

# Advanced All 4



**Dynamic specs**

# Main production points

- Dynamic TV enables advertisers the ability to create bespoke ad formats that can be delivered to audience segments using data across TV, Mobile and desktop VoD platforms.
- The dynamic elements are built into the pre-roll itself (the pre-roll must be Clearcast approved).
- The pre roll must be delivered to us at least 2 weeks before live date.
- Dynamic variations are pre-prepared. The server makes a *real-time* decision to show the most relevant video variation from a set of videos that have been prepared ahead of time.
- Dynamic TV creatives can be tailored for each platform. A single click-thru is supported on desktop and mobile (please note that Big Screen platforms are not clickable).
- Creatives are high quality, TV broadcast level visuals and animation.
- We can accommodate 2 dynamic elements per campaign.

\* This format takes 5-6 weeks to build from receipt of all assets, completed creative brief, tracking tags and pre roll



# Targeting features

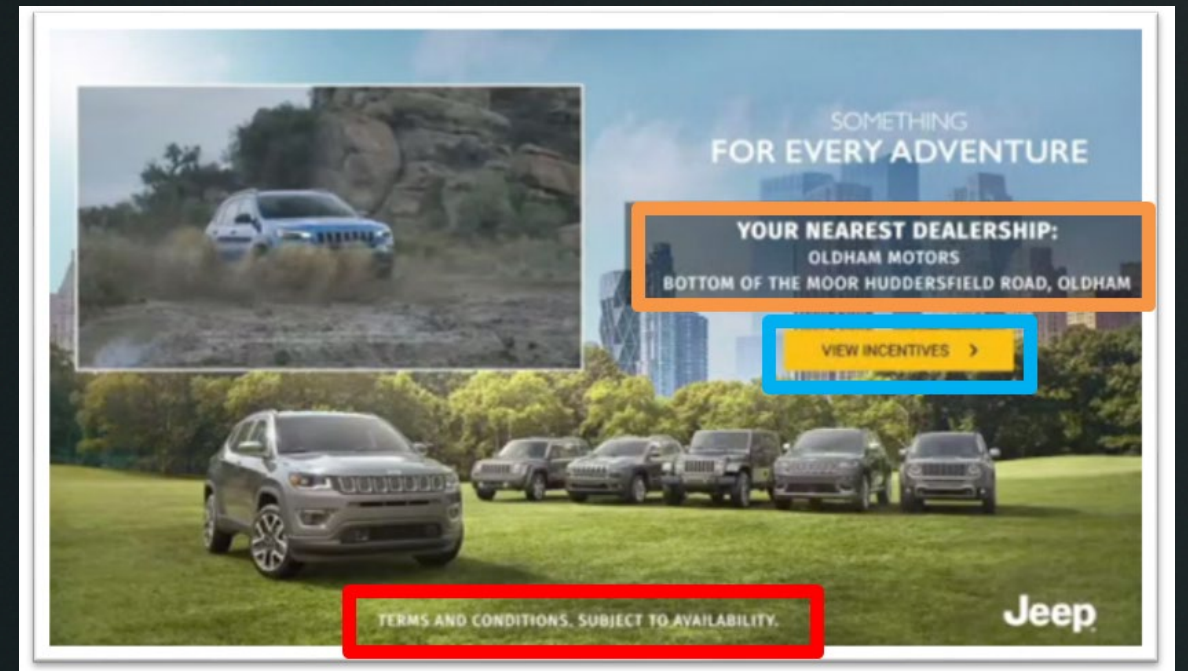
- Geo – eg, store/dealer locator
- Weather
- Time of Day & Date - countdown
- Demo
- Cross platform sequential targeting

\*If you have other features in mind, please speak to the Campaign Management team who can scope this out



