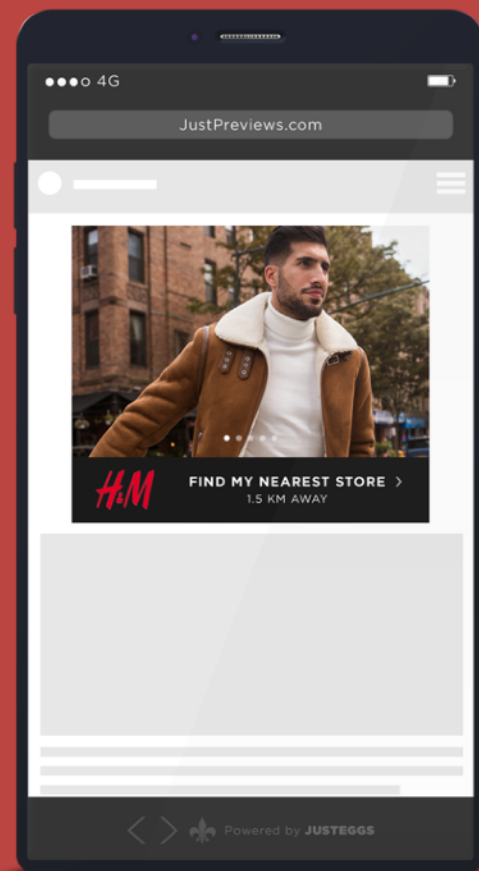


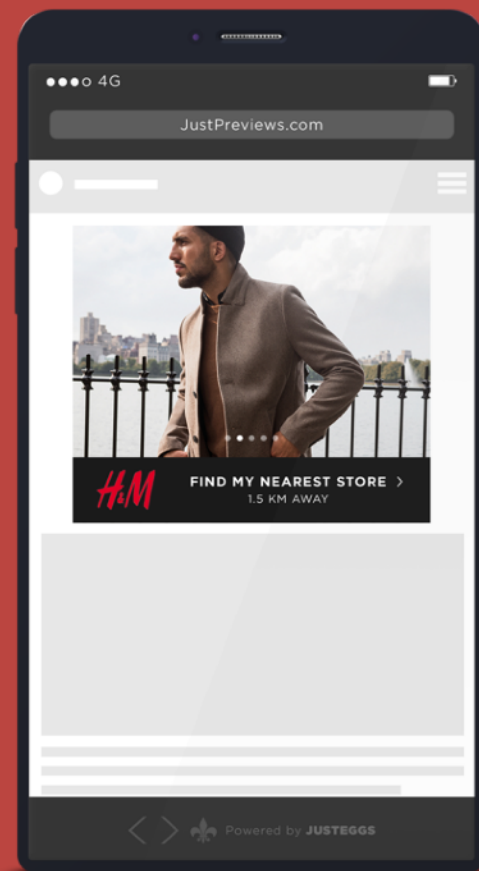
# SWIFT RETAIL

A rich media banner with starts with a video or an animation then transitions to a map automatically after.

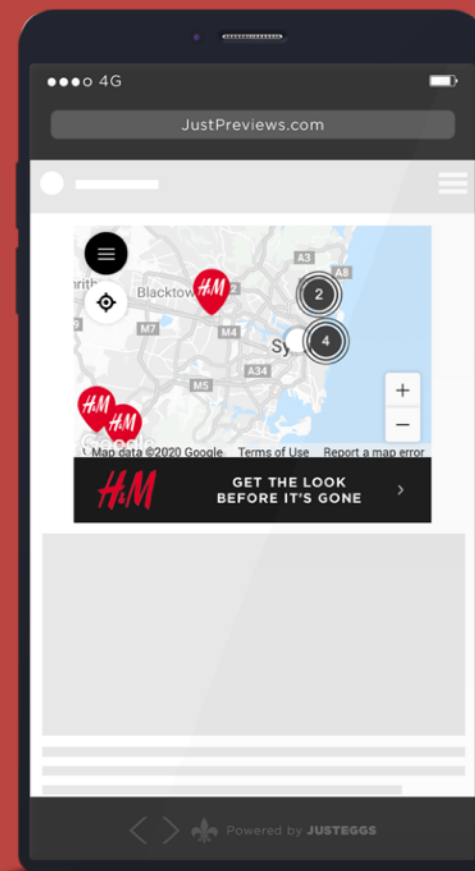
A footer generally includes a proximity component which tells the user how far their nearest store is.



START SCREEN



GALLERY 1



GALLERY 2

## DIMENSIONS

Banners

600 x 500 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.