

6Selector

This interactive and clickable format allows users to choose which advertising spot they want to watch from among three creatives from your brand. Thanks to the multi-choice feature, you can personalize your communication and deliver more targeted and engaging advertising.

Availability:

Direct campaign	Web
Programmatic deal	Web

Format produced by Massmotion

For any introduction regarding production or contacts at MassMotionMedia, please contact the Marketing Innovation team at: marketing.innovation@m6.fr

Specs, preview, and MassMotionMedia control PSD are [available here](#).

- **Deadline for delivery of technical assets:** 5 business days before campaign launch
- **Trackings** : Pixel + CC

Deliverables:

Elements	Format
Background image	PSD format (including logo, wording, CTA, visuals, etc.)
Video player waiting screen	PSD format (including logo, wording, CTA, and 3 selectable video thumbnails, etc.)
3 videos	• HD in 1920x1080px • 30 sec maximum