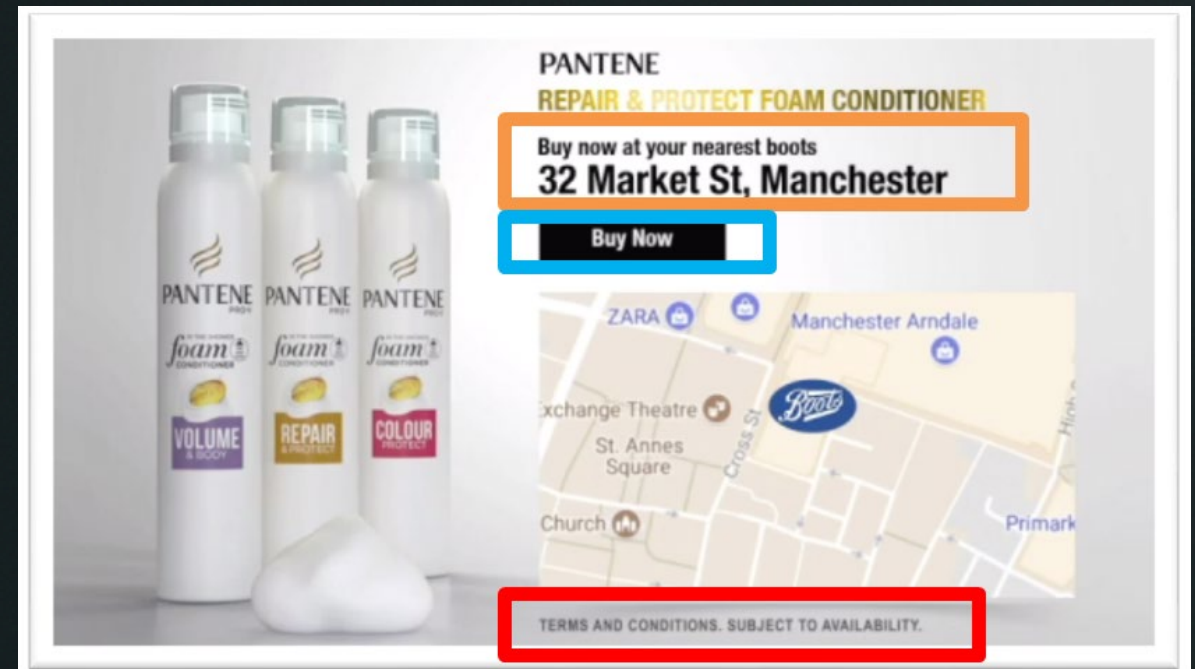
# Mid card example

- The pre roll shrinks into the left hand side of the creative and the images/targeting option are featured alongside. If applicable, the T&Cs on the pre-roll/offer details are replicated at the bottom of the creative (same size of text, wording and duration).
- Dynamic element in orange
- Click thru in blue (clickable platforms only)
- Terms and conditions (if applicable) in red
- **Please note that the design will be tailored to the specific campaign**
- **The example is a guide only**



# End card example

- The pre roll shrinks into the left hand side of the creative and the images/targeting option are featured alongside. If applicable, the T&Cs on the pre-roll/offer details are replicated at the bottom of the creative (same size of text, wording and duration).
- Dynamic element in orange
- Click thru in blue (clickable platforms only)
- Terms and conditions (if applicable) in red
- **Please note that the design will be tailored to the specific campaign**
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# Asset list

| Asset                           | Format  |
|---------------------------------|---|
| Completed creative brief        | Word document   |
| Images                          | EPS/PSD (preferred)<br>JPEGs/GIFs/PNGs<br>Max file size: 15-20MB per image                  |
| Ident and original clock number | Please see next slide for full specs  |
| Product/Service information     | Copy, press releases, creative/brand guidelines   |
| Logos                           | EPS   |
| Fonts                           | OTF or TTF  |
| Dynamic Data                    | Excel Template to be completed (template and guidelines to be provided by C4 – see slide 8) |

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



# Pre roll specs

| Spec               | Format               |
|--------------------|----------------------|
| Video Codec:       | AVC / H.264          |
| File type:         | MP4 / MOV            |
| Quality/Speed:     | Highest Quality      |
| File Extension:    | MP4 / MOV            |
| Video Bitrate:     | 15Mbps               |
| Frame Rate:        | 25 frames per second |
| Audio CODEC:       | AAC                  |
| Audio Bitrate:     | 128Mbps              |
| Audio Sample Rate: | 48KHz at 16Bit       |
| Frame Size:        | 1920x1080            |
| PAR:               | Square pixel         |
| Chroma Format:     | 4.2.2                |
| Profile:           | Main                 |

Please ensure the audio set to EBU R128



# Data

## If using geo targeting:

- All data should be sent within the spreadsheet template provided, at the start of the production process, with initial assets
- If the data is not formatted exactly as per the template it will display incorrectly on the final unit
- All columns will need completing, with no empty cells
- C4 cannot amend any data within the spreadsheet, if there are any errors, this will need to be sent back to the client to revise and resend



# Further production points

- A storyboard will be designed for the client's approval – if feedback is required please ensure it's consolidated from all parties. 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.
- Terms and conditions on the original pre roll supplied with assets
- All data to be supplied with assets
- If you are providing your own design, please ensure you also include a fallback message.
- Timelines to be adjusted once all dynamic factors have been scoped out
- Once a storyboard has been approved, design amends cannot be made to the working unit.
- We will supply a final completed video (pre-roll and targeting features) for sign off and Clearcast approval (please allow 5 working days for Clearcast to approve and a new clock number will be provided).

## Ident Swaps and Design Changes

- Pre roll swaps only – we will accommodate 2 pre roll swaps in the initial production price. \*This will be dependent on the design not needing to change. An pre roll swap which does require a design change will incur a new production fee.
- Design change: this will incur a new production fee.
- We can accommodate 2 dynamic elements per campaign, additional elements may incur additional costs and increase production time



# Guide timeline

A detailed timeline, specific to a campaign will be provided. As a guide, here is an outline of the stages and timings over the 5-6 weeks production period:

1. Creative kick off call
2. Agency / creative agency to send assets and the creative brief – in order to create the storyboard please provide the following:
  - Assets include logo, images, brand guidelines, clock for the original pre-roll
  - All dynamic data to be provided in an excel spreadsheet (a template spreadsheet will be provided as a guide)
3. Storyboard supplied (please allow 3 working days for the storyboard to be created)
4. Consolidated feedback to be supplied by agency/client/creative agency
5. Amended storyboard sent back (please allow 24-48 hours for each round of amends)
6. One final video asset will be supplied for final approval (please allow 1 working week for the final video to be built). Please note that there can't be any changes to the unit after the final video is approved, this includes the ident)
7. All versions will then be created (please allow 1 working week for the final video to be built)
8. Testing and Trafficking – please allow 5 working days