Motion that makes ideas clearer.

Selected motion graphics for advertising, learning and employee communications. Animated illustration, interface concepts and visual storytelling designed to guide attention and build understanding.

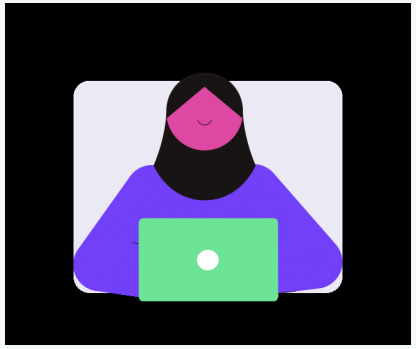


SPOTIFY / PINTEREST

MOTION / INTERACTIVE DESIGN / VISUAL STORYTELLING

Spotify / Learning & illustration

Expressive animations supporting advertising education and multi-step learning.



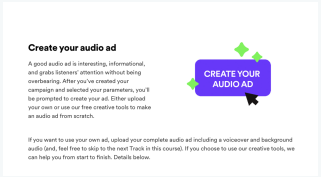
Animated learning language

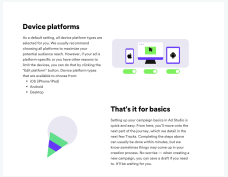
Character-led motion and approachable illustrations.



Icons in motion

A reusable animated icon vocabulary.



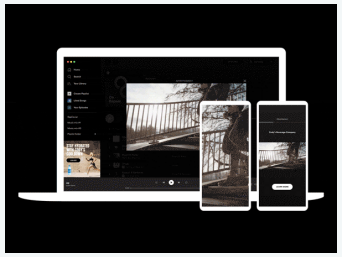


MOTION IN CONTEXT

Used in lessons such as "Create your audio ad" and "Device platforms".
Graphics support the instruction rather than compete with it.

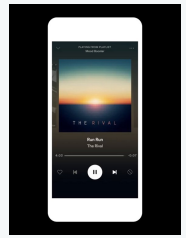
Spotify / Advertising experiences

Product motion, creative formats and interaction patterns across screens.



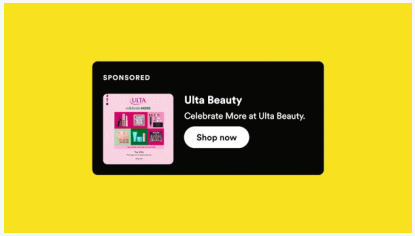
Motion Ads across devices

Advertising across multiple screens.



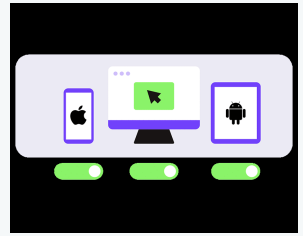
Motion Ads Video

Advertising across screens.



Interactive ad cards

Animated call-to-action creative.

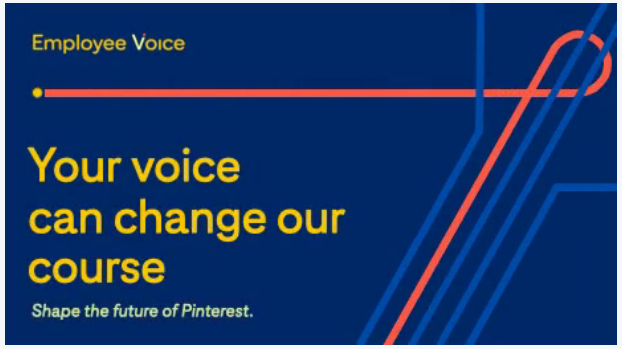


Device experiences

iOS, Android and desktop creative.

Pinterest / Employee communications

Distinctive motion graphics for employee-focused initiatives.



Employee Voice

Final scene from the Employee Voice animation.



