

CREATIVE SPECIFICATION



VIDEO ASSET DELIVERY OPTIONS

● Produce your own ads & utilize the tech

When you adapt your video material to different display formats, SeenThis simply converts your videos into ads, so you can enjoy the fastest possible turnaround. Delivery time: 1 business day.

● SeenThis production assistance

With a clean video¹ and font, logo and graphics sent separately, SeenThis adapts your video to display format by cropping it and adding HTML layers. Delivery time: 1–5 business day. The range implies the “depending on corrections”.

● Access to existing video only

With a branded video asset², SeenThis recommends the best creative execution (e.g. to include a static surface, crop video, etc.). Delivery time: 1–5 business day (Depending on corrections).

● High impact takeovers & special formats

These formats often require responsive elements in order to build the ad. Your clean video assets and encompassing elements are adjusted as needed for each publisher.

¹ Clean video is a video **without** any graphics (e.g. logo/copy) - ² A branded video is a video **with** graphics (e.g. logo/copy)

PRODUCE YOUR OWN ADS & UTILIZE THE TECH

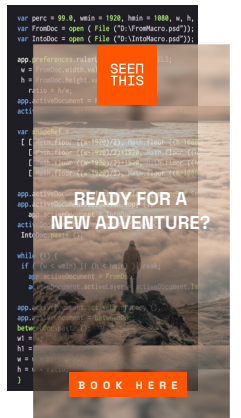
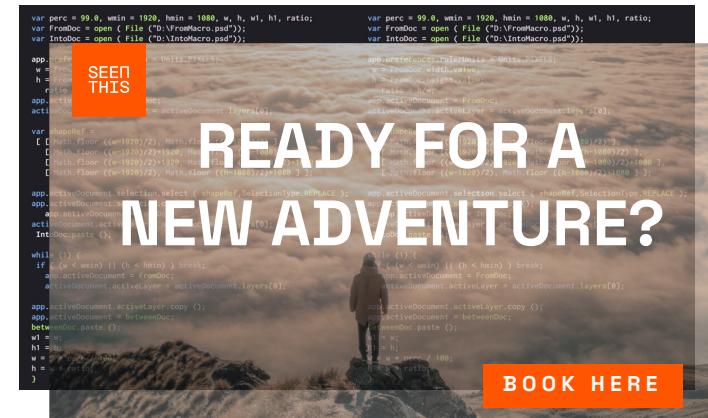
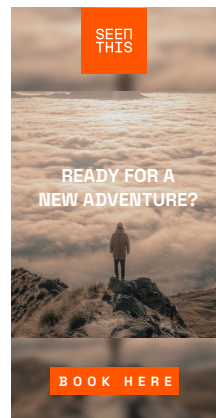
Produce your own ads with your preferred system and send videos with **maximum resolution** - no weight limitation. SeenThis then converts them to streamed HTML5.

What we need

- **MP4 videos** cropped to each display size with graphics included.
(To achieve the best quality for your video ads, we suggest submitting MP4 videos that are twice the size of the ad.
For example, a 640x640 video is recommended for a 320x320 ad size).
- **Maximum resolution** (no weight limitations).
- **30 sec max.**

What you get

- Your video converted to streamed HTML5 banners.



SEEN THIS PRODUCTION ASSISTANCE

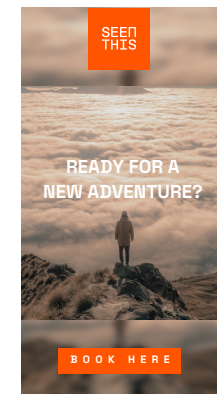
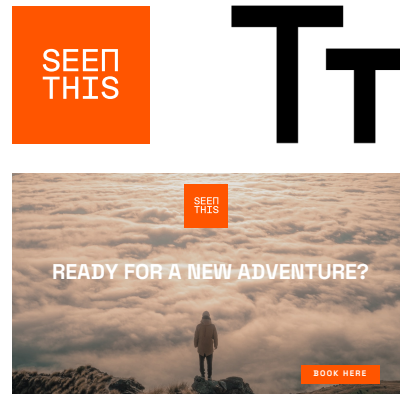
When you want to adapt for different banner formats according to your preference, send clean video assets with **maximum resolution - no weight limitation** and all other elements separately.

What we need

- **Clean MP4 video** with no graphics.
- **16:9 aspect ratio** (ideally in 9:16, 4:5 and 1:1 as well).
- **Maximum resolution** (no weight limitations).
- **30 sec max.**
- **Logo** (EPS/SVG/PNG)
- **Font(s)**
- **Animations** (MOV file with alpha)
- **Reference** (IMG/VIDEO/PDF) for layout and copy

What you get

- The requested display formats (with preview links sent for approval)



ACCESS TO EXISTING VIDEO ONLY

Send us any existing video assets you want to use with **maximum resolution - no weight limitation** and SeenThis will adapt them for the ordered banner formats according to one of the options below.

