

# All 4 iVoD Specs

## Ad4You

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# Ad4You main points:

- By using dynamic feeds and 1<sup>st</sup> and 3<sup>rd</sup> party data, our Ad4You format allows advertisers to personalise units to create a more bespoke and tailored journey for the user, hence increasing engagement rates.
- Bespoke targeting can include the following: name implementation, location targeting, age and gender targeting, implementation of live feeds, social media feeds or live pricing, and weather targeting.
- This unit must include an interactive element, so either an ad link, ad extend, ad elect or ad bloom. This decision should be based on what would work best for the advertiser's KPIs.
- This format takes between 4-6 weeks to build depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll. This also includes time for testing.
- The campaign / messaging is subject to the C4 Legal & Compliance and Marketing teams' approval.

Best practise tip: Advertisers should stick to 1 or 2 targeting elements to avoid the unit being overly complicated.

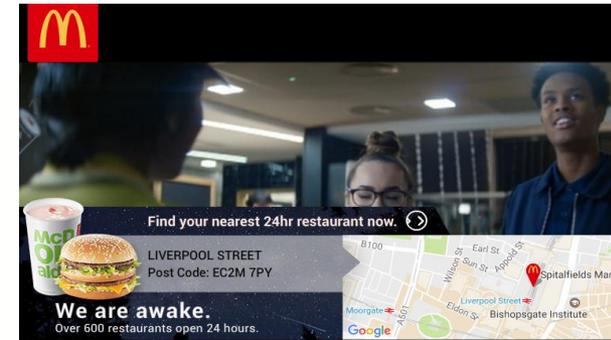
# Ad4You common targeting features:



Display the user's first name within the unit



Dynamically pull in live prices



Inform the user of their closest store within the overlay or slate



Display relevant messaging dependent on the current weather



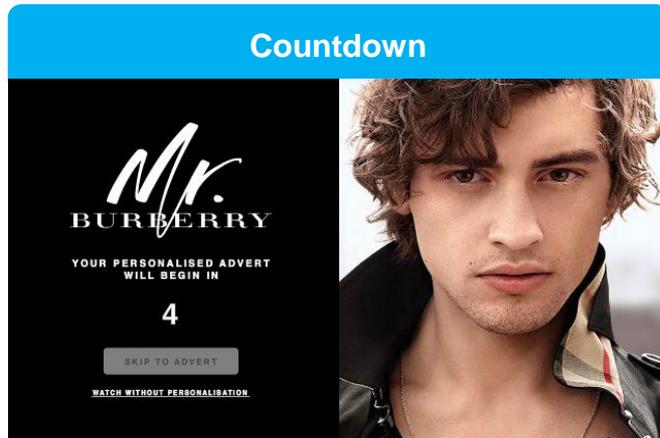
Display dynamic date messaging or countdowns



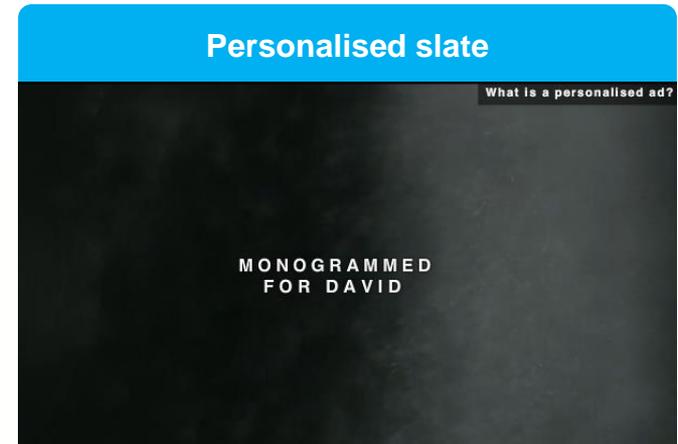
Implement live conversations or images from social media feeds

\* If you are interested in any other features, please speak to the campaign management team (these will be subject to marketing approval, and must be contextually relevant)

