

EVOLVE

MEDIA

StarFrame

SPEC SHEET / V01.16.0724



DESKTOP / TABLET

OVERVIEW: DESKTOP / TABLET

StarFrame is a full takeover unit that showcases several interactions for the users. The unit starts with a Teaser Video and Characters which can be selected to show each Character Bio. A full branded with featured video stage is also available, with an additional Collapsed state that can add release message and information, and a Complete image Gallery. All in one single interactive engaging unit.



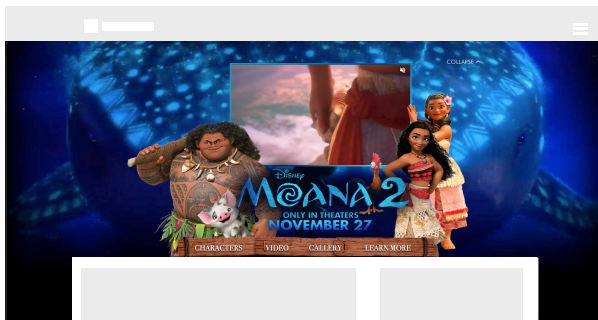
VIEW DEMO



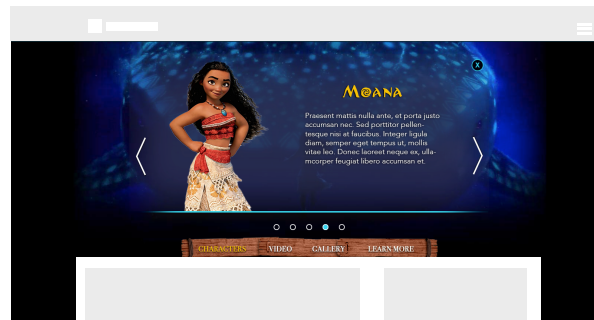
DOWNLOAD TEMPLATE

IN CONTEXT

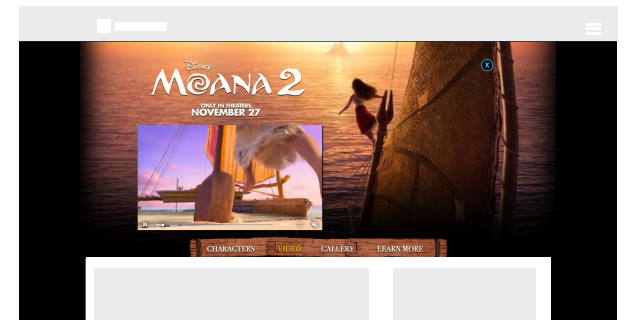
INITIAL STATE / TEASER



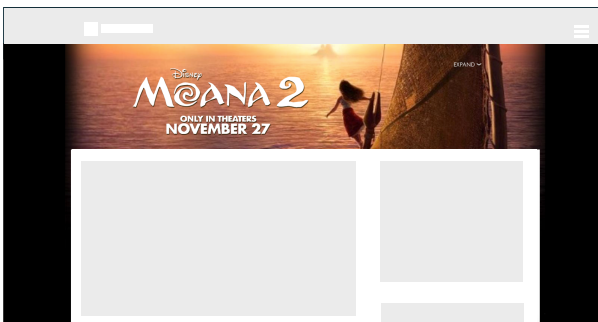
CHARACTER BIO



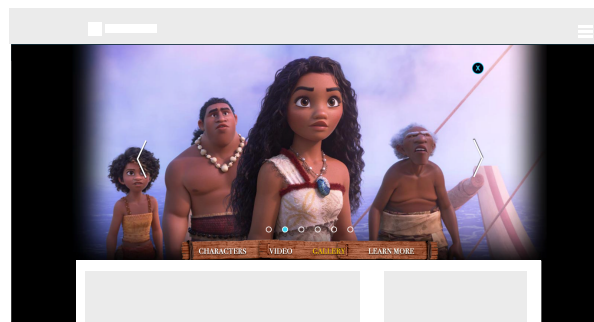
EXPANDED VIDEO



COLLAPSED STATE



GALLERY



UNIT DIMENSIONS

EXPANDED UNIT

- 970x550 (safe area)
- Video Reskin fullscreen 1920x1080px

COLLAPSED UNIT

- Endscreen
Top area 250px height
970x250 (safe area)
1920x1080px (reskin area)

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

TEASER VIDEO

- 1920x1080
- 6 seconds max
- Auto-plays without sound
- Video controls are not available

FEATURED VIDEO

- 1080p resolution
- HD video 1920x1080px
- Up to 15 seconds, recommended
- Auto-plays without sound
- Video controls not customizable

CREATIVE BRIEF

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

ADDITIONAL DETAILS

- Initial state is the Expanded Unit
- Collapsed Unit is user-initiated. May include a button to re-spawn Expanded state.
- Featured Video plays on video player on Expanded.
- Auto-initiated video user-initiated sound

