

ENG4GE





INTERACTIVE

PERSONALISED

DYNAMIC

AMPLIFY

← AVAILABLE ACROSS ALL 4'S TARGETING CAPABILITIES →



AMPLIFY

AMPLIFY CREATIVE ACROSS ALL PLATFORMS

HIGH IMPACT CREATIVE TO DRIVE BRAND AWARENESS

HIGHLIGHT KEY ADVERTISER MESSAGES

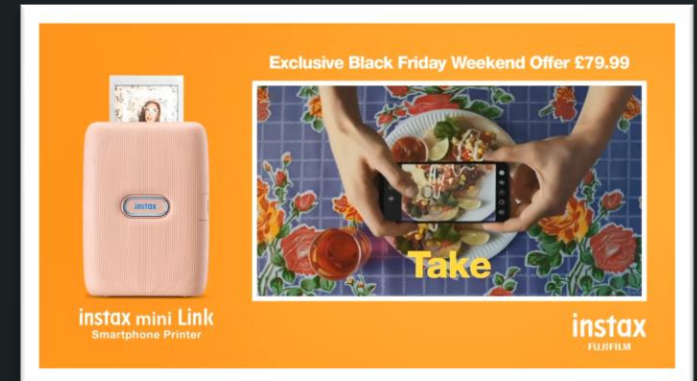
OPPORTUNITY TO DRIVE ONLINE ENGAGEMENT & PURCHASE



SHORTER LEAD TIMES

ANIMATED PRODUCT IMAGES & PRICING

PLATFORM SPECIFIC MESSAGES (CLICK, TAP, QR CODE)



AMPLIFY



John Lewis & Partners Chester Medium 2 Seater Sofa, Teal
The Chester sofa features deep, feather-wrapped seat cushions and buttoned back detailing for an inviting sit, finished with brass-capped tapered legs.



£1299

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Our customers and colleagues are at the heart of our business, here's how we're keeping them safe.



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**4 easy steps for
your in-home
appointment**



1 Our advisors will only visit if they've had no symptoms within the last 14 days.

2 Our advisors will have PPE on hand.

3 Social distancing will be followed throughout appointment.

4 Your advisor will wipe down any surfaces they've been in contact with and dispose of any packaging.



AMPLIFY

MAKE YOUR OWN
OLD CUBAN

45 ML BACARDI RESERVA OCHO RUM
60 ML MARTINI PROSECCO
6 MINT LEAVES
25 ML SIMPLE SYRUP
20 ML LIME JUICE
2 DASHES ANGOSTURA BITTERS

1 COMBINE
All the ingredients (except prosecco) in a cocktail shaker with ice

2 SHAKE
Vigorously

3 STRAIN
Double strain, and top with prosecco

4 GARNISH
With a mint leaf leaf

drinkaware.co.uk
for the facts

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EMPORIO ARMANI



FEATURES

- Animated product carousel
- Key retail message & packshot
- Recipes
- Instruction guide for product use
- QR code - big screen creatives
- Motion design (start card as a 'reveal' or within ad)
- Additional info on terms (e.g. Legal, Finance, Government ads)