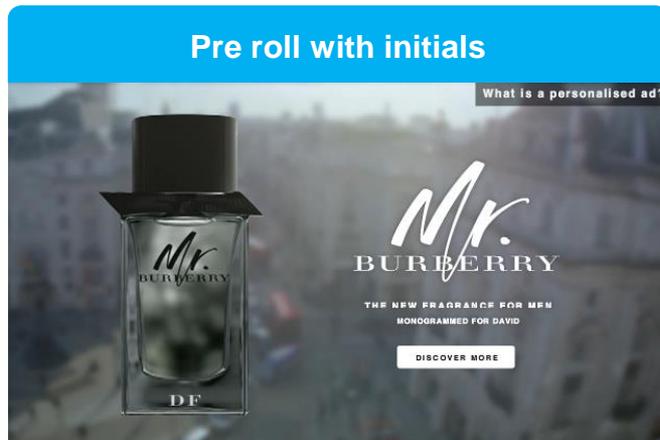
# Ad4You user journey (initials):



- 1 5 second countdown slate – users have the choice to opt out



- 2 User's first name is shown on the next slate



- 3 Pre roll starts and end slate shows user's initials on bottle, with a click to buy button



- 4 If user opts out, they receive the default initials

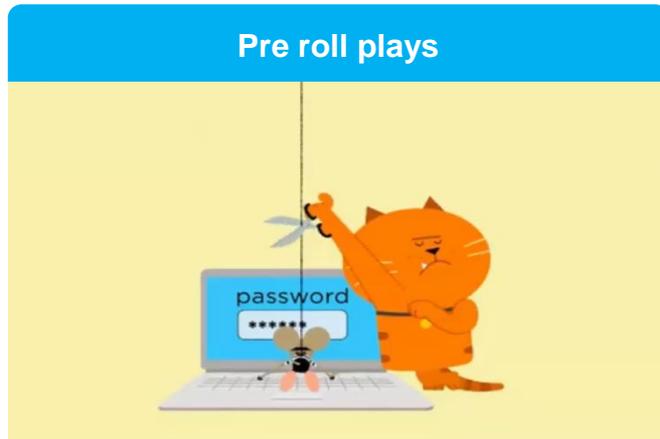
# Ad4You user journey (first name):



- 1 5 second countdown slate – users have the choice to opt out



- 2 User's first name is shown on the next slate

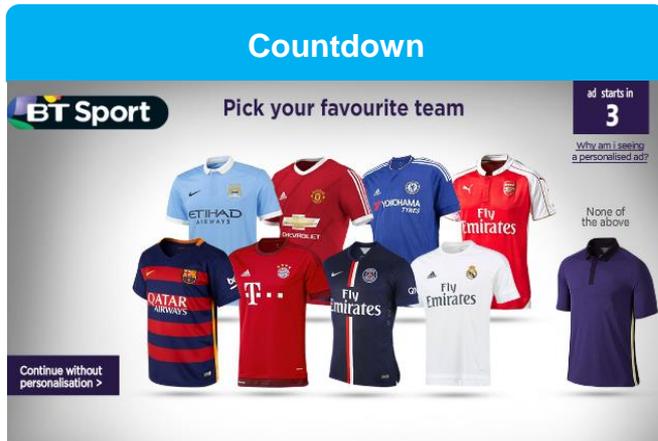


- 3 After 5 seconds of personalisation, the pre roll starts

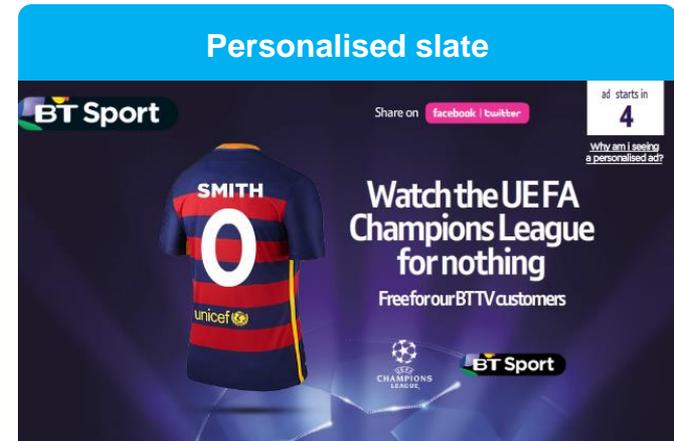


- 4 If a user opts out, they receive the opt out pre roll instead

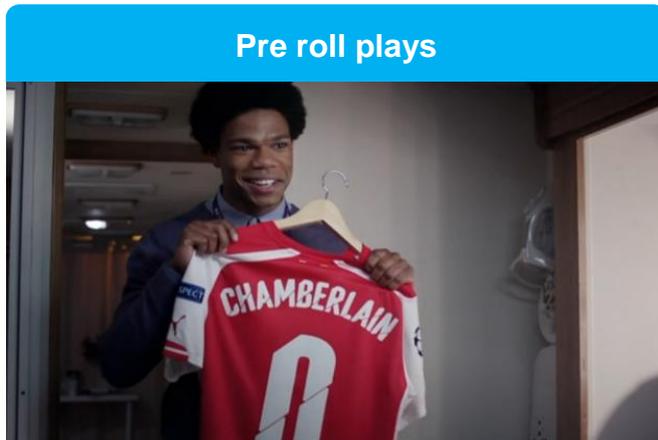
# Ad4You user journey (surname):



