

Advanced All 4



Ad4You specs

Main production points

- By using dynamic feeds, and 1st and 3rd party data, our Ad4You format allows advertisers to personalise units to create a more bespoke and tailored journey for the user, therefore increasing engagement rates.
- Bespoke targeting can include the following: first or last name implementation (however not both), location targeting, age and gender targeting, implementation of live feeds, social media feeds or live pricing, and weather targeting.
- If using user's name, a 5 second opt out slate will appear at the very beginning of the unit, to allow user's the chance to opt out of personalisation.
- This format takes between 5-6 weeks to build depending on complexity, and from receipt of all assets and completed creative brief. This also includes time for testing.
- The campaign/messaging is subject to the C4 Legal & Compliance and Marketing teams' approval.
- Tracking tags and copy need to be provided at least 5 working days before the campaign is due live, unless specified otherwise.
- *Best practise tip: Higher engagement rates are usually achieved when the personalisation is at the start of the unit, rather than at the end.



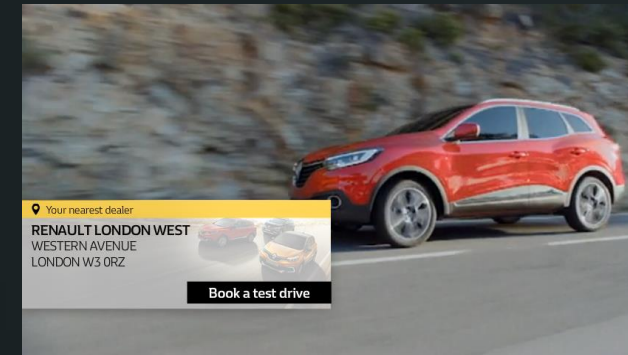
Targeting features



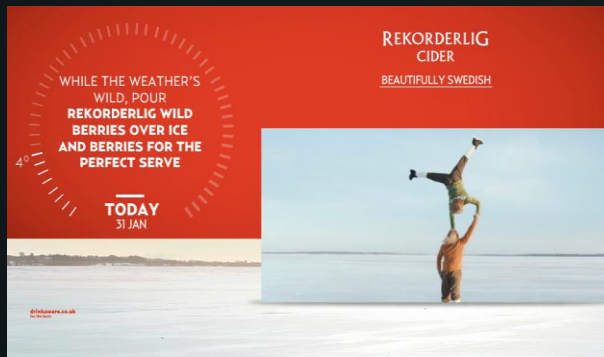
Display the user's name within the unit, or within the overlay



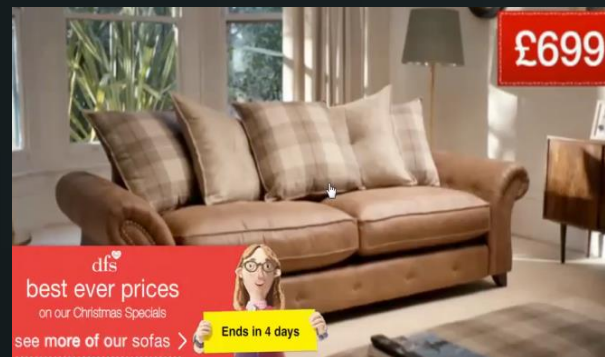
Dynamically pull in live prices



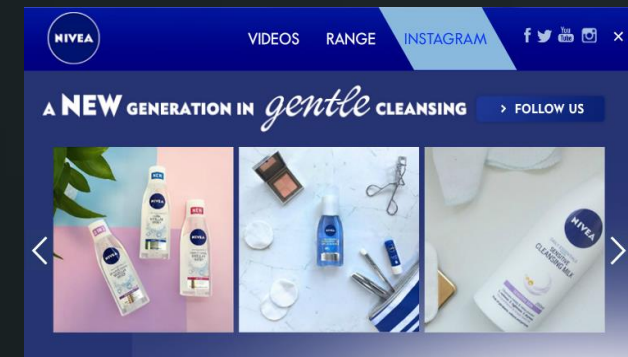
Inform the user of their closest store/dealer within the overlay or slate



Display relevant messaging dependent on the current weather



Display dynamic date messaging or countdowns



Implement live conversations or images from social media feeds



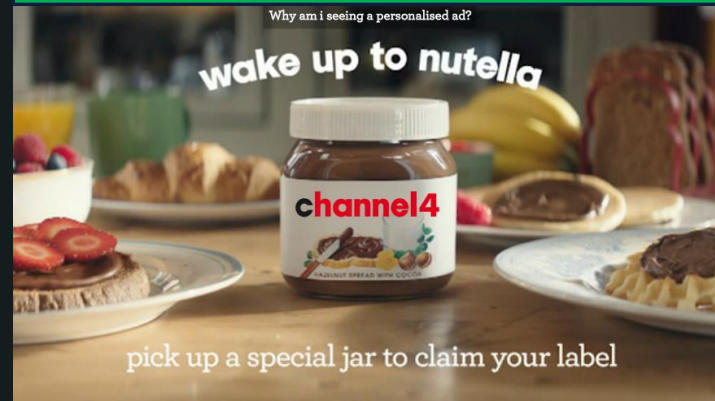
User journey

Opt out slate



1 5" opt out slate appears to allow users the chance to opt out of personalisation

