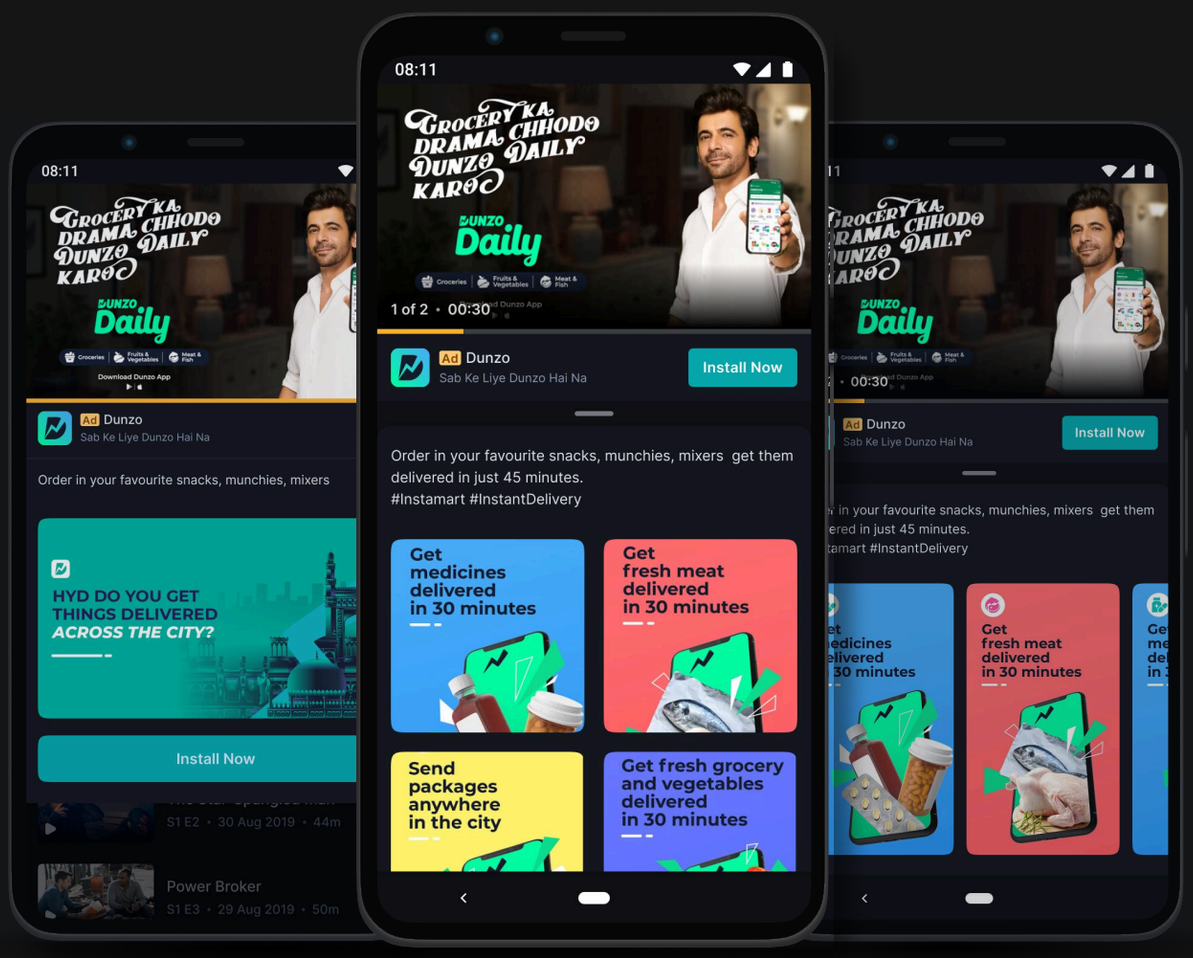
VIDEO WITH TAKEOVER ADVERTISEMENT



Available On

SECTIONS

01 Regular Takeover (Live & VOD)

Video Ad with a Takeover image

02 Large Takeover (VOD Only)

Video Ad with a large Takeover image

