

# HIGH IMPACT TAKEOVER (HIT)

GRAB A WEBSITE, TAKE IT OVER, MAKE IT YOURS!

A full screen, immersive, cinematic experience. The HIT format allows brands to deliver a high impact, content rich experience for consumers. Ideal for brands where making a big impression is key, and strong assets are available.



## You can't get bigger than this.

### Pre-Engagement

The ad launches from a 1x1 pixel and is triggered when the page loads. There is an option to add in an animated intro sequence up to 8 seconds long. We have premium options available for launch from an ad slot (please speak to your sales rep for pricing).

#### Features

- Launched from a pixel on the web page or standard ad slots
- Intro animation is muted

### Creative Build

This unit is bespoke to Collective and is built in house by our studio team. If you would like to design this unit please see the supplied design specs and contact the studio team to discuss further.

### Engaged

On launch a custom animation sequence, tailored to the specific brand will play out, leading to the delivery of the full creative experience for the user to engage with. We recommend keeping the interactive area within 2540x1500px. Anything outside these dimensions will bleed to a single solid colour. If there has been no user interaction the unit will automatically close after 20 seconds.

#### Features

- Video and eye-catching animation
- Custom animation
- Additional content, text, images, videos
- Custom features – feeds, games etc
- Social media links
- Close button on the top right
- Click-outs to encourage the user to go to your website