

# Creative Guidelines and Specification



## Westfield LCD Screens

**This document sets out guidelines that will help with initial concept development, understanding of approval process and general rules of best practice for Westfield LCD's.**

Alive is the digital division of CBS Outdoor, who own and manage the screen network throughout the London Underground and Westfield London. Please ensure that you have confirmed full details of the **booked spot-length, day part** and **locations** included in the campaign via the client, media agency or direct with the *Alive* team at CBS Outdoor (0207 482 3000) before commencing concept development or production.

### 1.0 The screen size

The LCD's are 57" 16:9 High Definition TV screens installed on their side within a bespoke hub designed specifically for Westfield LCD's, which is why they appear portrait (9:16).

### 1.1 The Ad / Loop length

All the screens run a maximum loop of 60 seconds, with 10 second spots or multiples thereof, each loop will therefore carry up to 6 different spots / ads. Every 60 the loop continues to repeat itself.

If the LCD screen has been bought on a **sole occupancy** basis, this means the advertiser has exclusivity and there are no other advertisers sharing the space in the loop, so there is no loop / spot length – they can run whatever length they like, e.g., a 30 ad. However it is important to remember that the reason the format is sold with 10 spots is due to average dwell time. If you want to produce a 10 ad and have the space exclusively then it may be an idea to create a series of different ads, so that the same creative doesn't repeat itself every 10 seconds.

### 1.2 The Content

The screens can display all types of HD content; for example, film, animation and graphics. The only requirement is that there is a hold during the end of the ad for a minimum of 1 second, recommended 2 seconds. For example, if you are displaying video footage instead of freezing on the film, we recommended that you run film for 8 seconds and display an end during the last 2 seconds. This helps define your ad coming to an end before displaying the next advertiser, examples of this are available. The creative must be purely visual as the *Alive* screen network does not feature any sound capabilities.

### 1.3 Westfield Approval

All creative work across our other formats is subject to approval by Westfield London. Westfield will reject any creative work which, in their view, compromises the safety of consumers, e.g. disorientating imagery should be avoided. In addition all content must conform to the *Guidelines for the Acceptance of Copy at Westfield London*. The full guidelines can be accessed online; we strongly recommend you review these fully before entering in to production:

<http://www.cbsoutdoor.co.uk/web/Campaign-support/Copy-Approval.htm>

Direct competitors to any tenant of Westfield are prohibited to advertise within the centre, however brands which are stocked within such stores (but don't have an actual outlet) are permitted. Please ensure that concepts are delivered as per the deadlines on this document for approval. CBS Outdoor will not accept liability for any cost incurred to reproduce creative work which has been rejected.

### 1.4 Creative opportunity

Our objective is to help you maximise the creative opportunity. There are two main ways of using the format:

- a. Creating a single file (video / animation) which displays the same content each time the loop plays.
- b. Creating multiple files which are scheduled to play in several ways; e.g.
  - ▶ Every time the loop changes, maximum every 60 seconds
  - ▶ By day part, so specific messages for the morning, day and evening
  - ▶ By day of week and even by location

Having multiple files on LCD's is recommended due to the high frequency that these screens get viewed. E.g. Warner Bros, Ecco Shoes, Tommy Hilfiger.

In all cases the solution is totally dependant on the campaign; objectives, art work, assets, time frame and budget. If you do want to take advantage of scheduling capabilities and run multiple files it is important that we confirm these requirements in advance to ensure we can accommodate them. If you exceed 12 files per campaign you may incur scheduling costs.

Examples of all campaigns are available.

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## 1.5 Creative Consultancy

Across all our formats we always suggest a meeting to go through storyboards and concepts for brainstorming or approval, run through creative case studies and highlight examples of good and bad executions. Additionally we also have a production facility and can produce the final files for you.

It is highly recommended that concepts are reviewed with us before they have been signed off by the client. This will allow us to provide guidance on concept development, production process, LU approval and prevent clients signing off ideas that can't run anyway.

Additionally this is a great opportunity to talk through the specific considerations when designing for a large portrait screen with no audio in a retail environment. For example, Westfield London where consumers travel past a number of screens (approx 30) in any given 2 hour shopping trip.

## 1.6 The Spec

All LCD files will be processed by CBSO / Alive's delivery team and must be supplied in accordance to each of the following points;

- Resolution of 1080 x 1920
- 9:16 aspect ratio
- QuickTime file format (.mov)
- Using either of the following video codecs:
  - Animation*
  - Uncompressed 8-bit 4:2:2*
- File size no larger than 2GB
- Containing a silent digital audio stream at 48KHz (2 Channel)
- Once completed LCD files must be rotated 90 degrees anti-clockwise

## 1.7 Action and Title Safe

Though all our screens display the full image, we advise using standard action and title safe for the screens so that all images and text are clear for viewing.

Action safe - 10%

Title Safe - 20%

## 1.8 Delivery details, Critical Deadlines and Terms of Booking

- ▶ FIRST DRAFT – WIP or even a static storyboard is required for approval 14 days before the campaign in-charge / live date
- ▶ FINAL FILES – delivered to spec, will be required 7 days before the campaign in-charge / live date

***These are the standard deadlines and must be considered as the very latest date on ALL campaigns across our digital network unless otherwise agreed by our Creative Comms team. Alive is a flexible medium and our delivery team at CBS Outdoor will always do their best to accommodate special requests, however we CANNOT guarantee the in-charge / live date of a campaign if the delivery deadlines are not met.***

For any further information on any of the above or to arrange a meeting, please contact a member of our Creative team:

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For delivery of all creative please contact a member of our Delivery team:

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