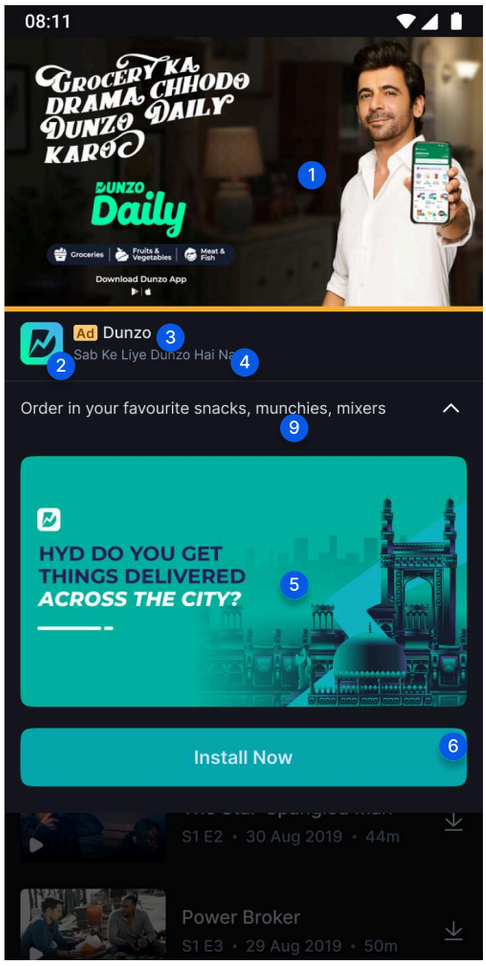
03 Catalog (VOD Only)

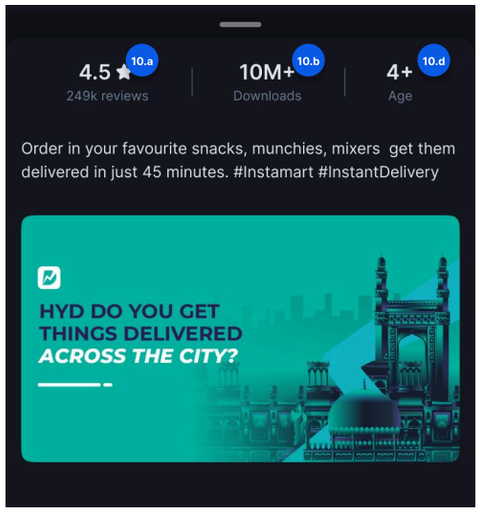
Video Ad with an image catalog

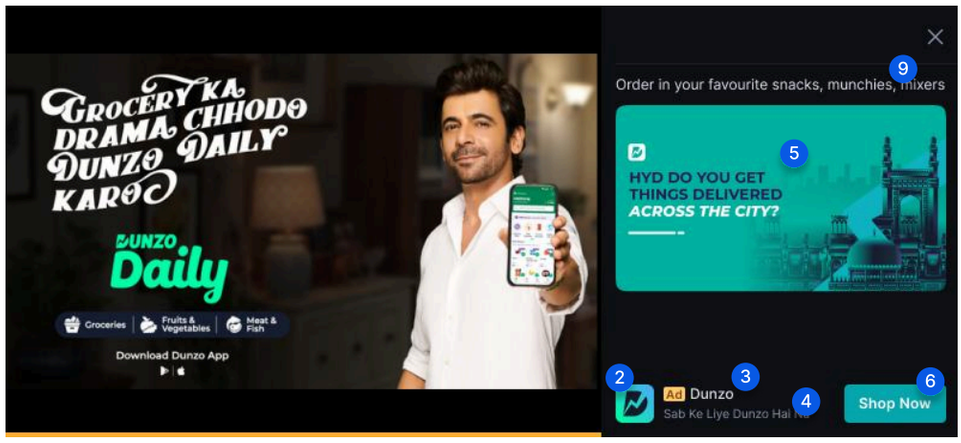
04 Horizontal Catalog (VOD Only)