Amplify

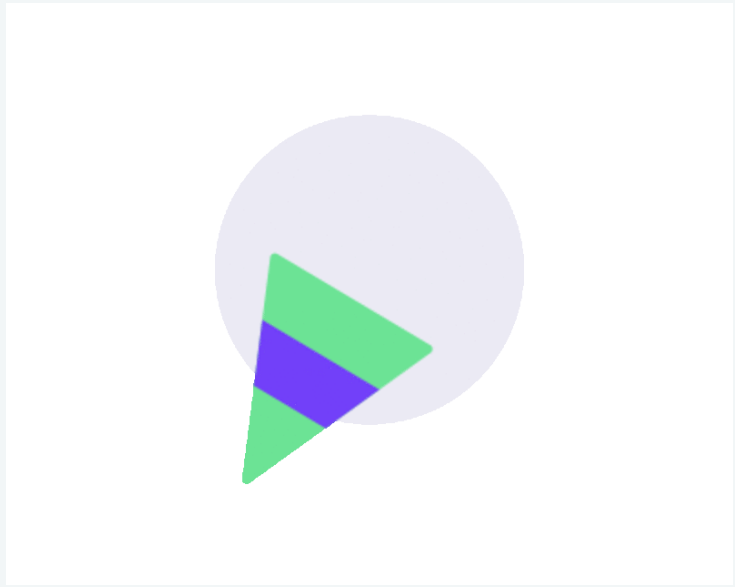
Color, typography and movement for internal communications.

FROM VISUAL IDENTITY TO MOTION

Animated assets extend a recognizable communication language across formats.

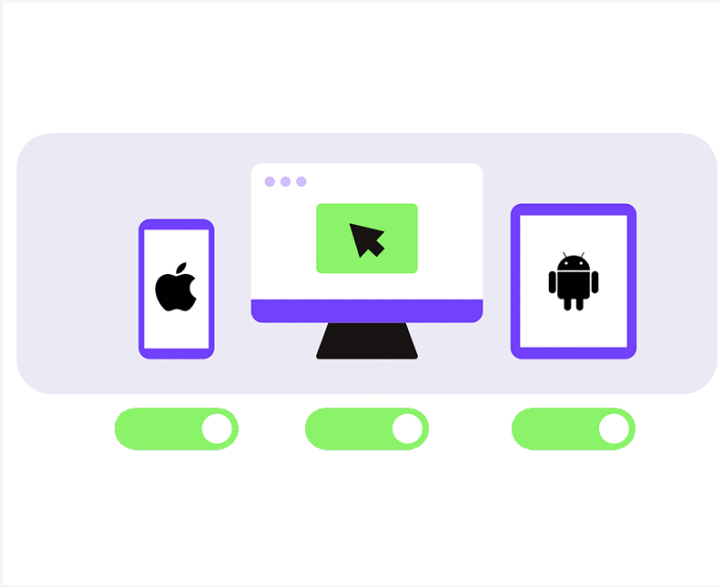
Spotify / Campaign basics

Animated illustrations paired with their original learning copy.



That’s it for basics

Setting up your campaign basics in Ad Studio is quick and easy. From here, you’ll move onto the next part of the journey.

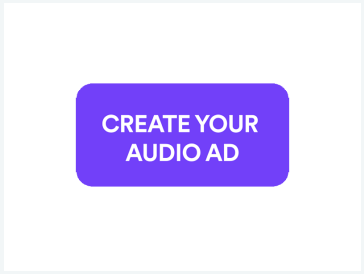


Device platforms

As a default setting, all device platform types are selected for you. We usually recommend choosing all platforms to maximize your potential audience reach.

Spotify / Audio ad workflow

From creating an ad to reviewing, approval, and revision.



Create your audio ad

A good audio ad is interesting, informational, and grabs listeners' attention without being overbearing. Either upload your own or use our free creative tools to make an audio ad from scratch.



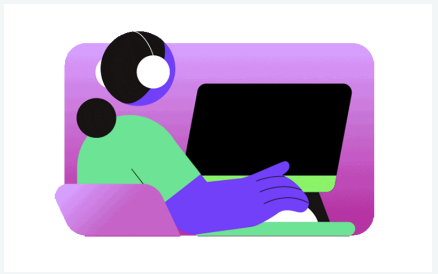
Review

Revisit the steps above as often as you need to make sure everything looks good. Check out the preview and make sure you like what you've created!



Ad approval

When you submit your ad, it will be routed to our team for approval. The standard ad approval turnaround is usually 24–48 hours.



Revision tool

After requesting a voiceover, you'll get a notification within 48 hours that your ad has been recorded and is ready to be reviewed. Listen to it within your Ad Studio campaign flow to approve it, reject it, or make revisions.