

# TABLET RICH EXPANDABLE MEDIA (TABLET REM)

## HIGH IMPACT ON THE GO

An interactive rich media format. The tablet format is tailored to the device to promote a quality user journey and positive brand experience.

## Educate & inspire users with your brand.

### Pre-Engagement

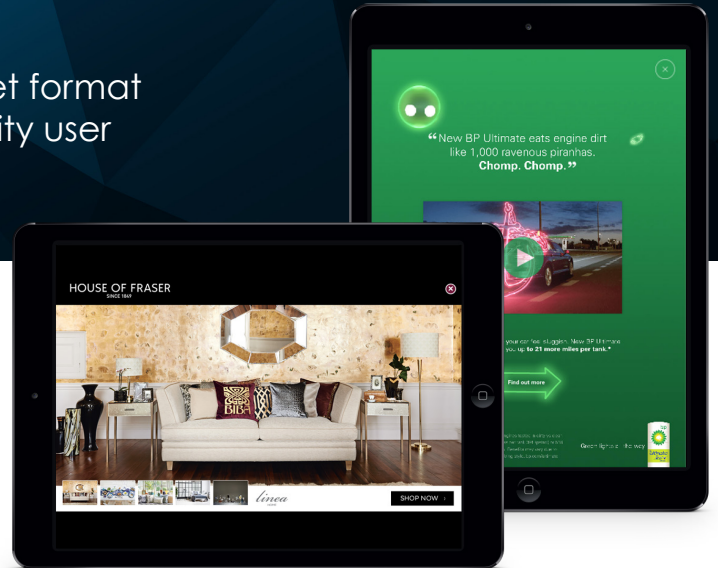
The pre-expand banners are available in 3 ad sizes as standard and are delivered through standard ad slots. They commonly feature animation to effectively catch the user's eye and trigger a launch of the expand unit.

#### Features

- Initial 15 seconds animation to trigger expand launch
- Static end frame summarising offer 300x250, 728x90, 160x600

### 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 huge 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: 3200x3200px)
- Safe area ensures the quality of user experience across all mobile devices (Portrait: 1536x1800px - Landscape: 2048x1288px)
- Expand animations & transition effects
- User initiated video content
- Image gallery functionality
- Product carousels
- Social media links
- Custom features - feeds or games etc