Video Ad with a horizontal image catalog

Takeover Ad (Live & VOD)







ATTRIBUTE	SPECIFICATION
1. Video file dimensions	1920 × 1080 px [Format: .MP4] Bitrate: 50 Mbit/s CBR Codec: H.264 Frame rate: 25 fps Color Primaries, Transfer & Space: BT709 Maximum Size: 400MB **Note:** Skip will be enabled for creatives longer than 60 seconds. **Note : This format will not be present in the Vertical Feed**

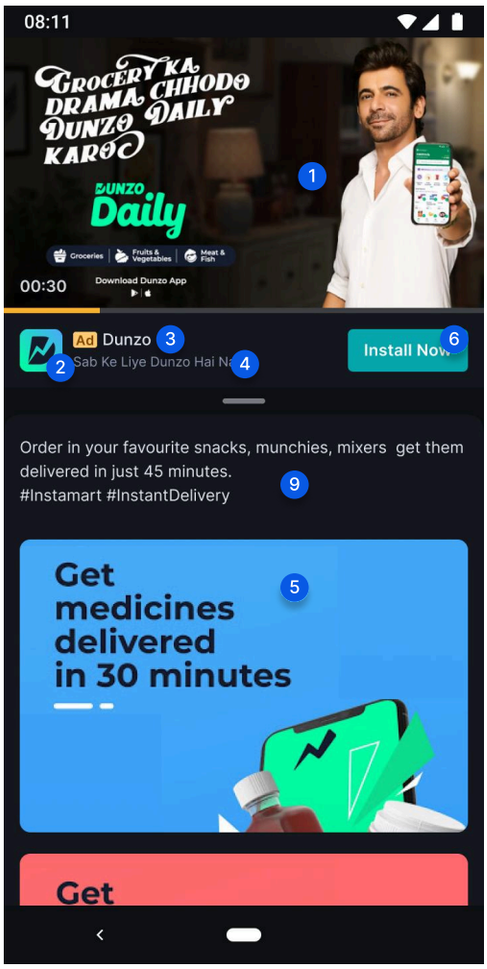
2. Brand Logo	120 × 120 px [Aspect Ratio: 1:1] [Format: JPEG] **Max file size: 50 KB** **Note:** Brand logo shouldn't be a watermark on the video and don't put any content in the left bottom corner.
3. Brand Name	Maximum 20 characters including spaces
4. Campaign Title	Maximum 24 characters including spaces
5. Poster Image	1344 × 760 px Max file size: 2 MB Format: JPEG
6. Call-To-Action (CTA)	Choose from: Learn More | Buy Now | Install | Order Now | Shop Now | Contact Us | Apply Now | Sign Up | Book Now | Get Offer | Participate (Case sensitive) Custom CTA : Maximum 10 characters including spaces
7. Brand Color for CTA	HEX code of Brand color is needed. **Note:** If brand color merges with background video then we will need an alternative HEX code
8. Ad-Click URL	Deep link URL (Optional; only for apps) Landing Page URL Note: Ad will first attempt to open the deep link URL. If not. the landing page
9. Description Type	Max. 80 characters (including spaces)

