

EVOLVE / MEDIA

Moving Targets

SPEC SHEET / V01.01.0416



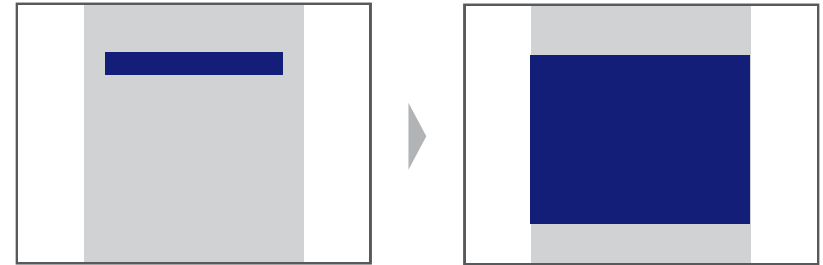
DESKTOP / TABLET

OVERVIEW: DESKTOP / TABLET

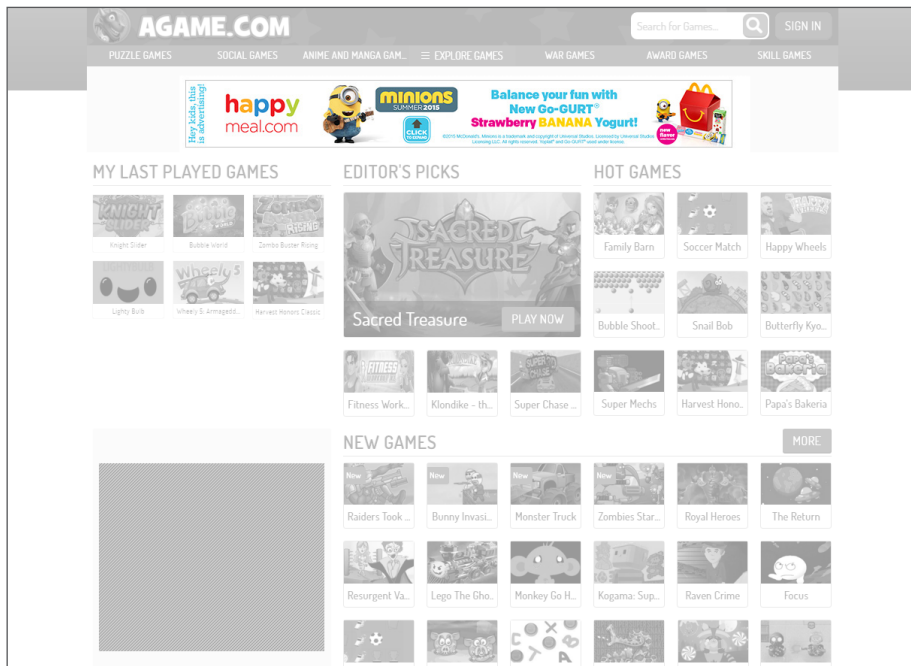
Moving Targets is an interactive experience where users catch as many targets as possible in a limited amount of time.

 [VIEW DEMO](#)

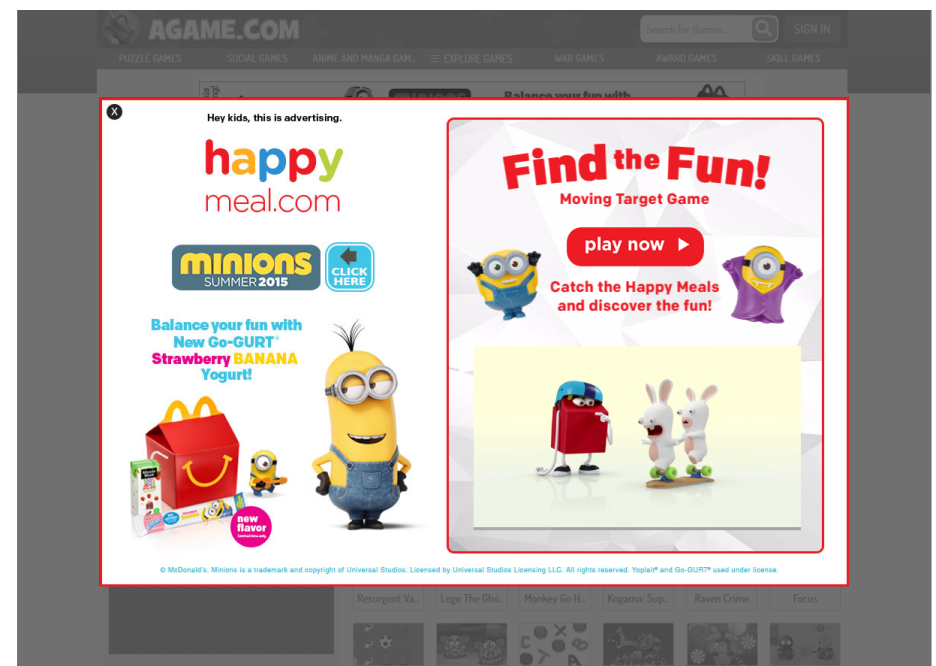
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IN CONTEXT



