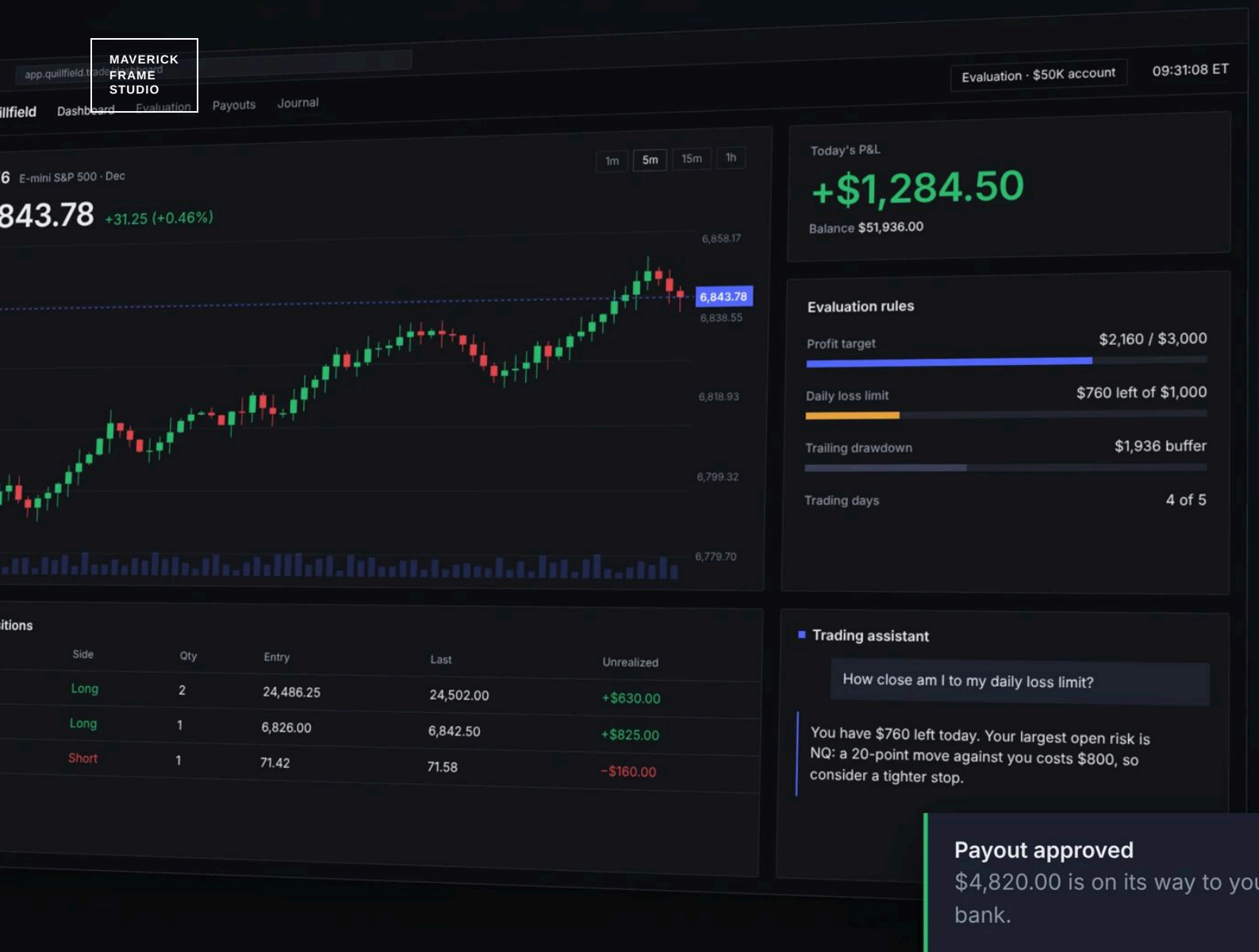




FIELD GUIDE / 2026 EDITION

The Platform Ad Brief: What to Prepare Before You Order.

Screen recordings, demo accounts, approved claims and the risk disclosure: the checklist, the cut-down map and 12 questions that make a fintech YouTube ad quick to plan.

START HERE

The footage is your platform. Prepare it.

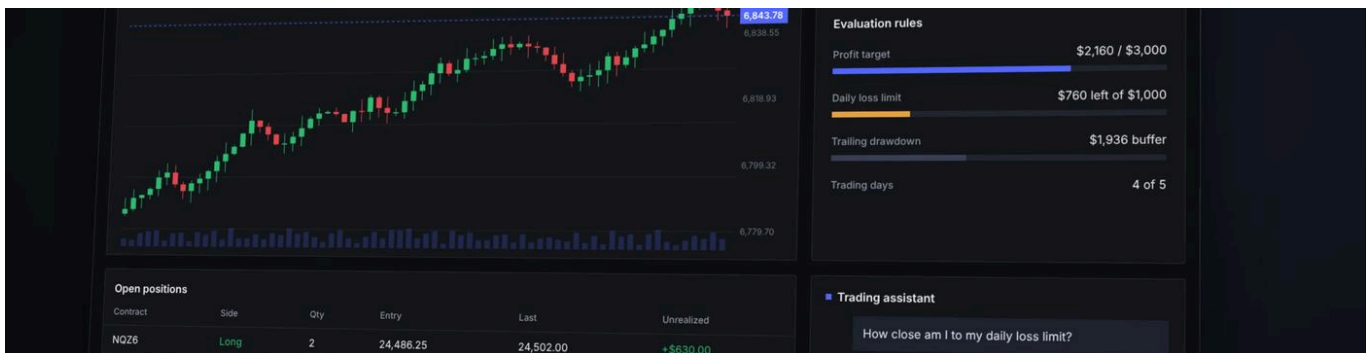
A YouTube ad for a trading platform, a broker or a fintech app is built from the product itself. Before a script is written, the studio needs the screens, the data that may appear on them and the words your compliance team has approved. Most delays in platform ads start here, not in animation.

