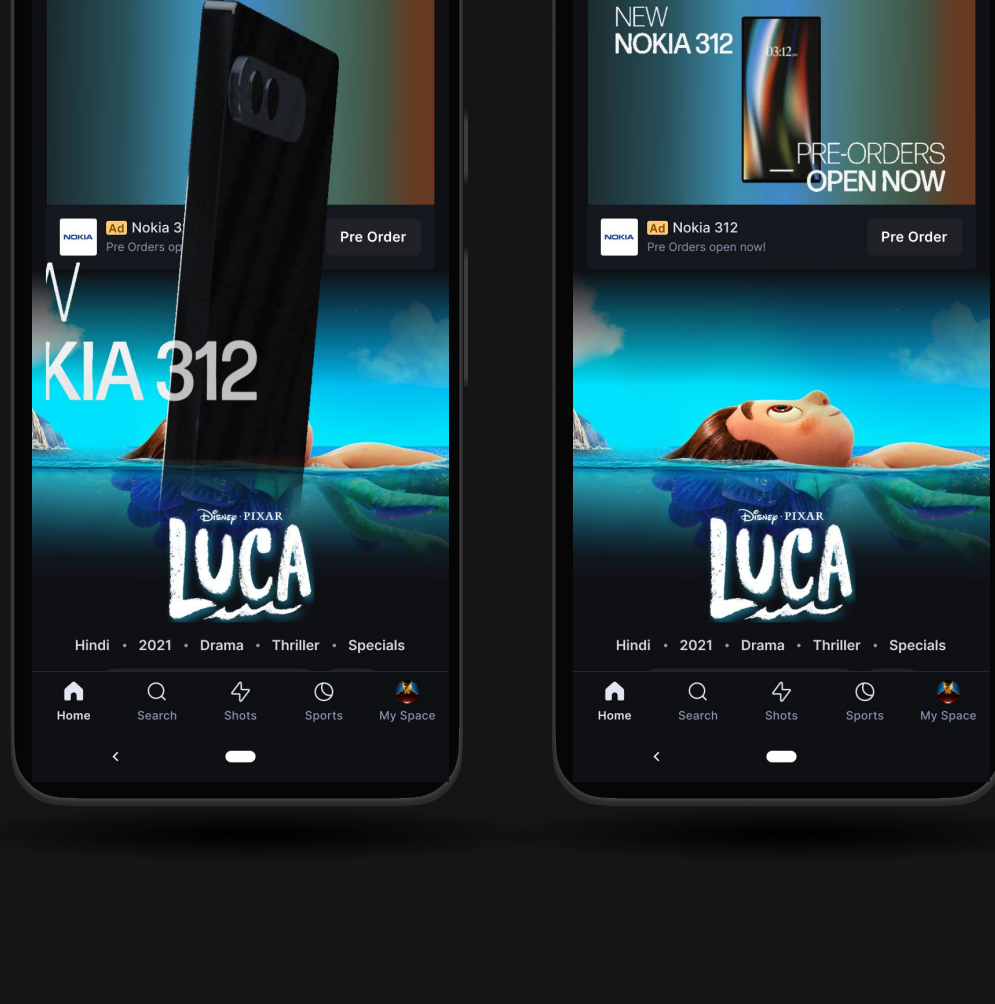


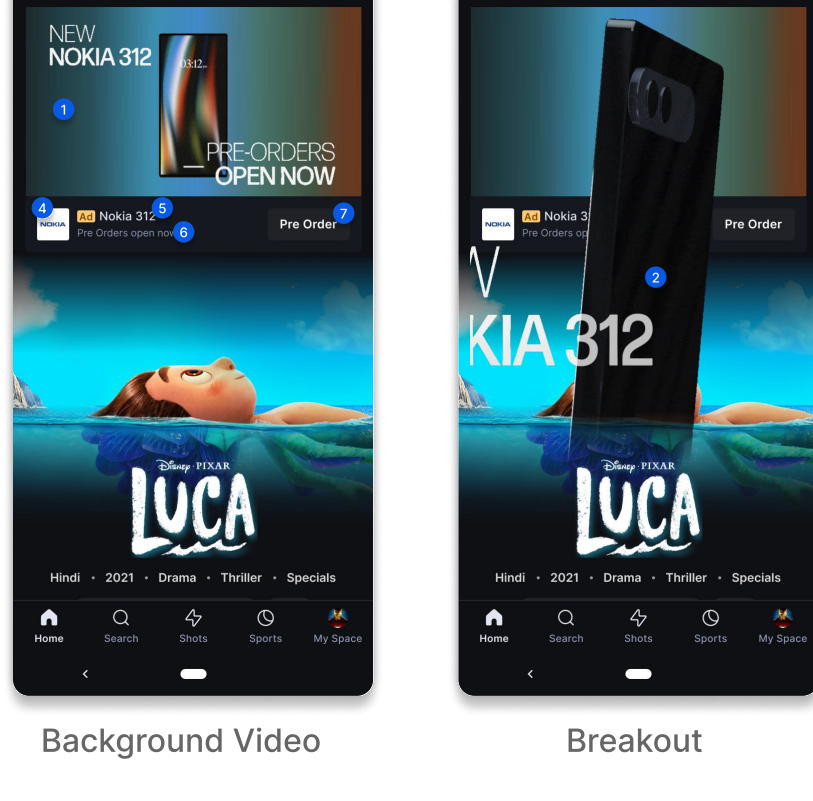
BREAKOUT BILLBOARD ADVERTISEMENT



Available On



Video Billboard Ad



Background Video

Breakout

1. Background 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: 200MB

2. Breakout Section

960 × 1372 px [Format: WebP]
Frame rate: 25 fps
Duration : **Fixed Duration of 3s** (75 frames at 25fps)
Maximum Size: 5 MB
Note :

- Frame rate should match Background Video
- The Duration of the Breakout should be an Integer which is 3s

3. Video Thumbnail

1344 × 756 px [Mobile]
1366 × 768 px [Tablet]
Max file size: 2 MB
Format: JPEG

4. Brand Logo

120 × 120 px [Aspect Ratio: 1:1] | Format: JPEG | Max file size: 50 KB

5. Brand Name

Maximum 20 characters including spaces

6. Campaign Title