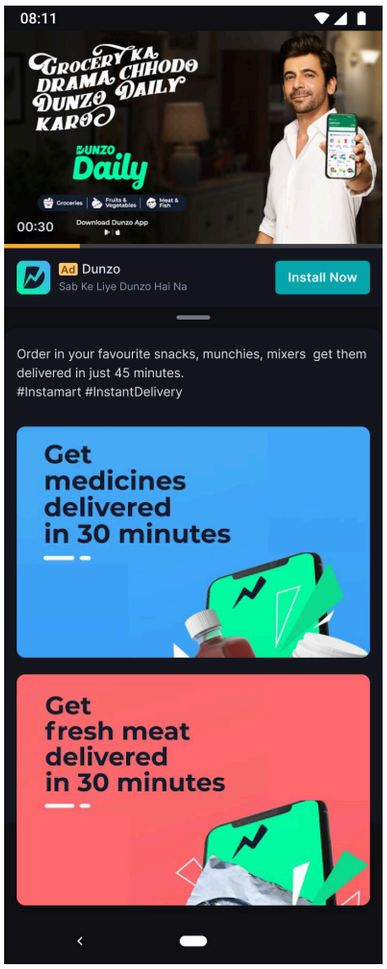
AND / OR

10. Install Type (Unavailable on LIVE)	**a. App Rating** - Play Store/App store rating **b. No. of downloads** - No. of downloads on Play store/App store **c. Price** - Whether the app is free or paid. If paid, price on the store **d. Age -** App content rating (eg. Age 12+) **e. Ad click URL** - App link to the Play store/ App store

SECTION 02

Large Takeover Ad (VOD Only)





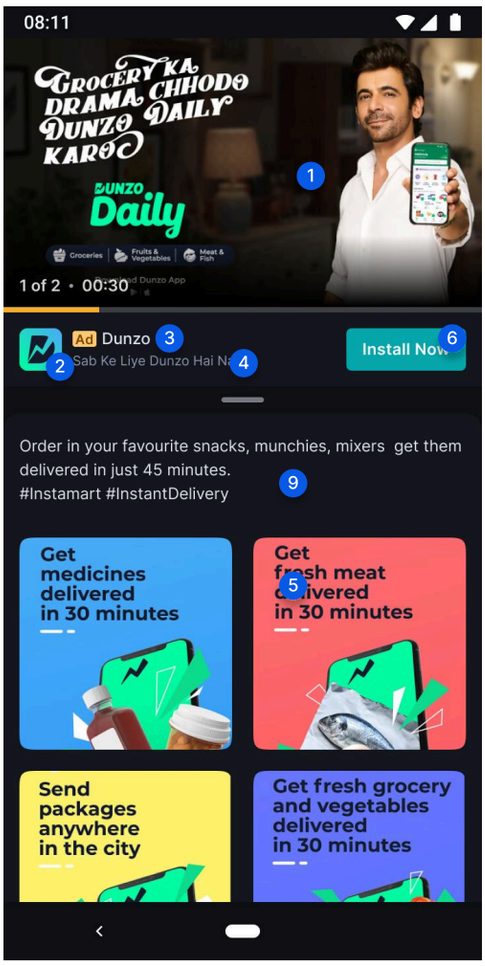
ATTRIBUTE	SPECIFICATION
1. Video file dimensions	1920 × 1080 px [Format: .MP4] Bitrate: 50 Mbit/s CBR Codec: H.264 Frame rate: 25 fps Color Primaries, Transfer & Space: BT709 Maximum Size: 400MB **Note:** Skip will be enabled for creatives longer than 60 seconds.

	Note : This format will not be present in the Vertical Feed

2. Brand Logo	120 × 120 px [Aspect Ratio: 1:1] [Format: JPEG] **Max file size: 50 KB** **Note:** Brand logo shouldn't be a watermark on the video and don't put any content in the left bottom corner.
3. Brand Name	Maximum 20 characters including spaces
4. Campaign Title	Maximum 24 characters including spaces
5. Poster Image	1200 × 786 px Max file size: 150 KB | Format: JPEG Number of Cards: Maximum 5, Minimum 2 Note : Creatives should not repeat themselves
6. Call-To-Action (CTA)	Choose from: Learn More | Buy Now | Install | Order Now | Shop Now | Contact Us | Apply Now | Sign Up | Book Now | Get Offer | Participate (Case sensitive) Custom CTA : Maximum 10 characters including spaces
7. Brand Color for CTA	HEX code of Brand color is needed. **Note:** If brand color merges with background video then we will need an alternative HEX code
8. Ad-Click URL	Deep link URL (Optional; only for apps) Landing Page URL Note: Ad will first attempt to open the deep link URL. If not. the landing page
9. Description Type	Max. 80 characters (including spaces)
NOTE :	**This ad format is not present in landscape mode.**

