

MOBILE RICH EXPANDABLE MEDIA (MOBILE REM) MEDIA FROM NEWSFLASH

A unique mobile format that combines a bespoke scrolling text message with a custom rich media expand to deliver an engaging brand experience.

Your brand in their hand.

Pre-Engagement

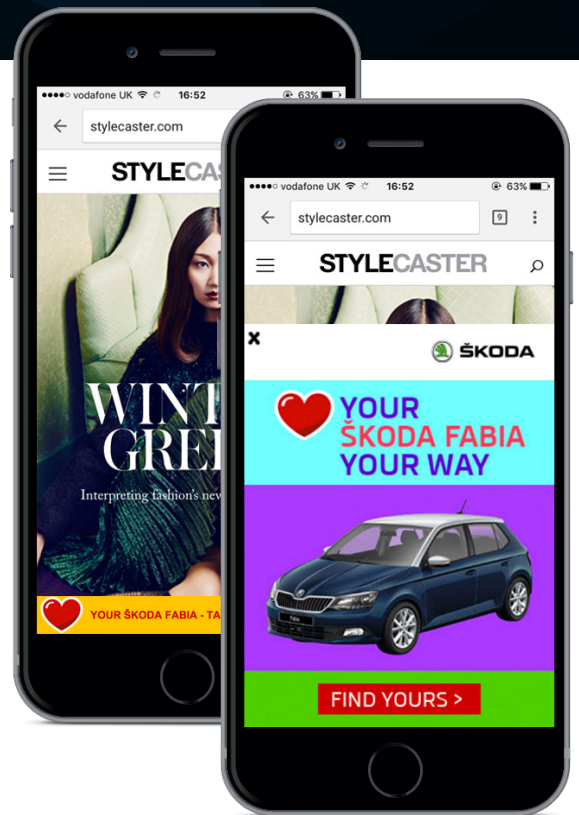
A scrolling text banner grabs the user's attention. The banner itself is single solid colour. The scrolling text can be updated in real time.

Features

- Contains up to 140 characters, using web safe fonts
- Brand Logo (max 100 x 50px)
- Tap to expand
- Distinguishable from web page content
- Scrolling text banner includes one colour background and one colour font only

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

The rich media expand can include video, animation, social media links and additional content.

Features

- User initiated video
- Video played in native video player
- Product Carousel
- Tabbed content
- Direct call to actions