

Voting Skin

Offer an interactive and participatory experience by inviting users to vote during the broadcast of the advertising spot. Once the vote is submitted, users can instantly view the voting results in real time, increasing audience engagement.

This innovative format creates genuine interaction between your brand and its audience.

Availability:

Direct campaign	Web
Programmatic deal	Web

General Information

- **Format :** Users can vote between two teams during a video. Once the vote is submitted, the results are displayed.
- **Placement:** Around a VPAID preroll.
- **Closing Behavior:** The format closes automatically at the end of the video.

Format produced by Massmotion

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

Deliverables:

- **PSD Desktop :** 1920x1080 respecting the [PSD safe zones](#)
 - **Video :** 1920x1080 / .MP4
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