SECTION 03

Catalog Takeover Ad (VOD Only)



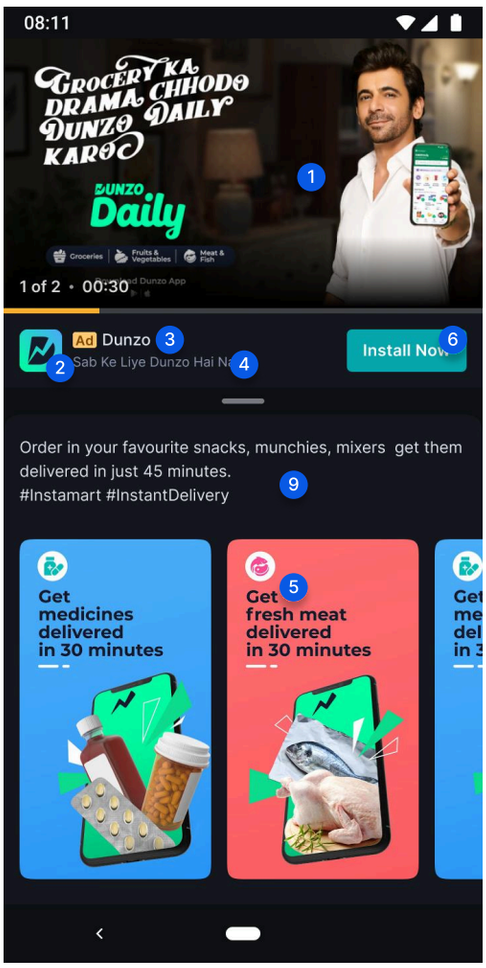
ATTRIBUTE	SPECIFICATION
1. Video file dimensions	1920 × 1080 px [Format: .MP4] Bitrate: 50 Mbit/s CBR Codec: H.264 Frame rate: 25 fps Color Primaries, Transfer & Space: BT709 Maximum Size: 400MB

	Note: Skip will be enabled for creatives longer than 60 seconds. **Note : This format will not be present in the Vertical Feed**

2. Brand Logo	120 × 120 px [Aspect Ratio: 1:1] [Format: JPEG] **Max file size: 50 KB** **Note:** Brand logo shouldn't be a watermark on the video and don't put any content in the left bottom corner.
3. Brand Name	Maximum 20 characters including spaces
4. Campaign Title	Maximum 24 characters including spaces
5. Catalog Card Specification	440 × 440 px [Format: JPEG] Maximum File Size: 150KB Number of Cards: Maximum 10, Minimum 4 (Recommended - 6) Note : Creatives should not repeat themselves and should always be in multiples of 2 - (4,6,8 & 10)
6. Call-To-Action (CTA)	Choose from: Learn More | Buy Now | Install | Order Now | Shop Now | Contact Us | Apply Now | Sign Up | Book Now | Get Offer | Participate (Case sensitive) Custom CTA : Maximum 10 characters including spaces
7. Brand Color for CTA	HEX code of Brand color is needed. **Note:** If brand color merges with background video then we will need an alternative HEX code
8. Ad-Click URL	Deep link URL (Optional; only for apps) Landing Page URL Note: Ad will first attempt to open the deep link URL. If not. the landing page
9. Description Type	Max. 80 characters (including spaces)
NOTE :	**This ad format is not present in landscape mode.**

SECTION 04

Horizontal Catalog Takeover Ad (VOD Only)



