PreHome Reveal

Offer a playful and engaging experience that captures the user's attention as soon as they arrive on M6+. Stand out on the platform by showcasing your brand presence and invite users to scratch or reveal an area through interaction, uncovering a new personalized message and creating an immersive, dynamic experience.

> **Availability:**

Direct campaign	Web

- **Ad server used:** DFP (Google / Doubleclick)
- **Deadline for receiving technical assets:** 10 business days before campaign launch
- **Tracking :** Pixel & ClicCommand accepted
- **Interaction**: Move the mouse or finger across the screen to erase the first message and reveal a second one
- **Closing behavior**: Click on the "Access M6+" button on desktop or the "CLOSE" cross on tablet and mobile
- **Delivery contact:** adops@m6.fr

Format produced by the client

PSD source file: TEMPLATES PSD

Deliverables:

Device	Visual	Resolution	Weight	Type
WEB • Desktop • WebMobile responsive	Teaser	1920x1080	< 350 ko	JPG
	Reveal			
	Teaser	800x1200	< 150 ko	
	Reveal			
	Custom cursor	300x300	< 100 ko	PNG / GIF

- Interaction: Move the mouse or finger across the screen to erase the first message and reveal the second one.

- Closing behavior: Click on the “Access M6+” button on desktop or the “CLOSE” cross on tablet and mobile.

All creatives must be saved in progressive mode (option available in Photoshop when exporting)

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