PRODUCTION & COST

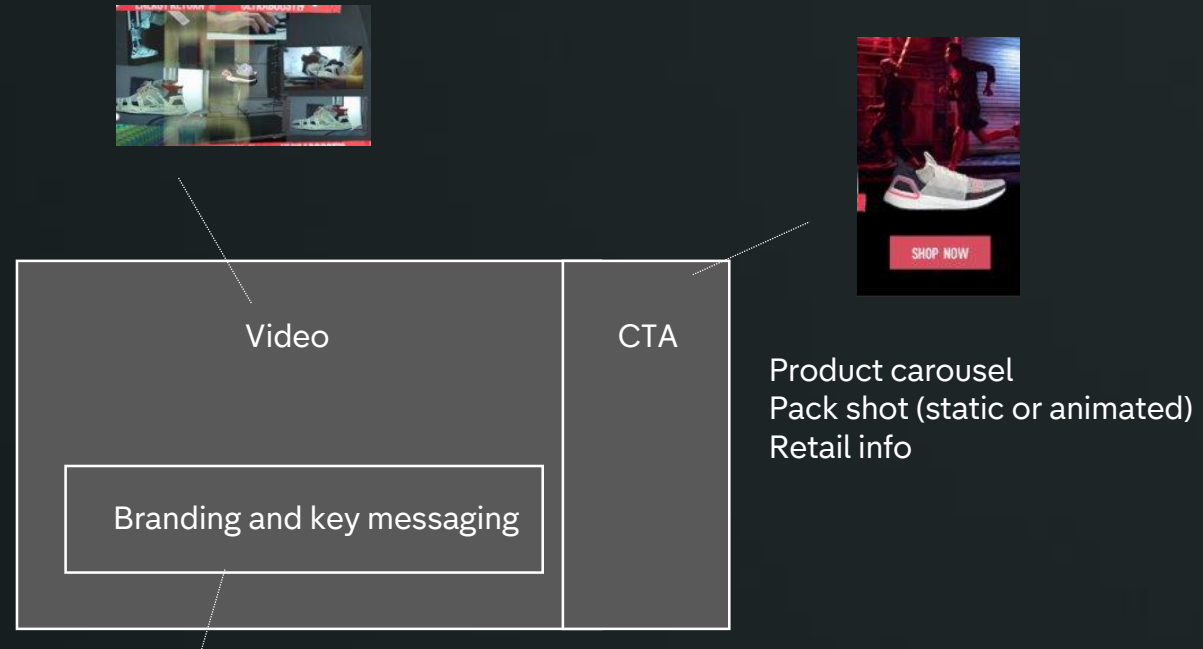
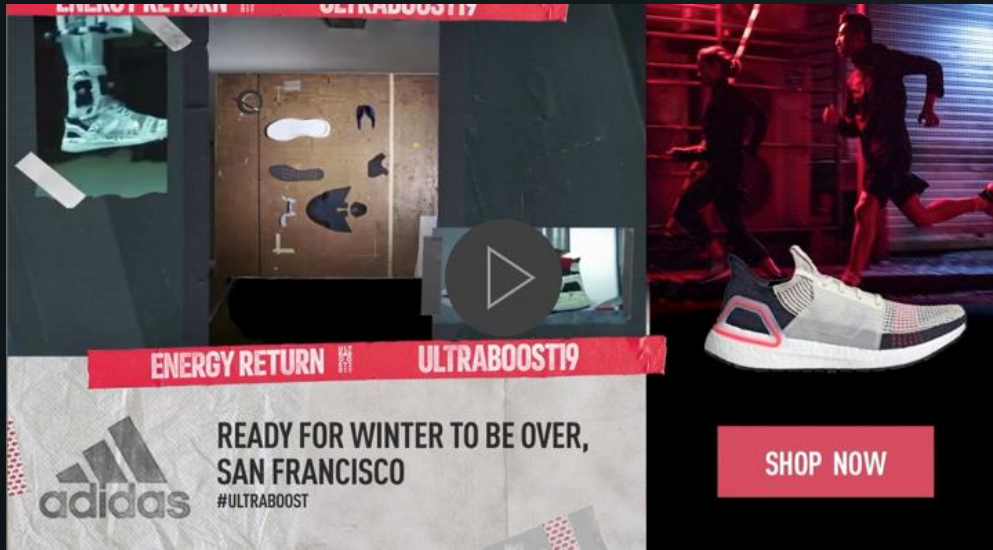
3 WEEKS

£3000

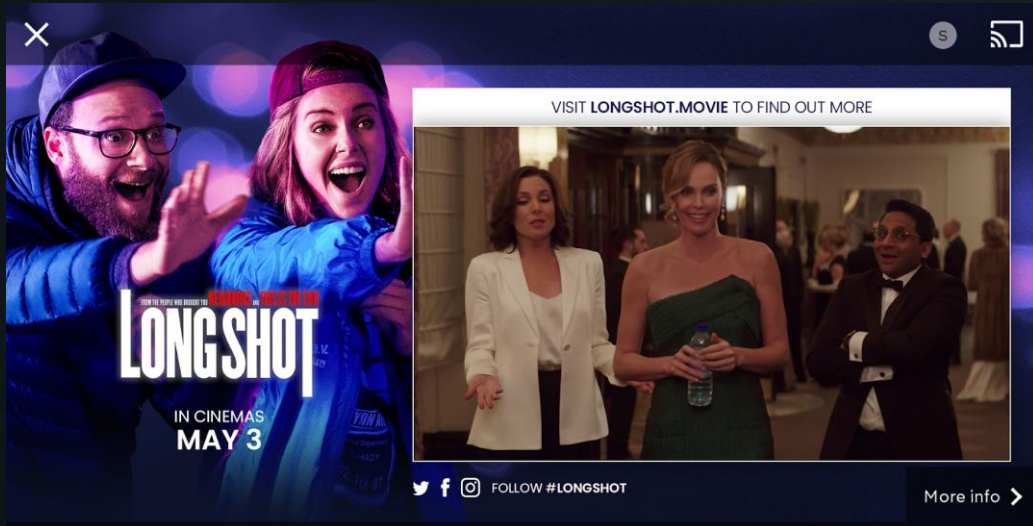


1. DAY 1: Assets, copy, tags and creative brief delivered by client/creative agency/agency (copy to be delivered as well if possible)
2. DAY 2-4: first storyboard supplied for feedback
3. DAY 5: Feedback round 1 supplied by client/agency/creative agency (please provide consolidated feedback)
4. DAY 6: amended storyboard sent back for feedback
5. DAY 7: final feedback round of the storyboard for approval
6. DAY 8-11: Build
7. DAY 11-13: Clear cast approval of final video (C4 will submit to Clearcast)
8. DAY 14-15: trafficking and testing

CREATIVE DESIGN EXAMPLE



CREATIVE DESIGN EXAMPLE



CREATIVE DESIGN EXAMPLE