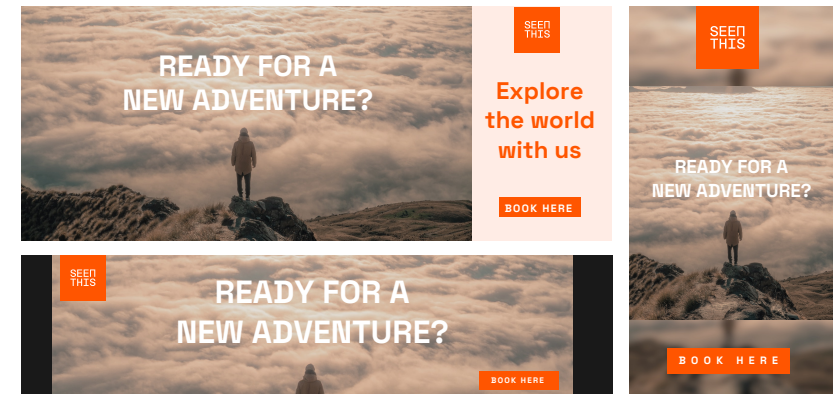
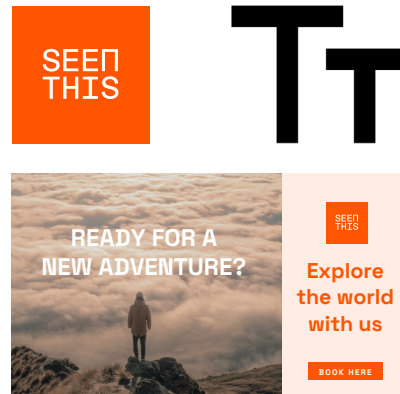
What we need

- **Existing MP4 video**
- **30 sec max.** (as per the limitations in the buying systems, but we can help trim to preferred length)
- **Logo** (EPS/SVG/PNG)
- **Font(s)**
- **Animations** (MOV file with alpha)
- **Reference** (IMG/ VIDEO/PDF) for layout and copy

What you get

SeenThis proceeds with one of the following options.

1. Static surface added to keep all vital parts of your video.
2. Video cropped or borders added to suit appropriate formats.
3. Borders blurred for the video to suit appropriate formats.

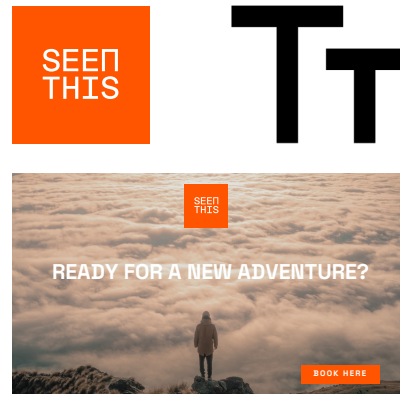


HIGH IMPACT TAKEOVERS & SPECIAL FORMATS

High impact often requires the ad to be built with responsive elements. Send us clean video assets with **maximum resolution - no weight limitation** and with all elements separately so the ads can be adjusted for each publisher.

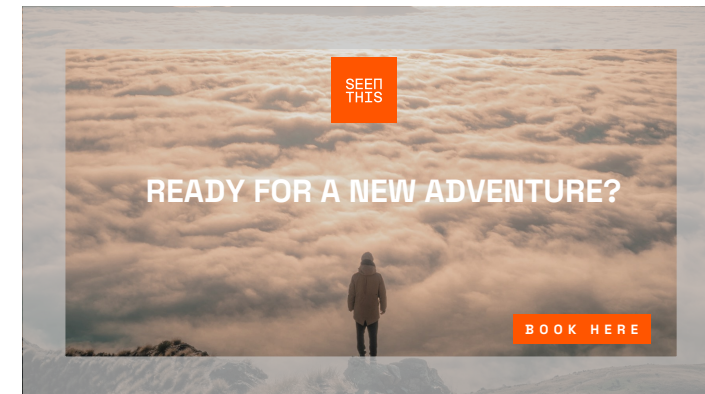
What we need

- **Clean MP4 video** with no graphics.
- **16:9 aspect ratio** for desktop and 9:16 for mobile.
- **Maximum resolution** (no weight limitations).
- **30 sec max.**
- **Logo** (EPS, .SVG OR .PNG)
- **Font(s)**
- **Animations** (MOV file with alpha)
- **Reference** (IMG/VIDEO/PDF) for layout and copy



What you get

- A tailor-made product that takes into consideration the different safe zones for different publishers, which guarantees that no elements get cut
- **Light grey area** (seen blow) is a safe zone example



See examples [here](#)