

# CREATIVE DESIGN AND BUILD SPECS

WANT US TO DESIGN AND BUILD YOUR CREATIVE?

Once we have the booking our Production Manager will contact you to arrange a kick-off call to discuss campaign objectives, creative direction, assets, build, tracking and timelines.

## A few things we need.

Timings: 10 -15 working days depending on complexity, approval process and number of units required.

### Creative Assets

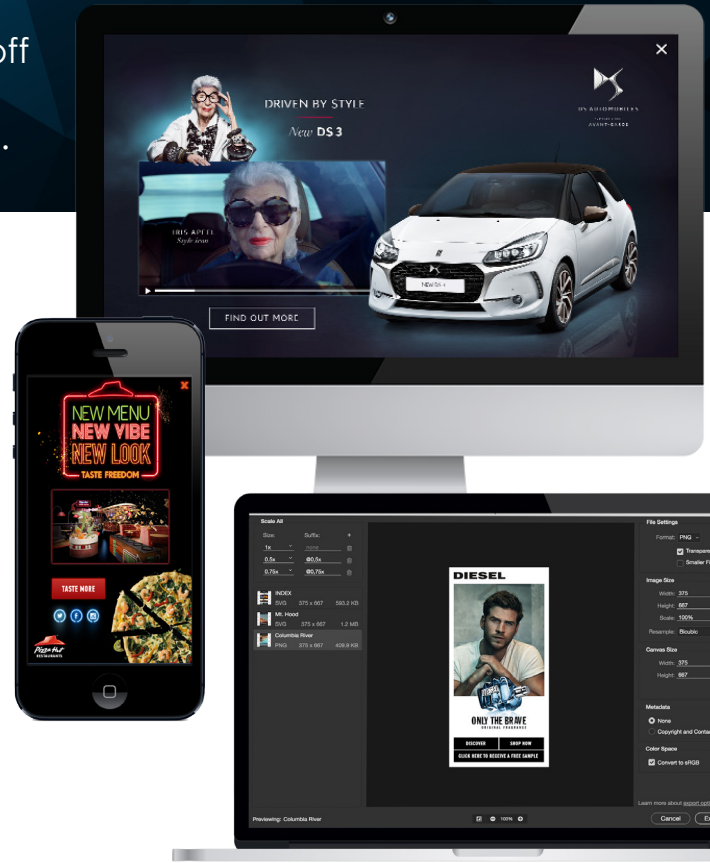
- **Brand Guidelines**
- **Logo** - vector or hi-res bitmap (.ai, .eps, .jpg, .psd)
- **Layered master files** - .psd, .png, .ai
- **High Resolution Images**
- **Fonts** - Mac compatible - .otf .ttf
- **HTML5 assets** - supporting files & libraries

### Video

- **.mov, .mp4**
- **1920x1080 (16:9)** - preferred 4:3 also accepted

### Destination URLs

- **General click-out URL**
- **Specific click-outs**
- - URLs for individual buttons



### 3rd Party Tracking

- We accept **3rd party impression, expand and click trackers** from all major suppliers. These must be **SSL enabled** (https)
- We can also run **3rd party research surveys** and **re-targeting pixels**
- **Tracking** is required 5 working days before launch