

SCROLLER

A mobile web high impact unit which sits between content on a website and appears seamlessly when scrolling down.

The Scroller is a blank canvas that can contain multiple pages with standard and custom components. Exiting the unit and going back to the website's content is as easy as scrolling down the page.



SCROLL IN VIEW



FULL SCREEN



SCROLL OUT VIEW

DIMENSIONS

Portrait

640 x 960 px

Landscape

960 x 424 (optional)

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.