theRanstead

CAMPAIGN KIT V2

Start with the clean masters

78 videos · 27 branded stills · 38 source photos · approved platform copy

Campaign site

Shared kit in Drive

Copy sheet

Drive downloads: sign in with the Google account invited to the kit.

Choose the placement

9:16 | 1080 × 1920	Reels / Stories + 45-second Shorts
4:5 | 1080 × 1350	Feed
1:1 | 1080 × 1080	Feed
16:9 | 1920 × 1080	YouTube / Google

Each route has 6-, 15- and 30-second cuts in all four formats.
Every video is a silent H.264 MP4 at 30 fps. Clean and branded edits match.

Match the copy to the route

R1 Rittenhouse. At your door.

R2 Brand new. Ready for you.

R3 Your address. Your own place.

Use the route tab for Meta, Google Search and YouTube. 12-month leases only.

Ready for activation

Keep CTA buttons and supporting copy in the ad platform.
Use the supplied safe-zone PNGs when adding overlays to clean masters.
Upload the selected 16:9 and Shorts exports to The Ranstead YouTube channel.
The agency owns the landing-page rewrites and final campaign destinations.

Full folder guide and file mapping: Read_Me_v2.md and Asset_Index_v2.csv

September 13, 2026