

Shake Me

Shake and Interact

General Information

- **Ad server used:** SmartClip
- **Deadline for receiving technical assets:** Minimum 3 days before the campaign launch.
- **Format contextualization:** Encourage listeners to shake or tap their smartphone or smartwatch to trigger an action.

Video Creation Guidelines

The action trigger must remain active during the ad and for 10 seconds after the end of the video.

1. **What should the listener do:** "*Secouez votre téléphone*" ("*Shake your phone*")
2. **When should they do it:** Add a time cue in the creative and repeat it halfway through. "*Regardez maintenant*" ("*Look now*")
3. **What should they expect:** "*Télécharger un coupon*" ("*Download a coupon*") or "*Ouvrir notre site web*" ("*Open our website*")

Deliverables

- Audio Creative
- Formats: .mp3 / .wma / .aac

Actions to Trigger

- Redirect the listener to a website
- **Smartphone / smartwatch deliverable:** Provide a phone number (auto-filled through the vibration feature)
- Make a phone call
- **Smartphone / tablet deliverable:** URL
- Download a coupon
- **Smartphone / tablet deliverable:** URL / Backup image URL for Android users and tablets / Coupon in .pkpass format (QR code included)

Android: PTo access the coupon, the listener must already have a wallet application installed or download one from Google Play (for example, PassWallet).

If no application is installed, the backup image previously uploaded to AudioMatic will automatically be saved to their image gallery.

iOS : On iOS devices (including iPad), the .pkpass file will be added directly to the pre-installed Apple Wallet app.