COLLAPSED UNIT



EXPANDED UNIT

DETAILS & REQUIREMENTS: DESKTOP / TABLET

UNIT DIMENSIONS

COLLAPSED UNIT

- 728x90

EXPANDED UNIT

- 1000x650

VIDEO SPECS

PLAYER DIMENSIONS

- 400x225, recommended

ADDITIONAL DETAILS

- Expansion is user-initiated (rollover or click)
- 0.3 second rollover delay required for expansion
- Close button required on Expanded Unit, top left placement preferred
- Users click to catch a target
- Game time is 60 seconds

REPORTING METRICS

- Clicks
- Game Completed
- Impressions
- Closes
- Video Quartiles
- Click-through
- Click-through rate

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

FONTS

- TTF or OTF format

CREATIVE BRIEF / GUIDELINES

- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264



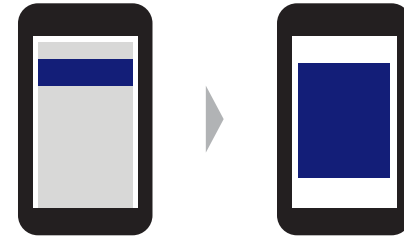
MOBILE

OVERVIEW: MOBILE

Mobile Moving Targets is an interactive experience where users catch as many targets as possible in a limited amount of time.

 [VIEW DEMO](#)

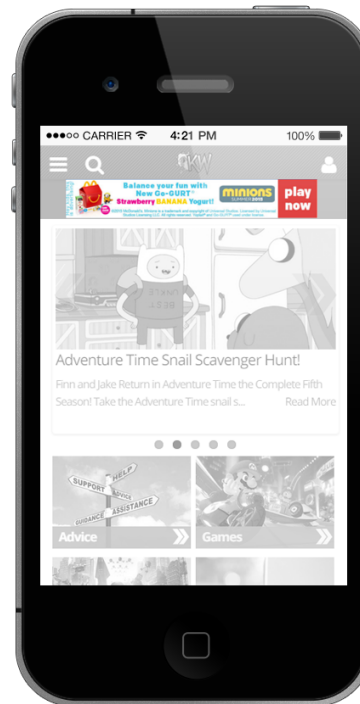
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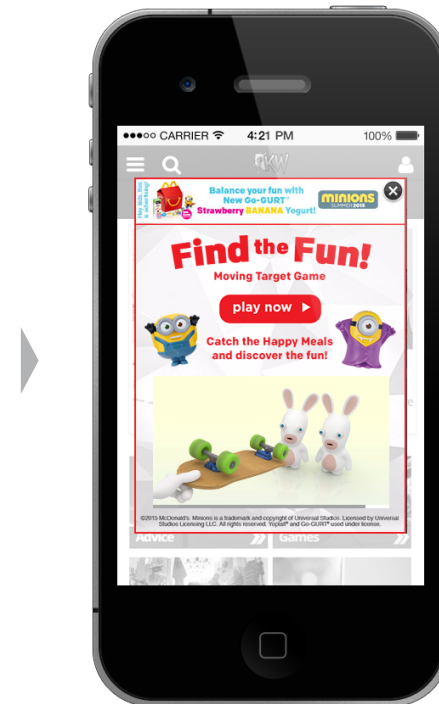
IN CONTEXT



[VIEW ON MOBILE](#)



COLLAPSED STATE



EXPANDED STATE

DETAILS & REQUIREMENTS: MOBILE

UNIT DIMENSIONS

COLLAPSED UNIT

- 320x50 (display size)
- 640x100 (actual size)*

EXPANDED UNIT

- 320x420 (display size)
- 640x840 (actual size)*

UNIT FILE SIZE

- 50 kB initial load
- 50 kB subsequent page loads
- 12 MB max payload

* Mobile Units are designed at double dimension for HD-viewing on mobile devices.

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator
- After Effects

FONTS

- TTF or OTF format

VIDEO SPECS

FILE SIZE

- 1 MB Video

PLAY LENGTH

- 15 seconds, preferred
- 30 seconds max

PLAY LENGTH

- Video plays in phone's native video player

ADDITIONAL DETAILS

- Expansion is user initiated
- User-initiated video auto-plays sound
- Users tap to catch a target
- Game time is 60 seconds

REPORTING METRICS

- Clicks
- Game Completed
- Impressions
- Closes
- Video Quartiles
- Click-through
- Click-through rate

CREATIVE BRIEF / GUIDELINES

- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264