ALREADY-APPROVED CREATIVES

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

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

VIDEO METRICS

- Start
- Pause
- Finish
- Quartiles
- Mute
- Unmute

SLIDER METRICS

- Click
- Hovers
- Shows
- Landed on drag

VIDEO

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



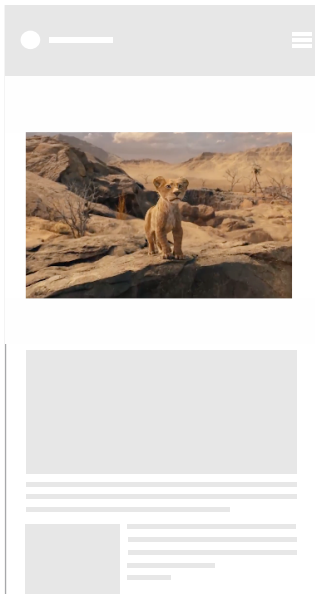
MOBILE

OVERVIEW: MOBILE

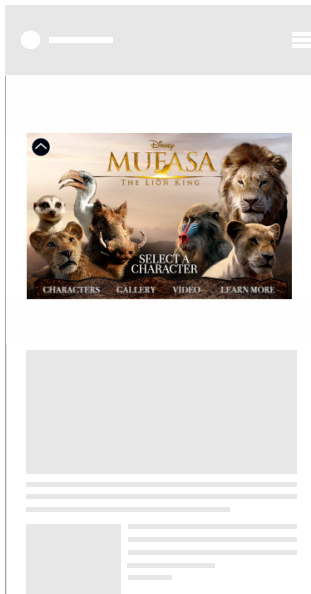
Mobile StarFrame is a 320x200 unit that showcases several interactions for the users. The unit starts with a Teaser Video and lands in the Characters section which can be selected to show each Character Bio. A full branded with featured video stage is also available, with an additional Collapsed state that can add release message and information, and a Complete image Gallery. All in one single interactive mobile engaging unit.

IN CONTEXT

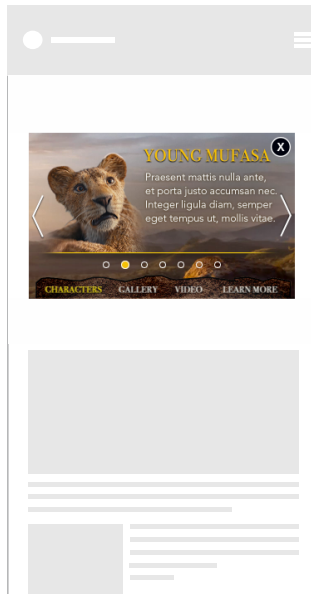
TEASER



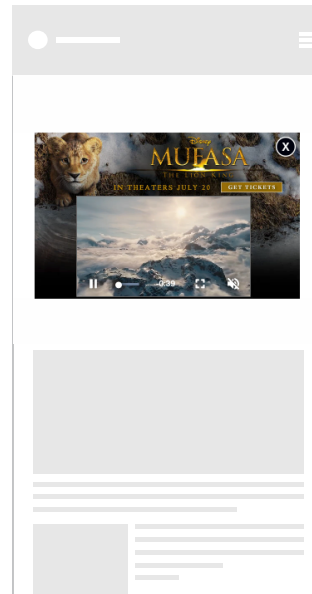
INITIAL STATE



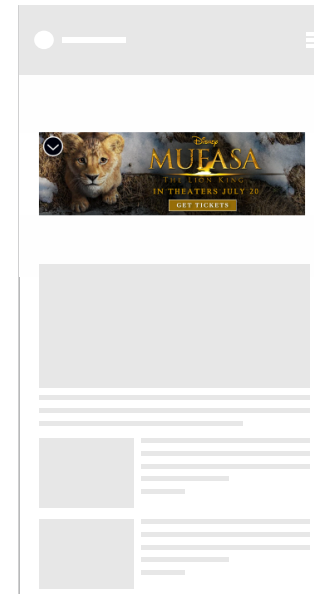
CHARACTER BIO



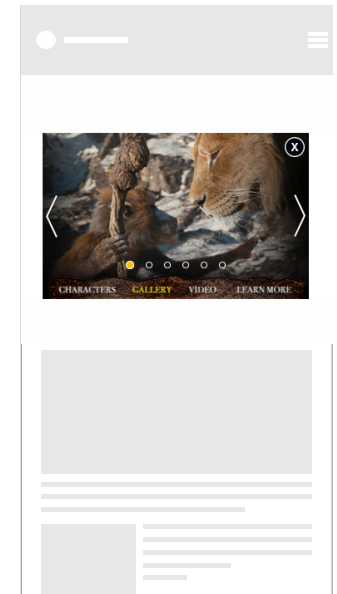
EXPANDED VIDEO



COLLAPSED STATE



GALLERY



UNIT DIMENSIONS

PRE-EXPANDED UNIT

- 320x200 (display size)
- 640x400 (actual size)*

COLLAPSED UNIT

- 320x100 (display size)
- 640x200 (actual size)*

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

UNIT FILE SIZE

- 1 MB initial load
- 8 MB max payload

ASSETS REQUIRED

LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

VIDEO SPECS

TEASER VIDEO

- 320x200
- 6 seconds, max
- Auto-plays without sound
- Video controls not available

FEATURED VIDEO

- 444x250
- 30 seconds, recommended

CREATIVE BRIEF

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

ADDITIONAL DETAILS

- Featured Video plays full screen in device's native video player
- User-initiated video auto-plays sound

ALREADY-APPROVED CREATIVES

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

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

VIDEO METRICS

- Start
- Pause
- Finish
- Quartiles
- Mute
- Unmute

SLIDER METRICS

- Click
- Hovers
- Shows
- Landed on drag

VIDEO

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

EVOLVE

MEDIA

evolvemediallc.com