ATTRIBUTE	SPECIFICATION
1. Video file dimensions	1920 × 1080 px [Format: .MP4] Bitrate: 50 Mbit/s CBR Codec: H.264 Frame rate: 25 fps Color Primaries, Transfer & Space: BT709

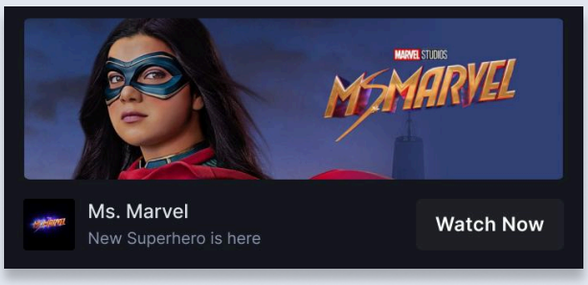
	Maximum Size: **400MB** **Note:** Skip will be enabled for creatives longer than 60 seconds. **Note : This format will not be present in the Vertical Feed**

2. Brand Logo	120 × 120 px [Aspect Ratio: 1:1] [Format: JPEG] **Max file size: 50 KB** **Note:** Brand logo shouldn't be a watermark on the video and don't put any content in the left bottom corner.
3. Brand Name	Maximum 20 characters including spaces
4. Campaign Title	Maximum 24 characters including spaces
5. Catalog Card Specification	675 × 1200 px [Format: JPEG] Maximum File Size: 150KB Number of Cards: Maximum 6, Minimum 3 Note : Creatives should not repeat themselves
6. Call-To-Action (CTA)	Choose from: Learn More | Buy Now | Install | Order Now | Shop Now | Contact Us | Apply Now | Sign Up | Book Now | Get Offer | Participate (Case sensitive) Custom CTA : Maximum 10 characters including spaces
7. Brand Color for CTA	HEX code of Brand color is needed. **Note:** If brand color merges with background video then we will need an alternative HEX code
8. Ad-Click URL	Deep link URL (Optional; only for apps) Landing Page URL Note: Ad will first attempt to open the deep link URL. If not. the landing page
9. Description Type	Max. 80 characters (including spaces)

NOTE : **This ad format is not present in landscape mode.**

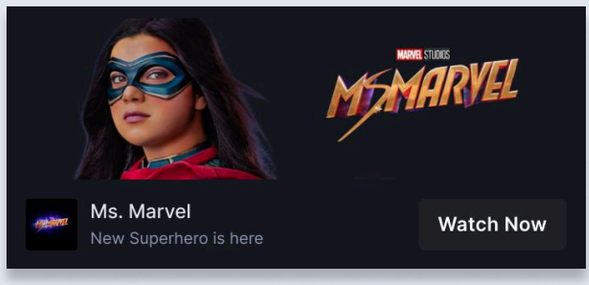
DO'S & DON'TS

1. Image background -



DO

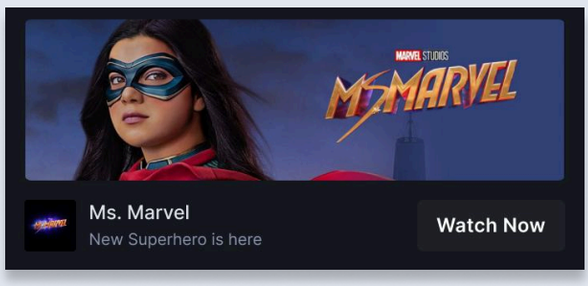
- Use contrasting background for Ads that do not clash with the UI background color (Hex: #16181F).



