

Frame

Availability:

Direct campaign	4 screens- Web, In App, CTV
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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
 - All creative elements separated in .psd format
 - Logo(s) in .ai or .png
 - Animated elements in alpha / on transparent background
 - Font(s) in .otf or .ttf format
 - If possible → music only & sound design of the spot
 - A creative brief
 - The redirect URL for information on the redirect graphic design
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