What to have ready before the first call

- ☐ **Screen recordings** of the flows you want to show, at full resolution, or a **test account** we can record ourselves
- ☐ **Demo accounts** with realistic demo balances, positions and history, so no customer data is ever captured
- ☐ **Brand guide and design files:** Figma or a UI kit, fonts, logo files and colours
- ☐ **Approved claims:** the statements and figures marketing may use, each with its source and date
- ☐ **Risk disclosure text** from your compliance or legal team, for every market and language
- ☐ **Channels and lengths:** where the ad will run and which cuts you need
- ☐ **Approvers:** who signs off the script, the style frames and the final cut

Record the product, not a live account

Capture the platform in a demo or test environment from the start. A recording made on a live account has to be checked frame by frame, and anything that slips through ends up in every cut.



Trading platform dashboard from a Maverick Frame Studio concept ad. All figures are demo data.

THE CUT-DOWN MAP

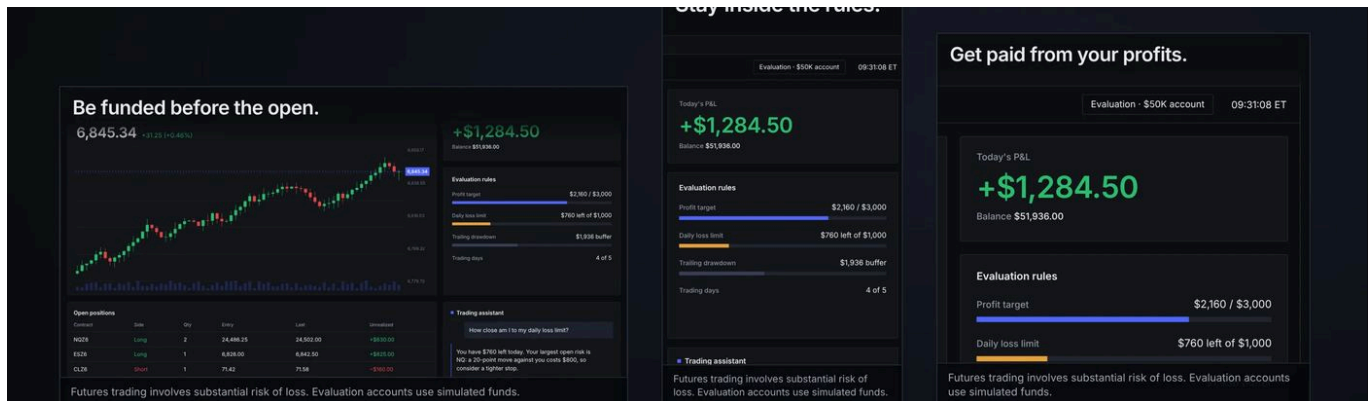
One master, five cuts

Plan the ad as one master edit and a set of cut-downs. Each cut has a single job, and each is edited for its length rather than trimmed from the long version, so the hook still lands in the first seconds.

CUT	WHERE IT RUNS	ITS ONE JOB
6 s, 16:9	YouTube bumper ads	One promise and the brand. No feature tour.
15 s, 16:9 and 9:16	YouTube in-stream, Shorts, Reels	A hook, one feature and the call to action.
30 s, 16:9 and 9:16	YouTube in-stream, TikTok, connected TV	The problem, two features, proof and the call to action.
60 s, 16:9	YouTube, website, landing pages	The full story of the platform, with the disclosure on screen.
Any length, 9:16	Shorts, Reels, TikTok, Stories	A vertical edit with captions and safe zones for the platform buttons.

Plan where the disclosure goes

Reserve a band or an end card for the risk disclosure in the storyboard, in every format. Added after the edit, it either covers the interface or gets squeezed to fit, and both are worse than planning for it.



One ad in 16:9, 9:16 and 1:1, each with a disclosure line. Maverick Frame Studio concept.

ON SCREEN

What to show, and what to clear with compliance

A platform ad is judged twice: by the viewer and by your compliance team. Agree the list below before the storyboard, and the review at the end becomes a check rather than a rewrite.