DON'T

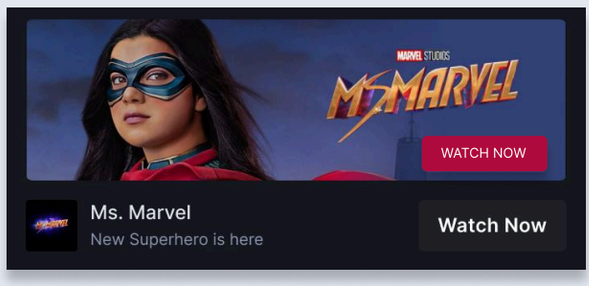
- Do not choose background color of creatives that clash with the UI.

2. Call-To-Action on creative



DO

- Keep the creative free from any kind of



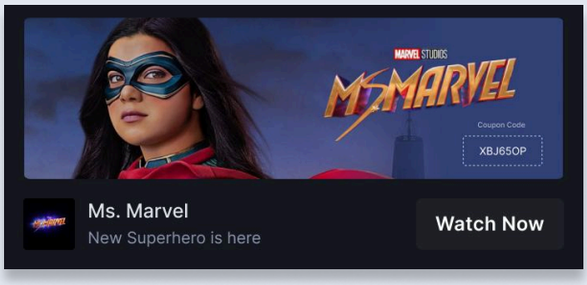
DON'T

- Keep the creative free from any kind of

CTAs. Our designs have accommodated for your Call-to-Action.

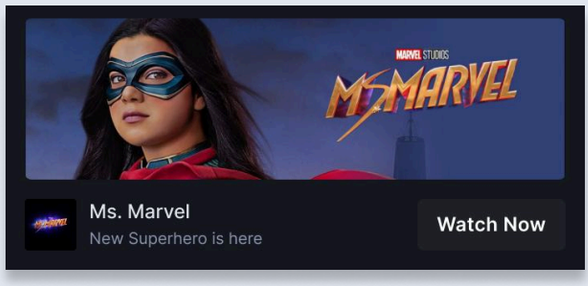
CTAs. Our designs have accommodated for your Call-to-Action.

3. Coupon Codes



DO

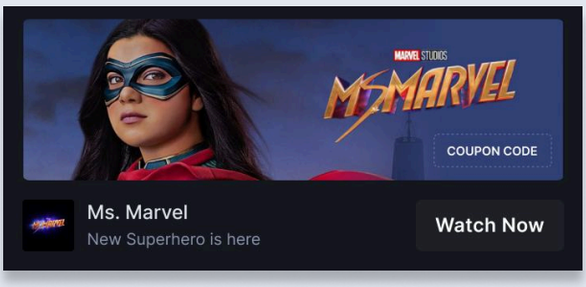
- It should be mentioned as a coupon code and maximum character limit for coupon code is 16 chars including spaces.



DON'T

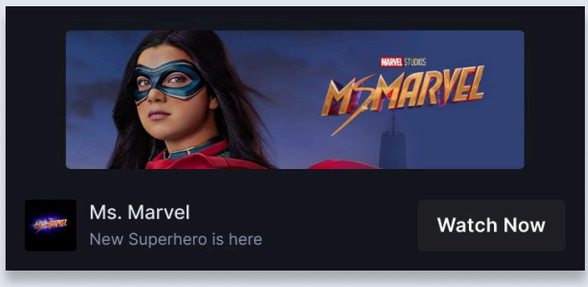
- Coupon codes should not look like CTAs and it shouldn't exceed maximum font size mentioned earlier.

4. Background Space



DO

- Utilize 100% of the Ad space provided



DON'T

- The Ad cannot be contained within a in the designs.

background in the creative, even if its a part of the Brand Guideline.

