

Sponsored Products video How-to Guide

Plan and create high-performing, cost-effective product feature video

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#HOW-TO GUIDE : SP VIDEO

01 PLANNING

02 CREATIVE BRIEF

03 PRODUCTION BASICS

04 CATEGORY GUIDE

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Preparing video assets for SP video

Don't have product feature videos?
Clear product feature concept, brief, and video set up can get you to SP video-compliant video assets without heavy resources!

Plan ahead with clear product feature concepts

1 Write product feature brief

Write a Creative Brief per product feature: "This video shows **[feature]** in action by **[specific scenario]**."

If you can't complete this sentence cleanly, the concept isn't tight enough.

2 Plan your 3–5 videos

Upload at least 3 videos per ASIN to unlock interactive thumbnails. Map each video to a different feature — **one concept per video**.

Amazon will surface the most relevant feature based on each shopper's search query

3 Your products should stand out

The product should fill 50%+ of frame.

Clean the product, the surface, and the background before filming. Neutral background (white, gray, or natural surface).

Did you know?

72% of Amazon shoppers said the most engaging videos highlight key product details
- **how it looks in real world conditions[1].**

Amazon data confirms that videos with a person interacting with the product drive significantly higher CTR and CVR.



Video specs

- ✓ Exported as MP4 or MOV
- ✓ Resolution 1920 × 1080 px
- ✓ File size ≤ 500 MB
- ✓ Horizontal 16:9 — no vertical yet
- ✓ No audio track in the exported file
- ✓ No embedded subtitles or caption

Video re-upload upon rejection takes another 72 hours for approval – save time earlier on. Check the guidelines before submitting!

For detailed SP video guidelines & FAQ, visit Sponsored Products video guide and Amazon Ads policies & guidelines

1. Amazon Shopper Study, Quadrants Strategies, September 2025;

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Creative Brief for Video Creators

How to use this brief: Check every field. The more specific the "What the video must show" field, the less likely the rejection risk. Check compliance notes and the category-specific flags in the relevant category section.

PRODUCT INFORMATION	
ASIN	*[Enter ASIN number]*
Product name	*[Enter product name as it appears on the PDP]*
Product category	*[e.g., Beauty / Kitchen / Automotive / Supplements]*
Key purchase drivers for this ASIN (list 3-5)	*What are the top 3-5 reason shoppers should buy this product? This should inform which feature you film first.]*

VIDEO CONTENT BRIEF	
Feature this video covers	*[e.g., Waterproof protection / Lightweight formula / Easy assembly — one feature only]*
One-sentence filming brief	*["This video shows [feature] in action by [specific scenario]" — complete this before filming]*
Feature title (≤3 words, ≤15 chars)	*[e.g., Waterproof / Lightweight cream / Easy installation]*
Description (optional, ≤6 words)	*[e.g., No tools required / 24hr hydration / 12 cooking options]*
What the video must show	*[Describe in specific visual terms: the action, the subject, the result. Be specific enough that a creator can film it without a briefing call. Include the sequence of events: what happens first, what happens next, what the final frame shows.]*
What the video must NOT show	*[Slide-shows, audio, talking-head content that requires caption – check SP video guideline]*
PRODUCTION SETUP	
Props needed for high-quality real-life product demo	*[Tripod / Macro lens / CPL polarizer / Overhead arm / Waterproof LED / Slo-motion set up at 240fps.,etc.]*

COMPLIANCE NOTES – check before submission!	
Primary rejection risk for this video	*[Title mismatch / product under 50% of frame / on-screen text from editing software / health claim in title]*
Claims substantiated on PDP?	*[List any performance, efficacy, or certification claims that appear in the feature title or description, and confirm each is substantiated on the product detail page before filming]*
Category-specific flag to watch	*[Refer to the relevant category guide (Section 03) for the specific rejection risks for this category]*

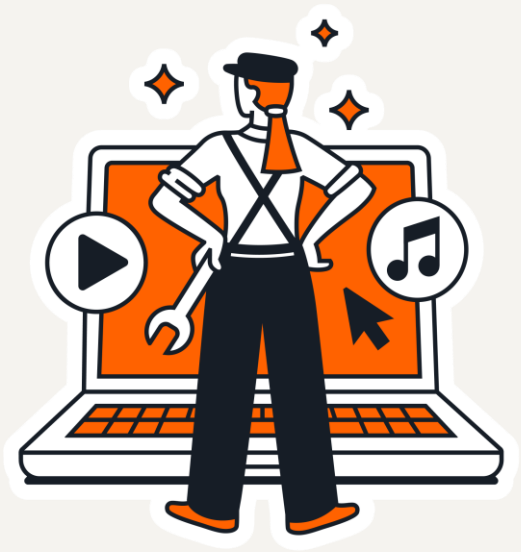
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Production Basics

Your products are intended to be the highlight of the video content - Generate content, edit and optimize text with AI for high quality videos

Camera settings

- ❑ Resolution set correctly — 4K 30fps or 1080p 60fps depending on category
- ❑ AE/AF Lock confirmed — tap and hold on the product in frame
- ❑ Grid lines on for level framing
- ❑ Stabilization mode on for any shot that involves movement
- ❑ Slow motion mode ready if the shoot plan calls for it (120fps or 240fps)
- ❑ Tripod locked and level — test by checking the product position in frame