USUALLY FINE TO SHOW

CLEAR WITH COMPLIANCE FIRST

01	Your interface with demo data	Any real name, balance, account number or position. Replace it with demo data.
02	How a feature works, step by step	Profit, return or payout figures, and any example of a result.
03	The rules of an account or a challenge, as you publish them	Words such as guaranteed, risk-free, easy money or instant profit.
04	Market data from a public source, shown with its date	The performance of a real account or a real trader.
05	People and settings around the product	Testimonials, influencers and anything that reads as advice.

Who decides the wording

We are a video studio. We place the wording your compliance or legal team approves, in every language and version, and we do not give legal or regulatory advice. Rules differ by market, so treat this list as the start of that conversation, not a ruling.

Demo data, labelled

Balances, prices and results that are demo data can say so in the frame. It costs one line and removes a question.

Sources and dates

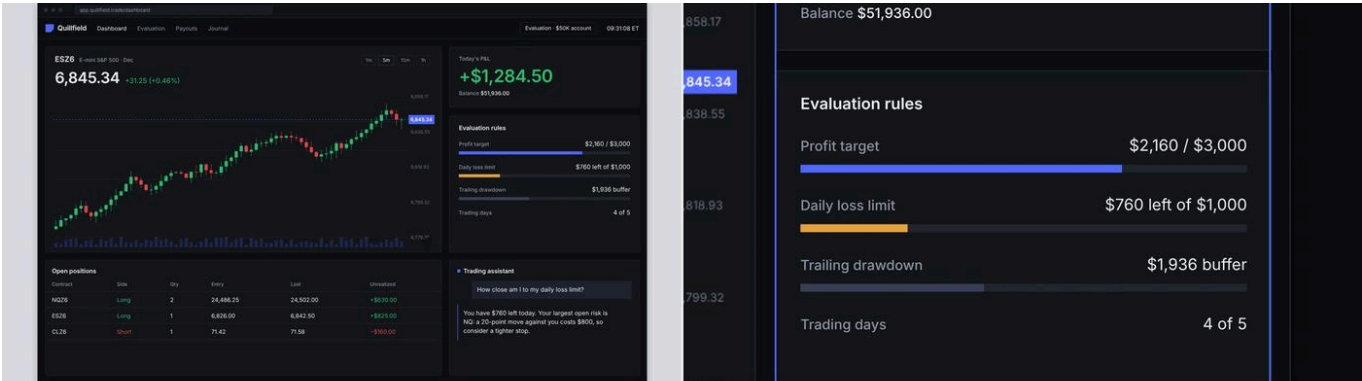
A market figure on screen carries its source and its date, so a viewer and a reviewer can check it.

CHOOSING THE FOOTAGE

Recording, rebuild or AI shot?

Most platform ads mix three kinds of footage. Choosing per scene rather than per film keeps the product exact where it matters and saves time where it does not.

	SCREEN RECORDING	REBUILT SCREEN	AI SHOT
Best for	Product demos and onboarding clips	Hero moments, charts and numbers that must stay sharp	People, places and moods around the product
Made from	Your capture or ours, cleaned up	Your design files or the recording, redrawn as layers	A brief and references; the interface is added in compositing
After a release	Record the flow again	Edit the changed layer	Usually stays as it is
Watch for	Live data, notifications, cursor noise	Matching the live product exactly	AI must never generate the interface itself



A raw screen recording next to the same screen rebuilt as an ad frame. Maverick Frame Studio concept.

Real screens, always

Whatever the mix, the interface on screen comes from your platform. A viewer who signs up should find the product they saw in the ad.

THE BRIEF

Twelve questions for the brief

Answer these in an email and attach a screen recording or a few screens. It is enough to plan the ad, list the cuts and prepare a quote.

QUESTION		WHAT WE NEED TO KNOW
01	Goal	What should a viewer do after the ad: start a challenge, open an account, book a demo?
02	Audience	Who is it for: futures, forex or crypto traders, retail users, institutions, partners?
03	Markets	Which countries and languages, and does each need its own disclosure?
04	Channels	YouTube in-stream, Shorts, Reels, TikTok, the website, a sales deck?
05	Cuts	Which lengths and formats: 6, 15, 30 or 60 seconds; 16:9, 9:16 or 1:1?
06	Footage	Screen recordings, a test account or both, and who sets up the demo data?
07	The one feature	Which feature or moment sells the platform best?
08	Claims	Which statements and figures are approved, and what are their sources?
09	Disclosure	Who writes the risk warning, and how long must it stay on screen?
10	Brand	Brand guide, Figma or UI kit, fonts, logo files and tone of voice?
11	Sound	Voice-over or none, which accent, what kind of music?
12	Approvals and dates	Who approves the script, the style frames and the final cut, and when is the launch?

NEXT

Send us the answers and a recording

Answers to the twelve questions, a screen recording or a test login and your brand files, in whatever state they are in. We will reply with the ad we would make, the cuts it needs and a quote - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Fintech video	maverickframe.com/solutions/fintech-video-production/
Or simply	reply to the email this guide arrived in.

Written by the people who build these ads

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The checklists in this guide are the questions we ask before every platform video. There are no prices here: every platform ad is quoted for its exact scope.