Catalog creative guidelines

1. Brand Logo or watermark shouldn't present on the creative.
2. Keep the creative free from any kind of Call-to-Actions or Coupon codes.
3. Text is allowed only if there is no physical product to showcase
4. No same card should be placed simultaneously

Men's Revolution
6 Nn 4e Sneaker

DO

- Use a single image of the product / pair with plain background (recommended)

Men's Revolution
6 Nn 4e Sneaker

DON'T

- Do not use multiple products with in a single image

Men's Revolution
6 Nn 4e Sneaker

Men's Revolution
6 Nn 4e Sneaker

DO

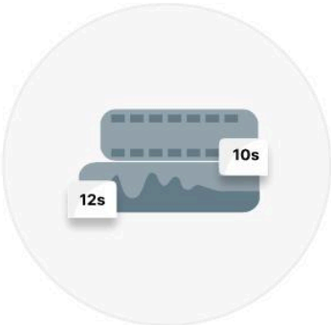
- Use a single image of the product / pair with plain background (recommended)

DON'T

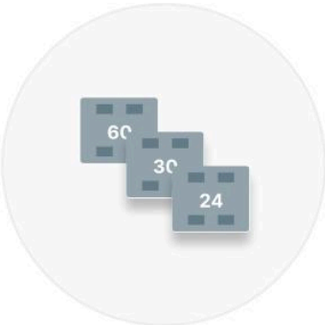
- Do not use text elements on the product / background
- Text is allowed only if there is no physical product to showcase

Video creative guidelines

Video must have only one video track

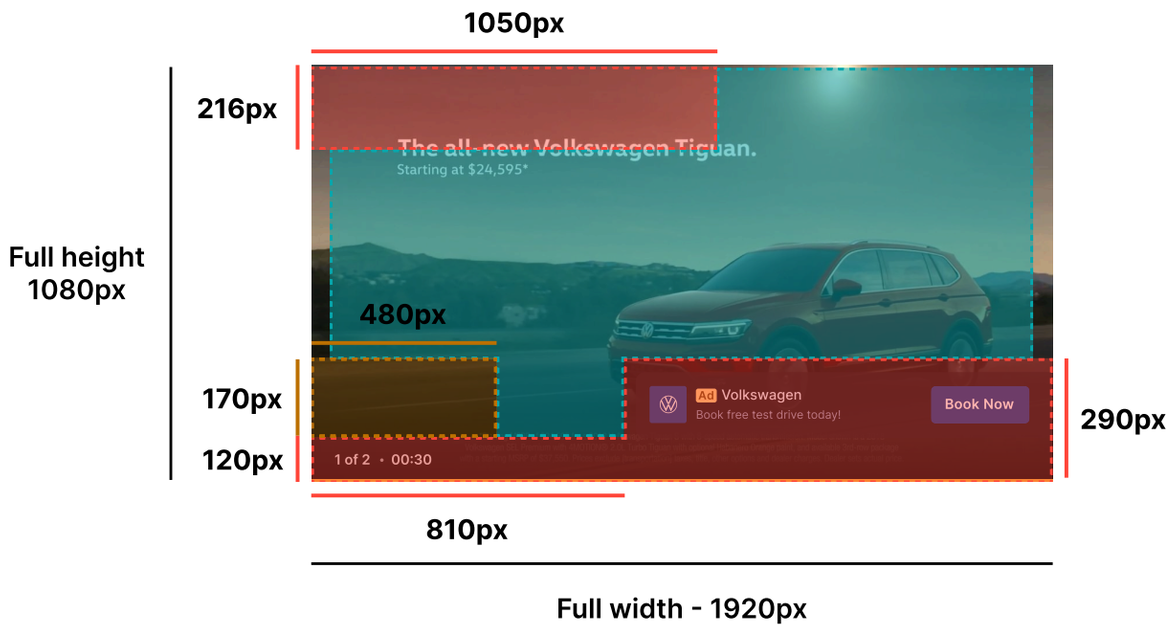


Audio and video duration must not have a mismatch



Video must not have variable framerate

Guidelines for Logo/Text Placement



Logo/watermarks/text shouldn't be here

- Additional unsafe area on VOD only
- Use this area for logo/watermarks/text

Thank you for your compliance

Creatives are subject to rejection by our in-house team if the guidelines haven’t been followed as mentioned above. We take our QC quite seriously