

Sponsored Brands: Quality Guidelines and Creative Specifications

Getting Started with Sponsored Brands Ads

Sponsored Brands now offers better opportunities to drive consideration and build brand equity with new engaging brand content.

Individual components of Sponsored Brand Ads must follow the below requirements and guidelines to be approved. Some of these are enforced via Ads Manager validation, while others will be evaluated in campaign moderation. All Ads must follow our [Ad Content Policies](#) as well as the quality guidelines listed here.

Moderation Process

For Self-serve Advertisers: After the campaign is submitted for review in Ads Manager, DoorDash will review the campaign content and either approve or reject within three business days. You will then be notified over email if it has been approved or rejected, and, if rejected, the rejection reason(s). If edits are needed, they will be re-reviewed within three business days of resubmission.

For Managed Service Advertisers: Your Account Executive will provide an IO for you to submit with the information noted above. After the AE shares the IO with our operations team, they will review the campaign content and launch or provide feedback within three business days. If edits are needed, they will be reviewed within three business days of resubmission.

Questions?

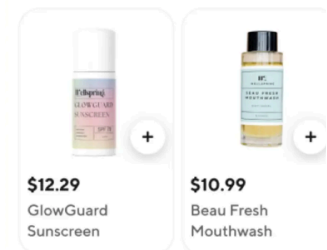
Creative guidelines are guided by product requirements as well as the DoorDash brand style guide, UX principles, and commonly-used digital accessibility standards.

If you have any questions, please contact your dedicated Account Team or cpg-ads-support@doordash.com.



Guard your glow

Sponsored



Creative Requirements and Specifications

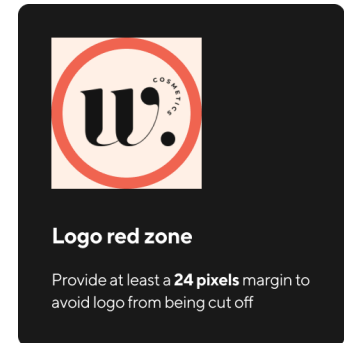
➔ Additional guidelines and best practices, including guidance for alcohol brands, can be found on pg. 4-9.

Tip: refer to the [specifications table](#) for a comprehensive creative spec overview.

Brand Logo

Displays on the spotlight and landing page creative.

- Supported file types: Display: .jpg, .png.
- Max file size: 10MB
- Mobile and Desktop: 1:1 aspect ratio, min 320 x 320 pixels
- Provide at least a 24 pixels margin to avoid logo cut off
- We will add a light gray border around the logo
- Can't be replaced with another image; background should be simple



Spotlight Image or Video

Displays on the store home or category page.

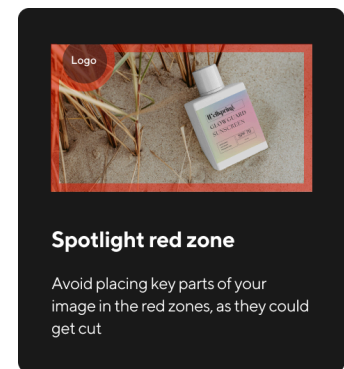
Title

- 28 characters max
- All copy should be formatted in sentence case
- Avoid emojis; punctuation subject to moderation

Display

- Supported file types: .jpg, .png, .jpeg
- Max file size: 10MB
- Mobile: 16:9 aspect ratio, min 1998 x 1124 pixels
- Desktop: 1:1 aspect ratio, min 1124 x 1124 pixels
- Mobile and desktop assets must both be images

✦ Use the crop tool to directly edit and resize your 16:9 image.



Video

- Supported filetypes: .mp4, .webm
- Max file size: 10MB
- Videos must be between 5 and 15 seconds long
- Mobile: 16:9 aspect ratio
- Desktop: 1:1 aspect ratio
- Both mobile and desktop assets must be videos, and both assets are required to launch a campaign.
- Audio is not supported and will be removed upon upload

Ad red zones

Spotlight

35 pixels of the border or top left of the image/video near the logo.

Landing page

35 pixels from right and left edges, 240 pixels from top, and 408 pixels from bottom

💡 [Additional Text Guidelines](#) on page 4.

Landing Page

Description

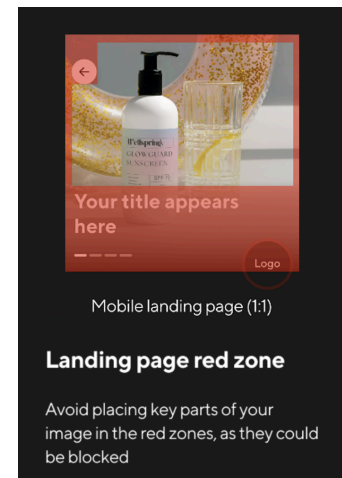
- 90 characters max
- All copy should be formatted in sentence case
- Description should not be the same as title

Display

- Supported filetypes: .jpg, .png, .jpeg
- Max file size: 10MB
- Minimum of one image; maximum of four images
- Mobile: 1:1 aspect ratio, min 1124 x 1124 pixels*

Video

- Supported filetypes: .mp4, .webm
- Max file size: 10MB
- Minimum of 1 asset, max 4 (video supported in first carousel spot; other assets, if included, must be images)
- Videos must be between 5 and 15 seconds long
- Mobile: 1:1 aspect ratio*



Desktop automation and restrictions

Landing page will automatically display the 16:9 spotlight mobile image or video. Image carousel only available on mobile view.

