SHOWCASE PARALLAX

Devices Supported

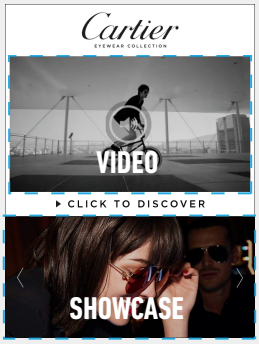
This content packed format features both a video experience and a showcase within the same ad. Once the ad comes into view, the video begins playing. Beside it, the showcase images begin to cycle through, tied to the user's page scroll. The user is exposed to a large video as well as all the images in the showcase even before they interact with the ad.

EXAMPLE 1 : 970x250



DEMO

EXAMPLE 2 : 300x400 MOBILE



DEMO

To begin production of this unit, we will need the creative composition including the logos, fonts, messaging, and showcase images along with teaser and user-play videos. If Interpolls will be handling the layout/resize of the creative, you may deliver the minimum required deliverables noted below.

Refer to illustrations to the right

SPECIFICATIONS	
Desktop/Tablet	300x250, 300x600, 970x250, 1280x350
Mobile	300x400
Video	Up to 3 videos may be implemented
Showcase Images	3-5 images are recommended

DELIVERABLES	
Creative	Photoshop PSD
Teaser Video File	10-15 secs, no audio, high quality MOV/MP4
User-Play Video File*	30 secs, with audio, high quality MOV/MP4
Showcase Images*	3-5 images in high quality JPG
Additional Assets*	Fonts, Ad Examples, Links, Guidelines
3rd Party Tracking Tags	(optional)

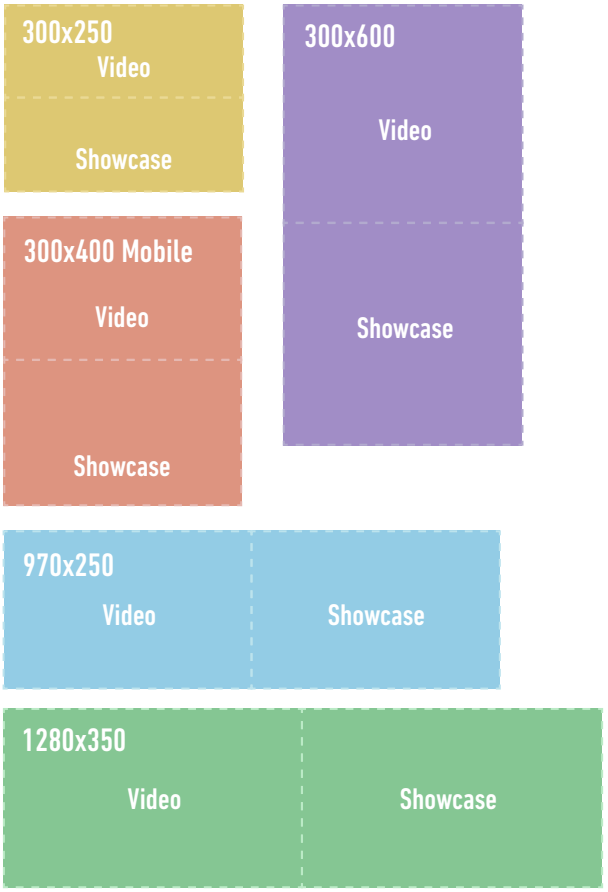
*Minimum required deliverables if Interpolls will be handling the layout/resize of the creative

TIMELINE	DESIGN	PRODUCTION
Interpolls Turnaround	1 day*	2 days**

NOTE: Timeline does not include client response time for feedback and approvals.

*Static mockups or updates within 1 business day once creative assets are received

**Live Preview produced within 2 business days after client approves static mockups



For additional information, please contact us at sales@interpolls-inc.com.

2019.02

interpolls