



AMPLIFY



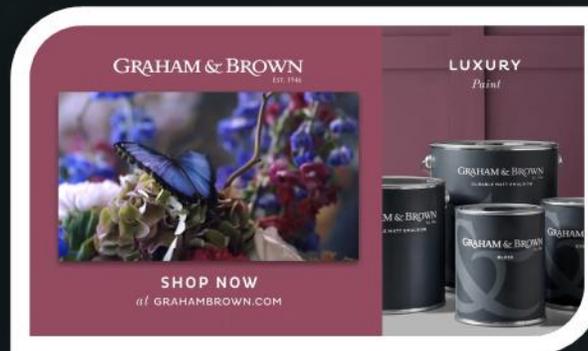
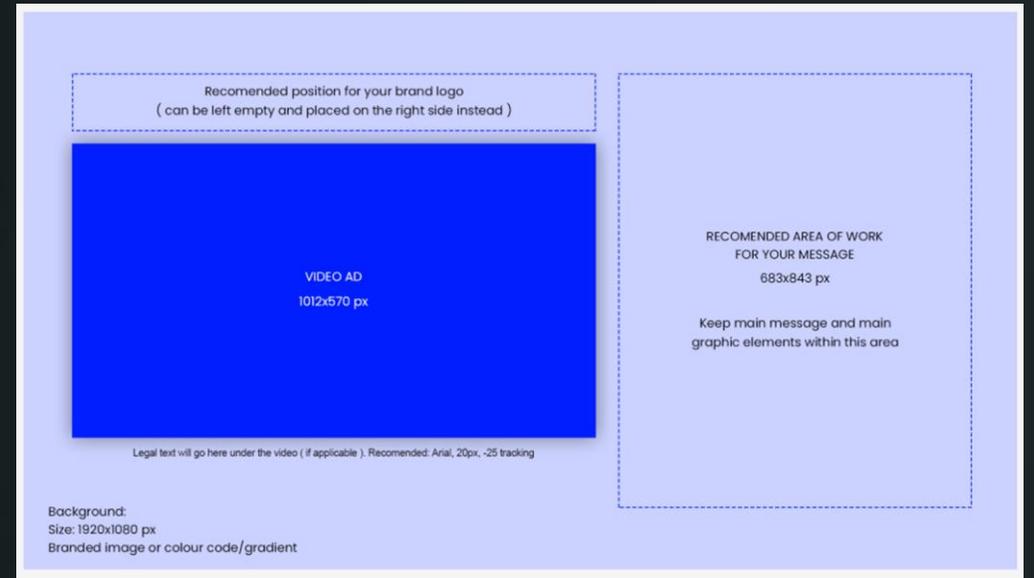
Main production points

- Amplify is a high impact, brand awareness solution which runs across big screen, mobile and desktop VoD platforms. It is designed to promote two key campaign objectives:
 1. Drive online engagement (with a QR code on big screen platforms)
 2. Drive purchase and/or showcases key messages within the pre-roll. For example, we can run retail messaging around the pre-roll as we did with Three. We can run animations within the frame
- Amplify frame or end frame is pre-prepared and approved by Clearcast (C4 cover the whole process) . Please note that the original video itself must be Clearcast approved before we submit the Amplify unit to Clearcast. The pre roll must be delivered to us at least 2 weeks before live date.
- Amplify creatives can be tailored for each platform. A single click-through is supported on desktop and mobile. (Please note that Big Screen platforms are not clickable – QR codes can be included).
- T&Cs and substantiation for Clearcast: Please see slide 6 for guidance on the T&C requirements from Clearcast. NB. Retail and product claims may require substantiation documentation – Campaign Management team will advise.