Personalised slate



2 If opted in, a 5" personalised slate appears with user's name.

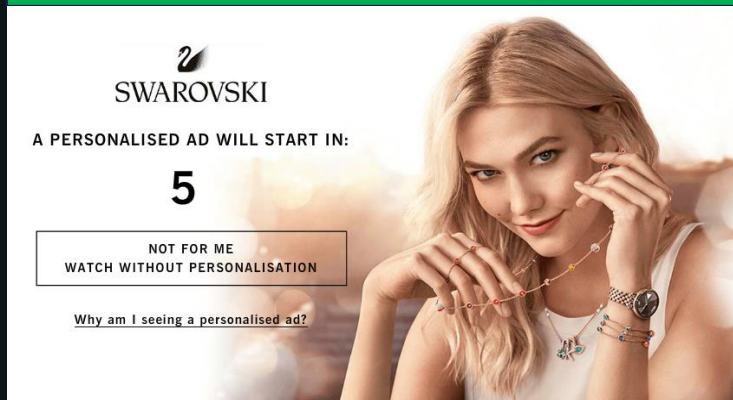
Pre roll



3 Pre roll plays. If opted out, user is shown the pre roll in step 2.

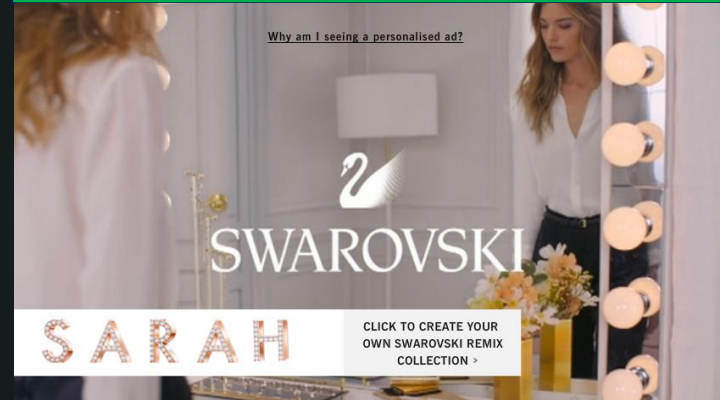
User journey with overlay or slate

Opt out slate



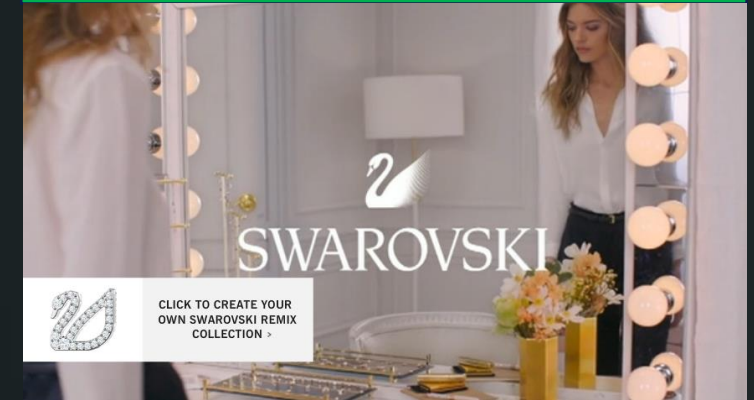
1 5" opt out slate appears to allow users the chance to opt out of personalisation

Personalised overlay



2 Pre roll plays, and if opted in, user receives personalised overlay

Opt out



3 If opted out, user receives generic overlay

Asset list

Asset	Format
Completed creative brief	Word document
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
In unit videos	MOV, FLV or MP4 – 16:9 (recommended size 10MB)
Fonts	OTF or TTF
Dynamic Data	Excel Template to be completed (template and guidelines to be provided by C4)

Required
- 1x1 impression tracker - Click command
*If you wish to track other in unit or external clicks, then please provide multiple click commands
We accept 3 rd party tracking from the following vendors: <ul style="list-style-type: none">○ Mediamind○ Doubleclick○ Flashtalking○ Mediaplex
*Please note, we cannot accept tags to serve copy through a third party



Copy spec

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

- Copy must be supplied with a clock number and ClearCast approval
- Copy must be ClearCast approved for VOD and linear
- Clocks and handles must be removed from the beginning and end of all copies
- Copy must be supplied at least 5 working days before live date with rotation instructions
- Copy can only be supplied in the following way:
 - Ad Stream
 - IMD
 - Beam
 - Honeycomb

*Please note, we cannot accept copies from a we transfer file, or attachment to email



Further 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 opt out 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 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

