



Promotional Materials for Magnolia Network Brand Creative Guidelines

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Once post-production for the series starts, reach out to Robyn Beck robyn.beck@wbd.com, Director, Creative Operations and Breianna Springfield breianna.springfield@wbd.com, Project Manager, Creative Operations on the Magnolia Network Marketing Creative team.

Episodic “Best of” Highlight Reels:

The episodic “best of” reels should include 5 minutes of the best moments per episode identified by the production company to be used by the Brand Creative team to create social/marketing assets.

Each "best of" reel will include a string-out of clips including best moments, bloopers, and additional clips/b-roll depending on the category of show (shown below) for each episode of the season/series. The episodic “best of” reels should incorporate footage showing how each series is unique compared to others in their category.

- **Home + Design:** Reveals, unique design aesthetic, stories + history behind design, location shots, fun moments, etc.
- **Food:** Food beauties, stories + history behind recipes, location shots, fun moments, etc.
- **Stories Worth Telling:** Unique story + talent, locations shots, sweeping beauties, etc.

If the talent sets up or introduces the show in any way to help the viewer understand the essence of the show, please make sure to include that in the episode 1 "best of" reel.

Specifications

asset	“best of” highlight reels
length	Minimum of 5 Minutes/Episodic Best of Reels (one per episode)
specs	<ul style="list-style-type: none"> ● 16x9 (1920x1080), fully colored, mixed, etc ● Texted and Textless masters (split audio) ● Slate includes Includes program identifiers, segment times, and audio channel configuration ● Series motion graphics to open the best of reel ● File shall follow Program Master File technical specifications. ● All materials must be cleared for promotional use in all media, all markets worldwide, in perpetuity or as required in the contract. This includes music. Must deliver a textless version with split audio.
delivery	<ul style="list-style-type: none"> ● Each episodic “best of” reel should be delivered to the Producer’s Portal when the corresponding Mix/Grade cut for the episode is delivered for review. ● File shall follow Program Master File technical specifications. ● All materials must be cleared for promotional use in all media, all markets worldwide, in perpetuity or as required in the contract. This includes music. Must deliver a textless version with split audio.
deliver to	Producer’s Portal/DEAL - Delivery Process

Trailer

This trailer will be used to promote the season premiere across marketing efforts including on-air, in streaming apps, and social media. This trailer should be an introduction to the new season/series, a first look at what viewers can expect to see. In particular, highlight what sets this series apart from the others in its genre, making the series a “must watch”. The length needs to be between 1 - 1:30 maximum, the closer to 1 minute the better.

Once the core trailer is approved, it will need to be versioned out to the deliverables below. There are three 16x9 variations and one 9x16 for social, the only difference is the graphic CTA. Please see the examples and detailed specs outlined below. The 16x9 versions need to be delivered to the Producer’s Portal, and the 9x16 social version should be shared directly with the Brand Creative Team.

1. A 16:9 version that will air on Magnolia Network – [example here](#)
2. A 16:9 dated version that will air on MAX – [example here](#)
3. A 16:9 evergreen version that will air on MAX – [example here](#)
4. A 9:16 version that will air on Magnolia Network social – [example here](#)

Specifications

asset	Magnolia Network trailer	MAX trailer	Social trailer
length	1:00 to 1:30 minutes	1:00 to 1:30 minutes	1:00 to 1:30 minutes
required graphics	<ul style="list-style-type: none"> • magnolia network ghosted bug (do not alter opacity of bug) • magnolia network open (:03-:05 seconds into footage) + series motion graphics • Series title treatment (the bug should not be on screen when the title treatment is) • magnolia network end card (must include 2024 legal copy) 	<ul style="list-style-type: none"> • magnolia network open (:03-:05 seconds into footage) + series motion graphics • Series title treatment (the bug should not be on screen when the title treatment is) <ul style="list-style-type: none"> ○ You will need to add the premiere date to the dated version. Please refer to the examples below if you have any questions. • magnolia network end card (must include 2024 legal copy) • MAX end card • Note: There should be no bug on the MAX trailers. 	<ul style="list-style-type: none"> • magnolia network open (:03-:05 seconds into footage) + series motion graphics • magnolia network end card (must include 2024 legal copy) • Note: There should be no bug on the social trailers.
file naming - review	Show Title_Season##_Trailer_16x9_YYYYMMDD_V#	Show Title_Season ##_Max Trailer_16x9_YYYYMMDD_V#	Show Title_Season ##_Trailer_9x16_YYYYMMDD_V#

deliverables	<ul style="list-style-type: none"> • Master, textless with audio splits, packaged graphic AE files, viewable mp4 without slate and 2-pop. • All materials must be cleared for promotional use in all media, all markets worldwide, in perpetuity or as required in the contract. This includes music. Must deliver a textless version with split audio. 	<ul style="list-style-type: none"> • Master, textless with audio splits, packaged graphic AE files, viewable mp4 without slate and 2-pop. • All materials must be cleared for promotional use in all media, all markets worldwide, in perpetuity or as required in the contract. This includes music. Must deliver a textless version with split audio. 	<ul style="list-style-type: none"> • 9x16(1080x1920), fully colored, mixed, etc • mp4 • All materials must be cleared for promotional use in all media, all markets worldwide, in perpetuity or as required in the contract. This includes music.
delivery deadline	The trailer needs to be delivered to the Producer's Portal at least 4 weeks prior to the series premiere date.	The trailer needs to be delivered to the Producer's Portal at least 4 weeks prior to the series premiere date.	The trailer needs to be delivered via a downloadable link provided at least 4 weeks prior to the series premiere date.
slate	Show Title, TRT, Version, Date, Production Company, Asset Description, and Music Information: Song Title(s), Composer(s)/Artist, Musc Service (if applicable)	Show Title, TRT, Version, Date, Production Company, Asset Description, and Music Information: Song Title(s), Composer(s)/Artist, Musc Service (if applicable)	n/a
deliver to	Producer's Portal/DEAL - Delivery Process	Producer's Portal/DEAL - Delivery Process	Breiana Springfield and Robyn Beck via email (email address' below)
example	magnolia network trailer	<ul style="list-style-type: none"> • dated MAX trailer • evergreen MAX trailer 	social trailer

For any questions, please contact Robyn Beck robyn.beck@wbd.com, Director, Creative Operations and Breiana Springfield breiana.springfield@wbd.com, Project Manager, Creative Operations on the Magnolia Network Creative Marketing team.