

6Break Enhanced / Cinemagraph

Use the pause screen to bring your product to life. Your product is enhanced through visual motion designed to capture the user's attention.

Availability:

Direct campaign	Web
Programmatic deal	Web

- **Enhanced 6BREAK:** The visual animation is focused on the product itself.
- **Cinemagraph 6BREAK:** The animation enhances the storytelling around the product's usage.

Format produced by the client

- **Expected formats:** Video + URL or Trackings PCC

Source PSD : [TEMPLATE PSD](#) + example of 6Break Enhanced in .mp4 format

Video	Mpeg 4 extension .mp4
Codec	Vertical
Resolution	1920x1080
Ratio	16/9
Multiplexing	Program Stream
Bitrate	15 Mbps
Frame Rate / Scan	25 fps / Progressif
Audio Standard	No sound

Additional Notes	The animation must remain subtle and be limited to a maximum of two key animated elements. Loop format required, with identical first and last frames. No time limit.
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Format produced by M6 Unlimited

Deliverables:

- All creative assets separated in .psd format, logo(s) in .ai or .png
- Font files in .otf or .ttf format
- A creative brief including the copy, and if possible, an example of a digital advertisement
- The redirection URL
- A sentence linked to a pause moment. Example: “Enjoy a pause moment to discover...”

Format Visual
