

Facebook announces global use of Creative Hub

Facebook has announced that Creative Hub will be available for the entire industry to use worldwide and it is introducing a new Inspiration Gallery, which will highlight examples of outstanding mobile creative across Facebook and Instagram.



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Creative Hub is a tool for ideating, experimenting, sharing and building great creative ideas on mobile that launched in June at Cannes Lions and was tested by 30 creative agencies. Creative Hub is working to make building on mobile easier and simpler for creative agencies.

"Mobile marketing continues to evolve and adapt at an incredible pace. We recognise that the creative community moves fast and have a need to understand platforms such as Facebook and Instagram, so that they can help advertisers make meaningful connections with people. With Creative Hub, we are introducing a true destination for the creative community that allows them to play, experiment and learn while also helping to easily bring ideas to life on mobile and share in a meaningful way," says Patrick Thompson, product marketing lead at Facebook

- With the use of mobile advertising becoming one of those most critical pieces of the marketing mix, brands and agencies need to master mobile marketing and understand the ever-changing technology and fundamental differences between how viewers consume content on mobile versus other channels.
- As creativity is a critical component of mastering mobile marketing, the Creative Hub was launched as an aide to help the creative community understand the different tools and formats, preview and share mock-ups with stakeholders and experiment with content creation on Facebook and Instagram.
- With Creative Hub, creatives now have a destination to discover a better place to build, share and create while marketers are empowered to produce ideas that capture attention and delight people on mobile.
- In addition, Facebook Blueprint, Facebook's global education and certification programme, will also be launching a course on Creative Hub for agencies.

For more, visit: <https://www.bizcommunity.com>