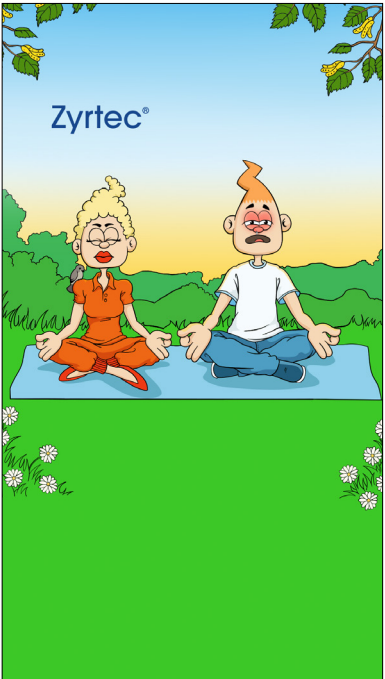


Link: <https://zyrtec.fi/>

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



1 sec

1. Zykke and Zirpa are meditating.

Sound effect:
Nature sound and sniffing

Sound:
Music entire video



1,5 sec

2. Zykke suddenly sneezes.

Sound effect:
Sneeze



5 sec

3. Products.

Voiceover:
Zyrtec, toimii allergiaan



4 sec

3. API

VERSIO: MEDITAATIO

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):

Zyksen nosefullness häiritsti joogahetkeä.

🤔 www.zyrtec.fi

CAPTION:

Zyksen nosefullness häiritsti joogahetkeä.

🤔 www.zyrtec.fi

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