



## Screen Ad

### Generic Creative Specifications:

All ads should be no longer than 10- seconds, no sound.

Keep text to a minimum, should not exceed 20 words.

Inc. key production message and call to action i.e. Price Point New, Try, Headline, Free with....

Packshots should be on screen throughout

Adverts should follow the split screen format i.e. pack shot / product footage on left hand side and text/price on right hand side.

### File type & size:

Adverts should be supplied in 16:9 and on any of the following formats;

Mini DV

DV Cam

BETA

DIGI BETA

MPEG4 At least 2MBPS (1024 x 576 – Standard PAL Resolution)

Quicktime Movies

Files must be provided in an encoded file format if supplying a final version for scheduling.

### All Creative:

- To be supplied at least 4 weeks prior to live date.
- Please allow at least 7 working days for scheduling
- Example creative below.

Please advise whether you would like a quote for the production works.



**Frame 1**

Pack shots fly to the foreground from horizon. NEW logo reveals top left.



**Frame 2**

Middle pack shot animates and text bursts out of bag to reveal on right hand side. (Key product message).

The words 'Bursting' and 'Wholegrains' animate.



**Frame 3**

Competition message reveals on right hand side (Call to action).

The word 'Win' animates.