

6Break

Use the pause screen (6break) as a new advertising space to deliver a contextualized advertising message during pause moments.

Availability:

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	OTT - Web, In App

“ **Format contextualization:** The displayed message must be contextualized to a pause moment (example: “Melt into a LINDOR break”).

- **Adserver used:** GAM (Google Ad Manager)
- **Deadline for receiving technical assets:** 5 business days before the campaign launch
- **Expected formats:** JPG images + URL or PCC tracking links

Format produced by the client

Source PSD : [TEMPLATE PSD](#)

Deliverables:

Device	Format	Size	Weight	Type
MultiDevice	Horizontal	1920x1080	< 900Ko	jpeg

Format produced by M6 Unlimited

Deliverables:

- All creative elements 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 related to a pause moment. Example: “Enjoy a pause moment to discover...”

Format Visual

PHILIPS
OneBlade



PUB

MARQUE PRÉFÉRÉE
des Français

PHILIPS
tondeuse, lame
et epilateur électrique

TAILLEZ STYLISEZ RASEZ

**PHILIPS ONEBLADE.
UNE LAME POUR TOUS
VOS BESOINS.**

FAITES UNE PAUSE

LAME 360



*Etude OpinionWay 1001 répondants - 14 et 2025 catégorie rasoirs, tondeuses et epilateurs électriques