

SEENTHIS CREATIVE SPECIFICATION

Video Asset Delivery Options

1 Finished Ads for Display Formats

If you are able to adapt your video material to different display formats, SeenThis will simply convert your videos to ads and you will enjoy the fastest-possible turnaround times.



You complete the creative adaption

Time to delivery: 1 business day

2 Clean Video & Separate Graphics

If you can send a clean video ¹ with font, logo and graphics separately, SeenThis will adapt your video to display formats by cropping it and adding HTML layers.



¹ A clean video is a video **without** any graphics (e.g. logo/copy)

SeenThis completes the creative adaption

Time to delivery: 1-5 business days (depending on corrections) ³

3 Any Branded Video & Separate Graphics

If you cannot deliver videos according to Option 1 or 2, send any branded video asset ² and SeenThis will recommend the best creative execution, e.g. to include a static surface.



² A branded video is a video **with** graphics (e.g. logo/copy)

³ General Recommendations for Faster Production

- Always try to send SeenThis clear directives or references for the layout
- When delivering for Option 2, make sure the videos do not contain *any* graphics (i.e. logos, copy, etc)

OPTION 1: FINISHED ADS FOR DISPLAY FORMATS

The perfect choice if you are comfortable with adapting your video material for different display formats.

Deliver your video(s) as .mp4 files, cropped for the ordered formats with all graphics already included in the video. We will then create HTML5 ads that are adapted for display media buying and stream the video in maximum quality to the ad space.

What to Send SeenThis

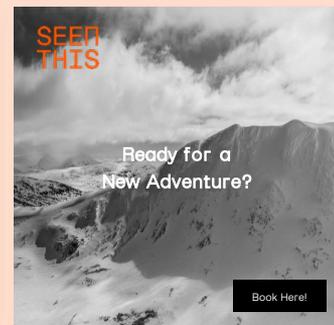
Material

- Video(s)

Comment

Maximum 30 sec, preferably as .mp4 with maximum resolution (no weight limit) and one video for each format

Examples of Finished Ads



OPTION 2: CLEAN VIDEO(S) AND SEPARATE GRAPHICS

The perfect choice if you have clean video assets that you would like us to adapt for different banner formats.

Deliver clean video assets, with the graphics in separate files (logotypes, fonts, etc.). We will then crop the video to fit each ordered banner format and add all the graphics and copy **according to your reference**, adapted to each size.

What to Send SeenThis

Material	Comment
- Video(s)	Maximum 30 sec and preferably as .mp4 with maximum resolution (no weight limit)
- Logo	.eps, .svg or .png
- Font	.otf, .ttf or .woff
- Video Animation(s)	.mov file with alpha channel for transparency
- Graphic Guidelines	Your brand guidelines and colors

Directions	Comment
- Copy	Maximum 40 characters per message (but with the possibility of several messages)
- Call-to-Action	Maximum 20 characters per CTA (any buttons or arrows should preferably be delivered as .svg, .eps or .png)
- Disclaimer	Maximum 60 characters
- Layout Template	Instructions of where and when to place graphics- preferably with a reference image or video (minor HTML5 animations, such as copy transitions and hover effects, are possible)

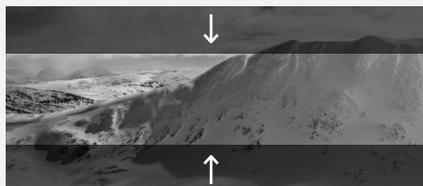
Example of Your Video

Clean video without logo and graphics



Benefits with Clean Video

Much more freedom when cropping, enabling more formats



Step by Step What SeenThis Does

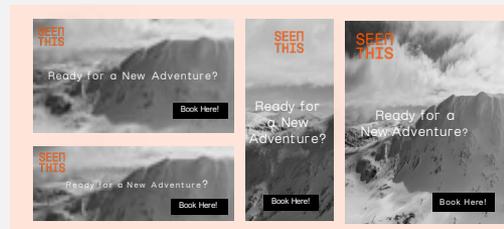
Step 1: Video is cropped to ordered ad formats



Step 2: Graphics such as logo, CTA and copy are added



Step 3: Finished ads



Some video formats are a better fit for certain display formats.

If available, please send videos in 1:1, 4:5, 9:16 and 16:9

OPTION 3: BRANDED VIDEO(S) AND SEPARATE GRAPHICS

If you are not able to deliver video assets according to Option 1 or 2, send us any existing video asset you would like to use.