Additional Guidelines

Products

- A minimum of three products are needed to run a campaign
- A minimum of four products are needed to show on desktop view
- Products will need to be within the same product category to appear on category pages.
- Product collection must match products represented in creative
- **Pinned Products.** You can now pin products to feature them in the top of the collection.

Images

- Images should highlight your brand/product and its unique attributes, brand story, or showcase how it can be used. Key visuals are often best.
- Logos not permitted in creative (Does not apply to logos in product packaging.)
 - Exception: If the campaign is co-branded, you may include multiple logos on the creative (e.g., Brand #1 logo + Brand #2 logo).
- Minimal text is allowed, but total characters in the custom image should not exceed more than 40 characters and be a minimum of 10px for readability across screens. (Does not apply to disclaimer, copyright, or trademark copy. See additional alcohol guidance below.)
 - **Images:** no more than 20% of the image contains text.
- Prohibited elements:
 - Images that are not clear, correctly oriented, and high resolution
 - Images that are blurry, cluttered, or confusing
 - Excessive or noticeable digital alterations (e.g., Photoshop edits)
 - Collaged or patchworked images composed of multiple disjointed elements
 - Pillarboxing and letterboxing, even stylized or patterned
 - Badges, buttons, logos, or other elements designed to mimic the DoorDash platform or other commonly used platforms (e.g., TikTok, Instagram, Facebook)
 - Interactive elements that imply unavailable user functionality
 - QR codes

Video:

- Minimal text is allowed, but total characters in the text should not exceed more than 40 characters and be a minimum of 10px for readability across screens. (Does not apply to disclaimer, copyright, or trademark copy and text within the logo. See additional alcohol guidance below.)
 - **Videos:** text is not included on each frame, is used sparingly, and frames including text do not account for more than 30% of video length.
- Videos must be between 5 and 15 seconds long.
- One logo permitted in video; multiple logos will be rejected. (Does not apply to logos in product packaging.) Avoid placing logo in the first few seconds of video.
- Animations or movements should be distinct enough to avoid appearing as static ads.
- Audio is not supported. Videos should be comprehensible without sound or captions.
- Prohibited elements:
 - Videos that begin with blank, all-black, or all-white screens
 - Jarring or disruptive visual effects, such as spinning, strobing, blinking, pulsating, flashing, or high-contrast transitions.
 - Slideshows or captions

Copy

- If you plan to include promotional language in the copy or creative of your Sponsored Brand campaign, please contact your sales team in advance. A minimum spend of \$15,000 is required to cover the campaign operations needed to ensure the promotion only runs while it's active and is targeted to the appropriate retailers. Campaigns must also include only SKUs that are eligible for the promotion. Campaigns will be rejected if the promotion is not properly targeted to retailers where the offer is available or if ineligible SKUs are included.
- Prohibited elements:
 - Misspellings and inaccurate grammar
 - URLs, phone numbers, and SMS codes
 - Text that directly addresses the user or is overly salesy, persuasive or pressuring (e.g., "Don't miss out")
 - Content that can be mistaken for organic DoorDash messaging (e.g., "Buy it again" or an aisle or category name).

Targeting

- Targeting criteria must align with the ad's creative and featured products (e.g., "Buy X brand again" should not target users who have never purchased the product).

Seasonality

- References to holidays, tentpole events, or seasonal moments are only permitted if the campaign is scheduled to run within a reasonable time frame before and after the event.

Co-branding

- Ads that include products, brands, retailers, or restaurants not directly advertised by the same company must not be included unless expressly authorized by the other included advertisers. Please contact your account team to learn more.

Alcohol + Non-Alcoholic

Any marketing that contains alcohol (e.g., TV, OOH, Social, etc.) must include one of the following legal disclaimers in the creative:

US

- Must be 21+. Please drink [or enjoy] responsibly.

Non-Alcoholic drinks require the legal disclaimer below:

- Must be 21+

Canada

All Provinces, Except Alberta, Manitoba, and Quebec

Any marketing that contains alcohol (e.g., TV, OOH, Social, etc.) must include one of the following legal disclaimers in the creative:

- Alcohol delivery and sales are permitted in certain provinces and only to people 19+. Please drink [or enjoy] responsibly.
- Must be 19+ to order alcohol. Drink responsibly. Alcohol available only in select markets.
- Must be 19+. Please drink [or enjoy] responsibly.