AMPLIFY Design: Frame

Pre-roll can be positioned on the left or right of the frame



AMPLIFY Design: End Card

The end card runs for 10" after the ad

Bringing great value to the table

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Shop Everyday Savers ▶

46p Broccoli

£3.35 2 Salmon Fillets

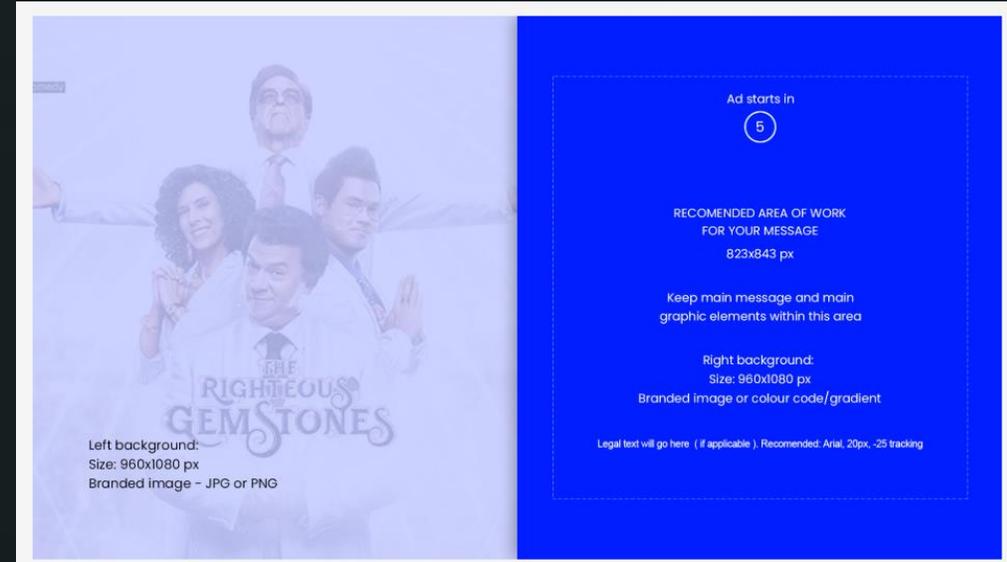
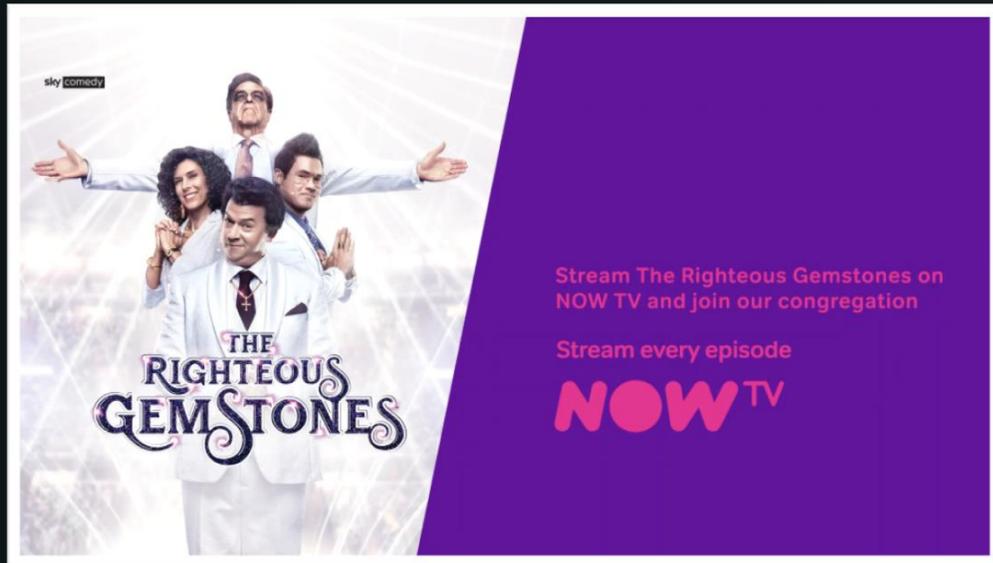
£1.35 Easy Peelers

£1.60 12 Weetabix

Delivery excludes Scotland and other geographical locations. Subject to availability. Min spend £40 plus delivery.

AMPLIFY Design: Start frame

Creative opens with a start card (running for 10") which then follows with the frame



AMPLIFY Design: T&Cs example

1. Supers (legal T&Cs) are replicated from the pre-roll. NB, if T&Cs relate to the offer / product in the frame but are not included on the pre-roll please supply them separately. T&Cs will appear on the frame for the duration of the creative.
 2. T&Cs will sit at the bottom of the canvas, (aligned to the left as per the Age UK example) within the safe zones.
 3. Please see example of the font size required by Clearcast on an opaque background.
- (Please note that the product CTA's in the frame can be larger than shown in this example.)

Black Friday Deal

Enjoy 6 months half price

Plus choose a £100 gift card when you switch

Get offer now

SAMSUNG Galaxy A52s 5G

Life Needs a Big Network

3

Selected 24-month plans. Ends 12 December. Redeem gift after 45 days subject to payment of first bill. Terms apply, see [Three.co.uk/terms](https://www.three.co.uk/terms)

TIMELINE

1. DAY 1: Assets, copy, tags and creative brief delivered by client/creative agency/agency (copy to be delivered as well if possible). NB: tags must be delivered at this stage as the QR code is created with the tags
2. DAY 2-4: first storyboard supplied for feedback
3. DAY 5-6: Feedback round 1 supplied by client/agency/creative agency (please provide consolidated feedback as this will help quicken up the process)
4. DAY 7: amended storyboard sent back for feedback
5. DAY 8: final feedback round of the storyboard for approval
6. DAY 9-11: Build
7. DAY 12-13: Clear cast approval of final video (C4 will submit to Clearcast)
8. DAY 14-15: trafficking and testing

