

MOBILE HIGH IMPACT TAKEOVER (MOBILE HIT)

TAKEOVER MOBILE

A full screen, immersive experience delivering a high impact, content rich experience.



Improve the user's mobile ad experience.

Pre-Engagement

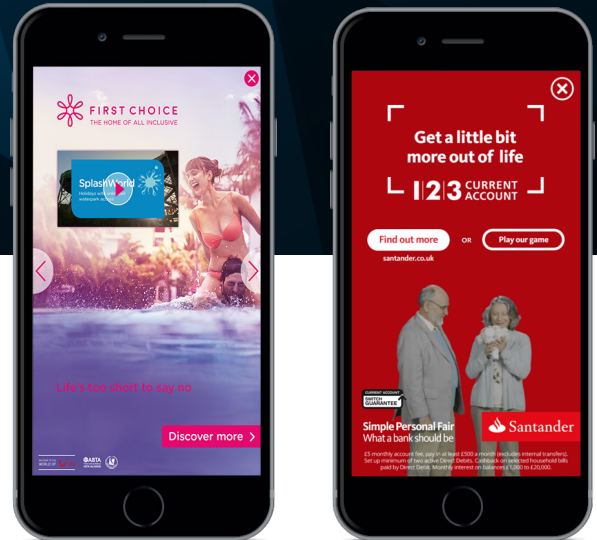
Auto-initiates with optional intro animation. It is frequency capped to ensure the best user experience.

Features

- Intro animation is muted (recommended of up to 5 seconds)

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. If there has been no user interaction the unit will automatically close after 20 seconds.

Features

- Expands in both landscape and portrait (full bleed: 1800x1400px)
- Safe area ensures the quality of user experience across all mobile devices (Portrait: 768x1230px - Landscape: 1280x646px)
- Custom animations & transition effects
- User initiated video content
- Image gallery functionality
- Product carousels
- Social media links
- Custom features - feeds or games etc