

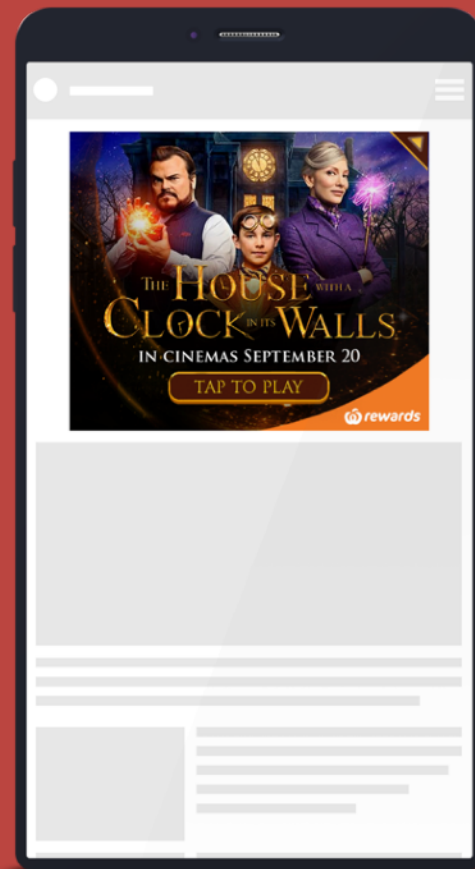
# EXPANDABLE BANNER

Our Expandable creative is a 2 part unit which starts with rich media invitation banners consisting of both a 320x50 & a 300x250 banner.

We add a peel to our banners which differentiates them from standard clickout banners in the wild. On interaction the banners expand to full screen and can contain multiple pages with standard and custom components.



320X50



300X250



EXPANDED UNIT

## DIMENSIONS

Banners

600 x 500 px or

640 x 100 px

Expanded Unit

640x960 px

## LINKS

[Download PSD](#)

[View demo](#)

# WHAT WE NEED FROM YOU

**WE RECOMMEND A CREATIVE CALL TO GO THROUGH THE BRAND/CAMPAIGN-FOCUSED GUIDELINES AND OBJECTIVES. THIS PROVIDES US WITH A CLEAR UNDERSTANDING OF THE LOOK AND FEEL, INTERACTIONS AND RESULTS FOR THE CAMPAIGN AS A WHOLE.**

## ASSETS LIST

### DESIGN

Brand Style Guidelines. Vector Logo (.eps, .ai)  
Layered hi-res or vector image source files (.psd, .ai). Source files can be from micro-sites, print media, etc. Existing flash banners and source files (.fla)

### VIDEO

We accept most video formats but for best quality:  
Landscape 1280x720 (16:9) | Portrait 720x1280 (9:16) | 1080x1080 (1:1)  
Formats: Quicktime .mov, mpeg4  
Codecs: H.264, DV/DVCPRO, Apple ProRes  
Bitrate: Minimum 15 Mbps per second

### CLICK OUTS

General click-out URL. Specific click-out URL for individual calls-to-action

### PRE-APPROVED COPY

Any approved short form copy for guided interactions  
Full copy decks are always appreciated

### FONTS

Macintosh Compatible .OTF or .TTF formats

### WHAT ELSE?

Custom features may require additional assets we'll explain during the creative call.

## COMPONENTS LIST

### VIDEO

Deliver both entertaining content and your main message through video

### ANIMATION

Bring the design to life with appealing animations that will enhance both viewer engagement and overall performance of the ad.

### SOCIAL

Initiate and encourage interaction with your target audience whilst building a social community and amplifying awareness of your brand.

### DOWNLOADABLE

Treat your audience to some free, branded materials to take away, such as vouchers and wallpapers.

### LOCATION

Drive users further down the purchase funnel by increasing visibility and making it easier for them to locate you.

### DATA

Drive high customer acquisition rates by adding data collection forms.

### GAMING

Capture your users' attention by engaging them with interactive games.