Maximum 24 characters including spaces

7. 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

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. Fallback Video file dimensions

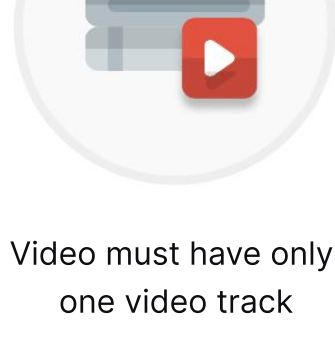
(This is a normal Video Billboard creative required for devices on which Breakout is not supported)

1920 × 1080 px [Format: .MP4]
Bitrate: 50 Mbit/s CBR
Codec: H.264
Frame rate: 25 fps
Color Primaries, Transfer & Space: BT709
Maximum Size: 200MB

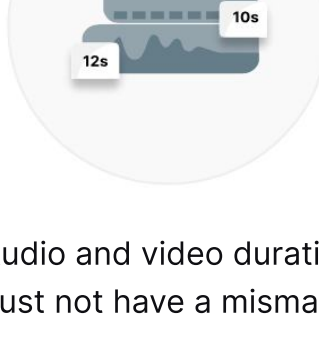
Special Characters Allowed

- . ₹ - # % * + _ : = ; , ' @ () { } ~ ¢ & ? ! @ / \

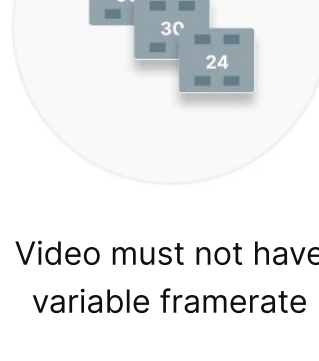
Video creative guidelines



Video must have only one video track



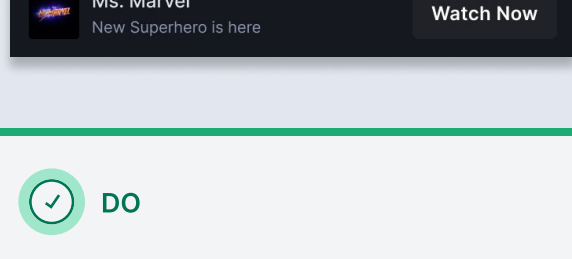
Audio and video duration must not have a mismatch



