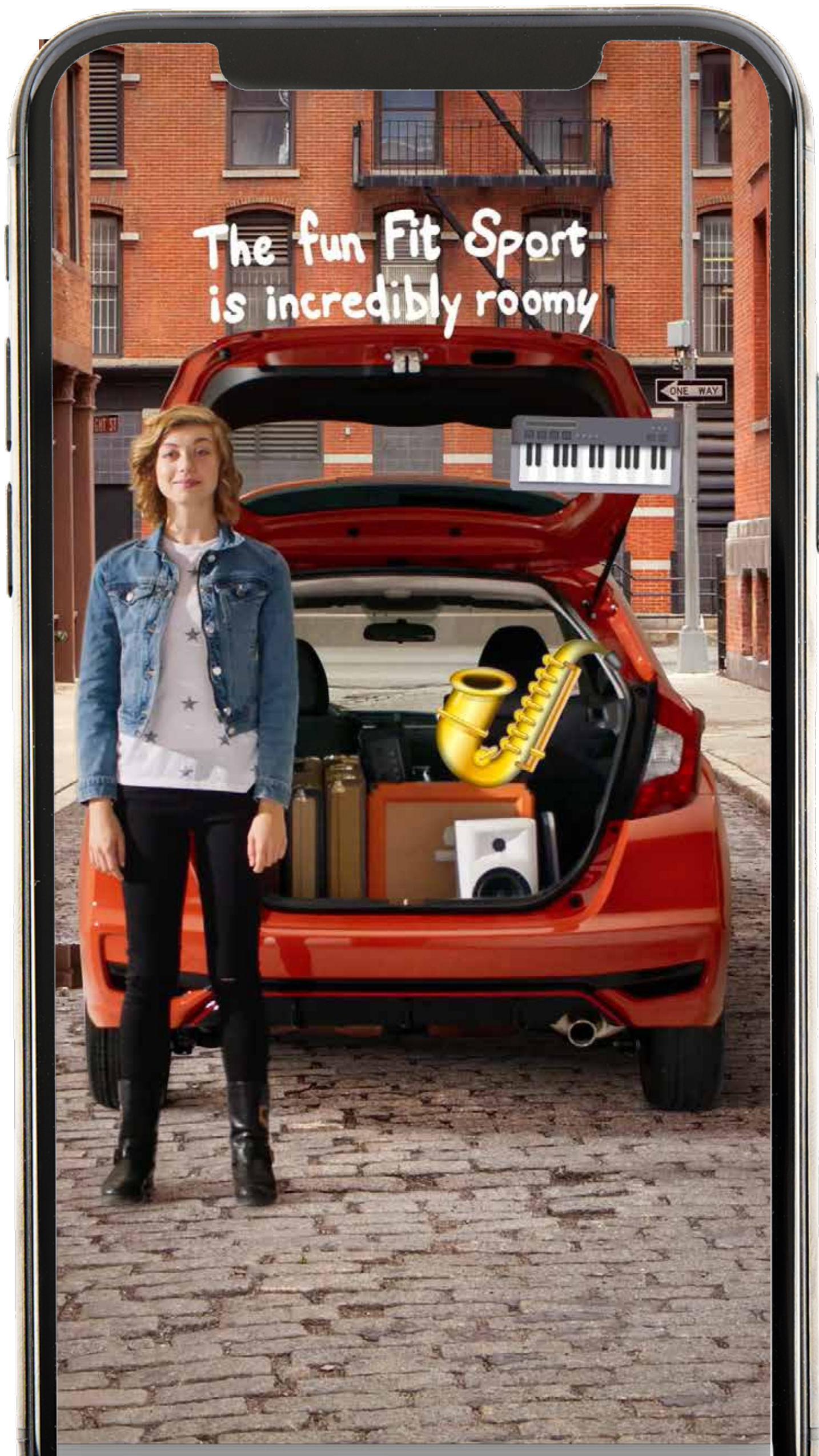


Rules for Paid

Some food for thought:
in-feed videos need to get to the
takeaway within :03.

In Stories, we only have :01 before
the average user bounces. So be
extremely efficient.

When tying to a campaign such as
a model launch, treat Stories like
a print or banner ad with motion
content to entice viewers. It's also
important to feature branding
within the first :01-:03. Showcasing
a car, but with no mention of what
the vehicle is, can impact brand lift.





honda



Thank you