Product shooting

- ❑ Product fills 50%+ of the frame in the planned shot
- ❑ Background is clean, neutral, and free of clutter
- ❑ No brand logos visible except those physically on the product

Lighting

- ❑ Light source confirmed — natural window / LED panels / direct sunlight
- ❑ No unwanted reflections on glossy or metallic surfaces – use CPL (Circular Polarizing Lens)
- ❑ Test frame looks correct on phone screen — not just the camera display
- ❑ Lighting is consistent across the shooting area — no patches of shadow

Optimize text with AI

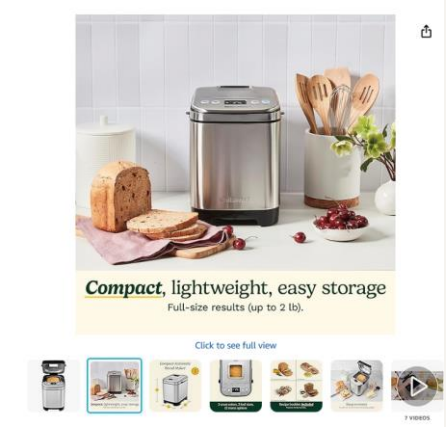
You can opt-in to use AI to optimize feature Titles and Descriptions and create more relevant text based on shopper behavior

For best practices & content tips, Download SP video Creative Toolkit

Cuisinart - SP video creation process

1 Find key product features to highlight

Review PDP, keyword reporting to find sales drivers and identify key product features to highlight





Existing PDP video

2 Producing Video frames

- #1 Show actual scale
- #2 close-up view
- #3 Product in-use



3 Edit, upload and create SPv

- Show actual scale
- Function
- In-use



*This is a mock-up view for reference only

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Product videos by category

	The Hook	Must-haves	Avoid
 **Beauty**	**Application on skin or face. Show product texture — the absorption or in-use moment is the proof point**	• Show **before & after** effect • Use macro close-ups for texture application • **On-skin demo** is essential — products cannot demonstrate themselves • Highlight ingredients & effectiveness	• Overhead-only lighting that makes textures look flat and unappealing • Showing only product pack shots • Brand story only
 **Home & Household Essentials**	**The moment the dirty surface is revealed as clean — the pan-away or lift-away that shows the full result**	• A person in the frame for **scale reference** • Show dirty → product applied → result in one continuous clip • No slideshows — show product quality	• Demos without showing results • Shooting on a plain white background • Overhead lighting that creates shadows
 **Toys**	**Show real life scenes. Product safety and play process - the launch, the build completion, the transformation – is key**	• Camera **at the child's eye level** — on the floor or at table height • Child of appropriate age in frame • **Natural play**, not performed	• Shooting from above looking down at the toy • High-angle shots that make toys look smaller and less engaging
 **Digital Accessories**	**The in-use moment — cable plugging in, case snapping on, MagSafe aligning — in slow motion. Show quality of the product**	• **Macro lens** for connector, braid, and surface quality • Use circular polarizing lens for glossy surfaces • Use cotton gloves for fingerprint-free connector shots	• Low quality shots (ex: fingerprints in close-up) • Slideshows that merely show the product without functionality • Explaining technology without in-use
 **Video Games**	**Authenticity and live gaming setting is crucial. Show primary purchase decision factor in the first 2–3 seconds**	• Lead with the specification in visible action • **Show "real" gaming context** immediately – creative and technical bar is high for these audience	• Products on-white or heavily branded framing • That does not show scale or actual usage of the product

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Product videos by category

	The Hook	Must-haves	Avoid
 **Kitchen**	**Inspire confidence with real product performance. Show food released from non-stick pan, or the pour of a sauce into a blender**	• Overhead and 45° angles for **detailed showcase** • Slow-motion for pours and releases • **Real food or countertop scenes** as props	• Artificial food styling or prop food • No functionality shown • Fast transitions that block in-depth product viewing
 **Personal Care & Appliances**	**Show the highest-anxiety feature within first 5 seconds for visually convincing product feature**	• Show the device & accessories • Match the video title • **Lead with the result** video (ex: styled hair, relieved muscle, clean skin)	• Unsubstantiated health, skin treatment or therapeutic claims without FDA compliance
 **PC accessories**	**In-use scenes — key usage moments, accessories details and screen or digital screen quality are all visible at high quality**	• Show the monitors or digital accessories **running in live action** • Slo-motion for keyboard typing; noise cancellation effects, etc.	• Screen glare obscuring the display • Low quality visuals that discount the premium quality of the product
 **Automotives**	**Reduce purchase anxiety immediately. Show the installation click, snap, or lock — the moment the product seats correctly on the vehicle**	• Shoot on **a real, clean vehicle** • Show the **complete installation** — not just the finished result • Interior: light from an open door	• No vehicle in the shot • An accessory shot on a plain background without mention of fit or compatibility
 **Shoes & Apparels**	**Start with clarifying use case — athletic/performance, casual/lifestyle. dress/occasion, outdoor/boots**	• Softline items purchase is often influenced **by fit and size anxiety** • Show fit expectations, shoe width, toe box space, and true-to-size cues visually	• Brand storytelling only • Rotating pedestal shot or flat lay scenes in white background — does not show actual material, sole flexibility, etc.