Non-Alcoholic drinks require the legal disclaimer below:

- Must be 19+

Provinces of Alberta, Manitoba, and Quebec

Any marketing that contains alcohol (e.g., TV, OOH, Social, etc.) must include one of the following legal disclaimers in the creative:

- Alcohol delivery and sales are permitted in certain provinces and only to people 18+. Please drink [or enjoy] responsibly.
- Must be 18+ to order alcohol. Drink responsibly. Alcohol available only in select markets.
- Must be 18+. Please drink [or enjoy] responsibly.

Non-Alcoholic drinks require the legal disclaimer below:

- Must be 18+

Australia

- Disclaimer is required to include “Must be 18+. Drink Responsibly”

Hemp

Any marketing that contains Hemp (e.g., TV, OOH, Social, etc.) must include the following legal disclaimer:

- Hemp-derived. Age-restricted. Please consume responsibly.

Content Best Practices

Excellent (Recommended practices)

These creative executions consistently perform well and meet all quality and brand standards:

- **Clear product focus:** use tight product close-ups or hero shots where the product occupies at least 50% of the frame and is the unmistakable focal point.
 - **Intentional storytelling:** craft visuals that show product benefits or usage in a logical, concise narrative (e.g., before/after, step-by-step use, delivery journey).
 - **Branded end frame (video only):** reserve the last 3–4 seconds of video for a branded end frame with logo, CTA, and/or concise message.
 - **Contextual relevance:** the creative must accurately reflect and feel directly related to the featured product collection (e.g., if promoting frozen meals, don't use generic home lifestyle scenes).
 - **Natural movement:** transitions, camera pans, and animations should feel smooth and intuitive, mimicking real-world behaviors (e.g., a drink being poured, food unboxed).
 - **Demonstrated use cases:** clearly show the product in action, whether it's being prepared, consumed, or delivered (e.g., a pizza slice pulled from a box).
-

Acceptable (Meets minimum standards)

These elements are allowed but may benefit from refinement to maximize engagement:

- **Minimal text:** use no more than 40 characters on-screen; text should enhance rather than distract (e.g., one-line benefit or offer).
 - **Large, legible fonts:** text should be at least 10px and pass contrast checks for easy readability across screen sizes.
 - **Clear branding:** product or brand identity remains prominent throughout; the product must be centered or lead the visual hierarchy.
 - **End card inclusion (video):** video includes a final screen or fade-out that wraps up the brand message or directs action, even if it's not highly stylized.
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To Avoid (Will likely be rejected or underperform)

These elements hurt performance and do not meet creative quality standards:

- **Direct-to-Camera TV ad style:** videos with actors speaking directly to the camera feel out of place in commerce-focused placements.
- **Text overload:** excessive or dense text, especially when animated or layered, creates cognitive friction and detracts from visual focus.
- **Multiple logos:** only one logo is permitted to maintain clarity and reduce brand confusion.
- **Unclear product display:** avoid scenes where the product is small, out of focus, or competing with background clutter.
- **Aspect ratio workarounds:** avoid visual “hacks” like borders, stretched elements, or blurred backgrounds to meet format requirements (e.g., seen in Jameson ad).
- **Brand-only content:** high-production brand storytelling that lacks product utility or call to action is better suited for awareness campaigns—not commerce.
- **Unnatural movement:** avoid jarring animations, overly fast pans, or robotic transitions. Keep visual pacing aligned with DoorDash’s warm, approachable tone.
- **Vague or distracting scenes:** avoid wide shots or overly busy backgrounds where the product becomes lost.
- **Slow pacing:** skip long intros or lingering filler shots—capture attention within the first 2 seconds.

Specifications

Ad element	Ad area	Min. size	Max. size	Recommended	Type	Max size	Aspect ratio
Brand Logo	48x48 (desktop)	320x320 px	10,000x 10,000 px	320x320 px	.jpg, .png, .jpeg	10MB	1x1
Display Image Specs							
Mobile Spotlight	375x211 (mobile)	1998X1124 px	10,000x 5,624 px	1998X1124 px	.jpg, .png, .jpeg	10MB	16x9
Desktop Landing Page	448x252 (desktop)						
Desktop Spotlight	282x282	1124X1124 px	10,000x 10,000 px	1124X1124 px	.jpg, .png, .jpeg	10MB	1x1
Mobile Landing Page	375x375	1124X1124 px	10,000x 10,000 px	1124X1124 px	.jpg, .png, .jpeg	10MB	1x1
Video Specs							
Mobile Spotlight	375x211 (mobile)	568 x 320 px	10,000x 5,624 px	1998x1124 px	.mp4, .webm	10MB	16x9
Desktop Landing Page	448x252 (desktop)	320 x 320 px					
Desktop Spotlight	282x282	320 x 320 px	10,000x 10,000 px	1124X1124 px	.mp4, .webm	10MB	1x1
Mobile Landing Page	375x375	568 x 320 px	10,000x 10,000 px	1124X1124 px	.mp4, .webm	10MB	1x1