INTERACTIVE FORMATS: VTR FOCUS
SEEK BAR
Customized Player

Increase your brand awareness

Customize the player of your video and the color of the loading bar and match the digital environment of your ad to your graphic charter.

SPECS:
- Video: MP4/MOV - Or Youtube link
- Image for the player: vector .ai or PNG
- Color code for the loading bar (#000000)
- Tracking links - Impression and click

DEMO: https://cdn.n.dynstc.com/ads_creative/v2/45639/c-133905_1618328455.mp4
Increase your brand awareness

Choose an image to place on your video ad. As the video progresses, the image fills in. Use this format to display a new package or to encourage the user to watch the video until the end.

SPEC TECHS:

Video: MP4/MOV - Or Youtube link
Image: Vector .ai or PNG
Tracking links - Impression and clicks

DEMO: https://cdn.n.dynstc.com/ads_creative/v2/45653/c-133964_1618329381.mp4
VIDEO PLUS

Increase your engagement rate by adding images or videos to your pre-roll.

The Video Plus format allows you to add up to 4 additional pieces of content in the same video ad (either videos or images), allowing multiple user experiences in the same ad.

SPEC TECHS:

Video: MP4/MOV - Or Youtube link
Additional material (Video): 2 to 4 videos (MP4/MOV)
Additional material (Images): JPG or PNG images (1080x1920) with layout indication for the creation.
Tracking links - Impressions and click

DEMO: https://cdn.bkov2.dynstc.com/ads_creative/v2/17200/c-51812_1564074535.mp4
Increase your engagement rate by adding an image gallery to your pre-roll.

Add an image gallery next to your pre-roll: make it easier for the user experience by showing all angles of your product in one place.

SPEC TECHS:
- Video: MP4/MOV - Or Youtube link
- Additional assets (Images): JPG or PNG formats (1080x1920) with indication of the order in which they should scroll.
- Background: 1080x1920 pixels
- Vectorized brand logo .AI or PNG
- Brand color code (#00000)
- Fonts used by the brand in OTF
- Tracking links - Impression and click

DEMO: https://cdn.n.dynstc.com/ads_creative/v2/44586/c-130941_1617145753.mp4
INTERACTIVE FORMATS: CTR FOCUS
SKIN

Deliver the main message of your ad in the first few seconds of the pre-roll with a customized background.

With the Skin format, the advertiser is able to personalize the environment of its video ad in an original and unique way.

SPEC TECHS:
- Video: MP4/MOV - Or Youtube link
- Background: 1080x1920 pixels in PSD or AI format
- CTA message + CTA redirection link.
- Vectorized brand logo .AI or PNG
- Brand color code (#00000)
- Fonts used by the brand in OTF
- Tracking links - Impression and click

DEMO:https://cdn.n.dynstc.com/ads_creative/v2/45648/c-133920_1618328980.mp4
Call-to-Action

Increase the number of visits to your website or landing page with a Call-to-Action.

Add and customize a CTA button in your video ad to drive traffic to your website or landing page of your choice.

SPEC TECHS:

Video: MP4/MOV - or Youtube Link
CTA Message + CTA redirect link.
Tracking links - Impression and click

DEMO:https://cdn.n.dynstc.com/ads_creative/v2/45637/c-133903_1618328166.mp4
INTERACTIVE FORMATS: ENGAGEMENT
MOSAIC

Offer your audience several ad options so they can choose the one they prefer to see.

Present 2 to 4 different creations in the same ad and invite the user to decide about the order and the narration of the story.

SPEC TECHS:

Banner:
- Brand color code (#00000)
- Brand font in OTF
- Vectorized logo in PNG or AI
- CTA message
- Banner message (140 characters maximum)
- CTA redirection link

Videos:
- From 2 to 4 videos in MP4/MOV
- Indication of the order of presentation
- Tracking links: Impression and click

DEMO: https://cdn.n.dynstc.com/ads_creative/v2/45655/c-133966_1618329477.mp4
Give your audience a 360° view of your product in a pre-roll ad.

Showcase your product from every angle and increase the engagement and awareness of your brand.

SPEC TECHS:

- Background:
  - 1080x1920 pixels
  - Brand logo in PNG or AI vectorized format.
  - Brand color code (#00000)
  - CTA message + Redirect link
  - Banner message (100 characters)
  - Brand font in OTF
  - Main video: MP4/MOV or Youtube link

360° product:

- Product pictures from all angles in PNG with transparent background.
- Tracking links: Impression and click

DEMO: https://cdn.bkov2.dynstc.com/ads_creative/v2/17244/c-51856_1564609121.mp4
AGENDA

Send reminder notifications to your audience through their calendar for an event of your choice.

For example, you can allow your audience to save a reminder of your product launch directly on their Google Calendar.

SPEC TECHS:

- Video: MP4/MOV or YouTube link
- CTA message + redirect link
- Tracking links - click
- Event details:
  - Date (day/month/year) - Time - Time zone
  - Reminder title (50 characters maximum recommended)
  - Link or indication of where to go or the event link.

DEMO: https://cdn.n.dynstc.com/ads_creative/v2/45650/c-133941_1618329132.mp4
SWIPE

Get more engagement with your audience.

Add a banner or an offer in your video ad and increase the engagement rate with your audience.

SPEC TECHS:

- Video: MP4/MOV or YouTube link
- Tracking links: Print + click
- Banner scan: 1080x1080 pixels / 1080x1920 pixels
- Formats: PSD/AI/JPEG/PNG or GIF
- Banner redirection link

DEMO: https://cdn.n.dynstc.com/ads_creative/v2/45883/c-134564_1618508407.mp4
QR Code for Connected TV

Drive traffic to your website in CTV formats.

Create a multi-device communication and redirect users to your website or landing page of your choice.

**SPEC TECHS:**
- Video: MP4/MOV or YouTube link
- Visual background: 1080x1920 pixels - PSD or AI
- Brand color code (#00000)
- Vectorized logo (.AI) or PNG
- Link of the QR CODE
- Brand font in OTF
- Tracking links
- Message of the background visual (100 characters maximum recommended)

**DEMO:** [https://cdn.n.dynstc.com/ads_creative/v2/43101/c-127166_1615486493.mp4](https://cdn.n.dynstc.com/ads_creative/v2/43101/c-127166_1615486493.mp4)
With the Skip video format, the user continues to see the main message of your ad even after clicking Skip, increasing the visibility of your message.

**SPEC TECHS:**

- Video: MP4/MOV or YouTube link
- Skip banner:
  - 1080x1920 pixels
  - Format: PSD, AI, JPEG or PNG
  - Tracking links: Impression and click

**DEMO:** https://cdn.n.dynstc.com/ads_creative/v2/45635/c-133902_1618327958.mp4
DRIVE TO STORE

Increase traffic to your points of sale.
Inform the user on the nearest point of sale as they are watching your ad.
Boost traffic to your outlets.

SPEC TECHS:
- Video: MP4/MOV or YouTube link
- CTA message
- Link to the site where all the brand’s sales outlets are located.
- Observation: In the case of HTML5, sharing the page via Pop-up is forbidden, the user will be automatically redirected to the site.
- Tracking links: Impression and click

DEMO: https://cdn.n.dynstc.com/ads_creative/v2/45633/c-133901_1618327770.mp4
THANK YOU

For more information or for any specific project request involving the DynAdmic Studio, please contact us: sales@dynadmic.com.