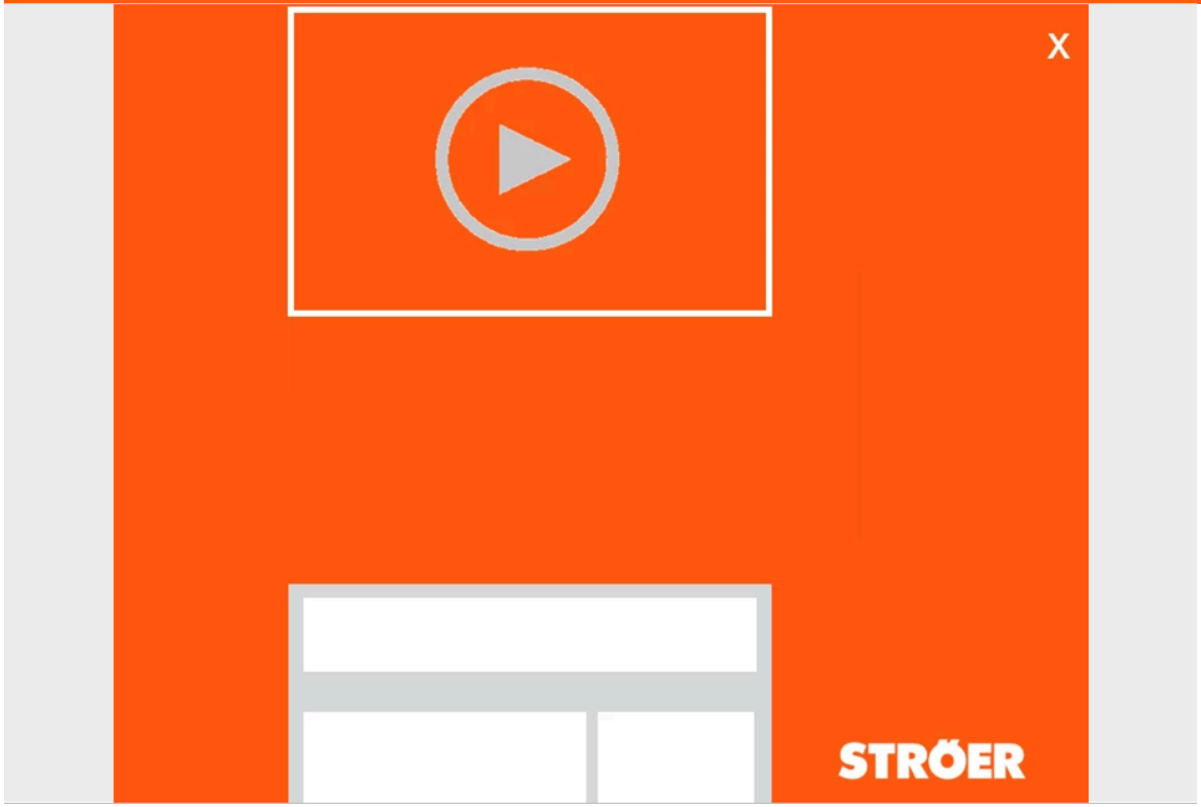
Spezifikationen Multiscreen

SCG Brand Booster Multiscreen



Description

The Brand Booster is a large-scale and fully dynamic premium advertising format.

When the page is called up, the content slides down so that the website content is only slightly visible and the Brand Booster can take up almost the entire space.

In the background there is a dynamic fullscreen element. This element can be freely designed using the templates (see Creation section). If desired, a video spot can be used. When implementing a video, there are two variants:

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1. With autoplay: the video spot can be used via autoplay without sound in the middle of the ad. With a click, the video spot starts in a large layer with sound.
2. Without autoplay: The video spot is played in a large layer with sound after clicking on a "Play video" button.

Notes

- **Note:** Autoplay is not possible on mobile. The video always starts after a click.

- The content can be moved up again by clicking the close button. When scrolling down, the brand booster is faded out to the background color and faded in again further down in the content. This ensures renewed attention.

- **Special feature for exclusive placements:**
- For exclusive placements (e.g. daytime festival placements), the "full" version is displayed on the first call-up (FC1/Session). Subsequent calls show a narrower version, called "Slim" version. By clicking on an expand button it is possible to switch from the "Slim" version to the "Full" version and vice versa.

Video Requirements

- **Format:** MP4
- **Conversion:** H.264
- **Frame rate:** 25 fps
- **Colour intensity:** 32 Bit
- **Resolution:** 1920x1080
- **Aspect ratio:** 16:9
- **Max. File size:** 2-2,5 MB
- **Max. Spot length:** 30 seconds
- **Audio / Sound:** Please follow the loudness standard EBU R 128. The sound must be integrated in the video.

Playback:

- The base material should start immediately in the first frame, black frames at the beginning or end of the spot are not allowed.
- Please make sure that the video does not contain black bars next to or above/below the video.

Creation

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- The creation is done exclusively by the experts of the SCG in-house creative team.
- Please use only the following templates for delivery: Brand Booster Photoshop Vorlagen

- **Note:** The "Slim" templates are only required when booking an exclusive placement (e.g. daytime festival placement).

- The SCG in-house creative team will also be happy to implement individual wishes for you.
- You can find inspiration here: Kreationsbeispiele

Delivery

- Delivery of ad media at least **15 working days** before campaign start please.
- All ClickCommands and tracking pixels must fully support HTTPs. Make sure that redirects to external servers are protocol-independent (example: //www.andererServer.de).
- Please send the finished templates as Photoshop file and if necessary a video for use in the advertising material to: SCGS_Ad_Yieldmanagement@stroeer.de

Note:

- all trackings or redirects must be 100% SSL-compliant.All advertising tags/trackings used by us must include the GDPR macros in accordance with TCF v2.0, and all vendors used must be registered with the IAB's Transparency and Consent Framework (TCF) v2.0.
- All ad tags/trackings to be used by us must contain the GDPR macros according to TCF v2.0 and all vendors used must be registered in the TCF v2.0 (Transparency and Consent Framework) of the IABDelivery

- **Please note:** Mobile sticky formats must generally be delivered without any transparent elements. If a special implementation requires transparency, this must be discussed in advance.

Overall Ströer specifications and tracking guidelines

- Ströer technical global specifications
- Ströer Tracking Guidelines
- Technical specifications for physical HTML5 ads
- General information for creatives with video/audio contents

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