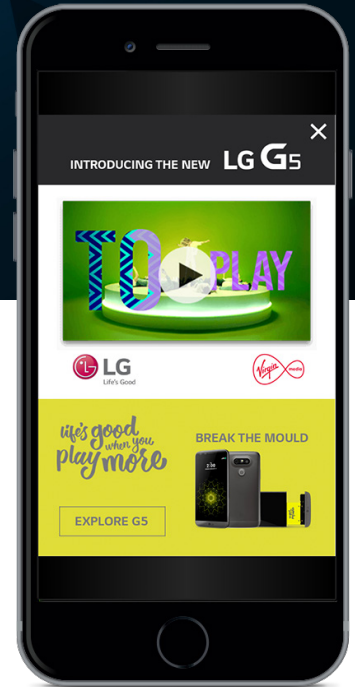


MOBILE RICH EXPANDABLE MEDIA (FROM 320X50)

ENGAGING ADS ON THE GO

Collective's Mobile Rich Expandable Media expands from a 320x50. Users can tap to expand the ad to a full page creative delivered in both portrait and landscape orientations. Video content and/or product carousels can be included making the ad interactive and educational.



Improve the user's mobile ad experience.

Pre-Engagement

The pre-expand banner is 320x50. It commonly features animation to effectively catch the user's eye and trigger a launch of the expand unit.

Features

- Initial 15 seconds animation to trigger expand launch
- Static end frame summarising offer 320x50

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 expand is a custom designed and built rich media unit that can feature a variety of elements promoting strong engagement times with your brand. The expand opens to full screen making the most of a potentially compact space.

Features

- Expands in both landscape and portrait (full bleed: 1800x1400)
- Safe area ensures the quality of user experience across all mobile devices (portrait: 768x1230px - Landscape: 1280x646px)
- User initiated video content
- Image gallery functionality
- Product carousels
- Social media links
- Custom features - feeds or games etc