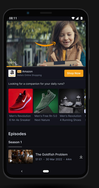
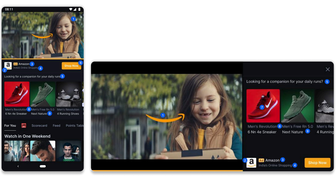
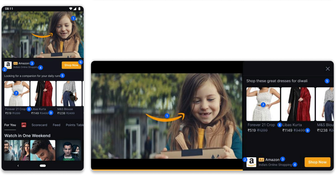
VIDEO CAROUSEL ADVERTISEMENT



Available On

Video Ad - Carousel





Creative Specs

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 : 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
3. Brand Name		Maximum 20 characters including spaces
4. Campaign Title		Maximum 24 characters including spaces
5. Carousel Headline		Maximum 42 characters including spaces
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. Card Specification		440 × 440 px [Format: JPEG] Maximum File Size: 150KB Number of Cards: Maximum 6, Minimum 4
8. Card Title		Maximum 15 characters including spaces
9. Card Description	Primary	Text or Discounted Price (optional field) Maximum 15* characters including spaces. *(Sum of both cannot exceed 15 characters)
	Secondary	Striked off price (optional field) Maximum 15* characters including spaces *(Sum of both cannot exceed 15 characters)
11. 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
12. 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
13. Special Characters Allowed		- , ₹ – # % * + _ : ; ' " ( ) ( ) ™ & & ? ! @ / \

Carousel 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 text elements on the product / background
- Text is allowed only if there is no physical product to showcase

Men's Revolution
6 Nn 4e Sneaker

DON'T

- Do not use multiple products with in a single image

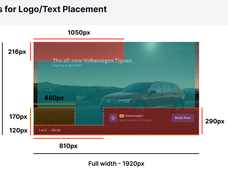
Video creative guidelines

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

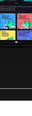


- Logo/watermarks/text shouldn't be here
- Additional unsafe area on VOD only
- Use this area for logo/watermarks/text

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

VIDEO WITH TAKEOVER ADVERTISEMENT



Available On

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Video Ad with a Takeover Image

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03 **Catalog (VOD Only)**
Video Ad with a Catalog Image

04 **Horizontal Catalog (VOD Only)**
Video Ad with a Horizontal Image Catalog

Takeover Ad (Live & VOD)

ATTRIBUTE	SPECIFICATION
Video Ad dimensions	1920 x 1080px (Full HD) Aspect Ratio: 16:9 Active Area: 1920x1080 Codec: H.264 Container: Mp4 Color Profile(s): Rec.709 Gamma 2.4 Full Maximum File Size: 500MB NOTE: Use this specification for both Live and VOD Note: Text should not be placed in the Safety Zone
Video Ad Duration	Maximum 30 seconds including spacers
Brand Name	Maximum 25 characters including spacers
Campaign Title	Maximum 25 characters including spacers
Poster Image	1280 x 720px Aspect Ratio: 16:9 Format: JPEG
Call To Action (CTA)	Choose from: Learn More, Sign Up Now, Check Trailer, Check Price, Find Out More, Visit Site, Take Tour, Read More, Take Offer, Shop Now, Buy Now, Play Game
Call To Action URL	Maximum 30 characters including spacers
Text Overlay	100 Letter & Whole Words in Sentence Note: Overlays should be placed in the Safety Zone
Text Overlay Duration	Max 30 seconds, Optional, only for Legal
Text Overlay Position	Lower Third Note: Text will be wrapped to upper line breaks with, if no line breaks.
Text Overlay Text	Max 100 characters, Optional, only for Legal
Text Overlay Text Formatting	Text Color: White Text Size: Small Text Weight: Regular Text Alignment: Left Text Shadow: Off Text Background Color: Black, 50% Opacity
Text Overlay Text Animation	Text Appear: Fade In Text Disappear: Fade Out Text Animation Duration: 0.5 seconds
Text Overlay Text Safe Area	Text Overlay Text Safe Area: Text Overlay Text Safe Area: Text Overlay Text Safe Area: