Loading Ad

Capture attention by customizing the progress bar of your ad spot in your brand's colors.

Availability:

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

General Information

- **The concept :** The Loading Ad transforms the progress bar of your advertising spot on M6+ into a branded communication space. Rather than enduring the loading time, the user experiences it as a brand moment — informed of the exact duration of the ad, they are pleasantly surprised and their engagement is enhanced as a result.
- **Availability:**Static or animated version.

Format produced by M6 Unlimited

Technical assets reception deadline:10 business days before the project goes live.
Delivery: Introduction by the Sales Contact to the M6 U team.

Deliverables: Please provide all graphic elements in high definition (if elements are assembled, deliver them in PSD) and the necessary information for the background creation (brief, logos, fonts, text messages...).

- Ad spot 1920x1080 with a favorable ARPP clearance
- Hex color code for the progress bar
- HD image/graphic element that will progress along the playback bar — .psd or .png