

6Scan

Immerse viewers in your brand universe and help them envision how to use your product.

With the integration of a QR code overlay on your TV commercial, the 6SCAN range offers a wide variety of options and is available in five versions: Shopping, Augmented Reality, Sampling, Nutriscore, Filter, Labels, and Bot.

Availability:

Direct campaign	CTV, TVS
Programmatic deal	CTV, TVS

List of 6SCAN formats:

- 6SCAN Sampling
- 6SCAN Filter
- 6SCAN Augmented Reality
- 6SCAN Shopping
- SCAN Nutriscore
- 6SCAN BOT
- 6SCAN Labels

CTV	
1920 x 1080 px - 250 ko max	Warning: advertiser logo must NOT appear The “ADVERTISEMENT” banner is mandatory on all formats (see .psd)
	Deliverable including advertiser logo presence + QR Code The “ADVERTISEMENT” banner is mandatory on this format.

TVS

Advertiser logo (.ai or .png)
Call-to-action sentence with a promise (for QR Code interaction) > The message must be clear, compelling, and explicit
Brand guidelines (background color of the overlay, totem color, etc.)
TV spot cleaned of health warnings, legal notices, or sector-specific mentions*
Health warnings, legal notices, or sector-specific mentions* provided in a separate document

Required elements for the TV spot	
IMAGE	Full HD (1920x1080) at 25fps (progressive or upper field first)
CODEC	Apple ProRes 422 HQ, MXF OP1a XDCAMHD 50, or any other MASTER or BROADCAST format
SON	• Stereo / 16 or 24 bit / 48kHz • EBU R128 compliant mix (-23 LUFS)
STRUCTURE	• Timecoded at 01:00:00:00 • File name must match the PubID format (FR_xxxx_xxxx_xxxx_XXXX_XXX_F_HD)
ARPP APPROVAL	MANDATORY > Please send us the favorable ARPP approval along with the spot

Legal Notices

1. Health Notices:

- « Pour votre santé, mangez au moins cinq fruits et légumes par jour »
- « Pour votre santé, pratiquez une activité physique régulière »
- « Pour votre santé, évitez de manger trop gras, trop sucré, trop salé »
- « Pour votre santé, évitez de grignoter entre les repas »

2. Energy :

- « L'énergie est notre avenir, économisons-la ! »

3. Mobility :

- « Pour les trajets courts, privilégiez la marche ou le vélo #SeDéplacerMoinsPolluer »
- « Pensez à covoiturer #SeDéplacerMoinsPolluer »
- « Au quotidien, prenez les transports en commun #SeDéplacerMoinsPolluer »