

Dimensions

Skin L/R 920 x 2160px

Header 2000 x 500px

Footer 2000 x 200px

Download PSD



TruSkin desktop.

Desktop high impact unit.

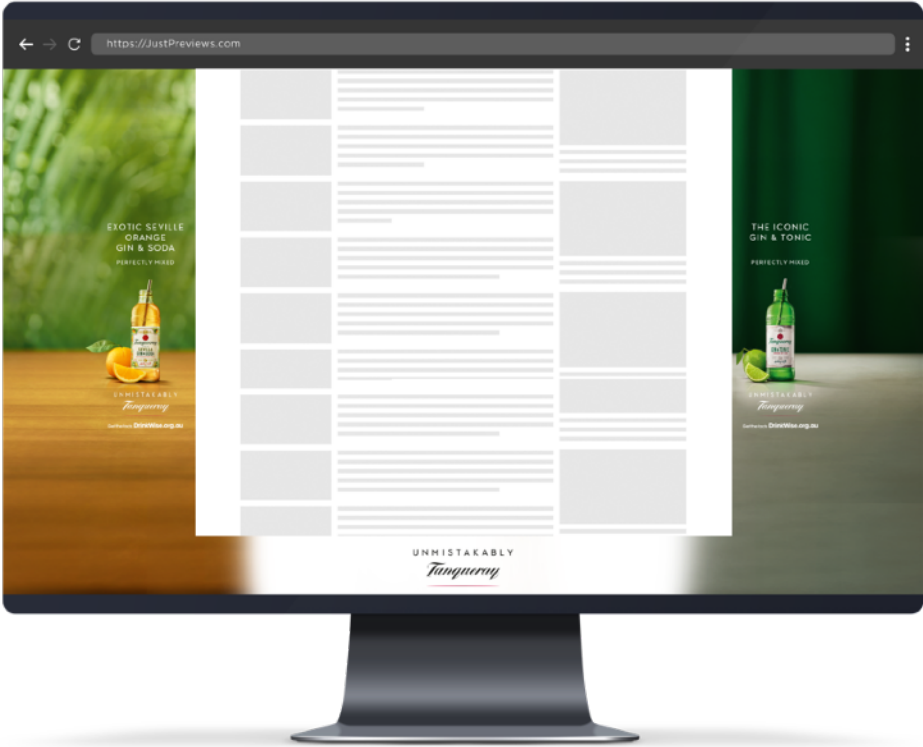
The Desktop TruSkin unit wraps around branding a website content and responsively crops the sides depending on the size of the screen.

At the bottom of the page when the user has scrolled through all the content is also a branded footer with the logo and a call to action.

View demo



01 Top



02 Bottom

What we need from you.

We recommend a creative call to go through brand/campaign guidelines and objectives.

01

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)

04

Fonts.

Macintosh Compatible .OTF or .TTF formats.

02

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

05

Click outs.

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

03

Approved copy.

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

06

Custom.

May require additional assets which we'll
explain during a 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.