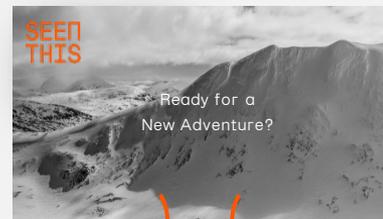
Deliver your existing video(s) and we will adapt them for the ordered banner formats. If needed, we have the possibility of adding a static surface, to preserve all vital parts of the video.

What to Send SeenThis

Material	Comment
- Video(s)	Maximum 30 sec and preferably as .mp4 with maximum resolution (no weight limit)
- Static surface(s)	If you want a static surface, send a .psd or .png for each ordered format, or send the assets below and we will create the surface for you
- Logo	.eps, .svg or .png
- Font	.otf, .ttf or .woff
- Graphic Guidelines	Your brand guidelines and colors
Directions	Comment
- Copy	Maximum 40 characters per message (but with the possibility of several messages)
- Call-to-Action	Maximum 20 characters per CTA (any buttons or arrows should preferably be delivered as .svg, .eps or .png)
- Disclaimer	Maximum 60 characters
- Layout Template	Instructions of where and when to place graphics– preferably with a reference image or video (minor HTML5 animations, such as copy transitions and hover effects, are possible)

Step by Step What SeenThis Does

SeenThis takes your branded video and proceeds with one of the following options



With Static Surface



SeenThis adds a static surface to keep all vital parts of your video

Without Static Surface



SeenThis crops the video or adds borders to fit it in suitable display formats

TAKEOVERS AND SPECIAL FORMATS

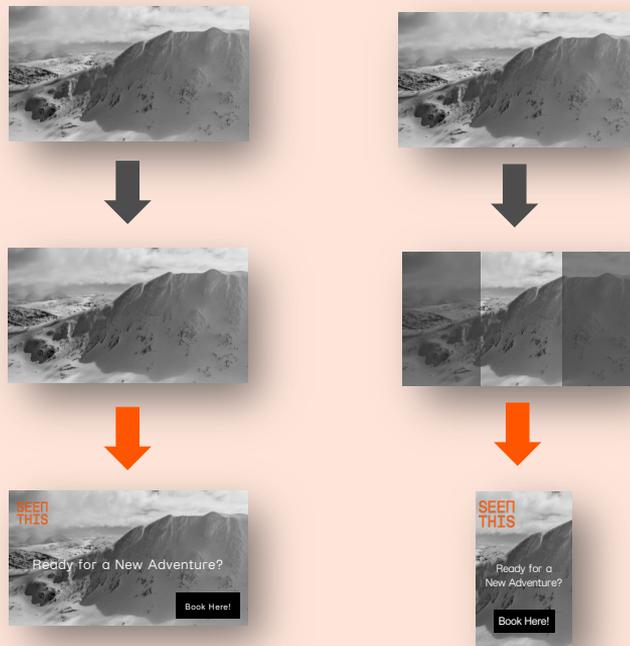
Takeover and special formats often requires the ad to be built with responsive elements.

The assets must be delivered according to Option 2, with clean videos and the graphics in separate files (logotypes, fonts, etc.). SeenThis will produce each format according to the publishers' specifications – to make the overlay responsive and adapted to the reader's screen size.

What to Send SeenThis

Material	Comment
- Video(s)	Maximum 30 sec and preferably as .mp4 with maximum resolution (no weight limit) For responsive formats we need clean video(s), since branded elements within the video will not be responsive and might be cropped depending on the reader's screen size
- Logo	.eps, .svg or .png
- Font	.otf, .ttf or .woff
- Graphic Guidelines	Your brand guidelines and colors
Directions	Comment
- Copy	Maximum 40 characters per message (but with the possibility of several messages)
- Call-to-Action	Maximum 20 characters per CTA (any buttons or arrows should preferably be delivered as .svg, .eps or .png)
- Disclaimer	Maximum 60 characters
- Layout Template	Instructions of where and when to place graphics– preferably with a reference image or video (minor HTML5 animations, such as copy transitions and hover effects, are possible)
General information	Comment
- Safe Zones	Every publisher has its own safe zones specifications, so the ads might need a customized layout for each publisher

The Ads Will Be Responsive to Fit Multiple Screen Sizes



Some video formats are a better fit for certain display formats.

If available, please send videos in 1:1, 4:5, 9:16 and 16:9