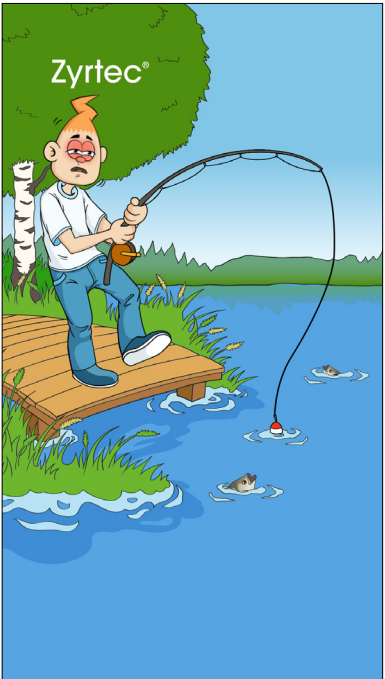


Link: <https://zyrtec.fi/>

The link to the website can either appear as a CTA a few seconds after the video starts (sponsored), or it can be added to the description, which users can see by clicking on the post text. The video will start playing automatically.

VERSIO: KALASTUS

Facebook & Instagram, YouTube, 1080x1920 px, 12 sek



1 sec

1. Zykke is fishing and has allergy symptoms.

Sound effect:
Nature sound and sniffing

Sound:
Music entire video



1,5 sec

2. Zykke sneezes and the fish jump away.

Sound effect:
Sneeze



5 sec

3. Products.

Voiceover:
Zyrtec, toimii allergiaan



4 sec

3. API

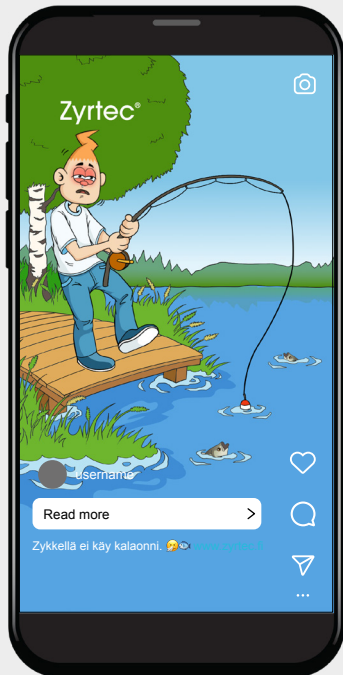
VERSIO: KALASTUS

Facebook & Instagram, 1080x1920 px

YouTube Short, 1080x1920 px

MOCKUP OF HOW THE VIDEOS LOOK ON THE PLATFORM:

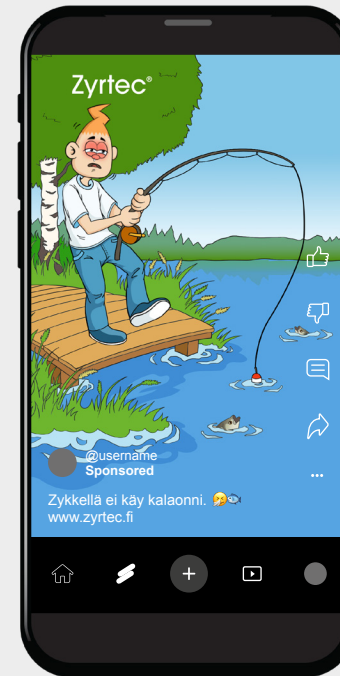
REELS



STORY



MOCKUP OF HOW THE VIDEOS LOOK ON THE PLATFORM:



In sponsored videos the CTA appear a few seconds after the video starts.

CAPTION (REELS):

Zykkellä ei käy kalaonni. 🤔🐟 www.zyrtec.fi

CAPTION:

Zykkellä ei käy kalaonni. 🤔🐟 www.zyrtec.fi

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