INTERACTIVE FORMATS SPECS

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INTERACTIVE FORMATS: VTR FOCUS

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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 (#00000)
Tracking links - Impression and click

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

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FILLING BAR
Image loading

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

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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

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CARROUSEL

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

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INTERACTIVE FORMATS: CTR FOCUS

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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

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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

Baixe o APP agora!

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

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INTERACTIVE FORMATS: ENGAGEMENT

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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

360°

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

Jeep
TOTALMENTE NUEVO JEEP GLADIATOR 2020
VIVE LIBRE

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

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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.

GUARDAR EVENTO
NA AGENDA!

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

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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
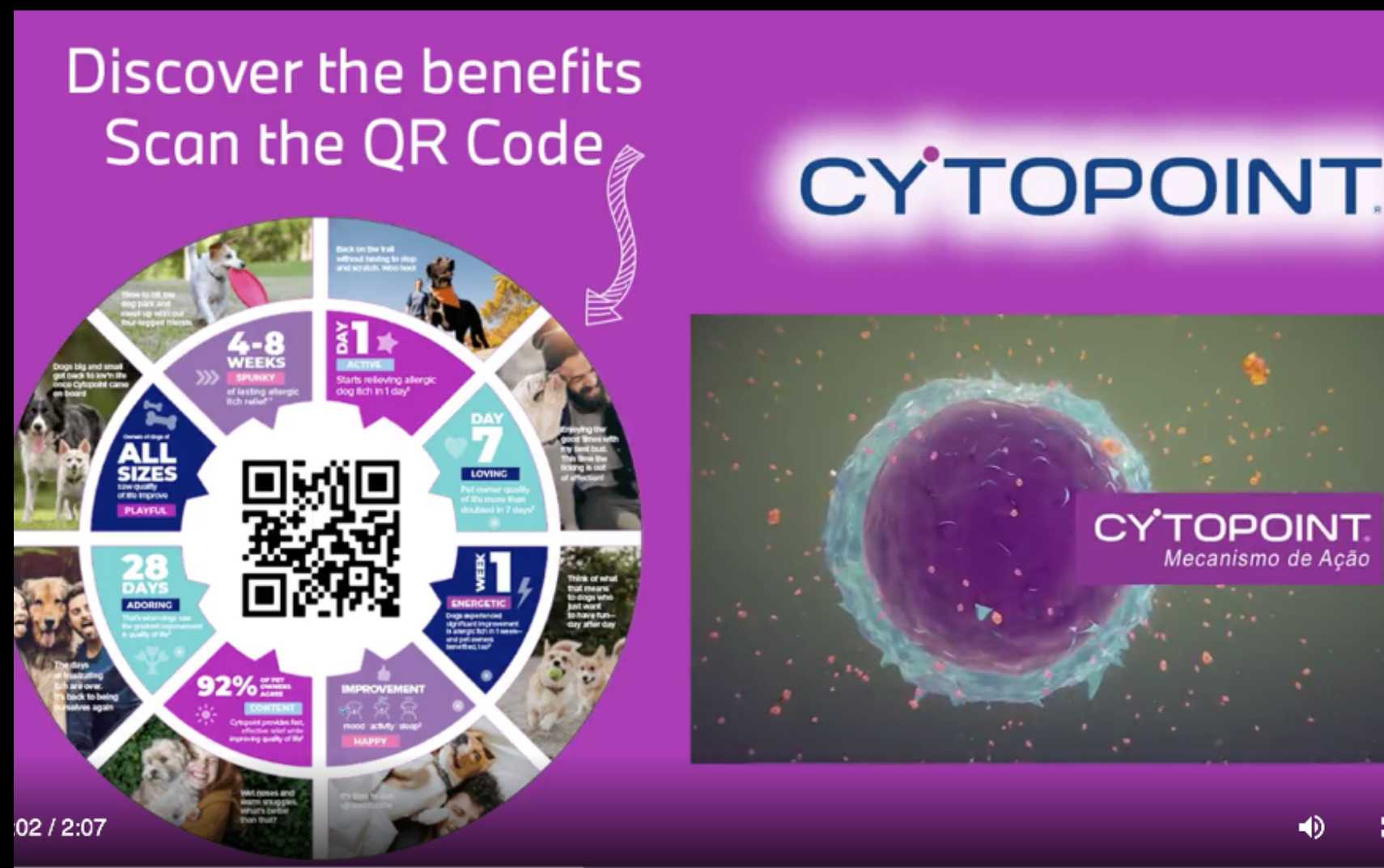Formats: PSD/AI/JPEG/PNG or GIF
Banner redirection link

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

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SKIP

Deliver the main message of your ad even after the user has skipped the ad.

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

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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

Nytol®

¿DÓNDE COMPRAR?

0:00 / 0:48

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

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THANK YOU

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

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