Video must not have variable framerate

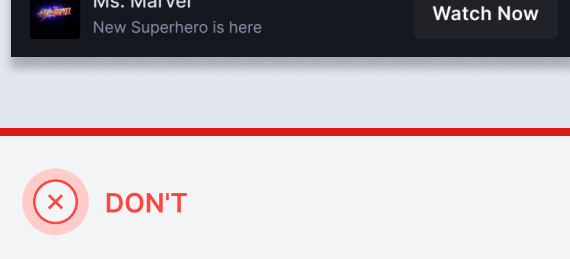
DO'S & DON'TS

1. Image background -



DO

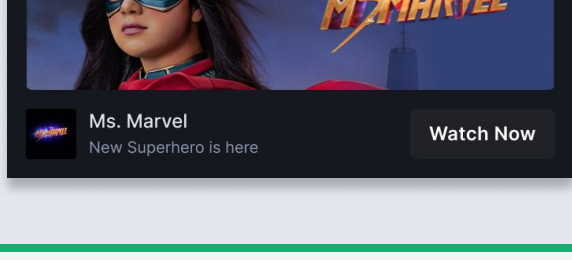
- Use contrasting background for Ads that do not clash with the UI background color (Hex: #16181F).



DON'T

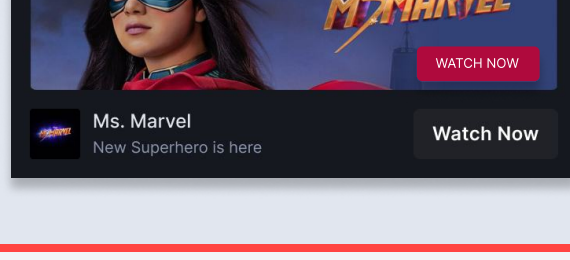
- Do not choose background color of creatives that clash with the UI.

2. Call-To-Action on creative



DO

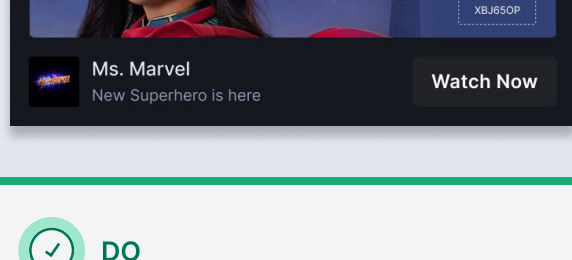
- Keep the creative free from any kind of CTAs. Our designs have accommodated for your Call-to-Action.



DON'T

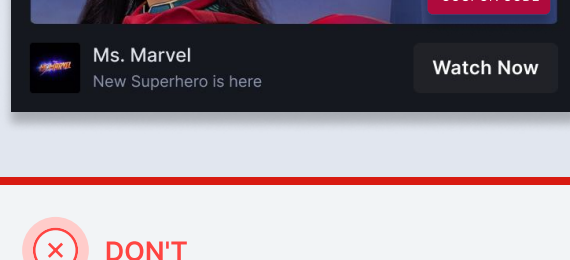
- Keep the creative free from any kind of CTAs. Our designs have accommodated for your Call-to-Action.

3. Coupon Codes



DO

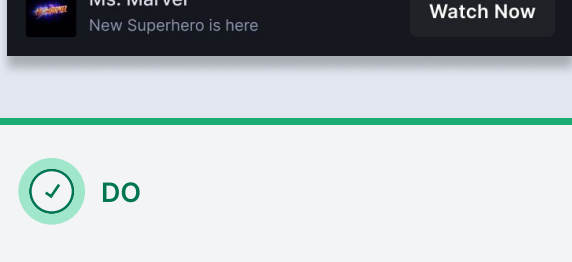
- It should be mentioned as a coupon code and max char. limit for coupon code is 16 chars including spaces.



DON'T

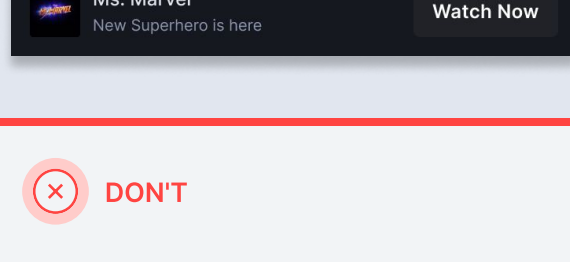
- Coupon codes should not look like CTAs and it shouldn't exceed maximum font size mentioned earlier.

4. Background Space



DO

- Utilize 100% of the Ad space provided in the designs.



DON'T

- The Ad cannot be contained within a background in the creative, even if its a part of the Brand Guideline.

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