- 1 5 second countdown slate – users have the choice to opt out



- 2 User chooses a shirt and their name is displayed on the back



- 3 After 5 seconds of personalisation, the pre roll starts



- 4 If a user opts out, they will not choose a shirt and will receive the opt out pre roll instead

# Ad4You asset list:

## Design and build specs

Asset	Format
Completed creative brief	Word document
Personalisation information	Explain how the personalised element should be used
Static Overlay/Bug (if being supplied)	380x120 recommended size, PNG/JPEG/GIF
Animated Overlay/Bug (if being supplied)	Link to spec: <a href="https://innovid.box.com/s/d54z zk5zr808mx5cw7ktgl9m1a0of eu6">https://innovid.box.com/s/d54z zk5zr808mx5cw7ktgl9m1a0of eu6</a>
Images	EPS/PSD (preferred) JPEGs/GIFs/PNGs Max file size: 15-20MB per image
Product/Service information	Copy, press releases, creative/brand guidelines
Logos	EPS
Fonts	OTF or TTF
In unit videos	MOV, FLV or MP4 (recommended size 10MB)

## Tracking specs

Required
<ul style="list-style-type: none"><li>- 1x1 impression tracker</li><li>- Click command</li></ul> <p>*If you wish to track other in unit or external clicks, then please provide multiple click commands</p>
<p>We accept 3<sup>rd</sup> party tracking from the following vendors:</p> <ul style="list-style-type: none"><li>Mediamind</li><li>DoubleClick</li><li>Flashtalking</li><li>Mediaplex</li></ul>

# Ad4You pre roll specs:

Spec	Format
File type:	15Mbps MPEG2 mezzanine
Container:	MPEG2 Programme Stream
Mode:	CBR
Quality/Speed:	Highest Quality
Field Order:	Source Dominance or Software De-interlaced
File Extension:	.mpg
Video Bitrate:	15Mbps
Audio CODEC:	MPEG1 Layer 2
Audio Bitrate:	224Mbps
Audio Sample Rate:	48KHz at 16Bit
Frame Size:	720x576
PAR:	Anamorphic Pixels 1.42:1
Chroma Format:	4.2.2
Profile:	Main

## Further info

- All pre rolls must be supplied with a clock number and ClearCast approval
- Clocks and handles must be removed from the pre roll at the beginning and end
- Pre rolls can be supplied in the following way:
  - Via Ad Stream, IMD, Beam or Honeycomb
  - Link to asset on email
  - We Transfer
- Pre rolls must be supplied at least 5 working days before live date with rotation instructions
- Max 2 creative changes during a campaign and creative must still be supplied 5 days previous to new date
- Please note, we cannot accept tags to serve copy through a third party

# Ad4You production points:

- If feedback is required, these amends will be completed by end of play the following working day. If you have extensive feedback, please note this can sometimes take longer to implement and it may even require going back to the storyboard phase. If this is the case, you will be advised.
- When sending feedback, we ask that this is accumulated from all parties and sent altogether. If more feedback is sent after the initial round, these will be completed in the following round of amends
- Once a storyboard has been approved, no design amends can be made to the working unit. Small text changes will be allowed.
- If you are using name personalisation, then the following button will be implemented 'Why am I seeing a personalised ad?' which will click through to a bespoke page on All4.
- If the personalisation is within the overlay, or on the first slate, then a 5 second countdown slate will be added before this to give users the option to opt out of personalisation. The campaign / messaging is subject to C4 Legal & Compliance team's approval. (For contentious categories, an intro slate with an opt in may be required.)
- If it seems likely that the unit will not be ready by the desired start date, we may go live with an overlay initially, and switch to the Ad4You when it is completed.
- If an overlay is built, this will sit at least 38 pixels high from the bottom of the frame. This is to ensure it is not obscured by our player bar once live.
- This unit will need to be tested prior to going live, therefore we will require extra trafficking time.